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Business Process
Services

Guidelines for Publishing Listings

Publish listings using Oracle Cloud Marketplace Partner Portal

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DISCLAIMER

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This document provides guidelines for publishing listings for Oracle Cloud Infrastructure (OCI) Images.

Application listing - An *application listing* describes your application to users browsing Oracle Cloud Marketplace for cloud products. It can include product description, slogans, videos, screenshots, related documents, and more.

1. LISTING STYLE AND FORMATTING

To ensure the listing content adapts correctly to the Oracle Cloud Marketplace cross platform styling, only basic formatting is allowed in the description sections. If the content is being copied from another rich text source (such as Microsoft Word), ensure any additional styling is removed before submitting the listing for review.

Pasting content in plain text is recommended to avoid including any hidden styles and formatting. Adhering to these basic formatting options will ensure the listing content displays correctly across multiple devices and platforms.

2. LISTING TITLE AND HEADER CONTENT

Content Guidelines

1. **App Name:** Enter a descriptive name for your listing. This should be the name of your application. Avoid using Oracle product names in the title. See the guidelines for use of Oracle branding within listing content below.

2. **Headline:** Enter a brief description that will show at the top of your listing. This should indicate the application's purpose.

3. **Categories:** Select one or more categories from the drop-down list to help people find your listing. The selected category must be relevant to the application. You can select multiple categories. Oracle may choose to recategorize the application as part of the curation review process.

4. **Keywords:** This field is optional. You can enter one or more keywords that will help identify this listing in Oracle Cloud Marketplace. Add market-specific terms, synonyms, and other tags for your application. Oracle Cloud Marketplace includes this information when looking for applications that match the user-defined search string. The right words increase the chances that users find your app. If you want to specify more than one keyword, then separate each keyword by a comma.

5. **Pricing Information:** Select whether your application is free or paid. If your app supports BYOL (Bring Your Own License), you can add this information in the free text as "BYOL (Bring Your Own License)".

6. **Device Type:** Select the type of device your application is made for.

7. You must complete the above basic information first before you can fill out the remainder of the form.

3. GUIDELINES FOR USE OF ORACLE BRANDING WITHIN LISTING CONTENT

The use of the Oracle trademarks within the listing content (such as Oracle product names) must conform to the Third Party Usage Guidelines for Oracle Trademarks.

The use of the Oracle logos within the listing content (such as infographics and screenshots) must conform to the Third Party Usage Guidelines for Oracle Logos.

4. ICONS, LOGOS, AND BANNERS

Take some time to gather the information you want to include in your listing.
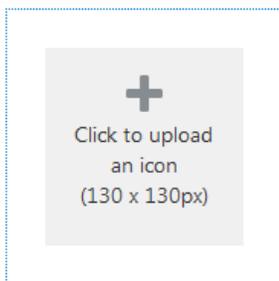
1. **Company logo and listing icon (Required):** In Oracle Cloud Marketplace, your company logo (115 pixels by 115 pixels) displays on the **Provider** tab. The icon (130 pixels by 130 pixels) displays on the listing pages for your app. The listing icon is the icon for the application that you create. The supported file types are BMP, GIF, JPEG (JPG), and PNG. The maximum file size is 5 MB. The company logo needs to be uploaded only once in the **My Company** section on the Partner Portal.

2. **Listing banner (Optional):** This is an optional feature. A banner (1160 pixels (width) by 200 pixels (height)) is an image that displays at the top of the details page and spreads across the width of the page in Oracle Cloud Marketplace. The supported file types are BMP, GIF, JPEG (JPG), and PNG. The maximum file size is 10 MB. Banners don't display on mobile devices.

Content Guidelines

1. Ensure the images are sized to match the specified dimensions.

2. Save images in PNG or JPEG format with compression.

3. Application icons should be distinctive and unique. Don't submit multiple applications with the same logo.

4. Don't use any Oracle logos or trademarks in the application icons. Ensure you have the usage rights to any third party images used.

