Oracle® Cloud
Using Oracle Cloud Marketplace Partner Portal

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Oracle Cloud Using Oracle Cloud Marketplace Partner Portal,

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Contents

Preface

1 Basics

2 Oracle Cloud Marketplace Policies

3 Create and Publish Listings

4 Build Apps and Install Packages

5   Manage Listings, Leads, and Users

6   Manage Reports

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7   Troubleshoot

8   Frequently Asked Questions

A   Publisher Guidelines

B Schema for Input Variables for Stacks

Preface

This document describes how to publish apps and services to Oracle Cloud Marketplace, manage listings, view reports, and manage leads.

Audience

This document is intended for Oracle partners who want to publish apps and services to Oracle Cloud Marketplace.

Documentation Accessibility

For information about Oracle's commitment to accessibility, visit the Oracle Accessibility Program website at http://www.oracle.com/pls/topic/lookup?ctx=acc&id=docacc.

Access to Oracle Support

Oracle customers that have purchased support have access to electronic support through My Oracle Support. For information, visit http://www.oracle.com/pls/topic/lookup?ctx=acc&id=info or visit http://www.oracle.com/pls/topic/lookup?ctx=acc&id=trs if you are hearing impaired.

Related Documents

For more information, see the following related documents:

* *Using Oracle Cloud Marketplace*
* *Getting Started with Oracle Cloud*

Conventions

The following text conventions are used in this document:

Convention	Meaning
boldface	Boldface type indicates graphical user interface elements associated with an action, or terms defined in text or the glossary.
italic	Italic type indicates book titles, emphasis, or placeholder variables for which you supply particular values.
monospace	Monospace type indicates commands within a paragraph, URLs, code in examples, text that appears on the screen, or text that you enter.

1
Basics

Here's some basic information that will help you get started publishing your apps and services to Oracle Cloud Marketplace.

- What's Oracle Cloud Marketplace Partner Portal?
- How do I become a marketplace publisher?
- How do I sign in to Oracle Cloud Marketplace Partner Portal?
- What do I need to know to get started?
- How do I get support if I have questions?

What's Oracle Cloud Marketplace Partner Portal?

Oracle Cloud Marketplace Partner Portal is an application that lets you create, submit, and manage the app and service listings that you publish to Oracle Cloud Marketplace.

📹 Show me

Whether you're an independent software vendor or integrator, Oracle Cloud Marketplace gives you a platform to showcase your apps that complement existing Oracle Cloud implementations and market your services, such as consulting and training. Oracle customers can visit the marketplace—a one-stop online store—to find the business apps and professional services that you offer.

In summary, Oracle Cloud Marketplace Partner Portal lets you:

- Deliver and market your apps or services to Oracle Cloud Marketplace users
- Create, manage, and publish your marketplace listings
- Manage sales leads
- View reports on usage data and sales leads
- Edit and maintain your company profile
- Grant other team members access to the Partner Portal application so they can create listings, manage sales leads, and view reports

What types of apps and services can be published on the marketplace?

Oracle approved providers can publish apps and services that integrate or extend Oracle Cloud products. Providers build their products based on Oracle Cloud technology or offer professional services for Oracle Cloud.

What Oracle Cloud products are supported on the marketplace?

Oracle Cloud Marketplace supports products across the Oracle Cloud Software as a Service (Oracle Cloud SaaS), Oracle Cloud Platform as a Service (Oracle Cloud PaaS), and Oracle Cloud Infrastructure as a Service (Oracle Cloud IaaS) solutions.

For the most up-to-date list, visit the Oracle Cloud Marketplace website:

http://cloud.oracle.com/marketplace

Point to the **PRODUCTS** option at the top of the page to view the currently supported Oracle Cloud products.

How do I become a marketplace publisher?

Watch the video to learn about the registration process and the benefits of becoming a marketplace publisher.

◻◀ Show me

Perhaps you're not sure you want to become a publisher, or maybe you want to find out if your app is suitable for Oracle Cloud Marketplace before you join Oracle PartnerNetwork (OPN), or maybe you want to build a new app to publish on the marketplace. See Frequently Asked Questions.

You can become an Oracle Cloud Marketplace publisher in three easy steps:

- Step 1: Get an Oracle account
- Step 2: Join Oracle PartnerNetwork
- Step 3: Register for a publisher account

Step 1: Get an Oracle account

Before you can register to be an Oracle Cloud Marketplace publisher, you must get an Oracle account if you don't already have one. You use your Oracle account credentials (user name and password) to sign in to Oracle online applications, Oracle websites, support, events, communities, and more.

To register for an Oracle account:

1. Go to the Oracle Cloud website.
2. Click **View Accounts**, and then click **Create an Account**.
3. Enter your email address and other details in the appropriate fields. Be sure to complete all the required fields.
4. Click **Create Account**.

   After your account is created, you'll receive a confirmation email at the email address that you provided.
5. Follow the instructions in the email to verify your email address.

Step 2: Join Oracle PartnerNetwork

Before you can publish apps to Oracle Cloud Marketplace, your company must be registered as an Oracle partner and a member of Oracle PartnerNetwork (OPN).

If you already have an OPN membership and aren't sure of your OPN status or company ID, contact Partner Assistance.

How much does it cost to join OPN?

To publish apps to Oracle Cloud Marketplace, you must join the Oracle PartnerNetwork as a member.

Although you pay $500 (USD) for an OPN membership, you don't pay any fees or commission to publish apps to the marketplace.

How do I join OPN?

For information about becoming an Oracle PartnerNetwork member, visit the OPN website at:

https://www.oracle.com/partnernetwork

You'll need to:

- Create your Oracle account if you don't already have one.

- Create a profile for your company.

- Complete the OPN membership application.

You'll receive an email confirmation that the OPN team received your membership application. The OPN team will review and process your application. You'll receive a second email when your membership is approved.

Step 3: Register for a publisher account

You're almost done. Your final step is to register for a publisher account to publish apps and services to Oracle Cloud Marketplace.

Fill out the Oracle Cloud Marketplace Publisher account registration form to request access to Oracle Cloud Marketplace:

1. Go to the Oracle Cloud Marketplace website:

   `http://cloudmarketplace.oracle.com/marketplace`

2. Open the **Publishers** menu, and then click **Become a Publisher**. An introductory page highlights the benefits of being an Oracle Cloud Marketplace publisher.

3. Click **Register**.

4. Sign in to your Oracle account.

5. Fill out your contact information. Oracle uses this information to contact you in case additional information is required about the apps or services that you want to publish to the marketplace.

6. Fill out your company information. Here are a few important notes:

- **OPN Number** — Enter your Oracle PartnerNetwork (OPN) membership number. Before you can register as an Oracle Cloud Marketplace publisher, your company must be a member of Oracle PartnerNetwork (OPN). Oracle validates the OPN number that you enter.

- **Company Name** — When you register your company, the company name is associated with your unique OPN membership number. Enter your company name carefully. If you need to change your company's name at some point, then you'll need to contact Oracle.

- **Contact Email** — You can provide only one contact email for your company. However, when you create your marketplace listings, you can provide multiple support contacts and links for each app you offer, and multiple office locations and contacts for each service you offer.

  This is the email ID where you'll receive an email when Oracle creates your publisher account. You'll also provide this email ID to access the Oracle Cloud Marketplace Partner Portal to create your app listings.

- Your company information, except the OPN Number, will be displayed on the PROVIDER tab for every listing you publish to Oracle Cloud Marketplace. You can use Oracle Cloud Marketplace Partner Portal to modify this information at a later date. See How do I change my company information? to learn more.

7. Describe the solutions you'll be providing.

8. Click **Submit** when you have filled out the registration form. You'll see a confirmation message that your application was submitted.

9. Click **Done** to close the dialog box and return to Oracle Cloud Marketplace.

Oracle validates the OPN number that you have entered, and then creates your publisher account. When your publisher account is created, you'll receive an email on the contact email ID that you have provided. You can use the same email ID to access the Oracle Cloud Marketplace Partner Portal to create your app listings.

How do I sign in to Oracle Cloud Marketplace Partner Portal?

You use your Oracle account credentials (user name and password) to sign in to Oracle Cloud Marketplace Partner Portal.

Before you can sign in, you must:

- Be registered as an Oracle Cloud Marketplace publisher.

- Be granted access to Oracle Cloud Marketplace Partner Portal and assigned a user role. By default, the partner administrator will be the person who submitted the request to become an Oracle Cloud Marketplace publisher. Anyone assigned the role of partner administrator can then grant access to other users in the company.

To sign in to Oracle Cloud Marketplace Partner Portal:

1. Go to the Oracle Cloud Marketplace Partner Portal website.

2. Enter your user name and password.

3. Click **Sign In**. Oracle Cloud Marketplace Partner Portal opens at the Home page.

> ✎ **Note:**
>
> If you're already signed in to your Oracle account, then the system doesn't prompt for your user name and password again.

You can also access Partner Portal from the Oracle Cloud Marketplace website (`http://cloudmarketplace.oracle.com/marketplace`). Simply open the **Resources** menu, select **Partner Portal**, and sign in.

To sign out of Oracle Cloud Marketplace Partner Portal, open the user menu at the top of the page and click **Sign Out**.

What do I need to know to get started?

After you sign in to Oracle Cloud Marketplace Partner Portal, take a minute to familiarize yourself with user roles, navigating pages, accessing help, and signing out.
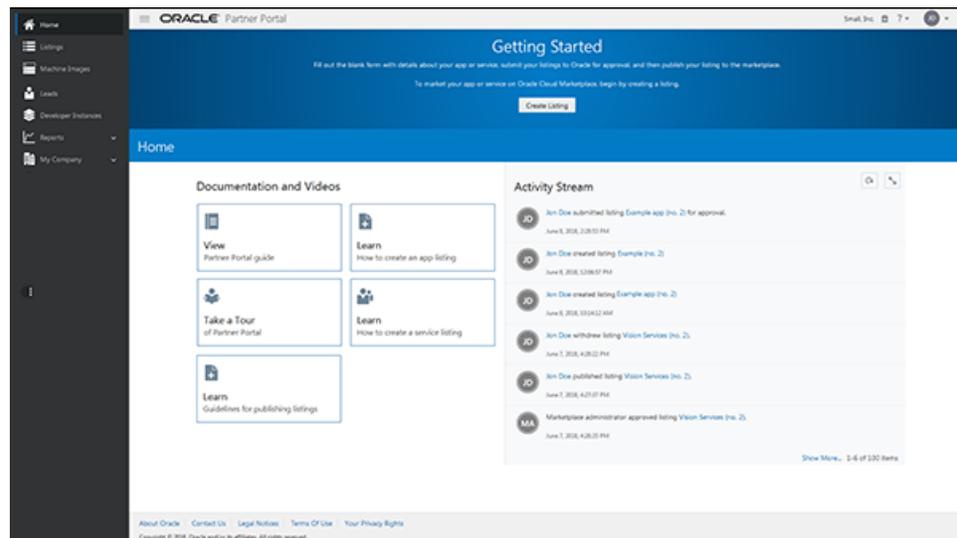
Control privileges with user roles

Your user role controls what you can do. Here are the available roles:

- The **Partner Member** role lets you create, update, submit, and publish listings; manage leads; view reports; monitor app installations; add standard terms of use; and manage archived listings.

- The **Partner Administrator** role gives you the same privileges as the partner member role plus a few more. You can update the company profile, manage the users who can access Oracle Cloud Marketplace Partner Portal, and assign roles to users. The **My Company** link displays in the navigation bar only if you're a partner administrator.

When you sign up as an Oracle Cloud Marketplace publisher, Oracle grants you access to the Partner Portal application and assigns you the role of partner

administrator. You—or anyone you assign the partner administrator role—can then grant access to other users in your company.

Navigate the website

- Use the links in the navigation bar to go to the different pages on the Oracle Cloud Marketplace Partner Portal website. Click each link and explore the page. Each page makes it easy for you to create your marketplace listings, manage your sales leads, see who has installed your app, update your company profile, and more.
- The **Activity Stream** section shows you who has performed what actions in the Partner Portal.
- Click the **Oracle Partner Portal** title to return to the Home page at any time.
- Click **Oracle Cloud Marketplace** to go to the online store.

Access online help, videos, and support

To view the documentation or watch the videos, go to the Home page and select an option from the **Documentation and Videos** section.

You can also open the **Resources** menu to access online help, videos, and support.

Sign out

To sign out of Oracle Cloud Marketplace Partner Portal, open the user menu at the top of the page and click **Sign out**.

Terminology

The following terms are commonly used in Oracle Cloud Infrastructure Marketplace.

Term	Description
App Install Package	When you create a listing for your application, you can add an app install package. An app install package includes coding instructions to install and uninstall the app. It can include an Oracle Cloud Infrastructure machine image that launches a Compute instance, or a Terraform configuration that launches a stack on Oracle Resource Manager. Providing an app install package allows customers to quickly set up the required resources and install and deploy your app.
Artifact	An artifact is a generic way to represent any machine images or Terraform templates that you want to make available through your listing. Create an artifact to upload a Terraform template or point to an Oracle Cloud Infrastructure custom image. Then add an app install package to associate an artifact with your listing.
Image	Images are templates of virtual hard drives that contain the operating system and software that an instance will run. After importing an image to Oracle Cloud Infrastructure, you create an artifact to point to an image. That artifact can then be associated with a listing by adding an app install package to the listing. Using an image in your listing provides customers a more streamlined way of getting started with your application.

Term	Description
Listing	A listing describes your app or service to users browsing Oracle Cloud Marketplace for cloud products. It allows you to display images, links, documentation, videos, and so on, to provide information about your application or service and to market your application or service to customers. Each listing is reviewed and approved by Oracle before it can be published.
Schema	When launching Marketplace Stacks, customers are prompted to fill in a form containing the list of variables that are part of the Stack definition. In order to provide a better user experience to customers, Oracle provides a schema file that enables you to specify how these variables can be displayed and used by customers when they launch a stack.
Stack	Stacks are Terraform configuration files (templates) packaged along with an input variable schema file. Stacks are used to build the required infrastructure, including both low-level components such as compute instances, storage and networking, as well as high-level components such as DNS entries, application configuration scripts, license keys, etc. Stacks launched by customers run on Oracle Resource Manager.
Terraform Configuration	A Terraform configuration is a set of one or more `.tf` files written in HashiCorp Configuration Language (HCL), which specify the Oracle Cloud Infrastructure resources to create. Terraform configuration files including resource metadata and other important information, like data source definitions and variables declarations.

How do I Publish an Oracle Cloud Infrastructure Stack?

An Oracle Cloud Infrastructure stack listing allows customers to easily set up all the resources required by your app, by using Oracle Resource Manager.

When you create a stack, you enable customers to quickly create and use all the infrastructure components required by your app, including low-level components such as compute instances, storage and networking, as well as high-level components such as DNS entries, application configuration scripts, license keys, and so on.

Stacks include Terraform configuration files (templates) as well as an input variable schema file, packaged together in a zip file.

Prerequisites

To publish a stack listing for Oracle Cloud Infrastructure, you must:

• Have an Oracle Cloud Infrastructure tenancy that is enabled as a partner tenancy. See How do I add an Oracle Cloud Infrastructure tenancy?

• Be an approved Marketplace publisher with access to Oracle Cloud Infrastructure Marketplace Partner Portal. See How do I become a marketplace publisher? and How do I sign in to Oracle Cloud Marketplace Partner Portal?

• Be approved to create application install packages of type OCI Resource Manager.

Workflow

Task	More Information
Create a Terraform template. Make sure your template complies with the guidelines for stacks.	Guidelines for Stacks
Create an artifact to upload your Terraform template. You can upload either a zip file or a Terraform (`.tf`) file.	How do I create an artifact?
After the Terraform template is successfully uploaded, create a listing. Ensure that your listing complies with the general guidelines for listings and the guidelines for application listings.	How do I create a listing? Guidelines for Listings
Next, to create an install package for Oracle Cloud Infrastructure: 1. On the Edit Listing page, click the **App Install Package** tab. 2. From the **Installable** drop down list, select **OCI Resource Manager** and click **Create Package.** 3. Enter the required information in the Define Package Information section and click **Save.** 4. In the Configure Terraform Template section, click **Edit** and select the artifact corresponding to your Terraform template. 5. Click **Save.**	How do I build an Oracle Cloud Infrastructure install package for my app?
Complete your listing and when you are ready, submit it for approval.	Start a listing Submit a listing for approval
Monitor the status of your listing and respond to comments, if any.	Monitor status during the approval process Respond to review comments
When the listing is approved, you can publish it. If you had opted for the listing to be published automatically upon approval, you don't need to do anything further.	Publish a Listing

How do I Publish an Oracle Cloud Infrastructure Image?

An Oracle Cloud Infrastructure Marketplace image listing allows you to create a custom machine image and import it into your Oracle Cloud Infrastructure tenancy. When customers use your app, an Oracle Cloud Infrastructure Compute instance is launched using the image you created.

Prerequisites

To publish an image listing for Oracle Cloud Infrastructure, you must:

- Have an Oracle Cloud Infrastructure tenancy that is enabled as a partner tenancy. See How do I add an Oracle Cloud Infrastructure tenancy?

- Be an approved Marketplace publisher with access to Oracle Cloud Infrastructure Marketplace Partner Portal. See How do I become a marketplace publisher? and How do I sign in to Oracle Cloud Marketplace Partner Portal?

Workflow

Task	More Information
Generate a custom image in your Oracle Cloud Infrastructure tenancy.	Guidelines for Images Bring Your Own Image (BYOI)
Link your Oracle Cloud Infrastructure tenancy to your Marketplace publisher account. This allows Marketplace to look up the images in your Oracle Cloud Infrastructure tenancy.	How do I add an Oracle Cloud Infrastructure tenancy?
Create an artifact to refer to the image in your Oracle Cloud Infrastructure tenancy. From the **Artifact Type** drop down list, select **OCI Compute Image.**	How do I create an artifact?
Create a listing. Ensure that your listing complies with the general guidelines for listings.	How do I create a listing? Guidelines for Listings
Next, to create an install package for Oracle Cloud Infrastructure: 1. On the Edit Listing page, click the **App Install Package** tab. 2. From the **Installable** drop down list, select **OCI Compute** and click **Create Package.** 3. Enter the required information in the Define Package Information section and click **Save.** 4. In the Configure OCI Compute Image section, select the artifact that your image is associated with. 5. Click **Save.**	How do I build an Oracle Cloud Infrastructure install package for my app?
Complete your listing and when you are ready, submit it for approval.	Start a listing Submit a listing for approval
Monitor the status of your listing and respond to comments, if any.	Monitor status during the approval process Respond to review comments
When the listing is approved, you can publish it. If you had opted for the listing to be published automatically upon approval, you don't need to do anything further.	Publish a Listing

How do I get support if I have questions?

Never hesitate to contact us if you have any questions or concerns about using Partner Portal or listing your apps and services on Oracle Cloud Marketplace.

- **FAQs and Troubleshooting**: Need some help? Check the Frequently Asked Questions and Troubleshoot sections for answers.

