



Magento**Live**
UK | 2016



Magento Marketplace



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Magento® Marketplace





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Accelerating Magento, one extension at a time...



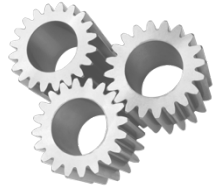
Marketplace Mission

Make the discovery, purchase & use of high-quality Magento extensions a delightful experience for Magento customers.

Extension Quality Program (EQP) Vision



**Value Driven
Prioritization**



**E2E
Automation**

VERACODE

**Free Security
Scans**



**Advance
Checklist**



**List w/
Video**

Extreme Quality Focus - Coming Soon... To an Extension Near You!

Marketplace Extension Quality Program

Level 1

Business Review

Business value

Unique functionality

Comparing with existing inventory

Technical Review

Package validation

Plagiarism

Coding standards

Security/malware

Marketing Review

Marketing description

Extension guidelines

Magento brand, logo usage

Company information

Level 2

Extension Verification Process

Documentation

Functional testing

Coding standards

Enhanced security services

Magento Investing in Marketplace

Magento Investment

- Marketplace Software Development
- Magento Business and Technical Operations team
- Marketing Spend

Marketplace

- Code and content checks for plagiarism
- Functional, performance, and security checks
- Demand generation and curated inventory

Marketplace Updates

- Inventory up +50% since launch
- Updated coding standards quality check
- Improved search experience
- Launched “Success Stories” and Marketing/Demand Generation
- Solicited feedback from community via Developer Council and surveys
- Developer Notifications

Coming Soon

- Magento 1.x extensions on Marketplace
- Enhanced code security and vulnerability scans
- Top Quality badge/Partner Program updates
- New category structure

Magento Marketplace Extension Submission

- Review our Submission Guidelines
 - [Technical Review Overview](#)
 - [Marketing Review Overview](#)
- Extensions for Magento 2.x platform
 - [Review the Magento 2.x standards](#)
 - [Package Validation Self-Check](#)
 - [Verify you extension version with Magento 2.1-RC release](#)
- Extensions for Magento 1.x platform
 - Use System > Magento Connect > Package Extensions
 - [See the ECG code sniffs to verify the quality of the extensions](#)



Marketplace Developer Submission Flow

Create Profile

Magento Marketplace EXTENSIONS THEMES KRISTOF

Back to My Account

Company profile

Set as my default profile

Legal Company Name
FOOMAN

Company No.
FOOMAN is a Silver Magento Technology Partner specialising in quality Magento extensions that help you run a more efficient online business. FOOMAN offers a range of free and commercial extensions focused on easy administration, customisations and integrations.

Company contact information

Company Website
http://www.fooman.co.nz

Primary Email
Set as default personal profile email

Company Support Email

Vendor Name

Company Address
Country
New Zealand

My Products

Magento Marketplace EXTENSIONS THEMES KRISTOF

Back to My Account

My Products

Extensions Themes Packages

Sort by: Newest | Show: All Platforms | All Editions | All Statuses

- Add Extension
- Same Order Invoice Number (v2.0.4 - Released in Store)
- Foومان Email Attachments (v2.0.3 - Released in Store)
- Order Number Customiser (v2.0.0 - Released in Store)
- ORDER MANAGER (v2.0.0 - Released in Store)
- Foومان Print Order Pdf (v2.0.2 - Released in Store)

Product Details

Magento Marketplace EXTENSIONS THEMES KRISTOF

Back

Order Manager

Magento Edition
Community (+\$145.00)

Technical Support Period
Extension is provided without support.

Manage orders in bulk with one click - save hours of time each week.

Installation
Installation Service (+\$99.00)

\$149.00 **Buy Now**

Overview Reviews Release Notes Support

One-click bulk order processing
Invoice and mark all orders as shipped with one click from the Order Overview Screen - this makes handling large order volumes a breeze.
Suitable for even the largest online stores - this extension saves hours of time each week by enhancing the standard Magento workflow.

A powerful Order Overview Screen
View shipping addresses and information on the Order Overview Screen for easy reference.
Enter tracking information straight from the Order Overview Screen (including multiple tracking numbers and multiple shipping carriers).

Reviews
5.0 (1)

Release Notes
v2.0.0

Support
01 April, 2016

Related Products
Customer Data
Order Management
Community

Marketplace Merchant Purchase Flow

Search & Browse

The screenshot shows the Magento Marketplace homepage. At the top, there are navigation links for 'EXTENSIONS', 'THEMES', a shopping cart icon, and 'Sign In'. The main header features a large banner with the text 'Welcome to Magento Marketplace' and 'The official Magento extension store.' Below this is a search bar with the placeholder text 'Search Magento Marketplace...' and a search icon. A 'View 2 Videos' button is also present. The main content area features a large image of an orange building representing a storefront, with the text 'How Magento Marketplace Works Platform' and 'Magento is the world's leading digital commerce platform, powering more of the Top 1000 Internet retailers than any other platform.' Below this is a 'Featured Partner Extensions' section with three cards: 'Magento 2 Pixel Magento 2 Plugin' (FREE), 'Magento 2 Order Export Module for Magento' (Starting at \$299.00), and 'Magento 2 Follow Up Email' (Starting at \$499.00).