5. Any text in the icons or banner must be readable.

5. DEMO AND SELF-PACED TRAINING

Demo and self-paced training links: In the header section, in the **Configure URLs** field, you can include a link to a demonstration of your application hosted on an external site. You can also include a link to a self-paced training.

6. DESCRIPTION

Describe your application to help users understand what your application does. You can add a short description and a long description. The short description must be a single paragraph that provides a high-level introduction to your application and highlights the value of any integration with the Oracle Cloud services. The long description must be a detailed description about your application.
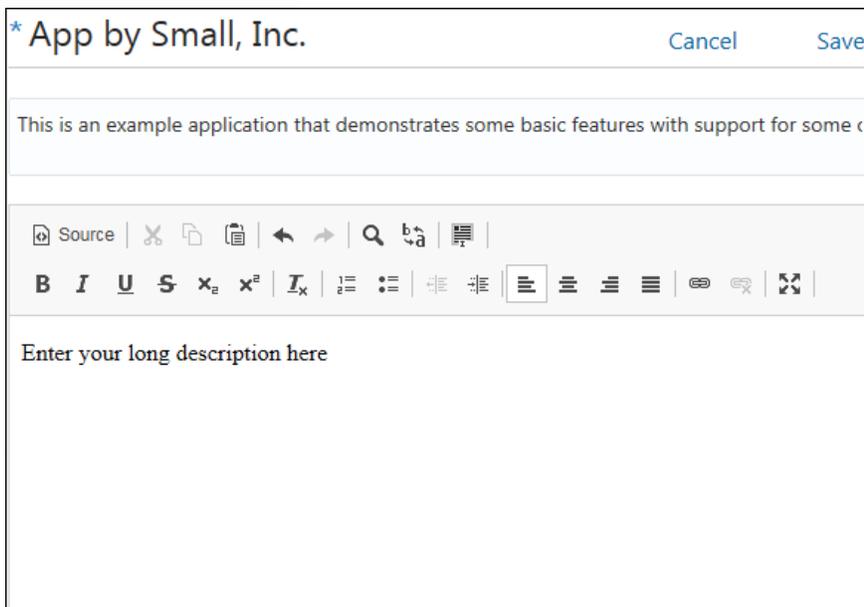
Content Guidelines

1. The long description is always preceded by the short description. Don't repeat the short description in the long description section.

2. The content of the description section should provide a high-level overview of the application. It must describe the value and benefit to the customer of running/hosting the application on the Oracle Cloud.

3. The description should not highlight or refer to "Oracle Validated Integration". The Oracle Validated Integration (OVI) program is only applicable to on-premises solutions, and does not apply to the Oracle Cloud.

7. USAGE INFORMATION

Provide required instructions on how to configure, setup, and access the instance after launch. You can also include links to useful information that will help users in configuring and setting up the software.

Content Guidelines

1. Include a link to a Getting Started guide that contains complete details required by users to get started.

2. Include links to any technical documentation, data-sheets, user guides, and other related documents (including the ones you specify in the Related Documents section).

3. List the ports that must be opened. Add a link "How to configure open ports" which describes the configuration steps using the OCI Console. For example, "Access Ports: 80, 443 (How to open ports)".

8. SCREENSHOTS AND VIDEOS

You can use screenshots and videos to walk the Marketplace user through your application. Provide meaningful labels and descriptions for your videos and screenshots. Order them in a manner that conveys the functionality or highlights the goals of your application.

8.1 Screenshots

1. Uploaded images are automatically scaled to 240 x 180 pixels thumbnails on the main listing page.

2. Uploaded images are automatically scaled to fit the 600 x 450 pixels media viewer.

8.1.1 Screenshot requirements:

1. Recommended dimensions: 640 pixels (width) x 480 pixels (height) [4:3 aspect ratio]

2. Supported file types: BMP, GIF, JPEG (JPG), PNG

3. Maximum file size: 5 MB

Content Guidelines

1. A minimum of two screenshots is recommended.

2. 600x450 is minimum recommended image size. Other suitable sizes include 640:480, 1024x768, and 1200x900. Larger images should be cropped or resized.