- **Phone, experts, feedback, and forums:** If you want to talk with us on the phone, get professional advice from support, provide feedback, or peruse the forums, go to the Oracle Cloud Marketplace website and click 📞 **Contact Us**. You can:

  – Call Oracle Direct at the specified toll-free number or click **Global Contacts** to look up contact information for Oracle offices around the world.

- Link to the My Oracle Support website, sign in, and get help from the experts in Oracle Technical Support.

- Use the feedback form to send us comments about Oracle Cloud Marketplace, let us know what apps and services you need, and tell us how we can improve your marketplace experience.

- Link to the discussion forums where you can post a message, start a new thread, or search the current discussions for answers. Oracle product managers, support, development, and operations team members respond to threads on the forum.

- **Online help, documentation, and videos:** To view the online help, print the user documentation, or watch introductory videos, click **Resources** at the top of the page.

2
Oracle Cloud Marketplace Policies

This document describes the current policies that are applicable to Oracle Cloud Marketplace.

Topics

Oracle Cloud Marketplace Paid Listings: Tax and Market Place Transactions by Publisher Policies

This document describes the current tax policies applicable to your Paid Listings on the Oracle Cloud Marketplace. Oracle may change these policies at its sole discretion. Please read these policies carefully as they contain important tax information.

For the purpose of these policies, the Pilot Oracle Cloud Marketplace Publisher Oracle Billing Agreement you have entered into with Oracle shall be referred to as "the Agreement." In the event of any conflicts between the terms of the Agreement and these policies, the terms of these policies shall control.

Effective Date: August 30, 2019

Last Updated: October 21, 2019

Market Place Transactions by Publishers Policy

Transactions under the Pilot Oracle Cloud Marketplace Publisher With Oracle Billing Agreement do not include orders by Publishers or their affiliates for Oracle Tech Cloud or third party products, whether ordered using Oracle's universal credit or pay as you go ordering models.

Tax Policy

1. **Responsibility for U.S. Sales and Use Taxes or other similar U.S. transaction based taxes (collectively referred to as "U.S. Sales Taxes") pertaining to the Marketplace Content**

   a. **In the District of Columbia ("D.C."), Tennessee, and the U.S. States where the Marketplace Facilitator Laws are in effect or notified to be in effect and impose an obligation on the marketplace facilitator to collect and remit the U.S. Sales Taxes on behalf of the marketplace sellers (hereinafter referred to as "MPF U.S. Jurisdictions") –**
   For the purposes of U.S. Sales Taxes, Oracle is the marketplace facilitator, and You are the seller on record relating to a transaction with a Billing Customer(s) for the Marketplace Content in D.C., Tennessee and the MPF U.S. Jurisdictions. Since Oracle is obligated to collect and remit the U.S. Sales Taxes as a marketplace facilitator, You will provide Oracle with information

regarding the taxability of the Marketplace Content, including but not limited to whether the Marketplace Content is treated as a cloud service or a software license for electronic download. Oracle will charge, collect and remit the U.S. Sales Taxes in D.C., Tennessee and the MPF U.S. Jurisdictions, on behalf of You based on the classification of the Marketplace Content provided by You. Where required by law, Oracle will provide You with a statement of the U.S. Sales Taxes collected and remitted on Your behalf. The current list of the MPF U.S. Jurisdictions are attached as Appendix A.

b. **In U.S. States other than those specified in Section 1(i) above –**
For all U.S. States other than those specified in paragraph 1(i) above, You are the seller on record, and Oracle will act as the collection agent for a transaction between You and a Billing Customer(s). You will provide Oracle with information regarding the taxability of the Marketplace Content, including but not limited to, whether the Marketplace Content is treated as a cloud service or a software license for electronic download. Oracle will collect U.S. Sales Taxes from the Billing Customer(s) on behalf of You in the states in which U.S. Sales Taxes apply based on the classification of the Marketplace Content provided by You. Oracle will provide to You a statement of the U.S. Sales Taxes collected on Your behalf before the 20th of the month following the month of the transaction with a Billing Customer(s), and the tax collected for Your own remittance. You will be responsible for remitting the U.S. Sales Taxes to the appropriate tax authorities thereafter.

c. **In all U.S. States –**
Oracle does not guarantee or provide any warranties to You as to whether Oracle's collection and/or remittance of the U.S. Sales Taxes on behalf of You is sufficient to satisfy Your U.S. Sales Taxes obligations or other responsibilities for transaction taxes. You agree to reimburse Oracle for any U.S. Sales Taxes related liabilities in the event of an audit by a tax authority and for refunds demanded by a Billing Customer(s) that cannot be recovered by Oracle from the relevant tax authority. These policies will be updated from time to time, including when a U.S. State changes, adopts or revises Marketplace Facilitator Laws, or brings other changes to marketplace facilitator's obligations.

2. **Responsibility for All Other U.S. Taxes (other than U.S. Sales Taxes covered by Section 1 above) as applicable in the U.S. pertaining to the Marketplace Content**
Withholding income tax - You will provide Oracle with information regarding the taxability of the Marketplace Content, including but not limited to whether the Marketplace Content is treated as a cloud service or a software license for electronic download. If Oracle is required to withhold any income taxes pursuant to the classification of the Marketplace Content provided by You, Oracle will:

a. deduct such withholding income taxes from the amount otherwise owed to You,

b. pay the appropriate taxing authority, and

c. deliver to You an official receipt or other evidence of payment for any taxes withheld. You must provide accurate information regarding Your tax profile as requested by Oracle.

3. **Responsibility for All Non-U.S. Taxes that are applicable outside of the U.S. pertaining to the Marketplace Content**
Oracle is not responsible for collecting, reporting or remitting any taxes that are applicable outside the U.S. in relation to a transaction with any Billing Customer(s) located outside the U.S. for the Marketplace Content, including sales, use, excise,

import, export, value-added, withholding and other taxes and duties assessed, incurred or required to be collected.

4. **Responsibility for All Taxes (U.S. and Non-U.S.) pertaining to Publishing Fees**
Publishing Fees payable by You pursuant to the Agreement are exclusive of all sales, use, and similar taxes. You will pay any taxes that are imposed and payable on Publishing Fees. All payments or deemed payments made by You to Oracle under the Agreement will be made free and clear of any deduction or withholding (including, but not limited to, cross-border withholding taxes), as may be required by law. If any such deduction or withholding is required on any payment, You will pay such additional amounts as are necessary so that the net amount received by Oracle is equal to the amount due and payable. Except as otherwise provided in this policy, You agree that Oracle is not obligated to determine whether taxes that are Your statutory obligations as per the applicable tax laws, apply, and Oracle is not responsible for collecting, reporting, or remitting any taxes arising from any transaction that are Your statutory obligations as per the applicable tax laws. However, if a taxing authority requires Oracle to pay any of Your taxes (i.e., those taxes that are Your statutory liability as per the applicable tax laws), You will promptly reimburse Oracle for the amounts paid.

Appendix A

The following is a list of Marketplace Facilitator Jurisdictions in the U.S. (MPF U.S. Jurisdictions), as of August 1, 2019. This list will be updated as additional or revised marketplace facilitator laws are passed. The following states and district require Oracle to collect and remit tax on taxable sales made by You (effective on or before August 1, 2019, or effective as of the date below):

- Alabama
- Arkansas
- Arizona (October 1, 2019)
- California (October 1, 2019)
- Colorado (October 1, 2019)
- Connecticut
- District of Columbia
- Hawaii (January 1, 2020)
- Idaho
- Illinois (January 1, 2020)
- Indiana
- Iowa
- Kentucky
- Maine (October 1, 2019)
- Maryland (October 1, 2019)
- Massachusetts
- Minnesota
- Nebraska

- Nevada (October 1, 2019)

- New Jersey

- New Mexico

- New York

- North Dakota (October 1, 2019)

- Ohio (October 1, 2019)

- Oklahoma

- Pennsylvania

- Rhode Island

- South Carolina

- South Dakota

- Texas (October 1, 2019)

- Utah (October 1, 2019)

- Vermont

- Virginia

- Washington

- West Virginia

- Wisconsin (January 1, 2020)

- Wyoming

Oracle Cloud Marketplace Territory and Export Compliance Policy

The Oracle Cloud Marketplace Territory Policy ("Policy") outlines the territory restrictions that apply to various listings of Marketplace Content on the Oracle Cloud Marketplace. This Policy is subject to change or termination at any time at Oracle's sole discretion without prior notice.

First Publication: 04-Dec-2019

Revised: 21-Jul-2020

Marketplace Content

"Marketplace Content" means any content that publisher promotes, licenses, sells, or grants access to customers through the Oracle Cloud Marketplace including but not limited to content delivered via a software-as-a-service model, any related technical support or other services publisher provides, content description information, and any marketing or promotion materials related to publisher's products and services.

Territory for Bring Your Own License (BYOL) and Free Listings of Marketplace Content

The territory for Bring Your Own License (BYOL) and Free Listings shall be worldwide, subject to the Export section of this Policy.

Territory for Paid Listings of Marketplace Content

The territory* for Paid Listings shall be as set forth below, subject to the Export section of this Policy and the terms of the applicable publisher agreement and any amendments thereto executed between Oracle and publisher:

Publisher Entity Domicile: United States

Customer Entity Domicile: United States

Currency: United States dollar

Data Center Domicile: any Oracle data center worldwide

*Japan – currently limited to a single Customer Entity domiciled in Japan with a Dedicated Region Oracle data center in Japan and the following requirements: 1) Publisher Entity Domicile in United States or Japan, and 2) Currency is United States Dollar.

Export Compliance

Publisher ("You") are responsible for complying with all U.S. and applicable import, re-import, export, and re-export control and economic sanctions ("Trade Compliance") laws and regulations. You may not access, download, use, or export Marketplace Content provided on or through the Oracle Cloud Marketplace in violation of U.S. or applicable Trade Compliance laws and regulations. Neither the services or products of Oracle nor the underlying information or technology may be downloaded or otherwise provided or made available, either directly or indirectly, into any country subject to U.S. trade sanctions, (Supplement No. 1 to Part 740, Export Administration Regulations, Country Group E:1), to individuals or entities controlled by such countries, or to nationals or residents of such countries other than nationals who are lawfully admitted permanent residents of countries not subject to such sanctions. As applicable, You shall obtain and bear all expenses related to any necessary licenses, authorizations, and/or exemptions with respect to Your own use of the services of Oracle.

You are responsible for any violation of the Trade Compliance laws and regulations applicable to Your Marketplace Content and the manner in which You use the Oracle Cloud Marketplace including Your transfer, upload, and download of Your Marketplace Content and the provision of Your Marketplace Content to Customers.

You agree that You will not publish Marketplace Content nor provide any executables that require Customer download and/or installation.

3
Create and Publish Listings

A *listing* describes your app or service to users browsing Oracle Cloud Marketplace for cloud products.

Learn how you can create a listing for your app or service, submit the listing to Oracle for approval, and then publish your listing to Oracle Cloud Marketplace.

- Workflow to Create and Publish Listings
- How do I create a listing?
- Submit a listing for approval
- Publish a Listing
- How do I change my company information?
- How do I set up how my app is delivered?

Workflow to Create and Publish Listings

There are three basic steps for listing your app or service on Oracle Cloud Marketplace:

- **Start.** You start by creating a listing. A listing is the advertisement for your app or service. It's your sales pitch to potential customers. You can add information to your listing, preview the listing, and then revise it. You can continue to preview and revise your listing until it's exactly right. Make sure that your listing complies with the relevant publisher guidelines.

- **Submit.** When you're ready, submit the listing to Oracle for approval. We'll review your listing, as well as your app or service.

  What can you expect during the review?

  – For your listing, we'll review the content, perhaps ask a question or two, and maybe suggest some changes.

  – For apps, our review may include a technical architecture review, a security review, and a demonstration of the app.

  – For services, we'll need to see some proof of ability. For example, we may ask you to provide names of existing customers who hired you for your training, consulting, or other professional service. We'll need to verify that you can deliver the service you're listing on the marketplace.

  During our review, you monitor our progress and respond to our requests or questions. We'll send you an email when your listing is approved. If you had opted to autopublish your listing on approval, then the notification email will contain a link to the live listing on Oracle Cloud Marketplace or it will contain the vanity URL for your listing if you had created one.

- **Publish.** When submitting your listing for approval, if you had opted to automatically publish your listing on approval, then the listing would be automatically published to Oracle Cloud Marketplace after approval from Oracle.

But, if you had opted to manually publish your listing, then, after we approve your listing, you must publish your listing to Oracle Cloud Marketplace. Your listing isn't publicly visible on the marketplace until you click **Publish**. That's it. One click and your listing is immediately posted to the marketplace.

> **Note:**
>
> You can choose to autopublish a listing only if you're approved by Oracle to autopublish listings.

How do I create a listing?

Your first step to advertising your app or service on Oracle Cloud Marketplace is to create a listing. A *listing* is your sales pitch to potential customers. It can include videos, screenshots, slogans, product description, related documents, and more—all working together to deliver your message and sell your app or service.

- Gather information for your listing
- Start a listing
- Manage URLs and supporting documents
- Add an install package for an app
- Preview and edit your listing

Gather information for your listing

Before you start, take some time to gather the information you want to include in your listing. Think about features to highlight, important points to cover, and ways to use multimedia. Your goal is to grab customers' attention of Oracle Cloud Marketplace users and persuade them to purchase your app or service.

A listing can include the following assets, which you might want to identify or create before you start your listing:

- **Company logo and listing icon:** In Oracle Cloud Marketplace, your company logo displays on the PROVIDER tab. The icon displays on the listing pages for your app or service. The logo and icon are displayed against a solid white background.

- **Listing banner:** Optionally, you can add a banner to your listing. A banner is a graphic image that displays at the top of the details page and spreads across the width of the page.
  You can use banners to advertise your product, create a mood, wrap your message in a cool graphic, or make an announcement. Banners are one way to generate excitement and get customers interested in your app or service.

  Note that banners don't display on mobile devices.

- **Videos and screenshots:** Uploading videos and screenshots is a great way to enhance your listing. For example, you can use this feature to walk the Oracle Cloud Marketplace user through the app or service you provide.
  To improve the quality of your walk-through or image collection, be sure to provide meaningful labels and descriptions of your videos and screenshots. In addition,

be sure to order them in a manner that conveys the functionality of your app or highlights the goals of your service.

Oracle Cloud Marketplace displays thumbnails for your videos and screenshots on the right side of your app or service listing page. Users can click a thumbnail to enlarge the image view in another window and then click to cycle through your set of videos and screenshots.

Images don't have to be strictly screenshots. They can also be other listing-appropriate images such as marketing images, branding images, photographs, information graphics, illustrations, drawings, and charts.

Refer to Guidelines for Listings for more information about the permitted image sizes, file sizes, and formats of these assets. Ensure that your logos, icons, videos, and screenshots comply with the relevant guidelines.

Start a listing

Before you start to create a listing, ensure that you are familiar with all the relevant publishing guidelines.

See Publisher Guidelines.

To create a listing:

1. Go to the Home page in Oracle Cloud Marketplace Partner Portal.

2. Click **Create Listing**.

   Based on your publisher permissions, you can create app listings, Oracle Cloud Infrastructure application listings, or service listings.

   • An *app listing* is for products that will integrate with Oracle Cloud offerings, such as Oracle Sales Cloud or Oracle Marketing Cloud. Apps provide enhanced functions or customizations for an existing Oracle Cloud implementation.

   • An *OCI Application Listing* is for products that will integrate with Oracle Cloud Infrastructure applications, such as Oracle Cloud Infrastructure Compute. Apps provide enhanced functions or customizations for an existing Oracle Cloud Infrastructure implementation.

   • A *service listing* is for professional services, such as consulting, training, integration, or implementation, related to Oracle Cloud offerings. For example, you might offer a service that helps companies transition their business to the cloud.

   If you're approved to publish only app listings or only service listings, then the appropriate form opens automatically when you click **Create Listing**. If you're approved to publish app listings, Oracle Cloud Infrastructure application listings, and service listings, then the system prompts you to select which type of listing you want to create.

3. Select the primary language for your listing.

4. Click **Create**.

5. On the Create Listing page, enter the following required information and save your changes:

- **App Name** or **Service Name** — Enter a descriptive name for your listing. This should be the name of your application. Avoid using Oracle product names in the title. Your app name can contain a maximum of 80 characters.

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

- **Categories** or **Industry Focus** — Select the category or industry focus 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.

- **Select Pricing Model** (only app listings) — Select one of the following options to specify whether your app is free, paid, or requires the user to use an existing license.

  - **Free** — There are no charges for use of your offering.

  - **BYOL** — The Oracle customer contracts with you directly for licensed use of the software. This option is available only for Oracle Cloud Infrastructure application listings.

  - **Paid** — The Oracle customer purchases use of your offering with the usage computed on a hourly or monthly basis. If you select this option, you must specify the pricing unit in a later step.

- **Keywords** (only app listings) — Keywords identify this listing in Oracle Cloud Marketplace search. Separate each keyword by a comma.

- **Products** (only service listings) — Select the products your service ties into.

> **Note:**
>
> You must do this before you can fill out the remainder of the form.

> **Note:**
>
> Your OPN Membership level is displayed as a link in the **Service Listing** tab for service listings. Click the link to see more information about your membership level.

6. Fill out the other sections on the form, and save your changes.

- You can complete the other sections in any order. For example, you can upload the icon, add information to one or more sections, and then upload a banner.

- Only one section can be active for editing at a time. You must close a section (either by saving or canceling your changes) before you can edit another section. Otherwise, the **Upload**, **Edit**, and **Add** options aren't active.

- You don't have to complete the form all at once. You can enter some information, preview the listing, and then return to edit or add details. You can continue to preview and revise your listing until it's exactly right.

You can include the following information for your listing:

- **App Listing** tab (only app listings):

  – **Banner** — The banner displays at the top of the details page and spreads across the width of the page.

  – **Icon** — The icon displays on the listing pages for your app. The listing icon is the icon for the application that you create.

  – **Keywords** — Add market-specific terms, synonyms, and other tags for your app. Oracle Cloud Marketplace includes this information when looking for apps that match the user-defined search string. The right words increase the chances that users find your app. To specify more than one keyword, separate each keyword with a comma.

  – **Configure URLs:**

    * **Launch Demo** — Your app listing can include a link to a demonstration of your app hosted on an external site. For example, you can add a link to a video walk-through of your app, an interactive website, a webcast recording, or a prototype of your app.

    * **Self-Paced Training** — Your app listing can include a link to a self-paced training. For example, you can add a link to a video, an interactive website, a webcast recording, or other details such as documentation.

  – **Description** — Add a description of your app to help users understand what your app or service does. You can add a short description and a long description. The short description must be a single paragraph of at most 320 characters, which 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.

  – **Pricing** — If you had selected **Paid** as the pricing model in the Pricing Information selection earlier, then you must specify the price and its unit. Enter the price in USD. You can enter a price to 4 units of precision to the right of the decimal, for example $999.9999. You must also select one of the following as the unit for the price:

    * **OCPU per hour**: This is the hourly price multiplied by the number of OCPUs used for your offering per hour.

    * **Instance per hour**: This is a fixed price for each instance per hour.