Product Details

The screenshot shows the product details page for 'Magento 2 Facebook All in One'. The page includes a 'Back' link, a star rating, and a price of '\$149.00' with an 'Add to Cart' button. The product description states: 'The main features of this extension are: login with Facebook account, Like button for all products, Facebook Share, Comments box and other features.' Below the description are four screenshots showing the extension's interface on a desktop and mobile devices. The page also includes a 'Magento Edition' section with 'Community (+\$149.00)', a 'Technical Support Period' section, and an 'Installation' section with 'Installation Service (+\$60.00)'. At the bottom, there are tabs for 'Overview', 'Reviews', 'Release Notes', and 'Support'. The 'Overview' tab is active, showing a detailed description of the extension's features and benefits.

Purchase

The screenshot shows the 'Purchase History' page under the 'My Account' section. The page has a search bar with the placeholder text 'Search by order #' and a search icon. Below the search bar is a table listing purchase history entries. Each entry includes the purchase date, order ID, total amount, and a 'Download Invoice' link. The table contains four entries:

Purchase Date	Order ID	Total	Download Invoice
June 4, 2016	30002711	FREE	Download Invoice
June 4, 2016	30002711	FREE	Download Invoice
June 4, 2016	30002709	FREE	Download Invoice
June 4, 2016	30002708	FREE	Download Invoice

Each entry also includes a product icon, name, type, and developer. For example, the first entry is 'Social Rewards' by 'Add2Pixels'.



Installation Process

Sync with Marketplace

Magento Marketplace

EXTENSIONS THEMES Q TANYA

< Back to My Account

My Access Keys

These keys can be used for authorized downloads of the Magento 2 platform, extensions, and themes.
Please see the [instruction document](#) for downloading and installing Magento 2 platform.

NAME	ACCESS KEYS	ACTIONS
magento	Public Key: 32f0dd6b59f47c12b4e479558a0f7f9d Private Key: b3ba85a9ce165d5f6e829ebdfc494b6	Disable Delete

Name *

Generate New

Component Manager

Magento Marketplace

Sign in to sync your Magento

114 records found

Component Name
magento/framework
magento/language-de_de
magento/language-en_us
magento/language-es_es
magento/language-fr_fr
magento/language-nl_nl

Magento Marketplace

To upgrade or install purchases, enter your access keys

Need to find your keys?

- Go to your [Magento Marketplace account page](#).
- On the "Access keys" page, copy your public and private keys.
- Enter keys below:

Public Access Key

Private Access Key

Sign in



Installation Process

Installation flow

Extensions Grid

Install 28 records found

20 per page 1 of 2

<input type="checkbox"/>	Extension Name	Metapackage	Version	Type	Vendor	Action
<input type="checkbox"/>	belvg/module-facebookfree		1.0.1	magento2-module	belvg	Install
<input type="checkbox"/>	expressly/expresslymagento2		0.1.0	magento2-module	expressly	Install
<input type="checkbox"/>	foyer/interact		1.0.0	magento2-module	foyer	Install
<input type="checkbox"/>	magento/module-bundle-sample-data		100.1.0-rc2	magento2-module	magento	Install
<input type="checkbox"/>	magento/module-catalog-rule-sample-data		100.1.0-rc2	magento2-module	magento	Install
<input type="checkbox"/>	magento/module-catalog-sample-data		100.1.0-rc2	magento2-module	magento	Install

New Purchases

Readiness Check Create Backup Component Install

Try Again Back Next

Step 1: Readiness Check

✓ **Completed!** You can now move on to the next step.

- ✓ **Check Updater Application Availability**
Updater application is available.
- ✓ **Check Cron Scripts**
Cron script readiness check passed.
- ✓ **Check Component Dependency**
Component dependency is correct.
- ✓ **PHP Version Check**
Your PHP version is correct (5.4.21).
- ✓ **PHP Settings Check**
Your PHP settings are correct.
- ✓ **PHP Extensions Check**
You meet 16 out of 18 PHP extensions requirements. [Show detail](#)

Success

Your store is no longer in maintenance mode.
You installed:

- belvg/module-facebookfree

[Back to Setup Tool](#)



Opportunities for Extension Providers

- Payments & Taxes
- Point of Service (POS)
- Multi Channel/ Feeds & Affiliates
- Customer Service & Live Chat
- Product Information Management (PIM)
- B2B Extensions*
- Themes

*Please be sure to reply to marketplace@magento.com for B2B extension design criteria

Marketplace Roadmap (2H 2016-1H 2017)

Buyer Experience	Builder Experience	Marketplace Platform
Buyer profile of installed extensions	IP & Copy protection	Upgrade policy
Agency accounts	Stand-alone services	Extension Quality Program process improvements
Staging/Sandbox	Hierarchical account management	Bundling extensions
Wishlist	Currency F/X	Promotions/Discounts
		In-app Experience
		Support system
		Pricing model (recurring payment)

How to Be Successful on Marketplace

Survey the Landscape

Be Relevant

Know Your Audience

Think Carefully About Pricing

Promote Your Success

Over-Inform

Foster Open Communication

Validate Your Code

Resources

- [Marketplace User Guide](#)
- [Submission Guidelines](#)
- [Revenue Share Model One Pager](#)
- **FAQs**
 - [Developer](#)
 - [Merchant](#)
- [Technical Documentation](#)
- [Marketplace Overview Webinar](#)
- [Marketplace Overview Video](#)

Community is the Shining Star of Magento ecosystem



Serving and promoting the Magento community

Providing business boost for extension providers and purchasers

Creating the definitive, trusted store for Magento extensions



Special Guest: Kristof Ringleff

*Founder and Lead Magento Developer,
Fooman*

Q&A