3. For best results, images should be created with a native 4:3 aspect ratio. Use an image editor to add padding for any images that do not fit a 4:3 aspect ratio, for example mobile phone screenshots, with an appropriately colored or transparent background to fit the required image size of 600x450 pixels.

4. When taking screenshots, hide any browser tool bars and menus. Use the browser full-screen mode.

8.2 Videos

Promotional videos that are hosted on YouTube or Vimeo can be embedded directly in the screenshot list and media viewer. Videos or customer demonstration hosted on other sites can be linked using the **Launch Demo** field under **Configure URLs** in the listing header, or linked from the **Related Documents** section of the listing.

8.2.1 Video requirements:

1. Supported hosting sites: YouTube (youtube.com, youtu.be) and Vimeo (vimeo.com)

2. URL address: Must start with either http:// or https://

Content Guidelines

1. Include a demonstration video as the first item in the list under the **Screenshots and Videos** section.

2. The main demonstration video should be short and to the point, focusing on the main features of the application and the value of the application/integration on the Oracle Cloud.

3. Longer videos and promotional content can be included as additional videos.

9. VERSION DETAILS

Enter application version details and a summary of what's new in this release. The details must include the specific application or extension that is made available from the Oracle Cloud Marketplace.

Formatting guidelines for version description are the same as the formatting guidelines for long description.

Content Guidelines
Use the version description to highlight any version specific information such as what's new in this release.

10. APPLICATION PROPERTIES

The **Application Properties** section appears only for some categories and the options available are based on your selections in the **Categories** field in the header section. If you see the **Application Properties** section, you can select one or more custom filters for your listing, filtering by sub-products or by sub-categories such as business-to-business (B2B) and business-to-consumer (B2C). The filters you select appear in the **Filter by** list in Oracle Cloud Marketplace after the user selects a specific product.

11. RELATED DOCUMENTS

Upload or link to relevant documents such as case studies, customization guides, data sheets, press releases, user guides, webinars, or white papers. Addition of a data sheet specific to the Oracle Cloud integration is a minimum requirement.

If you have documents you want to be available only internally to Oracle (for example, for the Oracle Sales team), select **For Oracle Internal View**. These documents will display in the Marketplace listing details page only if the user is logged in with an @oracle.com email address.

Content Guidelines

1. Data sheets should be specific to the Oracle Cloud enabled release of the application.

2. Add a *Getting Started with OCI* document that will provide complete details for customers to configure and setup the software.

12.   SUPPORT

Include at least one support link or a set of contact details for the application. You can add multiple links and contacts if required.

13.   SYSTEM REQUIREMENTS

The system requirements should list any specific dependencies on Oracle Cloud products and versions, and external service subscriptions or application requirements, including relevant minimum version numbers, or required options. For example, an application integrated with Oracle Sales Cloud Contracts module may state it requires "Oracle Sales Cloud Premium Edition Release 8 or above".

System Requirements   Cancel   Save

- Oracle Sales Cloud Standard Edition Release 8 and above
- Oracle Java Cloud Service for SaaS Extensions

Content Guidelines

1. List any Oracle Cloud PaaS services required to install and run the application.

2. List all Oracle Cloud SaaS services that the application is integrated with.

3. List any third party system dependencies.

4. You can also include browser-specific dependencies or supported mobile platforms in this section.

5. Be specific about any version or edition dependencies, or sizing requirements (if required).

14. LANGUAGES

You can select the languages supported by your application. By default, the English language is selected. You can select one or more languages. At least one language must be selected under this section.

15. REGIONS

Select the regions where users would be interested in your application.

Content Guidelines

Select the regions where you want to make your application available. If you don't choose specific regions, then your application will be available in all regions.

16. RECOMMENDED SERVICE PROVIDERS

If you have any recommended service such as consulting, integration, or training for your application, you can select it in this section.

See the tutorial on how to publish an OCI Image listing for more information.

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Integrated Cloud Applications & Platform Services

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