    For a paid listing, you cannot update the price and pricing unit fields of a listing that's already published. You have to create a separate listing if you need to modify the price of a published listing.

  – **Usage Information** — Add information or instructions that will help customers to use the application after launching the instance. You can also include useful links. For example, you can add links to additional setup instructions or frequently asked questions.

  – **Markets** — Select one or more markets where you want your listing to be available for customers to purchase. When you create a paid Oracle Cloud Infrastructure application listing, customers can deploy the listing on Oracle Cloud Infrastructure data centers in *all* regions they can access. However, your customers can buy your paid listings only in the markets that you select. For example, if you select the US commercial market, only customers based in US can purchase your listing.

There are two types of markets: commercial and government. You'll see commercial and government market options for Oracle Cloud Infrastructure application paid listings. Whereas, you'll see only the government market option for free and BYOL Oracle Cloud Infrastructure application listings as these listings are automatically available in all commercial markets.

Note: The government customer decides and approves the availability of the listing in the government region. Oracle makes no guarantees regarding publication or availability within these markets. Ensure that you have set up the required policies in your Oracle Cloud Infrastructure tenancy to allow Oracle Cloud Marketplace to access the resources in your tenancy. See Create a policy under your tenancy.

– **Screenshots and Videos** — Uploading videos and screenshots is a great way to enhance your listing. For example, you can use this feature to walk the Oracle Cloud Marketplace user through the app you provide. Oracle Cloud Marketplace displays thumbnails for your videos and screenshots on the right side of your app listing page. Users can click a thumbnail to enlarge the image view in another window and then click to cycle through your set of videos and screenshots.
Promotional videos that are hosted on YouTube or Vimeo can be embedded directly in the screenshot list and media viewer. Videos or customer demonstrations hosted on other sites can be linked either by using the **Launch Demo** field under **Configure URLs** in the listing header, or from the **Related Documents** section of the listing.

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

– **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.

– **Related Documents** — Add related documents such as case studies, customization guides, data sheets, press releases, user guides, webinars, or white papers. 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.

– **Support** — Add links and contact information for users to get support for your app. You can add multiple links and contacts if required.

– **System Requirements** — List any Oracle Cloud and third party system, version, or license requirements and dependencies, including relevant minimum version numbers, or required options.

- – **Languages** — Select the languages supported by your app. By default, **English** is selected. You can select one or more languages. At least one language must be selected.

- – **Regions** — 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..

- – **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.

- **Get App** tab (only app listings):

  - – **Download Information** — If you don't create an install package for your app, you can choose how Marketplace customers get your app. You can contact them directly, provide custom download instructions, or redirect the user to your company website (or any URL) for more information.

- **Service Listing** tab (only service listings):

  - – **Banner** — The banner displays at the top of the details page and spreads across the width of the page. Your banner must be 1026 pixels (width) by 200 pixels (height), a maximum of 10 MB, and must be a BMP, GIF, JPEG (JPG), or PNG file.

  - – **Icon** — The icon displays on the listing pages for your service. Your icon must be 130 pixels by 130 pixels, a maximum of 5 MB, and must be a BMP, GIF, JPEG (JPG), or PNG file.

  - – **Keywords** — Add market-specific terms, synonyms, and other tags for your service. Oracle Cloud Marketplace includes this information when looking for services that match the user-defined search string. The right words increase the chances that users find your app or service.

  - – **Description** — Add a description of your service to help users understand what your app or service does.

  - – **Number of Trained Professionals** — Enter the number of experts you have for each associated product.

  - – **Customer Successes** — Supply information about your success stories. Enter the name of the customer, upload a story about the success, and/or provide a link to the success story. You can also select one or more Oracle Cloud services for every customer success story.

  - – **Screenshots and Videos** — Uploading videos and screenshots is a great way to enhance your listing. For example, you can use this feature to walk the Oracle Cloud Marketplace user through the app or service you provide. Oracle Cloud Marketplace displays thumbnails for your videos and screenshots on the right side of your service listing page. Users can click a thumbnail to enlarge the image view in another window and then click to cycle through your set of videos and screenshots.

  - – **Related Documents** — Add related documents such as case studies, customization guides, data sheets, press releases, user guides, webinars, or white papers. 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.

- **Services** — Add the service type filters to your listing, including a description of the service and a file with the details about your service. For example, if you are a consulting service, add that as your service type. The filters you select appear in the **Filter by** list in Oracle Cloud Marketplace includes a **Service Type** filter that can be used to find listings for a specific service type.

- **Geographic Focus** —Enter information about which of your offices service each geographic region (your offices might not be located in that region).

- **Languages** — Select the languages supported by your service.

- **Contact Us** tab (only service listings) — Include instructions for your customers. When users click **Contact Us** and submit their customer details, Oracle Cloud Marketplace will display your instructions. If you leave this field blank, then Oracle Cloud Marketplace will display the following message: "Thank you for your interest. The application provider has been informed about your request and will contact you soon."

- **App Install Package** tab (only app listings) — For apps, you can also include an install package so customers can automatically install your app from the marketplace. See How do I build an install package for my app?.

- **Additional Information** tab — When you create an app or a service listing for Oracle Cloud Marketplace, you have the option to create a vanity URL for your listing. For app listings you can also submit documents that Oracle can use when reviewing and approving your app listing. See Manage URLs and supporting documents.

Manage URLs and supporting documents

When you create an app or a service listing for Oracle Cloud Marketplace, you have the option to create a vanity URL for your listing. For app listings you can also submit documents that Oracle can use when reviewing and approving your app listing.

To add any of this optional information to a listing:

1. Sign in to Oracle Cloud Marketplace Partner Portal.

2. Open your listing for editing.

3. Click the **Additional Information** tab.

   - **Vanity URL** — Oracle Cloud Marketplace Partner Portal automatically creates a URL for each listing you post to the Oracle Cloud Marketplace website. In addition, you can create a vanity URL for any of your listings. You can use a vanity URL to brand your app or service for marketing purposes.

     Vanity URLs usually consist of meaningful words or phrases instead of random letters and numbers. As a result, vanity URLs are easy to remember, easy to use, easy to share, shorter than traditional URLs, and more pleasing to the eye.

   - **Supporting Documents** (only app listings) — When you submit your app listing and app to Oracle for approval, we conduct a complete review of your app. Our review may include a technical architecture review, a security review, and a demonstration of the app. You can include any type of document, such as technical integration documents, security documents, deployment guides,

or use cases, that can help us evaluate and approve your app. Click **Add** to upload an existing document.

You can also click **Get Templates** to download templates that you can use to create supporting documents to submit with your app. Each template provides guidelines about the type of information we look for when reviewing your app.

Note that the documents you include in the Supporting Documents section are for use by Oracle only. If you want to include documents that Oracle Cloud Marketplace users can access from your listing page, then add the documents to the **Related Documents** section on the **App Listing** tab or the **Service Listing** tab. You can add documents such as case studies, data sheets, press releases, and user guides; and you can choose to upload or link to the documents. For service listings, you can also add success stories to the **Customer Successes** section.

Add an install package for an app

You can include an install package in your marketplace listing. When an Oracle Cloud Marketplace customer clicks **Get App**, your install package automatically installs and deploys the app to the customer's cloud services.

See How do I build an install package for my app?

If you don't want to include an install package for your app, see How do I set up how my app is delivered? for other ways to deliver your app to the customer.

Preview and edit your listing

Any time during the process of creating or editing a listing, you may want to preview the listing and see how the page will look when published to Oracle Cloud Marketplace.

Preview your listing with a critical eye. Imagine you're the Oracle Cloud Marketplace user. Ask yourself if the listing captures your attention, answers all your questions, and advertises the best features of your app or service. Previewing may inspire you to make further edits and improve the existing content.

To preview or edit your listing:

1. Click **Listings**. The Started tab displays all your listings that are started and in progress.

   Note that you can click **Back** if you're currently viewing a listing and want to return to the Started tab.

2. Scroll the page to find the listing or search using the listing name in the **Search by Listing Name** text box and click 🔍 to find the listing you want to preview or edit. You can also search by selecting a service type from the drop-down list at the top of the page.

   • To see how the listing will look in Oracle Cloud Marketplace, click ☰ and then click **Preview**.

   • To see how the listing will look in Oracle Cloud Infrastructure Marketplace, click ☰ and then click **Preview on OCI**.

- To open the listing form so you can modify the information, click ≡ and then click **Edit**.

What's next? You can continue to preview and edit your listing. When your listing is complete, you can submit your listing to Oracle for review and approval.

Submit a listing for approval

After you enter all the required information and provide whatever optional information you want, you're ready to submit your listing to Oracle for approval.

Make sure you're satisfied with the information in the listing.

- Have you put together the best pitch for your app or service?
- Do your videos and screenshots enhance the story?
- Are all links working properly?
- Have you checked the listing for typographical errors or spelling mistakes?
- Is there anything you want to add or change?
- Reviewed and applied all the mandatory guidelines for listing. See Publisher Guidelines.

It's a good idea to check these things now. After you submit the listing for approval, you can't edit the listing during the review process unless Oracle rejects your listing. Although you can make changes after the listing is approved, you'll need to resubmit the updated listing for our approval.

To submit your listing for approval:

1. Sign in to Oracle Cloud Marketplace Partner Portal.

2. Click **Listings**. The Started tab displays all your listings that are started and in progress.

3. Scroll the page to find the listing you want to submit or search using the listing name in the **Search by Listing Name** text box and click 🔍 to find the listing you want to submit. You can also search by selecting a service type from the drop-down list at the top of the page.

4. Click ≡ and then click **Submit** next to the listing. The Submit option is displayed only for listings that are complete (which means all required information has been entered).

5. Enter a comment in the Submit Listing window. This information is for the Oracle Cloud Marketplace administrators who will be reviewing and approving your listing. Tell us any additional information that will help us evaluate and approve your listing.

6. *Optional*: Select the **Publish this listing to Marketplace as soon as it is approved by Oracle** option to publish your listing automatically to Oracle Cloud Marketplace on approval from Oracle.

> **✎ Note:**
>
> The **Publish this listing to Marketplace as soon as it is approved by Oracle** option is available only if you're approved by Oracle to autopublish your listings.
>
> If this option is not selected, then you will have to manually publish your listing once it is approved from Oracle.

7. Select the check box to accept that you have reviewed and applied all the mandatory guidelines for listings.

8. Click **Submit**. You'll get a message that your listing was submitted successfully.

9. Click **OK**.

Note that your listing moves from the Started tab to the Submitted tab. During the approval process, be sure to monitor the status of your submitted listing, check our progress, and respond to comments or questions that we post.

> **✎ Note:**
>
> When you republish a listing because of a software patch or other update, the Submit Listing window might give you the option to republish the listing without requiring another review and approval from Oracle. In this case, your listing moves to the Submitted tab and is approved automatically. You can click **Publish** to immediately upload the new version to Oracle Cloud Marketplace.

Monitor status during the approval process

After you submit a listing for approval, the listing moves from the Started tab to the Submitted tab. You can monitor the status during the approval process.

To monitor the status of a submitted listing:

1. Sign in to Oracle Cloud Marketplace Partner Portal.

2. Click **Listings**.

3. Click the **Submitted** tab.

4. Scroll the page to find the listing or search using the listing name in the **Search by Listing Name** text box and click 🔍 to find the listing. You can also search by selecting a service type from the drop-down list at the top of the page.

5. Check the status icon in the first column. Hover the cursor over the icon to view the status.

Icon	Status	Description
⚫	Pending review	We haven't started to review the listing yet. Check back later for an update.

Icon	Status	Description
	Reviewing	We're in the process of reviewing the listing. We'll let you know if we have any questions or need additional information.
	Approved	We approved the listing. If you had opted to manually publish your listing, then you're good to go. You can publish the listing to Oracle Cloud Marketplace at any time. Your listing isn't publicly visible on the marketplace until you click **Publish**.
	Rejected	We rejected the listing. You can click ☰ and then click **View Comments** to learn why the listing was rejected. You can edit the listing, and then resubmit the listing for approval.

Respond to review comments

Don't forget to monitor comments during the review and approval process.

Find the listing on the Submitted tab, click ☰ and then click **View Comments** to review all comments for a listing that has been submitted to Oracle for review.

Oracle Cloud Marketplace administrators may enter requests for additional information; ask questions about your listing, your app, or your service; or communicate status updates.

You should monitor comments during the review process. You can add comments as well.

Publish a Listing

At this point in the process of listing your app or service on Oracle Cloud Marketplace, you've created your listing, submitted it for review, and received approval from Oracle.

When submitting your listing for review and approval, if you had opted to automatically publish your listing on approval, your listing will be automatically published to Oracle Cloud Marketplace after approval from Oracle. In addition, your listing moves from the Submitted tab to the Published tab. If you had opted to manually publish your listing, then you're ready for the final step: publish your listing to the marketplace.

> ✎ **Note:**
>
> You can choose to autopublish a listing only if you're approved by Oracle to autopublish listings.

To manually publish your listing:

1. Sign in to Oracle Cloud Marketplace Partner Portal.
2. Click **Listings**.
3. Click the **Submitted** tab.

4. Scroll the page to find the listing you want to publish or search using the listing name in the **Search by Listing Name** text box and click 🔍 to find the listing you want to publish. You can also search by selecting a service type from the drop-down list at the top of the page.

   Listings with the Approved status icon (a green circle with a white check mark) are ready to publish. We have approved these listings for Oracle Cloud Marketplace.

5. Click ☰ and then click **Publish**. The system prompts for confirmation.

6. Click **Publish**.

   That's it. Your listing is available on Oracle Cloud Marketplace immediately.

   Only Oracle Cloud Infrastructure image listings are published in up to two hours. All other listings are available on Oracle Cloud Marketplace immediately.

   When the listing is published, you'll receive an email notification and your listing will be available on Oracle Cloud Marketplace. In addition, your listing moves from the Submitted tab to the Published tab. You use the Published tab to manage your published listings. To learn more, see How do I manage my listings?

   > **✏ Note:**
   >
   > It's also possible to publish your listing as private. In this case, your listing isn't publicly visible on Oracle Cloud Marketplace. You'll get a private URL for your listing. You can make the listing public at any time. To learn more about this option and to request permission to publish listings as private, send an email to our marketplace administrators at:
   >
   > marketplace-help_us_grp@oracle.com

How do I change my company information?

Information about your company may change over time. For example, your company might update its corporate logo, move to a new location, or get a new email address. Also, you might want to add or update the links that let Oracle Cloud Marketplace users follow you on your social media sites such as Facebook, Twitter, and LinkedIn.

Your company information displays on the PROVIDER tab in Oracle Cloud Marketplace. Customers will see the information when they evaluate the apps and services you publish to the marketplace.

To edit your company information:

1. Sign in to Oracle Cloud Marketplace Partner Portal.

2. Click **My Company**.

   > **✏ Note:**
   >
   > The **My Company** link is available only if you're assigned the partner administrator role. Only partner administrators can view and modify the company information.

3. Click **Edit**.

4. Modify your company information.

   - In Oracle Cloud Marketplace, your company logo will be displayed against a white background. You can update your company logo at any time. Remember that the logo image must:

     – Have a transparent or solid background.

     – Be 115 pixels by 115 pixels in size (1:1 aspect ratio). Other sizes won't display correctly.

     – Be in the BMP, GIF, JPEG (JPG), or PNG format.

     – Be smaller than 5 MB.

   - Your company name is displayed for your information only. You can't use Oracle Cloud Marketplace Partner Portal to change the name of your company because your company name is associated with your Oracle PartnerNetwork account and membership. If you must change your company name, send an email to Oracle at marketplace-help_us_grp@oracle.com and submit a ticket to the Partner Assistance Team at https://partnerhelp.oracle.com/app/ask/tool/opn.

   - Your Oracle PartnerNetwork (OPN) membership number is displayed for your information only. You can't edit your OPN membership number. In addition, the OPN number isn't displayed on the PROVIDER tab in Oracle Cloud Marketplace.

   - The address in the **Notification Email** field receives notifications from Oracle, including status updates for all listings submitted to Oracle and contact information for users who requested your app or service from Oracle Cloud Marketplace (leads generated).

   - In the **Facebook**, **Twitter**, and **LinkedIn** fields, enter the links to your social media pages. It's a great way to encourage Oracle Cloud Marketplace users to follow you, your company, and your products. Users can access these links from the PROVIDER tab:

     FOLLOW US ON

   - You provided the information in the **Products** field when you completed the publisher application form. You can't use Oracle Cloud Marketplace Partner Portal to change this information because Oracle approved your publisher application based on the products you selected. If you need to modify this information, send an email to Oracle at marketplace-help_us_grp@oracle.com.

5. Click **Save** to update your company profile.

How do I set up how my app is delivered?

When you list an app on Oracle Cloud Marketplace, you can choose how you deliver your app to an Oracle Cloud Marketplace customer. In other words, you can configure what happens when a customer clicks **Get App**.

You have several options for how to deliver your app:

- **Leads:** Capture lead information and display a custom message. You might just tell customers that they will be contacted shortly or, if your app is available directly from Google Play or iTunes App Store, then you can enter the step-by-step instructions. When a customer clicks **Get App**, Oracle Cloud Marketplace displays your message and sends you a lead notification. See How do I set up my app for leads or referrals?

  You can view your leads at any time on the **Leads** page. See How do I manage my leads?

- **Referrals:** Redirect to an external URL for lead capture, subscription, purchase, download, and such. For example, you can redirect the **Get App** link to a page on your company website which would provide all the information about how to get or download your app. See How do I set up my app for leads or referrals?

- **Installs:**
  - Build an install package for your app. When a customer clicks **Get App**, your install package automatically installs and deploys the app to the customer's cloud services. See How do I build an install package for my app? and How do I build an install package for apps that run on virtual machines?

How do I set up my app for leads or referrals?

When you list an app on Oracle Cloud Marketplace, you can have Oracle Cloud Marketplace collect lead information for you, provide app download information, or redirect customers to a URL where you can collect your own lead information or provide more app information.

To set up your app for leads or referrals:

1. Sign in to Oracle Cloud Marketplace Partner Portal.

2. Click **Listings**.

3. Open the app listing for editing.

4. Click the **Get App** tab.

5. Click **Edit** in the **Download Information** section and select the appropriate option:

   - Select **Capture lead and show message** to have Oracle Cloud Marketplace handle lead collection. You might just tell customers that they will be contacted shortly or, if your app is available directly from Google Play or iTunes App Store, then you can enter the step-by-step instructions. When a customer clicks **Get App**, Oracle Cloud Marketplace displays your message and sends you a lead notification. You can view your leads any time on the **Leads** page.

   - Select **Redirect to an external URL** to handle your own lead capture, or provide your own subscription, purchase, and download information, and such. For example, you can redirect the **Get App** link to a page on your company website which would provide all the information about how to get or download your app.

6. Click **Save**.

4

Build Apps and Install Packages

Check here for information about how to request a cloud instance to use for developing an app, and how to create install, uninstall, and upgrade packages for your apps.

- How do I create terms of use for my apps?
- How do I add an OCI tenancy?
- How do I upload an image for virtual machines?
- How do I create an artifact?
- How do I build an install package for my app?
- How do I build an install package for apps that run on virtual machines?
- How do I build an OIC install package for my app?
- How do I build an OCI install package for my app?
- How do I test the install package of an archived listing?

How do I create terms of use for my apps?

When customers request to install your app from Oracle Cloud Marketplace, the installation wizard will display your terms of use. Customers must read and accept your terms of use before they can install the app.

You can customize your terms of use and even create multiple terms of use tailored for specific apps. You select the terms you want to use when you create your app install package.

To create terms of use:

1. Sign in to Oracle Cloud Marketplace Partner Portal.
2. Click **My Company** and then click **Terms of Use**.
3. Click **Create Terms of Use**.
    - In the **Version** field, enter information, such as a name and number, that will help you identify this version of your standard terms of use.
    - In the **Long Description** field, enter the text for your standard terms of use. You can copy and paste text if you have an existing terms of use document.
4. Save your changes.

    The Terms of Use shows the version you created, including name, status, and modified date.

    Your terms of use aren't active yet. To see how the terms of use will display to customers, click , then select **View**, or to change the text, select **Edit**.

When you're ready to make these terms of use active, click ☰, then select **Activate**.

To revise the currently active version of a terms of use:

1. Next to the active version, click ☰, then select **New Version**. A copy of the currently active version is created and displayed under the active version.

   Each terms of use is grouped together with its versions. Expand the terms to see the versions.

2. Next to the new version, click ☰, then select **Edit** to modify the copy. You can continue to modify the terms of use and save your changes. This version won't be used until you activate it.

3. Next to the new version, click ☰, then select **Activate** when you want the new version to be used. Only one version of use can be active at a time.

You select the terms of use when you create the install package.

How do I add an Oracle Cloud Infrastructure tenancy?

You can add Oracle Cloud Infrastructure tenancies from the My Company page.

When you sign up for Oracle Cloud Infrastructure, Oracle creates a *tenancy* for your company, which is a secure and isolated partition within Oracle Cloud Infrastructure where you can create, organize, and administer your cloud resources.

> **Note:**
>
> You can add an Oracle Cloud Infrastructure tenancy only if you're approved for Oracle Cloud Infrastructure service.

Prerequisites

You must complete the following prerequisites before you add an Oracle Cloud Infrastructure tenancy.

1. You must have subscription to the US East (Ashburn) region.
2. Any custom images that you want to use in your listing must be available in the US East (Ashburn) region.

Create a policy under your tenancy

Configure the following policy statements in your tenancy to allow Marketplace to access the resources.

1. Sign in to the Oracle Cloud Infrastructure Console.
2. From the **Identity** menu, select **Policies**.
3. In **LHS Compartment** field, select the root compartment from the drop-down list.
4. Click **Create Policy**.

5. Fill out the details in the Create Policy form:

   a. **NAME** — Enter a name for the policy. For example, `Marketplace Service Policy`.

   b. **DESCRIPTION** — Enter a description for the policy.

   c. **Policy Versioning** — Select the **KEEP POLICY CURRENT** option.

   d. **Policy Statements** — Add the following policy statements.

      • ALLOW SERVICE marketplace to manage App-catalog-publisher-listing IN TENANCY

      • ALLOW SERVICE marketplace to read tenant IN TENANCY

      • ALLOW SERVICE marketplace to read compartments IN TENANCY

      • ALLOW SERVICE marketplace to read instance-images IN TENANCY

      • ALLOW SERVICE marketplace to inspect instances IN TENANCY

6. Click **Create**.

Add an OCI tenancy

1. Sign in to Oracle Cloud Marketplace Partner Portal.

2. Click **My Company** and then click **OCI Tenancies**.

3. In the OCI Tenancies page, click **Add OCI Tenancy**.

   Enter or select the required information for each field.

4. Click **Save**.

> **Note:**
>
> • To test an OCI tenancy, enter all the information in the OCI Tenancy Configuration page and then click **Test**.
>
> • To revise an OCI tenancy:
>
>   1. In the OCI Tenancies page, next to the OCI tenancy, click ≡ and then select **Edit**.
>
>   2. Modify the information and click **Save** to save your changes.
>
> • To view information specific to an OCI tenancy, in the OCI Tenancies page, click ≡ next to the OCI tenancy and then select **View**.
>
> • To delete an OCI tenancy, in the OCI Tenancies page, click ≡ next to the OCI tenancy and then select **Delete**.

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How do I build an image?

If you want to provide your app as part of an image that can be used to launch a compute instance in Oracle Cloud Infrastructure, then you must create or import your image in your Oracle Cloud Infrastructure Compute tenancy.

After you've generated your custom image, select the right set of compatible shapes for the image. A shape is a template that determines the number of CPUs, amount of memory, number of vnics, and the maximum supported bandwidth of a compute instance. Oracle Cloud Infrastructure offers both bare metal and virtual machine compute shapes with and without locally attached NVMe storage. Make sure you test launching your app using the image with the selected shapes.

In addition to bare metal instances, Oracle Cloud Infrastructure supports the following virtualization modes:

- Emulated
- Paravirtualized
- Native (hardware virtual machines, or HVM)

You can import custom images into Oracle Cloud Infrastructure to launch Virtual Machine (VM) instances in either Emulated or Paravirtualized mode. Native (HVM) images should be built on top of existing Oracle Cloud Infrastructure base images.

It's important to understand that:

1. Instances running in emulated mode are fully emulated. While emulated mode VMs are more compatible with older operating systems (Linux with kernel version older than 3.4), they are slower than PV and native VMs. You shouldn't distribute images in emulated mode, if your images support PV mode. Emulated mode instances are exposed to an IDE disk and e1000 nic interfaces, and this driver has a limit of 1GBps bandwidth regardless of the specified compute shape. This bandwidth limitation could be an issue for some customers or applications.

2. Instances running in paravirtualized mode leverage virtio for near-bare-metal performance. You should distribute images in paravirtualized mode whenever possible. Linux with newer kernel versions (3.4+) should be compatible with virtio/PV mode. PV mode provides image compatibility across different generations of Oracle Cloud Infrastructure hardware, which helps in lifecycle management and maintenance.

3. VM instances running in native mode are hardware virtual machines (HVM). In this mode, instances are exposed to SR-IOV/VF for higher network performance. Oracle Cloud Infrastructure base images are native images. Build your images on top of existing Oracle Cloud Infrastructure base images, whenever possible, to support native mode. Oracle Cloud Infrastructure has a Packer Builder that enables you to build custom Oracle Cloud Infrastructure VM images.

Before you generate your custom image, ensure that the image complies with the relevant guidelines.

When you submit your listing to Marketplace for publishing, Oracle will review the listing. This review includes security and user experience checks to ensure that your image complies with Marketplace standards and that the listing description contains the appropriate instructions and details to provide an acceptable user experience when customers launch your app from Marketplace.

How do I upload an image for virtual machines?

A *machine image* is a template of a virtual hard disk with an installed operating system. It's used to launch a virtual machine instance in Oracle Cloud.

If you're a provider who is approved for Oracle Compute Cloud Service, then you can store the images for your virtual machines to Oracle Storage Cloud. You can create an install package that deploys an instance of the virtual machine to a customer's Compute Cloud account. Instances are virtual servers that can run apps. They have varying combinations of CPU, memory, storage, and networking capacity, and give you the flexibility to choose the appropriate mix of resources for your app.

Before you upload an image to Oracle Compute Cloud Service, ensure that the image complies with the relevant guidelines.

To upload a machine image:

1. Sign in to Oracle Cloud Marketplace Partner Portal.

2. Click **Machine Images**.

   The page displays information, such as operating system and status, of each virtual machine image you have uploaded.

3. Click **Upload Machine Image**.

4. Enter the required information for each field.

   The supported file types for machine images are .gz and .gzip.

5. Click **Upload**.

After the machine image has been uploaded successfully, you can:

- Create an app install package that uses the image.

- Validate the image was replicated to all the data centers by confirming the status is completed.

How do I create an artifact?

If you're a partner who is approved for Oracle Cloud Infrastructure product, then you can create artifacts.

If you're creating an artifact for a stack listing, then ensure that the Terraform configuration file is available and it is ready to be uploaded. Ensure that you have completed the prerequisites and your Terraform configuration file complies with the guidelines. See How do I Publish an Oracle Cloud Infrastructure Stack?

If you're creating an artifact for an image listing, ensure that you have uploaded the image to Oracle Cloud Infrastructure before creating the artifact. See How do I Publish an Oracle Cloud Infrastructure Image?

To create an artifact:

1. Sign in to Oracle Cloud Marketplace Partner Portal.

2. Click **Artifacts**.

The Artifacts page displays information such as artifact name and other details related to the artifacts. The page also displays options to create, edit, and delete an artifact.

3. Click **Create Artifact**.

4. Enter the required information for each field.

- In the **Artifact Type** field, select **Terraform Template** or **OCI Compute Image** as the artifact type.

- In the **Artifact Name** field, enter a name for the artifact. Ensure that the length of the name is less than 200 characters.

- If you selected **Terraform Template** artifact type, then,

  – In the **File** field, click to select a file. The supported file type is zip.

  – Review the mandatory stack guidelines specified at Guidelines for Stacks, and then select the **I have reviewed and applied all the mandatory stack guidelines** check box.

- If you selected **OCI Compute Image** artifact type, then click 🔍 next to the **Image OCID** field to select an OCI Compute Image from your tenancy. The OCI Compute Images dialog box appears.

  a. Select an OCI tenancy, region, and compartment.

     Images that match your selection display with details such as **Image Name**, **Source Image OCID**, and **Created Date**.

  b. Select an OCI Compute Image from the list, and then click **Select** to load the selected artifact.

     In the Create Artifact page, the compartment OCID, source region, and compatible shapes are displayed for the OCI Compute Image that you have selected. The **Source Region** is the region from which you have selected the OCI Compute Image.

  c. Review the mandatory image guidelines specified at Guidelines for Images, and then select the **I have reviewed and applied all the mandatory image guidelines** check box.

5. Click **Create**.

How do I manage my artifacts?

To edit an artifact, click ☰ next to the artifact and then select **Edit**. Modify the information and click **Save**.

To view details about an artifact, click ☰ next to the artifact and then select **Details**. In the Artifact Details page, for OCI Compute Image artifacts, the details such as **Artifact Name**, **Artifact Type**, **Tenancy Name**, **Compartment OCID**, **Source Image OCID**, **Compatible Shapes**, **Source Region**, **Published Image OCID**, **Replicated Region(s)**, **Status**, **Validation Results**, and **Created Date** are displayed. For Terraform Template artifacts, the details such as **Artifact Name**, **Artifact Type**, **File Name**, **Status**, and **Created Date** are displayed.

> **✎ Note:**
>
> • **Replicated Region(s)** field is a read-only field. The replicated regions are displayed when a listing to which this artifact is associated is published. The list of replicated regions indicate that the listing is installable in these regions in the OCI Console.
>
> • Use the **Published Image OCID** if you want to publish a stack listing that refers to this image.

In the Artifact Details page, you can click **Edit** to edit the artifact information.

To delete an artifact, click ☰ next to the artifact and then select **Delete**.

To search for an artifact, enter the artifact name in the text box at the top of the Artifacts page and click 🔍.

By default, the Artifacts page displays all your artifacts and sorts them by the date created, placing the newest artifact at the top of the list. To filter and sort your artifacts, use the following options at the top of the Artifacts page:

• Click **Filter** to select the artifacts you want to display. You can show all artifacts (default value), show only artifacts of **Terraform Template** type, or show only artifacts of **OCI Compute Image** type. You can also filter your artifacts by selecting one or more status names to show only artifacts with the selected status such as **Available**, **Unavailable**, or **In Progress**.

• Click **Sort by** to change the display order of the artifacts. You can sort by recent artifacts or name.

How do I build an install package for my app?

You can include an install package for your app when you create the marketplace listing. An install package includes coding instructions to install and uninstall the app. It can also include coding instructions to upgrade the app to a later version.

When an Oracle Cloud Marketplace customer clicks **Get App**, your install package automatically installs and deploys the app to the customer's cloud services. Customers can also initiate an uninstall or upgrade of the app by using the My Account application in Oracle Cloud Portal.

> **Note:**
>
> For Oracle Cloud Infrastructure (OCI) install packages, when Oracle Cloud Marketplace customers click **Get App**, if customers have an OCI account, they need to select an OCI region, click **Launch Image** or **Create Stack**, and login with their credentials. The OCI Console is displayed, where they can deploy the app.
>
> If customers do not have an OCI account, they can sign up and submit their OCI account request. Once their request is processed, they will be provisioned a tenancy in Oracle Cloud Infrastructure and Oracle will send them a welcome email with instructions for signing in to the OCI Console for the first time.
>
> If you have questions, send an email to marketplace-help_us_grp@oracle.com.

Here are the key steps for building an install package for an app:

- Step 1: Define the package
- Step 2: Validate the code
- Step 3: Test the package

If you're a provider who is approved for Oracle Compute Cloud Service, learn how you can build an install package for apps that run on virtual machines.

If you're a partner who is approved for Oracle Integration Cloud (OIC) Service, learn how you can build an OIC install package for your app.

If you're a partner who is approved for Oracle Cloud Infrastructure (OCI) Service, learn how you can build an OCI install package for your app.

Step 1: Define the package

The first step in building an install package for your app is to define all the components of the package. These components include basic package information, the terms for using your app, the Oracle Cloud services required, and the actions required to install, uninstall, and upgrade the app.

To define the package:

1. Sign in to Oracle Cloud Marketplace Partner Portal.
2. Click **Listings**.
   - If you haven't started a listing, click **Create Listing**. Enter information into the required fields in the header and then click **Save**. You must complete this step before you can continue to define the install package.
   - If you already started a listing, find the listing on the **Started** tab, and then click **Edit**.
3. Click the **App Install Package** tab.
   - To create a new install package, select a package type and click **Create Package**. Complete the basic information for the install package and then click **Save**.

- After the package is initially created, you can click **Edit** in the **Define Package Information** section to modify the basic information at any time.

When customers request to install your app from Oracle Cloud Marketplace, the installation wizard will display your terms of use. Customers must read and accept your terms of use before they can install the app.

4. In the **Services** section, add and configure the Oracle Cloud services that are required to install and deploy the app.

5. In the **Actions** section, define and configure the actions for how to install, uninstall, and upgrade the app.

   For each required service, you define the type of action, the properties for the action, and the order to execute the action.

   The Upgrade tab is available only if your app has more than one version. You have the option to define and configure the actions for upgrading the app. You also have the option to configure the actions for more than one upgrade path.

You don't have to complete the sections all at once. You can enter some information now and return later to enter more. However, you must enter information into all the required fields in each required section before you can continue to the next step— validating your code.

Step 2: Validate the package

After you enter information into all the required fields on the Define Package page, you must verify that your package is valid. Both the **Validate** link and the **Next** button remain inactive (grayed out) until you enter all required information.

When you're ready to validate your package:

1. Click **Next**.

2. Click **Validate**.

   - To view the results of the validation, click the link in the Result column for more information about successes, failures, and issues.

   - To return to the definition of the package and make adjustments, click **Back**.

     You can continue to edit and validate the package definition. You can't proceed to the final step—testing the package—until the validation is successful.

Step 3: Test the package

The final step in creating an install package for your app is to test the package. Your package must be valid before you run any test. Both the **Install** link and the **Next** button remain inactive (grayed out) until you have successfully validated your package.

When you're ready to test the package:

1. Click **Next**.

2. Click **Test Install**, and then select the appropriate option from the menu.

   A preview of your listing opens in Oracle Cloud Marketplace.

3. Click **Test Install Get App**.

4. Follow the instructions for running the test.

You can review the test results (for example, install in progress, installed failed, or upgrade succeeded), make changes to your package, and re-run the test as necessary. You can run the test multiple times. However, keep these tips in mind when re-running tests:

- You can't re-run the test if the previous test for the same package is still in progress.

- You must uninstall the app that was installed during the previous test before you can proceed with a new test. It doesn't matter whether the previous test succeeded or failed. You must always uninstall the app.

In the **Test Results** section, click the **Uninstall** link in the Action column to uninstall the app you installed or upgraded.

How do I build an install package for apps that run on virtual machines?

If you're a provider who is approved for Oracle Compute Cloud Service, you can create an install package that deploys an instance of the virtual machine to a customer's Compute Cloud account. These instances are virtual servers that can run apps. They have varying combinations of CPU, memory, storage, and networking capacity, and give you the flexibility to choose the appropriate mix of resources for your app.

To build an install package for an app that runs on a virtual machine:

1. Sign in to Oracle Cloud Marketplace Partner Portal.

2. Click **Listings**.

   - If you haven't started a listing, click **Create Listing**. Enter information into the required fields in the header and then click **Save**. You must complete this step before you can continue to define the install package.

   - If you already started a listing, find the listing on the Started tab and then click **Edit**.

3. Click the **App Install Package** tab.

   - To create a new install package, select the package type and click **Create Package**. Complete the basic information for the install package and then click **Save**.

   - After the package is initially created, you can click **Edit** in the **Define Package Information** section to modify the basic information at any time.

4. In the **Configure Machine Image** section, click **Edit** and enter the required information into each field.

   An *image* is a template of a virtual hard disk with an installed operating system. It is used to launch a virtual machine instance within the Oracle Cloud.

   A *shape* is a resource profile that specifies the number of CPUs and the amount of memory to be allocated to an instance in Oracle Compute Cloud Service.

   - In the **Image Location** field, click to select a machine image that you already uploaded.

- In the **Default Shape** field, select a default shape for the image from the drop-down list.

- In the **Image Name** field, specify a name for the image.

- In the **Minimum Disk Size** field, specify the minimum disk size in gigabytes. For example, enter 10 to specify a minimum disk size of 10 GB. The maximum value you can enter is 2048 GB.

- In the **Size** field, specify the actual size of the image file in bytes. For example, enter 1448803158 to specify a size of 1448803158 bytes.

- The **Configure Machine Image** screen might also display the **Unsupported Shapes** field. In the **Unsupported Shapes** field, select the unsupported shapes.

- In the **Custom Properties** section, specify custom attributes to be passed during VM instance initialization. If the customer must provide the value for an attribute during installation, then leave the value field blank for such attributes.

  - In the first text field, enter a name for the attribute.

  - In the second text field, enter a value for the attribute.

  - Click ⊕ to add another attribute.

  - Click 🗑 to delete an attribute.

Click **Save**.

You can continue to edit the package information, configure the image, and save your changes. You can't proceed to the next step—validating the package—until you enter all required information.

5. Click **Next** and then click **Validate** to verify that the package is defined properly.

  - To view more information about successes, failures, and issues, click the link in the Result column.

  - To return to the definition of the package and make adjustments, click **Back**.

You can continue to edit the package definition. You can't proceed to the final step—testing the package—until the validation is successful.

6. Click **Next** to test the installation.

7. Click **Test Install**.

A preview of your listing opens in Oracle Cloud Marketplace.

8. Click **Test Install Get App**.

9. Follow the instructions for running the test.

You can review the test results (for example, install in progress or installed failed), make changes to your package, and re-run the test as necessary.

How do I build an OIC install package for my app?

If you're a partner who is approved for Oracle Integration Cloud (OIC) Service, you can create an OIC install package.

To build an OIC install package for an app:

1. Sign in to Oracle Cloud Marketplace Partner Portal.

2. Click **Listings**.

   - If you haven't started a listing, click **Create Listing**. Enter information into the required fields in the header and then click **Save**. You must complete this step before you can continue to define the install package.

   - If you already started a listing, find the listing on the Started tab and then click **Edit**.

3. Click the **App Install Package** tab.

   - To create a new install package, select **Oracle Integration Cloud Service** as the package type and click **Create Package**.

   - Enter the basic information for the install package such as version and description. In the **Terms of Use** field, select the terms of use for this app and install package.

   - Click **Save**.

   - After the package is initially created, you can click **Edit** in the **Define Package Information** section to modify the basic information at any time.

   - In the **Resources** section, select a resource and click **Add**. Configure the resource by completing the configuration information and click **Save**.

     You can click **Edit** in the **Resources** section to modify the resource information at any time.

How do I build an Oracle Cloud Infrastructure install package for my app?

If you're a partner who is approved for Oracle Cloud Infrastructure (OCI) Service, you can create an Oracle Cloud Infrastructure install package.

To build an Oracle Cloud Infrastructure install package for an app:

1. Sign in to Oracle Cloud Marketplace Partner Portal.

2. Click **Listings**.

   a. If you haven't started a listing, click **Create Listing**. Enter information into the required fields in the header and then click **Save**. You must complete this step before you can continue to define the install package.

   b. If you already started a listing, find the listing on the **Started** tab and then click **Edit**.

3. Click the **App Install Package** tab.

a. To create a new install package, select a package type and click **Create Package**.

b. Enter the basic information for the install package such as version and description. While specifying the **Version**, use only letters, numbers, periods, hyphens, underscores, space, and round brackets. Don't use any other character. In the **Terms of Use** field, select the terms of use for this app and install package.

c. Click **Save**.

    After the package is initially created, you can click **Edit** in the **Define Package Information** section to modify the basic information at any time.

d. In the **Configure Terraform Template** section or **Configure OCI Compute Image** section, click **Edit** to configure a resource. Configure the resource by completing the configuration information:

    •   Select an artifact.

    •   Compartment ID will be provided by customer during installation (only Terraform templates).

    •   Optionally, enter a display name and description (only Terraform templates).

    •   Configure custom properties (only Terraform templates).

    Click **Save**.

    You can click **Edit** in the **Configure Terraform Template** section or **Configure OCI Compute Image** section to modify the resource information at any time.

> **Note:**
>
> •   To delete a package, in the **App Install Package** tab, click **Delete Package**.
>
> •   Once you've defined a package, you can edit the package information in the **Package Versions** section under the **App Install Package** tab. To edit the package information, in the **Package Versions** section, click ☰ next to the package version and select **Edit**. You can also click the package version number to edit the package information.
>
> •   To delete a package version, in the **Package Versions** section, click ☰ next to the package version and select **Delete**.
>
> •   To mark a specific package version as the default version for installation, in the **Package Versions** section, click ☰ next to the package version and select **Mark As Default**.

Configure custom properties

Configure custom properties in the **App Install Package** tab when you configure a resource.

Click to add a custom property.

- Enter a name, a display name, select a source (**User** or **Publisher**), and select a data type for the custom property.

  If you set the source to **User**, then the customer should provide the value during installation. If you set the source to **Publisher**, then specify a value based on the selected data type.

- Optionally, you can specify whether the property is mandatory or not and provide a hint message.

- Click **Add**.

In the **Custom Properties** section, click **Edit** to modify the details of a custom property.

In the **Custom Properties** section, click **Delete** to delete a custom property.

How do I create multiple package versions?

You can create multiple package versions for OCI install packages.

To create a new version for a package:

1. Sign in to Oracle Cloud Marketplace Partner Portal.

2. Click **Listings**.

   Find the listing on the **Started** tab and then click **Edit**.

3. Click the **App Install Package** tab.

4. In the **Package Versions** section, click next to the package version and select **New Version**.

   A new version of the package is created and displayed in the **Package Versions** section.

5. To edit the package information for the new version, click next to the package version and select **Edit**. You can also click the package version number to edit the package information.

   Manage all your package versions from the **Package Versions** section under the **App Install Package** tab.

   To view information about a published version of a package, click next to the package version and select **View Package**.

   To publish a package version, click next to the package version and select **Publish**.

> **✎ Note:**
>
> On the **Listings** page, package versions and corresponding statuses will display for listings that have OCI install packages.

How do I unpublish a package version?

You can unpublish a published version of a package in the **Package Versions** section under the **App Install Package** tab.

To unpublish a package version:

1. Sign in to Oracle Cloud Marketplace Partner Portal.

2. Click **Listings**.

   Find the listing on the **Started** tab and then click **Edit**.

3. Click the **App Install Package** tab.

4. In the **Package Versions** section, click ≡ next to the package version and select **Unpublish**.

   The package version is unpublished.

> **✎ Note:**
>
> You cannot unpublish the default package version.

How do I test the install package of an archived listing?

You can test the install package of an old version of your listing at any time. You can view the old version from the Archived tab on the Listings page.

When you're ready to test the package:

1. Sign in to Oracle Cloud Marketplace Partner Portal.

2. Click **Listings** and then click the **Archived** tab.

3. Scan the page for the listing you want.

4. Click ≡ and then click **View Listing** from the context menu.

5. Click the **App Install Package** tab.

6. Click the **Install** link.

7. In the Install page, click **Test Install** and then select **Install** from the menu.

   A preview of your listing opens in Oracle Cloud Marketplace.

8. Click **Test Install Get App**.

9. Follow the instructions for running the test.

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You can review the test results (for example, install in progress, installed failed, or upgrade succeeded). You can run the test multiple times. However, keep these tips in mind when re-running tests:

- You can't re-run the test if the previous test for the same package is still in progress.

- You must uninstall the app that was installed during the previous test before you can proceed with a new test. It doesn't matter whether the previous test succeeded or failed. You must always uninstall the app.

In the **Test Results** section, click the **Uninstall** link in the Action column to uninstall the app.

5

Manage Listings, Leads, and Users

You have published listings for your apps and services to Oracle Cloud Marketplace. Learn how you can update listings, pursue sales leads, and grant team members access to Partner Portal.

- How do I manage my listings?
- How do I change my Cloud Platform Ready listing content?
- How do I convert my Cloud Platform Ready listing to a Full Marketplace listing?
- How do I manage my leads?
- How do I grant access to other users?
- How do I view activity?
- How do I view usage information for OCI images?
- How do I manage my archived listings?

How do I manage my listings?

You use the Listings page to manage the listings that you're creating, that you submitted to Oracle for approval, and that you published to Oracle Cloud Marketplace.

To manage your current listings:

1. Sign in to Oracle Cloud Marketplace Partner Portal.

2. Click **Listings**. The Listings page has four tabs.

   - **Started** tab — Displays all the listings that you're in the process of creating. You haven't submitted these listings to Oracle for approval.

     You don't have to complete a listing all at once. You can enter some information, preview the listing, and then return to the listing to edit or add details. As you complete the information on a listing form, the completion percentage increases. When all required information has been provided and the listing is complete, you can submit the listing to Oracle for approval.

   - **Submitted** tab — Displays all the listings that you completed and then submitted to Oracle for approval. The icon indicates the current status of the submitted listing. Hover the cursor over the icon to view details about the status.

   - **Published** tab — Displays all your app and service listings currently published on Oracle Cloud Marketplace.

   - **Archived** tab — Displays all your app and service listings that were either withdrawn from Oracle Cloud Marketplace or replaced by an updated version.

3. Click the appropriate tab and find the listing you want to manage.

   You can scroll the page or search by listing name. You can also search by selecting a service type from the drop-down list at the top of the page. By default,

the listings are sorted by last updated with the most recently updated listing displayed first.

4. Click ☰ and then use the options in the context menu to manage that listing. The options available depend on the current status of the listing.

- **Submit** — Sends a listing to Oracle for review and approval. The **Submit** option is available only on the Started tab and only if the listing is complete.

- **Preview** — Lets you see how a listing will look in Oracle Cloud Marketplace. Preview shows the listing as the customer will see it.

- **Preview on OCI** — Lets you see how a listing will look in Oracle Cloud Infrastructure Marketplace. Preview shows the listing as the customer will see it.

- **Edit** — Opens the listing form so you can modify the information. You can't edit a listing after you've submitted it unless Oracle rejects the listing.

- **Delete** — Removes the listing. You can delete any listing that hasn't been published. In other words, you can delete any listing on the Started tab or the Submitted tab.

- **Publish** — Posts a listing to Oracle Cloud Marketplace. The **Publish** option is available only on the Submitted tab, only after Oracle approves your app or service, and only if you have not opted to autopublish your listing.

> **✎ Note:**
>
> For archived listings, the **Publish** option lets you automatically re-publish the listing to Oracle Cloud Marketplace. You don't make any changes to the listing. Therefore, Oracle doesn't need to review the listing again. Your listing will be published to the marketplace immediately. If you want to update the listing before re-publishing, then use the **Version** option.

- **View Comments** — Lets you review all comments for a listing that has been submitted to Oracle for review. You should monitor comments during the review process. Oracle Cloud Marketplace administration may enter requests for additional information, ask questions, or communicate status updates. You can add comments as well.

- **Resubmit** — Sends a listing to Oracle for another review. The **Resubmit** option is available only on the Submitted tab and only if Oracle rejected the listing.

- **View Listing** — Displays a preview of the entire listing definition, including the install package information and the additional information for apps.

- **New Version** — Lets you update a listing that is currently published to Oracle Cloud Marketplace. The **New Version** option is available only on the Published tab.

  When you click **New Version**, we'll make a copy of the published listing and add the copy to the Started tab. The original listing is still available on the marketplace for customers to find and view.

  You're now free to edit and update the copy of the listing. When you're satisfied with your changes, you submit the updated listing for approval. When

submitting the updated listing for approval, optionally, you can choose to autopublish your listing to Oracle Cloud Marketplace after approval. If you do not choose to autopublish your listing on approval, you will have to manually publish your updated listing to Oracle Cloud Marketplace once it has been approved from Oracle. When published, the new version will replace the version currently on the marketplace.

We'll save the old version of the listing and display it on the **Archived** tab.

• **Withdraw** — Removes a listing from Oracle Cloud Marketplace. Customers won't be able to find or view listings that have been withdrawn from the marketplace.

We'll save the withdrawn listing and display it on the **Archived** tab. You can re-publish an archived listing or create a new version of the listing.

• **Version** — Lets you edit an archived listing and then re-publish it.

  – If a new version of this listing isn't currently in progress, then we'll make a copy of the archived listing and add it to the Started tab. Go to the Started tab to edit, preview, and submit the new version of your listing for approval.

  – If a new version of this listing is already in progress, then you can't create another version at this time. You'll get an error message. You can have only one working copy of a listing at a time. Look on the Listings page (either the Started tab or the Submitted tab) for a new version of the listing.

Migrate an Image Listing to Government Markets

Ensure that you have set the required policies for Oracle Cloud Marketplace to access resources in Oracle Cloud Infrastructure. See Create a policy under your tenancy.

To migrate a new image listing to government markets, ensure that you select one or more government markets in the **Markets** section when you create the listing. See Start a listing.

If you have an existing image listing in commercial markets and you want to publish it to government markets, complete the following tasks:

1. Click **Listings**, and then click the **Published** tab to view the published listings.

2. Click ☰ and then click **New Version** to create a new version of your listing.

   Oracle Cloud Marketplace makes a copy of the published listing and adds the copy to the Started tab.

3. In the **Started** tab, select the new version of the listing that you have created.

4. Click ☰ and then select **Edit** to edit the listing.

5. While editing the listing, ensure that you select one or more government markets in the **Markets** section. Your customers can buy your paid listings only in the markets that you select. For example: if you select the US government market, then only US government customers can purchase your listing.

6. When you're satisfied with your changes, submit the updated listing.

7. Click the **Submitted** tab.

8. Select the edited listing in the **Submitted** tab, click ☰ , and then select **Publish**.

    When published, the new version will replace the version currently available on the marketplace.

Your listing will be available in the government markets that you have selected in up to 48 hours.

Migrate a Stack Listing to Government Regions

Ensure that you have completed the following prerequisites before migrating a stack listing to government regions.

*   Set the required policies for Oracle Cloud Marketplace to access resources in Oracle Cloud Infrastructure. See Create a policy under your tenancy.

*   Your stack listing must use Terraform version 0.12 or later. If your stack listing uses an earlier version, upgrade your Terraform to a supported version.

To migrate a new stack listing to government regions, ensure that you select one or more government markets in the **Markets** section when you create the listing. See Start a listing.

To migrate an existing stack listing to government regions:

1. Click **Listings**, and then click **Published** tab to view the published listings.

2. Click ☰ , and then click **New Version** to create a new version of your listing.

    Oracle Cloud Marketplace makes a copy of the published listing and adds the copy to the Started tab.

3. In the **Started** tab, select the new version of the listing that you have created.

4. Click ☰ , and then select **Edit** to edit the listing.

5. In your stack's ZIP archive, create a new file named, `oci_images.tf`. Add the following information to the `oci_images.tf` file:

```
variable "marketplace_source_images" {
  type = map(object({
    ocid = string
    is_pricing_associated = bool
    compatible_shapes = set(string)
  }))
  default = {
    main_mktpl_image = {
      ocid = "ocid1.image.oc1..<unique_id>"
      is_pricing_associated = true
      compatible_shapes = []
    }
  }
}
```

Where, the variable name has to be `marketplace_source_images`. The keys for images can be anything as long as they are unique; in this example the marketplace image is keyed under the `main_mktpl_image` name. The `ocid` field must list the OCID of the application catalog image.

6. Add the variable name `marketplace_source_images` to the hidden section inside the `schema.yaml` file.

```
...
- title: "Hidden Variables"
    visible: false
    variables:
        - ${tenancy_ocid}
        - ${region}
        - ${marketplace_source_images}
        ...
```

7. If a stack uses more than one application catalog image, they all have to be listed here so their government region counterparts are properly created. The following example contains an additional application catalog image under the `supporting_image` parameter. The `is_pricing_associated` and `compatible_shapes` parameters must be provided and assigned the correct values so that terraform can parse the definitions.

```
variable "marketplace_source_images" {
  type = map(object({
    ocid = string
    is_pricing_associated = bool
    compatible_shapes = set(string)
  }))
  default = {
    main_mktpl_image = {
      ocid = "ocid1.image.oc1..<unique_id>"
      is_pricing_associated = true
      compatible_shapes = []
    }
    supporting_image = {
      ocid = "ocid1.image.oc1..<unique_id>"
      is_pricing_associated = false
      compatible_shapes = []
    }
  }
}
```

8. While editing the listing, ensure that you select one or more government markets in the **Markets** section. Your customers can buy your paid listings only in the markets that you select. For example: if you select the US government market, then only US government customers can purchase your listing.

9. When you're satisfied with your changes, submit the updated listing.

10. Click the **Submitted** tab.

11. Select the edited listing in the **Submitted** tab, click ☰ , and then select **Publish**.

When published, the new version will replace the version currently available on the marketplace.

Your listing will be available in the government markets that you have selected in up to 48 hours.

How do I change my Cloud Platform Ready listing content?

The initial Oracle Cloud Marketplace listings generated from the Cloud Platform Ready registrations provide limited application details. You can change some of these details without requiring a full review to upgrade to a full marketplace listing.

In Oracle Cloud Marketplace Partner Portal, you can change the provider company information and the heading and short description for the listing.

- Provider Company Information: Click **My Company,** then click **Edit.** Change details such as company description, partner logo, website, and general contact details.

- Listing Heading and Short Description: These are initially set based on the information on your Cloud Platform Ready registration. Create a **New Version** of the published listing, edit the heading and short description, then submit the changes for review including a description of the changes.

  – Heading: Use the application's name.

  – Short Description: Provide a brief summary of the application, up to 320 characters.

All other details must remain unchanged. To modify additional details, convert to a full marketplace listing.

How do I convert my Cloud Platform Ready listing to a Full Marketplace listing?

Your Cloud Platform Ready fast track listing is created with limited application details. Converting to a full marketplace listing lets you take full control of the marketing content for your application or service.

What's the difference between a Fast Track listing and a Full Marketplace listing?

Feature	Fast Track Listing	Full Marketplace Listing
Eligibility	Partner applications that support Oracle Cloud compatible technology products	Applications tested and demonstrated running on Oracle Cloud. Partner committed to supporting the Oracle Cloud Platform
Listing Content	Automatically generated by Oracle from Cloud Platform Ready registration details	Created and maintained by the partner and reviewed by Oracle
Provider details - Company logo, company overview, and company contact details	●	●

Feature	Fast Track Listing	Full Marketplace Listing
Application Name	●	●
Application Description	◉ limited	●
Application Usage Information	◉ limited	●
"Get App"	◉ lead capture only	●
Application Icon	✕	●
Application Screenshots	✕	●
Banner Image	✕	●
Custom Headline	✕	●
Related Documents (data sheets, webinars)	✕	●
Keywords for listing search optimization	✕	●
Launch Demo	✕	●
Self-Paced Training	✕	●
Embedded Videos	✕	●
Listing Reviews	✕	●

Convert to a Full Marketplace Listing

Here are the key steps to convert your Cloud Platform Ready fast track listing to a full marketplace listing:

- Step 1: Test application on Oracle Cloud
- Step 2: Update fast track listing
- Step 3: Review, demo, and publish

Step 1: Test application on Oracle Cloud

The first step in converting your fast track listing to a full marketplace listing is to test the application on Oracle Cloud.

To test your application on Oracle Cloud:

1. Have your OPN Account Administrator complete the Oracle Cloud Interoperability Addendum to OPN through the Oracle Partner Store.

   The addendum must list the names of the specific apps or solutions that are being integrated with the Oracle Cloud.

2. Subscribe to the Oracle Cloud Platform and Infrastructure Services to develop and test your app, or contact your Oracle ISV sales rep for access.

3. Test your application on the Oracle Public Cloud.

4. Create a deployment guide. In Oracle Cloud Marketplace Partner Portal, upload the completed deployment guide to the **Supporting Documents** section on the **Additional Information** tab for your fast track listing.

   There is no standard template for the deployment guide, you can create your own. The deployment guide should describe how to deploy, configure, and run your application on the Oracle Public Cloud.

5. For Java, Database, and Compute application, in Oracle Cloud Marketplace Partner Portal, complete the marketplace security and technical questionnaires on the **Additional Information** tab for your fast track listing.

Step 2: Update fast track listing

Updating your fast track listing involves creating a new version of your listing, adding additional marketing content, and submitting the new full marketplace listing for review.

1. Sign in to Oracle Cloud Marketplace Partner Portal.

2. Click **Listing.** Find your published fast track listing, and click **New Version.**

   A new version of your listing appears on the **Submitted** tab.

3. **Edit** your new listing. Change the **Listing Category** from **Ready** to:

   - **Saas on Oracle Cloud Platform:** if the application is offered as a hosted Saas app running on the Oracle Cloud platform

   - **Packaged Application:** if the customer must install the app

4. Add additional marketing information such as screenshots, demos, and data sheets to the listing. Ensure your security and technical questionnaires and deployment guide are uploaded to your new listing.

5. *Optional:* Create a pre-built Oracle Compute Application VM image that can be deployed from your Cloud Marketplace listing.

   For more information about building a VM image, see How do I build an install package for apps that run on virtual machines? or "Building Your Own Machine Images" in *Using Oracle Compute Cloud Service (IaaS).*

6. Click **Submit** to send your new listing to the Oracle Cloud Marketplace Review Team.

   > ✏️ **Note:**
   >
   > - When submitting your listing, you can choose to autopublish your listing to the Oracle Cloud Marketplace on approval from Oracle.
   >
   > - You can choose to autopublish your listing only if you're approved by Oracle to autopublish your listings.

Step 3: Review, demo, and publish

You are at the final step in converting your fast track listing to a full marketplace listing.

The Oracle Cloud Marketplace Review team reviews your listing content and document. If required, the review team contacts you to schedule a review of the

application. You provide a live demonstration of the application running on the Oracle Cloud to the review team. If you had not opted to autopublish your listing, then, after approval from the review team, you click **Publish** on your new listing. If you had opted to autopublish your listing, then, your listing is automatically published after approval from the review team. The new full marketplace listing replaces the original Cloud Platform Ready fast track listing.

How do I manage my leads?

Your leads represent a potential sale. Someone has expressed an interest in your app or service. It's important to follow up on leads, track your progress, and update the status. By doing so, you can report on your lead activity. Leads and their status are reflected in the operational reports.

For each lead, you can also view and enter notes to communicate status and share information with your teams. The goal is to develop every lead into a sale and grow your business.

To manage the leads generated by Oracle Cloud Marketplace:

1. Sign in to Oracle Cloud Marketplace Partner Portal.

2. Click **Leads**.

3. Review the information on the page. By default, the leads display as cards. Click **List** to view the leads as a list. Each lead includes:

   - The current status of the lead.

   - The lead name, company, and contact information.

   - The name of your app or service the customer is interested in.

   - Options for updating status, adding notes, and deleting the lead.

4. Scroll the page, search, or use the filter and sort options to reorder the list or find a set of leads. For example, you might want to show only leads that are new.

5. Use the options in each lead to manage your leads.

   - To update the status of a lead, click **New** or the current status of the lead, and select the appropriate status for this lead from the menu. For example, you can update the status when you contact a lead, when a purchase is made, or when you deliver apps or services.

   - To view the existing notes for a lead, click ▤ **View Notes** for the lead. You can view the notes, including who entered each note and when.

   - To enter a note for a lead, click ▤ **View Notes** for the lead. Type your comment in the text box and then click **Add Note**.

   - To remove a lead, click 🗑 **Delete Lead** for the lead.

In addition, you can export all your leads or a subset of your leads to a comma-separated values (CSV) file for use in presentations and reports.

Search through your leads

To search for leads that match your specified criteria, use the text box at the top of the Leads page.

You can enter any keyword or text string. For example, you may want to search for all the leads associated with a particular app.

The search isn't case-sensitive. It doesn't matter whether you enter uppercase letters, lowercase letters, or a combination. The search doesn't support wildcard characters (such as *) or Boolean operators (such as AND, OR, and NOT).

The search looks at the information in the following fields:

• Lead First Name

• Lead Last Name

• Lead Company

• Listing Name

• Lead Email

To start the search, click 🔍.

To clear a search, delete the criteria from the search text box and click 🔍.

Filter and sort your leads

By default, the Leads page displays all your leads and sorts the leads by the date created, placing the newest lead at the top of the list.

To filter and sort your leads, use the following options at the top of the Leads page:

• Click **Filter** to select the type of lead you want to display. You can show all leads (default value), show only leads for your apps, or show only leads for your services. You can also filter your leads by selecting one or more status names to show only leads with the selected status. You can select to display only those leads with a status of new, contacted, purchased, or delivered.

• Click **Sort by** to change the display order of the leads. You can sort by date created (newest first or oldest first), lead first name, lead last name, lead company name, or listing name. The listing name is the name of your app or service.

Export lead data

You can export your lead data to a comma-separated values (CSV) file. You can then use a spreadsheet application, such as Microsoft Excel, to view, edit, and sort the data. In addition, you can import the data into presentations to share the results with your team and management.

To export your leads to a CSV file:

1. Sign in to Oracle Cloud Marketplace Partner Portal.

2. Click **Leads**.

3. Use search, the **Filter** options, and the **Sort by** options to list the set of leads you want to export.

4. Click ⬆. The system exports the current data set to a CSV file. The file name has this format:

    `Leads_mmddyyyy.csv`

    You can choose to open or save the file. When you save the file, you have the option to rename the file.

5. Click **OK**.

How do I grant access to other users?

At some point, you'll want to allow other users—other members of your team—to access the Oracle Cloud Marketplace Partner Portal application. Additional users can help you monitor customer interest, update your marketplace listings, pursue the sales leads generated from the marketplace, and analyze report data.

You use the Users page to control who can access Oracle Cloud Marketplace Partner Portal. You can add other users and assign them the role of partner administrator or partner member. Roles control what users can and can't do in Oracle Cloud Marketplace Partner Portal.

Before you begin

- You must be assigned the partner administrator role to be able to view the Users page and manage user access to Oracle Cloud Marketplace Partner Portal.

- Before you can grant a user access to Oracle Cloud Marketplace Partner Portal, the user must have a valid Oracle account (email address and password). Users can register for a free account at http://www.oracle.com.

    You need to know the email address the user entered when getting an Oracle account. Users will enter the email address as their user name when they sign in to Oracle Cloud Marketplace Partner Portal. The email address serves as the unique sign-in identification for the user.

Manage user access

To manage user access to Oracle Cloud Marketplace Partner Portal:

1. Sign in to Oracle Cloud Marketplace Partner Portal.

2. Click **My Company**. Under **My Company**, click **Users**.

    The Users page lists the name, email, and assigned role for each user who has access to Oracle Cloud Marketplace Partner Portal. The list is ordered by the most recently added or modified user account.

3. Use the following options to manage users and their access.

    - To grant access to a new user, click **Add User**. Enter the name, email address, and role for this user.

        – The **Partner Member** role lets the user create, update, submit, and publish listings; manage leads; view reports; monitor app installations; add standard terms of use; and manage archived listings.

- The **Partner Administrator** role gives the user the same privileges as the partner member role plus a few more. Partner administrators can update the company profile, manage the users who can access Oracle Cloud Marketplace Partner Portal, and assign roles to users. The **My Company** link and the **Users** link display in the navigation bar only if the user is a partner administrator.

- To modify the name or role for an existing user, click ✎ **Edit** for the account.

  You can't change the email address for the user. The email address is the unique sign-in identification for the user.

- To revoke access from a user, click 🗑 **Delete** for the account.

How do I view activity?

On the Home page, you can see who's been doing what in Oracle Cloud Marketplace and Oracle Cloud Marketplace Partner Portal. The Activity Stream feature provides Oracle partners a complete view of different activities by users for listings they have created.

The Activity Stream section on the Home page shows activity such as new listings, changes made to a listing, listing status changes, and changes made to listing information, specific to listings you have created as an Oracle partner.

The most recent activities are shown on the top of the list in the Activity Stream. Click a user name or listing name to open a page that shows that person's activity or the activity surrounding that listing.

Options	Description
Show More...	Click to see previous activities.
More...	Click to see the entire detail of an activity.
Collapse...	Click to hide the long detail of an activity and see only a small portion of the activity detail.
	Click the **Refresh** icon to refresh the list of activities in the Activity Stream. When you click **Refresh**, the Activity Stream is refreshed and any new recent activities are shown on the top of the list.
	Click the **Expand** icon to expand the Activity Stream to the entire page.

Options	Description
	Click the **Shrink** icon to collapse the Activity Stream and come back to the Home page.
	Click the **Back** icon to go back to the Home page.

The Activity Stream keeps a record of various activities. The following activities are tracked in the Activity Stream for listings:

- Create
- Update
- Delete
- Version
- Withdraw
- Publish
- Submit
- Make Private
- Make Public
- Approve
- Reject

The following table lists the activities tracked in the Activity Stream for the various listing features.

Listing Feature	Tracked Activities
Banner	• Add • Update • Delete
Customer Success Story	• Add • Update • Delete
Location	• Add • Update • Delete
Icon	• Add • Update
Lead (Marketplace)	• Create • Delete
Related Document	• Add • Update • Delete
Review (Marketplace)	• Write • Update • Delete

Listing Feature	Tracked Activities
Screenshot	• Add • Update • Delete
Service	• Add • Update • Delete
Video	• Add • Update • Delete

The following table lists the fields tracked in the Activity Stream when there are updates to these fields while updating a listing.

Section	Listing Type	Field
Listing Header	Application/Service	Name
	Application	Categories
	Service	Product
	Application/Service	Tags
	Application/Service	Tag Line
	Application	Configure URLs
	Application	Pricing Type
	Application	Pricing Text
	Application	Device Type
	Service	Industry
Description	Application/Service	Short Description
	Application/Service	Long Description
Usage Information	Application	Usage Information
Version Details	Application	Version Number
	Application	Version Description
System Requirements	Application	System Requirement
Support	Application	Support Links
	Application	Support Contacts
Languages	Application	Languages
Recommended Service Providers	Application	Recommended Service Providers
Number of Trained Professionals	Service	Number of Trained Professionals

How do I view usage information for OCI images?

The **Customer Instances** page in Oracle Cloud Marketplace Partner Portal provides valuable usage data for Oracle Cloud Infrastructure (OCI) images.

To view the usage data:

1. Sign in to Oracle Cloud Marketplace Partner Portal.

2. Click **Customer Instances**.

   The **Customer Instances** link is available only if you're a partner who is approved for OCI Service.

   Details such as the name of the listing, version, instance-creation date, shape, OCI tenancy, and tenant administrator display in the Customer Instances page.

   Tips

   • You can use the **Date Range** options to customize the amount of data displayed.

   • You can export the current data set to a comma-separated values (CSV) file.

How do I manage my archived listings?

You use the Archived tab in the Listings page to manage the listings that were either withdrawn from Oracle Cloud Marketplace or replaced by an updated version.

• Withdrawn Listings — When you explicitly remove a listing from Oracle Cloud Marketplace by clicking **Withdraw** on the Published tab, the withdrawn listing is saved and archived. You can view the withdrawn listing from the Archived tab. You can re-publish a withdrawn listing at any time.

• New Version Published — When you publish a new version of a listing, the old version gets removed from Oracle Cloud Marketplace. The old version is saved and archived. You can view the old version from the Archived tab.

To manage your archived listings:

1. Sign in to Oracle Cloud Marketplace Partner Portal.

2. Click **Listings** and then click the **Archived** tab.

3. Scan the page for the listing you want.

4. Use the following options at any time:

   • **Publish** — Lets you automatically re-publish the listing to Oracle Cloud Marketplace. You don't make any changes to the listing. Therefore, Oracle doesn't need to review the listing again. Your listing will be published to the marketplace immediately. If you want to update the listing before re-publishing, then use the **Version** option.

   • **Version** — Lets you edit an archived listing and then re-publish it.

     – If a new version of this listing isn't currently in progress, then we'll make a copy of the archived listing and add it to the Started tab. Go to the Started tab to edit, preview, and submit the new version of your listing for approval.

     – If a new version of this listing is already in progress, then you can't create another version at this time. You'll get an error message. You can have

only one working copy of a listing at a time. Look on the Listings page (either the Started tab or the Submitted tab) for a new version of the listing.

- **View Listing** — Displays a preview of the entire listing definition, including the install package information and the supporting documentation for apps.

- **Preview** — Lets you see how the listing will look in Oracle Cloud Marketplace. Preview shows the listing as the customer will see it.

- **Preview on OCI** — Lets you see how a listing will look in Oracle Cloud Infrastructure Marketplace. Preview shows the listing as the customer will see it.

6
Manage Reports

Learn how you can view and export valuable report data.

Topics:

- About types of reports
- How do I get report data?
- Understanding page views
- Customize report data
- Export report data

About types of reports

Reports provide valuable data about customer interest in your apps and services. From pie charts to line graphs to tabular data, reports give you insight into website visitors, their activities, leads generated, and lead status. You can tailor reports to your needs and export report data for presentations to management. You can view the following reports in Oracle Cloud Marketplace.

- OCI Customer Instances
- OCI Paid Listing Usage
- Billed Customer Usage Report
- Disbursement Report
- US Sales and Tax Report
- Listing Activities
- Listings by Lead
- Leads by Status
- Lead Status by Listing

OCI Customer Instances

Oracle Cloud Infrastructure (OCI) Customer Instances report provide information about the instances created by customers for each of your listings. You can see the date an instance was created, along with its current status, shape, and tenancy.

The following table provides details about the fields in the Oracle Cloud Infrastructure Customer Instances report.

Field	Description
Listing Name	The title of the product or the listing name of the product in the Oracle Cloud Marketplace.

Field	Description
Version	The version of the package that was used to launch an instance.
Instance Creation Date	The date and time when the instance was created.
Instance Termination Date	The date and time when the instance was terminated, if applicable.
Status	The current state of the instance. For more information about instance states, see Managing Compute Instances in *Oracle Cloud Infrastructure Documentation*.
Shape	The shape used to create the instance.
OCI Tenancy	The Oracle Cloud Infrastructure tenancy in which the instance was created.
Tenant Administrator	The name and email ID for the user who has administrator access to the Oracle Cloud Infrastructure tenancy in which the instance was created.

Paid Listing Usage

The Paid Listing Usage report provides information about customer usage of your paid listings. Note that the information in this report is provided only for your reference. Don't rely on this information for determining paid listing payments. This report is based on preliminary information that is subject to change.

The following table provides details about the fields in the Paid Listing Usage report.

Field	Description
Listing Name	The title of the product or the listing name of the product in the Oracle Cloud Marketplace.
Listing ID	The unique identifier for the software product.
Tenancy ID	The ID of the Oracle Cloud Infrastructure tenancy in which the instance was created.
Email Domain	
State	The state or province that is associated with the account billing address to which the software charges are billed. For example, WA.
City	The name of the city that is associated with the account billing address to which the software charges are billed. For example, Seattle.
Zip/Postal Code	The zip code or postal code that is associated with the account billing address to which the software charges are billed.
Usage Date	The date, month, year, and time for which the usage is displayed. For example, 29 Jan 2020 12:00 AM.
Usage	The number of units that the customer used during the reporting period.
Metric	The unit of measurement that meters the usage.
Currency	The currency code in which the billed amount for the transaction is displayed. For example, USD.

Billed Customer Usage Report

This report provides data about the billed amount that customer has paid for usage of your paid listings. The report displays the amount that Oracle bills to the customer for usage of your paid listings, but not the amount that has been collected from the customer.

Publication Schedule: This report is published on a monthly basis. It is published within 15 days from the end of the previous month and covers from 00:00 UTC through 23:59 UTC of the previous month.

The following table provides details about the fields in the report.

Field	Description
Listing Name	The title of the product or the listing name of the product in the Oracle Cloud Infrastructure Marketplace.
Listing ID	The unique identifier for the software product.
Transaction Reference ID	A unique ID that allows you to track the transaction or order across reports.
Customer ID (TCA Party ID)	A unique ID for a customer. It helps track usage, revenue, and subscriptions by customers.
Email Domain	The email domain that is associated with the end-user customer, customer who uses your paid listings and pays for usage of your paid listings. For example, if the email address of the administrator is `acme@example.com`, the entry is `example.com`.
OCI SKU	The unique product code for the pricing of the product.
Customer Billed Amount	The total amount billed, exclusive of taxes, to the customer for usage of the product or the monthly fees of the product. This amount includes product charges and fees. Note that this is the amount that Oracle bills to the customer, but not the amount that has been collected from the customer.
Currency	The currency code in which the billed amount for the transaction is displayed. For example, USD.
Usage	The number of units that the customer used during the reporting period.
Unit	The unit of measurement that meters the usage. Currently, the available options are OCPU per hour and instance per hour.
Usage Date	The month and year for which the usage is displayed. For example, Jan 2020.
Country	The two-character country code that is associated with the account that the software charges are billed to. For example, US.
State	The state or province that is associated with the account billing address to which the software charges are billed. For example, WA.
City	The name of the city that is associated with the account billing address to which the software charges are billed. For example, Seattle.
Zip/Postal Code	The zip code or postal code that is associated with the account billing address to which the software charges are billed.

Disbursement Report

This report provides data about the amount that Oracle has collected from the customer for usage of your paid listings and the amount that Oracle has disbursed to your bank account. The amount disbursed to your account can include the amount collected from the customer as well as taxes paid by the customer. You'll receive the disbursement amount only after Oracle collects the amount from the customer.

The disbursement amount is 80% of the gross sales to a paying Oracle customer. For more details, see the Publishing Agreement at https://go.oracle.com/LP=83217. You had signed this agreement to become a paid listing customer with Oracle Cloud Marketplace.

The following are excluded from the gross sales value:

•   Non-customer use

•   If you, as a partner, use your own software

•   Tax

This report does not provide data about the tax collected from customers. For information about the sales tax collected from customers, see the US Sales and Tax Report. Use the Transaction Reference ID to map the transactions between this report and the US Sales and Tax Report.

Publication Schedule: This report is published within 45 days of the close of an Oracle Fiscal Quarter.

Field	Description
Listing Name	The title of the product or the listing name of the product in the Oracle Cloud Infrastructure Marketplace.
Listing ID	The unique identifier for the software product.
Transaction Reference ID	A unique ID that allows you to track the transaction or order across reports.
OCI SKU	The unique product code for the pricing of the product.
Customer Billed Amount	The total amount billed, exclusive of taxes, to the customer for usage of the product or the monthly fees of the product. This amount includes product charges and fees.
Disbursement Amount	The total amount that Oracle has disbursed to you. For information about how disbursement is calculated, refer to the publishing agreement.
Currency	The currency code in which the billed amount for the transaction is displayed. For example, USD.
Usage Period	The month and year for which the usage is displayed. For example, Jan 2020.
End User Customer ID	A unique ID for a customer who uses your paid listings and pays for usage of your paid listings. You can use this information to find out how many unique customers are using your paid listing.
End User Customer Name	Name of the customer who uses your paid listings and pays for usage of your paid listings.

Field	Description
Customer ID (TCA Party ID)	A unique identifier for the customer with whom Oracle has a contract for Oracle Cloud Infrastructure services. Customer ID may be different from the End User Customer ID when a reseller or a corporate entity has purchased listings on behalf of a division or subsidiary. It helps track usage, revenue, and subscriptions by customers.
Customer Name	Name of the customer with whom Oracle has a contract for Oracle Cloud Infrastructure services.
Email Domain	The email domain that is associated with the end-user customer, customer who uses your paid listings and pays for usage of your paid listings. For example, if the email address of the administrator is `acme@example.com`, the entry is `example.com`.
Country	The two-character country code that is associated with the account that the software charges are billed to. For example, US.
State	The state or province that is associated with the account billing address to which the software charges are billed. For example, WA.
City	The name of the city that is associated with the account billing address to which the software charges are billed. For example, Seattle.
Zip/Postal Code	The zip code or postal code that is associated with the account billing address to which the software charges are billed.

US Sales and Tax Report

This report provides data about the sales or use tax in the US that Oracle collects from the customer for usage of your paid listings in Oracle Cloud Marketplace. This report also lists the calculated taxable amount and the amount paid to the indicated taxing authority on your behalf. Taxes are calculated based on the location of your customer and usage billing. Oracle pays the taxes on your (Oracle Partner's) behalf based on Oracle's billing of its customers for Universal Credits.

The total tax amount is $0 either when there is no tax for the usage of your software in the customer's location or when there are no sales because it is excluded from the base for disbursement. Use the Transaction Reference ID to map the transactions between the disbursement report and this report.

Publication Schedule: This report is published within 45 days of the close of an Oracle Fiscal Quarter.

The following table provides details of the fields in the report.

Field	Description
Listing Name	The title of the product or the listing name of the product in the Oracle Cloud Infrastructure Marketplace.
Listing ID	The unique identifier for the software product.
Transaction Reference ID	A unique ID that allows you to track the transaction or order across reports.
OCI SKU	The unique product code for the pricing of the product.
Transaction Date	The date of the transaction or order.

Field	Description
Total Adjusted Price	The final price for the transaction or order. The commercial relationship between the customer, you, Oracle and the relevant taxing authority may result in adjustments to the price paid. If there is a difference between this and the sum of the Taxable and Non-Taxable amount and you want more details, contact Oracle through marketplace-help_us_grp@oracle.com.
Total Tax	The total tax that is charged for the transaction or order.
Currency	The currency code in which the billed amount for the transaction is displayed. For example, USD.
Jurisdiction Level	The jurisdiction level of the address that is used for tax location. The possible values are State, Country, and City.
Taxable Sale Amount	The amount that is taxable, based on the jurisdiction level, for the transaction or order.
Nontaxable Sale Amount	The amount that is not taxable, based on the jurisdiction level, for the transaction or order.
Tax Amount	The tax that is charged at the jurisdiction level.
Date Used for Tax Calculation	The date that is used for calculating tax on the transaction.
Customer Name	Name of the customer.
Customer ID (TCA Party ID)	A unique ID for a customer. It helps track usage, revenue, and subscriptions by customers.
Country	The two-character country code that is associated with the account that the software charges are billed to. For example, US.
State	The two-character state or province code that is associated with the account billing address to which the software charges are billed. For example, WA.
City	The name of the city that is associated with the account billing address to which the software charges are billed. For example, Seattle.
Zip/Postal Code	The zip code or postal code that is associated with the account billing address to which the software charges are billed.

Listing Activities

Listing Activities report provides data about the visitors to your listing pages on the Oracle Cloud Marketplace website. The data includes page views, how often listings were viewed, and how often visitors performed certain activities, such as watching a demo or posting a review.

The following table provides details about the fields in the Listing Activities report.

Field	Description
Listing Name	The title of the product or the listing name of the product in the Oracle Cloud Marketplace.
View App/ SI Detail	The number of views of the app or SI details of the listing.
Ratings Page Views	The number of views that the **Ratings** tab of the listing page received.
View Provider	The number of views that the **Provider** tab of the listing page received.

Field	Description
Click Demo URL	The number of clicks on the **Launch Demo** button on the product listing page.
Get App/Contact Us Clicks	The number of clicks on the **Get App** button on the product listing page.
Write a Review Clicks	The number of clicks on the **Write a Review** button. The **Write a Review** button is available in the **Ratings** tab of the listing page.
Write a Comment Clicks	The number of clicks on **Comment**. The **Comment** option is available in the **Ratings** tab of the listing page.
Total	Total number of clicks on the listing page.

Listings by Lead

Listings by Lead count reports provide information specific to your app and service listings.

The data provided in the report includes the number of leads generated for each app and each service. To view information about your leads and to manage your leads, see How do I manage my leads?

The following table provides details about the fields in the Listings by Lead report.

Field	Description
Listing Name	The title of the product or the listing name of the product in the Oracle Cloud Marketplace.
Lead Count	The total number of leads generated for the listing.

Leads by Status

Leads by Status report provides details about the status of the leads generated. The Reports: Dashboard page displays the same data in a graph.

The following table provides details about the fields in the Leads by Status report.

Field	Description
Lead Status	The number of leads for each type of lead status:new leads, leads contacted, leads that led to a purchase, and purchased products that have been delivered.
Lead Count	The total number of leads generated for the listing.

Lead Status by Listing

This report provides details about lead status of your listings on the Oracle Cloud Marketplace website. The Reports: Dashboard page displays the same data in a graph.

The following table provides details about the fields in the Lead Status by Listing report.

Field	Description
Listing Name	The title of the product or the listing name of the product in the Oracle Cloud Marketplace.
New	The number of leads which are in the status **New**. This provides the number of leads who have expressed interest in your listing, but you have not yet contacted these leads.
Contacted	The number of leads which are in the status **Contacted**. This provides the number of new leads that you have contacted.
Purchased	The number of leads which are in the status **Purchased**. This provides the number of leads that you contacted and that led to a purchase.
Delivered	The number of leads which are in the status **Delivered**. This provides the number of leads that led to the purchased products being delivered.
Total	The total number of leads generated for the listing.

How do I get report data?

Reports provide valuable data about customer interest in your apps and services. From pie charts to line graphs to tabular data, reports give you insight into website visitors, their activities, leads generated, and lead status. You can tailor reports to your needs and export report data for presentations to management.

To view report data:

1. Sign in to Oracle Cloud Marketplace Partner Portal.

2. Click **Reports**.

   The **Reports** link is available only after report data is available for your listings.

3. Review the graphs and data displayed on the Reports: Dashboard page.

   • **Leads Generated** shows the total number of leads generated for the current time period.

   • **Leads by Status** shows the percentage of leads for each type of lead status: new leads, leads contacted, leads that led to a purchase, and purchased products that have been delivered. You can click **Leads by Status** under **Reports** to view the same data in a table.

   • **Lead Status by Listing** provides details about the leads for each of your apps and services published on Oracle Cloud Marketplace. You can click **Lead Status by Listing** under **Reports** to view the same data in a table.

4. Click each of the links to explore more reports. Some reports repeat the information displayed on the Reports: Dashboard page, but use a different format to display the data.

Tips

• On the Reports: Dashboard page, hover the cursor over a bar graph, a slice of the pie, or a segment in the bar graph to view details for a particular data point.

• You can use the **Date Range** and **Time Type** options to customize the amount of data displayed.

- For any report, you can export the current data set to a comma-separated values (CSV) file.

Understanding page views

Reports display information about page views.

A *page view* usually represents the viewing of a single page on the website. In addition, certain actions, such as posting a review or clicking **Launch Demo**, count as a page view. For example, suppose a user visits the APPLICATIONS page, clicks an app name to view the details page for that app, clicks the **RATINGS** tab, and then clicks the **Write a review** button. In this example, the user viewed four pages.

Customize report data

By default, the reports display data for the last six months.

To customize the amount of data displayed in the report, use the options at the top of the graph or report.

- **Date Range** — Lets you change the time period and control the amount of data displayed. For example, you can select to show data for this week, last week, this month, last month, last three months, last six months, last twelve months, all time, or custom date range.

- **Time Type** — Lets you control the frequency (monthly, weekly, daily) of the data points.

- **Apply** — Updates the data with the new parameters you selected.

Export report data

You can export data from a report to a comma-separated values (CSV) file. You can then use a spreadsheet application, such as Microsoft Excel, to view, edit, and sort the data. In addition, you can import the data into presentations to share the results with your team and management.

To export data for a report:

1. Sign in to Oracle Cloud Marketplace Partner Portal.

2. Click **Reports**.

3. Select the report you want.

4. Use the **Data Range** and **Time Type** options, if available, to customize the report data that gets exported to the CSV file. The ⬆ option will export only the data currently displayed.

5. Click ⬆. You can choose to open or save the file. You have the option to rename the file if you save it.

7
Troubleshoot

Need some help? Check here for answers.

- I can't create another version of my listing
- I need to change who gets email notices about leads and listings
- I need to update my company logo
- I can't edit any details about my company
- I can't see the Users page and can't grant access to another user
- I need to redirect the Get App link to an external URL
- I can't change the company name on my listing
- I can't edit some of the fields in the listing form
- I can't edit a customer's review of my app or service
- I can't find how I get my app or service featured on the marketplace
- I can't find where to specify billing options for my app
- I forgot my password
- I can't sign in to Partner Portal
- I can't see any reports
- I can't specify that my app supports more than one device type
- I can't upload the icon for my listing
- I don't have the option to create either an app or a service listing
- I don't understand deleting versus withdrawing a listing

I can't create another version of my listing

Adding a new version creates a new copy of the listing. The original listing isn't affected. However, you can't have more than one working copy of a listing at a time.

You create a new working version of your listing, edit the listing to include details about your updated app or service, and then submit it to Oracle for approval.

I need to change who gets email notices about leads and listings

You can edit the notification information only if you're assigned the partner administrator role.

To change who gets notification email:

1. Sign in to Oracle Cloud Marketplace Partner Portal.

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2. Click **My Company**, and then click **Edit**.

3. Change the email address listed in the **Notification Email** field.

4. Click **Save**.

I need to update my company logo

To update your company logo, you edit the information on the My Company page. You can access the My Company page and update your company logo only if you're assigned the partner administrator role.

In Oracle Cloud Marketplace, your company logo displays on the PROVIDER tab. The logo is displayed against a white background.

Here are the requirements for your logo:

- Background: Transparent or solid

- Dimensions: 115 pixels by 115 pixels (1:1 aspect ratio)

- Supported File Types: BMP, GIF, JPEG (JPG), PNG

- Maximum File Size: 5 MB

To update your company logo:

1. Sign in to Oracle Cloud Marketplace Partner Portal.

2. Click **My Company**, and then click **Edit**.

3. Click **Upload Icon**, browse your files, and select the new image file for your logo.

4. Click **Save**.

I can't edit any details about my company

Your assigned role doesn't have the required privileges. The **My Company** link displays in the navigation bar only if you're assigned the partner administrator role.

I can't see the Users page and can't grant access to another user

Your assigned role doesn't have the required privileges. The **Users** link under the **My Company** link displays in the navigation bar only if you're assigned the partner administrator role.

I need to redirect the Get App link to an external URL

To redirect the **Get App** link to an external URL:

1. Sign in to Oracle Cloud Marketplace Partner Portal.

2. Click **Listings**.

3. Click the **Started** tab, and open the app listing for editing.

4. Click the **Get App** tab.

5. Click **Edit** in the **Download Information** section.

6. Select the **Redirect to an external URL** option, and enter the URL.

7. Click **Save**.

I can't change the company name on my listing

You can't use Oracle Cloud Marketplace Partner Portal to change the name of your company because your company name is associated with your Oracle PartnerNetwork account and membership.

If you must change your company name, then send an email to:

marketplace-help_us_grp@oracle.com

I can't edit some of the fields in the listing form

Here are some reasons why you can't edit the fields:

- Have you completed all the required fields in the header and saved the information? Required fields are marked with an asterisk (*). The header is surrounded by a dashed box. You can't edit the other fields on the form, upload icons, add videos and screenshots, or upload a banner until you enter information into all the required fields and click **Save**. After that's done, the **Upload**, **Edit**, and **Add** options will be active so you can continue to update the listing.

- Are you editing the fields in another section? You must close the section (either by saving or canceling your changes) before you can edit the information in another section. Only one section can be active for editing at a time. Otherwise, the **Upload**, **Edit**, and **Add** options aren't active.

I can't edit a customer's review of my app or service

That's correct. You can't edit a customer's review.

You can, however, sign in to Oracle Cloud Marketplace, go to the **RATINGS** tab for the app or service listing, and add a comment to the customer's review.

In addition, if you think a particular review is inappropriate, click **Report Abuse** and complete a report form to alert Oracle Cloud Marketplace administrators.

I can't find how I get my app or service featured on the marketplace

Well, you can stop looking. Oracle Cloud Marketplace administration configures the apps and services displayed in the Featured section on Oracle Cloud Marketplace. You don't have the option of paying to have your listing featured.

I can't find where to specify billing options for my app

At this time, we don't offer any billing options. You handle all transactions between you and the customer. On the bright side, we don't charge a transaction fee or a commission so you get all proceeds from the sale.

I forgot my password

No problem. It happens to all of us.

To reset your password:

1. Go to the Oracle Cloud Marketplace Partner Portal Sign In page.

   http://cloud.oracle.com/partner

2. Click the **Forgot Password?** link.

3. Follow the instructions.

I can't sign in to Partner Portal

Here are a few reasons why you might not be able to sign in to Partner Portal:

- Are you entering the user name and password for your Oracle account? Your user name is the email address you specified when registering for an Oracle account.

- Are you typing your user name and password correctly? Passwords are case-sensitive. Make sure you aren't pressing the Caps Lock key.

- Has your administrator created an Oracle Cloud Marketplace Partner Portal account for you and assigned you a role? By default, the person who registered to become a publisher for Oracle Cloud Marketplace is assigned the role of partner administrator. The administrator can then add accounts, assign roles, and grant access to other users in the company.

I can't see any reports

Reports are displayed only after report data is available for your listings.

I can't specify that my app supports more than one device type

If your app supports multiple device types, for example a browser-based app and a mobile-based app, then you must create a separate listing for each type.

I can't upload the icon for my listing

Here are some possible reasons why:

- Have you completed all the required fields in the page header (top section) and saved the information? Required fields are marked with an asterisk (*). You can't

upload the icon until you enter information into all the required fields and click **Save**.

- Are the icon dimensions, file type, and size correct?
    - The icon must be 130 pixels by 130 pixels (1:1 aspect ratio).
    - The supported file types are BMP, GIF, JPEG (JPG), and PNG.
    - The maximum file size is 5 MB.

I don't have the option to create either an app or a service listing

Your publisher permissions determine whether you can create listings for apps, for services, or for both.

When you registered your company and became an approved marketplace publisher, you selected the type of offerings you wanted to be able to publish: apps only, services only, or both apps and services.

So, if your company is registered to provide only apps and you click **Create Listing**, then the form for creating an app listing opens immediately. You don't have any choice in this case. However, if your company is registered to provide both apps and services, then you can choose which type of listing (app or service) to create.

I don't understand deleting versus withdrawing a listing

Here's the difference:

- You *delete* a listing that hasn't been published to Oracle Cloud Marketplace. You can delete any listing that is in progress. The status may be started, submitted for approval, approved, or waiting to be published.

- You *withdraw* a listing that has been published to Oracle Cloud Marketplace. Withdraw removes the listing from the marketplace. The withdrawn listing is saved and archived. You can view the withdrawn listing from the Archived tab in the Listings page. You can republish a withdrawn listing at any time, or you can update the withdrawn version, resubmit for approval, and then publish the new version.

8
Frequently Asked Questions

Find answers to frequently asked questions.

Topics

- Listings
- Oracle PartnerNetwork (OPN)
- Pricing
- Leads and Reports
- Customer Use of Marketplace
- Promotion
- Oracle SaaS Applications

If you can't find answers to your questions in this section, send an email to marketplace-help_us_grp@oracle.com.

We'll put you in touch with a partner manager who can discuss your questions with you.

Listings

What are the steps to sign up for Oracle Cloud Marketplace?

You can become an Oracle Cloud Marketplace publisher in three easy steps:

- Step 1: Get an Oracle account
- Step 2: Join Oracle PartnerNetwork
- Step 3: Register for a publisher account

What are the steps to create a listing?

See How do I create a listing?

How do I submit and publish my application on Oracle Cloud Marketplace?

A listing describes your application or service to users browsing Oracle Cloud Marketplace for cloud products. After you create a listing in Oracle Cloud Marketplace Partner Portal, you can submit and then publish the listing to Oracle Cloud Marketplace. See the following topics:

- Submit a listing for approval
- Publish a Listing

How quickly can a partner create a listing in Oracle Cloud Marketplace?

Partners have completed the tasks to join Oracle PartnerNetwork and created a listing in less than a week, but it is more typical to spend 2-4 weeks on the process.

How can I publish a paid listing?

See the workflow to publish a paid listing at https://www.oracle.com/partners/en/partner-with-oracle/market-and-sell/marketplace-listings/index.html.

What are the supported software listings?

There are three types of listings: paid, free and Bring Your Own License (BYOL). Paid listings are billed based on the pricing model that you select. BYOL listing can be either free or paid. In the case of a paid BYOL listing, the customer works directly with the partner or their other resale channels to obtain and pay for that software license.

Where are the Oracle Cloud Marketplace listings available?

Free and Bring Your Own License (BYOL) listings are available in all Oracle Cloud regions. Paid listings are available in all US commercial regions.

How are reviews conducted in Oracle Cloud Marketplace?

After creating a listing, submit your listing to Oracle for approval. See Submit a listing for approval

You can monitor the status during the approval process and respond to review comments provided by the Oracle Cloud Marketplace administrators. See Monitor status during the approval process.

How do I update my listing in Oracle Cloud Marketplace?

Use the Listings page to manage the listings that you're creating, that you submitted to Oracle for approval, and that you published to Oracle Cloud Marketplace. You can update your listings using Oracle Cloud Marketplace Partner Portal. See How do I manage my listings?

How do I change the name of my company?

To change your company name, send an email to Oracle at marketplace-help_us_grp@oracle.com and submit a ticket to the Partner Assistance Team at https://partnerhelp.oracle.com/app/ask/tool/opn.

You can't use Oracle Cloud Marketplace Partner Portal to change the name of your company because your company name is associated with your Oracle Partner Network account and membership.

Can companies that are not based in US create listings in Oracle Cloud Marketplace?

Yes. Companies that are not based in US can create listings in Oracle Cloud Marketplace. However, they can't create paid listings.

How to convert a listing to auto deployment?

After creating an artifact for a stack listing or an image listing, you can create an install package for Oracle Cloud Infrastructure. See How do I build an Oracle Cloud Infrastructure install package for my app?

Where can I find the image OCID for a listing on Oracle Cloud Marketplace?

You can find the Oracle Cloud ID (OCID) of an image using the Oracle Cloud Infrastructure console.

1. Using the Oracle Cloud Infrastructure console, create an instance with the image for which you want to find the OCID.
2. After the instance is provisioned, details about it appear in the instance list. To view additional details, including image details, click the instance name.
3. Click on the image details to view the OCID of the image along with other related information.

Can I use an image with a flexible shape to create artifacts in Oracle Cloud Marketplace?

Yes. A flexible shape is a shape with a customizable number of OCPUs. Oracle partners can select a flexible shape as a compatible shape in the Oracle Cloud Infrastructure Console while creating a custom image. Oracle Partners can use such custom images to create artifacts in Oracle Cloud Marketplace Partner Portal. For more information about flexible shapes, see Flexible Shapes in *Oracle Cloud Infrastructure documentation*. For more information about creating an artifact in Oracle Cloud Marketplace, see How do I create an artifact?

Where can I find support for a third-party listing?

If you have any questions for an app that you are creating in the Oracle Cloud Marketplace for a third-party listing, then you can contact the support team for that app. For example, if Acme has listed an app on Oracle Cloud Marketplace and you want to create a listing using the app that Acme has listed. When you have a question related to such a listing, contact the Acme support team.

To find support information for a third-party app listed on Oracle Cloud Marketplace:

1. Visit the Oracle Cloud Marketplace website.
2. Search for the app in the Oracle Cloud Marketplace website for which you are creating a listing.
3. Click the application to view the application details.
4. In the **Overview** tab, look at the information available in the **Support** section to find the contact details.

I cannot find an answer to my question. How can I get help?

See the Frequently Asked Questions and Troubleshoot sections to find an answer to your question. Only if you can't find answer to your question in these sections, send an email to: marketplace-help_us_grp@oracle.com.

We'll put you in touch with a partner manager who can discuss your questions with you.

Oracle PartnerNetwork (OPN)

How do I receive an OPN membership number?

You receive an OPN membership number when you join the Oracle PartnerNetwork as a member. See Step 2: Join Oracle PartnerNetwork.

If you have already joined Oracle PartnerNetwork as a member and you don't remember your OPN membership number, you can submit a ticket to the Partner Assistance Team at https://partnerhelp.oracle.com/app/ask/tool/opn.

How much does it cost to join OPN?

To publish apps to Oracle Cloud Marketplace, you must join the Oracle PartnerNetwork as a member.

Although you pay $500 (USD) for an OPN membership, you don't pay any fees or commission to publish apps to the marketplace.

Are there annual fees for being part of OPN?

Yes. There is an annual fee of $500 to continue being part of Oracle PartnerNetwork.

How can I get my company's OPN Member logo or badge?

See https://partnerhelp.oracle.com/app/answers/answer_view/a_id/1013415.

How can I obtain my company's earned Expertise logo and/or certificate?

See https://partnerhelp.oracle.com/app/answers/answer_view/a_id/1013415.

How can I register for the Cloud Platform Ready program?

The Cloud Platform Ready (CPR) program has been deprecated. It has been replaced by the Powered by Oracle Cloud and the Integrated with Oracle Cloud Expertise programs. Product-specific versions of these programs are also available. For information about the Powered by Oracle Cloud program, see https://www.oracle.com/partnernetwork/expertise/build/powered-by-oracle-cloud. For information about the Integrated with Oracle Cloud Expertise program, see https://www.oracle.com/partnernetwork/expertise/build/integrated-with-oracle-cloud.

A partner enrolling in the Modernized OPN can publish a full listing in Oracle Cloud Marketplace, and then enroll in the Build Track and earn one or more Expertise.

Pricing

How are paid listings in Oracle Cloud Marketplace priced?

Oracle Cloud Marketplace offers partners the following pricing models for their paid listings:

- **OCPU per hour**: This is the hourly price multiplied by the number of OCPUs used for your offering per hour.

- **Instance per hour**: This is a fixed price for each instance per hour.

What currency are paid listings billed in Oracle Cloud Marketplace?

Paid listings are billed in US dollars.

Can customers buy paid listings in Oracle Cloud Marketplace in currencies besides US dollars?

This option is currently not available.

Can I create a private offer for my customers, that has a price different than the publicly available price for my Oracle Cloud Marketplace products?

This option is currently not available.

How much do partners get paid for paid listings in Oracle Cloud Marketplace?

The disbursement amount is 80% of the gross sales to a paying Oracle customer. For more details, see the Publishing Agreement at https://go.oracle.com/LP=83217. You had signed this agreement to become a paid listing customer with Oracle Cloud Marketplace.

Can I install and use an application from Oracle Cloud Marketplace for free?

Oracle Cloud Marketplace offers three types of listings: free, paid hourly, or requires the user to use an existing license. There are no charges associated with using a free listing. You have to pay for using paid listings from Oracle Cloud Marketplace. If you have a license to install any paid listing that is available on Oracle Cloud Marketplace, then you can install that application.

Does Oracle offer a discount program for its high-volume partners?

This option is currently not available.

Leads and Reports

What kind of reports does Oracle provide its partners?

Reports provide valuable data about customer interest in your apps and services. From pie charts to line graphs to tabular data, reports give you insight into website visitors, their activities, leads generated, and lead status. See About types of reports.

How are leads shared with partners?

You can view information about all the leads that are generated on Oracle Marketplace Partner Portal. See How do I manage my leads?

Customer Use of Marketplace

How do customers pay for Oracle Cloud Marketplace listings?

To pay for the paid listings, Oracle customers use Oracle Cloud Marketplace listings either as pay-as-you-go tenancy or Universal Cloud Credits (UCC).

Can all Oracle customers use all Oracle Cloud marketplace listings?

No. Only Oracle customers utilizing UCC can buy all listing types including paid marketplace listings or images. Pay-as-you-go customers can only utilize BYOL or free listings only.

Are there any other financial limits to customers purchasing marketplace listings?

Yes. Customers can only spend up to 15% of their UCC towards marketplace listings or images.

Promotion

Why would a partner want to create a software listing in Oracle Cloud's marketplace?

Over 430,000 customers worldwide using Oracle database and business applications. Oracle actively works to move these customers to Oracle Cloud. Oracle customers move to Oracle Cloud because it is faster, more cost effective, and suits the business requirements of enterprise customers.

How will Oracle promote my products to its sales force and partners?

Oracle partners are responsible for promoting their Oracle Cloud Marketplace listings. Oracle makes several activities and events available to the partners such as: field sales, blogs, videos, and social media. Oracle also organizes sessions, including webinars, to enable partners.

Does Oracle have Market Development Funds (MDF) available for marketplace partners?

This option is currently not available.

Are there expansion plans for 2020?

Yes. Plans include expansion of paid Oracle Cloud Marketplace listings into Japan and European regions, as well as expanding Oracle Cloud Marketplace to the Oracle US and UK government regions.

Oracle SaaS Applications

How can I submit the Oracle Eloqua application that I have developed for compatibility review?

Eloqua apps developed by Oracle partners must be submitted for OMC Eloqua Compatibility Review before being published on the Oracle Cloud Marketplace. See https://community.oracle.com/docs/DOC-899169.

Can SaaS or container-based solutions be published on Oracle Cloud Marketplace?

This feature is currently not available. You can't deploy these listings directly in Oracle Cloud Infrastructure from the Oracle Cloud Marketplace. However, you can publish SaaS and container-based solutions as lead-generation listings. Oracle captures the customer details in a form and sends it to you, the Oracle partner, offline so that you can communicate directly with the customer.

When an Oracle Cloud Marketplace customer clicks **Get App** for your listing in Oracle Cloud Marketplace, then the customer can either download the listing or Oracle collects the customer details and provides it you, the Oracle partner. If you have included an install package in your marketplace listing, then the package automatically installs and deploys the app to the customer's cloud services when the customer clicks **Get App**. Such listings are also called click-to-deploy listings. If you have not associated an install package with your listing in Oracle Cloud Marketplace, then Oracle collects the customer details and provides it you, the Oracle partner. Such listings are also called lead-generation listings.

Can lead-generation listings be converted to click-to-deploy listings?

Yes. Oracle partners who have created lead generation listings can convert these listings to click-to-deploy listings at any time by including an install package in your marketplace listing. See How do I build an install package for my app?

How do I integrate my application with Oracle Cloud Applications?

The procedure to integrate your application depends on the Oracle Cloud Application with which you want to integrate. Refer to the relevant Oracle Cloud Applications documentation for information about integrating your application.

Name of the Service	Reference Documentation
Oracle Food and Beverage Cloud Service	See Oracle Simphony Partner Knowledge Zone for information about developing your solution and then publish your solution listing on the Oracle Food and Beverage Cloud Marketplace.
Oracle Hospitality	See https://www.oracle.com/partners/en/products/industries/hospitality-hotels-resorts/integrate/index.html. In case of any queries, contact HGBU-integrations_ww@oracle.com.
Oracle Loyalty Cloud	Environments are provided for independent software vendors (ISVs) with plans for accepted integrations. Contact CXISVPartners_ww@oracle.com.
Oracle CX Marketing	Environments are provided for ISVs with plans for accepted integrations. Contact CXISVPartners_ww@oracle.com.
Oracle CX Service	Environments are provided for ISVs with plans for accepted integrations. Contact CXISVPartners_ww@oracle.com.
Oracle Procurement Cloud	Environment Access is available through the Modernized OPN Program. See https://www.oracle.com/partners/index.html.
Oracle Supply Chain Management Cloud	Environment Access is available through the Modernized OPN Program. See https://www.oracle.com/partners/index.html.
Oracle Talent Management Cloud	See https://www.oracle.com/partners/en/products/cloud-solutions/oracle-taleo/integrate/index.html.

A

Publisher Guidelines

Ensure that you comply with all the relevant guidelines when you create your templates, stacks, images, and listings for Oracle Cloud Infrastructure Marketplace.

Topics:

- About Oracle Cloud Infrastructure Marketplace Publisher Guidelines
- Guidelines for Listings
- Guidelines for Images
- Guidelines for Stacks

About Oracle Cloud Infrastructure Marketplace Publisher Guidelines

Oracle Cloud Infrastructure allows Oracle partners to distribute their solutions to Oracle Cloud Infrastructure customers via Oracle Cloud Marketplace. Oracle customers trust that these solutions are built and maintained in a way that ensures that their security and privacy is the top priority.

Customers also expect that solutions deliver as promised, include excellent documentation, and provide a support experience that is effective and low friction. This document describes the minimum bar required of Oracle partners for inclusion in Oracle Cloud Marketplace. You are encouraged to exceed these specifications, wherever possible. Solutions that include exceptions to these standards must be reviewed and approved by Oracle.

Key Words

This document uses key words as defined by IETF RFC 2119. For more information, see https://www.ietf.org/rfc/rfc2119.txt.

- MUST - This word, or the terms "REQUIRED" or "SHALL", mean that the definition is an absolute requirement of the specification.
- MUST NOT - This phrase, or the phrase "SHALL NOT", mean that the definition is an absolute prohibition of the specification.
- SHOULD - This word, or the adjective "RECOMMENDED", mean that there may exist valid reasons in particular circumstances to ignore a particular item, but the full implications must be understood and carefully weighed before choosing a different course.
- SHOULD NOT - This phrase, or the phrase "NOT RECOMMENDED" mean that there may exist valid reasons in particular circumstances when the particular behavior is acceptable or even useful, but the full implications should be understood and the case carefully weighed before implementing any behavior described with this label.

- MAY - This word, or the adjective "OPTIONAL", mean that an item is truly optional. One vendor may choose to include the item because a particular marketplace requires it or because the vendor feels that it enhances the product while another vendor may omit the same item. An implementation which does not include a particular option MUST be prepared to interoperate with another implementation which does include the option, though perhaps with reduced functionality. In the same vein an implementation which does include a particular option MUST be prepared to interoperate with another implementation which does not include the option (except, of course, for the feature the option provides.)

Vulnerability Severity Levels

Where there is any reference to security vulnerability in this section, the reference is to the Common Vulnerability Scoring System (CVSS) v3.0 ratings system. For more information about CVSS v3.0, see https://nvd.nist.gov/vuln-metrics/cvss/v3-calculator.

Security

The Oracle Cloud Infrastructure security overview states that:

```
We [Oracle] believe that a dynamic security-first culture is vital to building a
successful
security-minded organization. We have cultivated a holistic approach to security
culture in which
all our team members internalize the role that security plays in our business
and are
actively engaged in managing and improving our products' security posture. We
have also
implemented mechanisms that assist us in creating and maintaining a security-
aware culture.
```

You MUST read and understand the entire Oracle Cloud Infrastructure approach to security. See Security Overview in the Oracle Cloud Infrastructure documentation.

You MUST maintain a *security first* culture that understands and values the trust of our mutual customers.

Controls

- You MUST maintain awareness of security alerts and advisories that have an impact on your solutions. Here are some common sources of security alerts:

  – SecurityFocus maintains recent advisories for many open source and commercial products. https://www.securityfocus.com/

  – The National Vulnerability Database. https://nvd.nist.gov/vuln

  – US-CERT and the Industrial Control Systems CERT (ICS-CERT) publish regularly updated summaries of the most frequent, high-impact security incidents. https://www.us-cert.gov/ics

  – Full Disclosure at SecLists.org, is a high volume, public, vendor-neutral forum for detailed discussion of vulnerabilities and exploitation techniques. https://seclists.org/fulldisclosure/

  – The Computer Emergency Readiness Team Coordination Center (CERT/CC) has up-to-date vulnerability information for the most popular products. https://www.cert.org

- You SHOULD watch for Oracle Cloud Infrastructure platform updates that may have an impact on images that you have published.

- – What's New

- – Release Notes

- – Known Issues

- You MUST notify Oracle Cloud Infrastructure within 3 business days of any newly discovered vulnerabilities that impact your solutions with a CVSS rating of 9.0 or higher.

- You MUST notify Oracle Cloud Infrastructure within 5 business days of any newly discovered vulnerabilities that impact your solutions with a CVSS rating between 7.0 and 8.9.

- You MUST notify Oracle Cloud Infrastructure within 20 business days of any newly discovered vulnerabilities that impact your solutions with a CVSS rating between 4.0 and 6.9.

- You MUST publish updated solutions that mitigate newly discovered vulnerabilities in a timely fashion.

- You MUST allow customers to keep their solutions updated to protect against newly discovered vulnerabilities. Some common patterns are:

  - – Automatically applying security updates.

  - – Allowing a customer to run a command to apply security updates.

  - – Providing a process that allows a customer to replace any current deployments with an updated version. This process should be sufficiently low friction so that a customer is not discouraged from performing the work required.

- You SHOULD publish updated solutions with general security updates on a quarterly basis.

- If you might require the execution of a non-disclosure agreement before disclosing a vulnerability to Oracle, your MUST have executed an Oracle Confidentiality Agreement (CDA) prior to publication of your first image. Your Oracle Partner team will assist with this process.

Guidelines for Listings

While creating your application listings, ensure that you are familiar with and comply with the relevant guidelines.

Mandatory Guidelines

The following guidelines are MANDATORY for application listings in Oracle Cloud Infrastructure Marketplace. Each guideline MUST be followed. Before being approved, each application listing is validated against each of these guidelines.

- The App Name MUST be 80 characters or less. It SHOULD be 36 characters or less for optimal viewing.

- The App Name MUST be clear, concise, and free of spelling and grammar mistakes. It MUST have no line breaks.

- The Headline MUST clearly state the application's purpose. It MUST be described in two lines or less and be free of spelling and grammar mistakes.

- Font/Spacing on the listing MUST be consistent.

- All text MUST be free of spelling or grammar errors.

- The Description MUST be comprehensive and capture the target audience/type of user and present why the Listing is valuable.

- All links MUST point to the correct locations and open in a new tab or window.

- Text included in icons, banners, screenshots or videos MUST be legible.

- Images MUST NOT be blurred or stretched.

- Related Documents MUST provide consistent information for users to be able to:

  1. Launch an instance from Marketplace.

  2. Connect to the instance.

  3. Setup or start the application.

- The Support section MUST contain accurate contact details for customer to engage partner support. These contact details MUST contain an accurate phone number or email address.

- The System Requirements MUST contain the list of required Oracle Cloud Infrastructure components including compute shapes, security rules, IAM policies, block volumes, secondary VNICs, etc.

- Terms of Use MUST be included in your app install package and be free of spelling or grammar errors. Terms of Use name MUST be in title case. Links in Terms of Use MUST point to the correct locations and open in a new tab or window.

- The app install package version MUST match the version specified in any other related image or text for this package.

- The user MUST be able to launch, connect, and configure the application and related infrastructure using instructions included in the **Usage** and **Related Documents** sections.

- Each published solution includes a set of customer facing documentation. This documentation:

  – MUST include prominent, detailed instructions for connecting to an instance.

  – MUST include usage documentation or a link to the documentation.

  – MUST include support details or a link to those details.

  – MUST list compatible shapes.

  – MUST document all network ports open by default on the instance.

Recommended Guidelines

The following guidelines can be considered as best practices that SHOULD be followed whenever possible.

- The release notes SHOULD be specified as bullet points with proper line breaks.

- The related documents SHOULD contain information on how to purchase a license if necessary.

General Guidelines

Here are some generic guidelines for listings of all types. For guidelines specific to application listings or image listings, see the relevant section.

- 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.

- 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.

- For any images such as logos, icons, or banners:

  – Ensure that the images are sized to match the specified dimensions.

  – Save images in the specified file format with compression.

  – Ensure that the image file size is within the specified file size.

  – Your banner must be 1160 pixels (width) by 200 pixels (height), a maximum of 10 MB, and must be a BMP, GIF, JPEG (JPG), or PNG file.

  – Your company logo must be 115 pixels by 115 pixels, a maximum of 5 MB, and must be a BMP, GIF, JPEG (JPG), or PNG file..

  – Your icon must be 130 pixels by 130 pixels, a maximum of 5 MB, and must be a BMP, GIF, JPEG (JPG), or PNG file.

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

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

- 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.

- A long description must be preceded by a short description. Don't repeat the short description in the long description section.

- 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.

- In the **Usage Information** field:

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

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

  – List the ports that must be opened. Add a link such as "How to configure open ports" which describes the steps to open ports using the Oracle Cloud Infrastructure Console.

- In the **Screenshots and Videos** field, for screenshots:

- – A minimum of two screenshots is recommended.

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

- – The recommended dimensions for screenshots is 640 pixels (width) x 480 pixels (height). Other suitable sizes include 1024x768 and 1200x900. Larger images should be cropped or resized.

- – For best results, images should be created with a native 4:3 aspect ratio. For any images that don't fit the 4:3 aspect ratio, such as screenshots of mobile phone apps, pad the image with an appropriately colored or transparent background to fit the required image size. Use an image editor to add padding.

- – Screenshots must be a maximum of 5 MB, and must be a BMP, GIF, JPEG (JPG), or PNG file.

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

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

For videos:

- – Include a demonstration video as the first item in the list in the **Screenshots and Videos** field.

- – Promotional videos that are hosted on YouTube or Vimeo can be embedded directly in the screenshot list and media viewer.

- – The URL address for the video must start with either `http://` or `https://`

- – The main demo 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.

- – Longer videos and promotional content can be included as additional videos.

- In the **Related Documents** field:

  - – Addition of a data sheet specific to the Oracle Cloud integration is a minimum requirement.

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

  - – Add a "Getting Started with Oracle Cloud Infrastructure" document that provides complete details for customers to configure and setup the software.

- In the **System Requirements** field:

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

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

  - – List any third party system dependencies.

  - – Include browser-specific dependencies or supported mobile platforms in this section.

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

Guidelines for Images

When you create an image list in Oracle Cloud Infrastructure Marketplace, ensure that the images you create for the listing comply with the relevant guidelines.

Mandatory Guidelines

The following guidelines are MANDATORY for images listed in Oracle Cloud Infrastructure Marketplace. Each guideline MUST be followed. Before being published, each image is validated against each of these guidelines.

- SSH host keys MUST be unique to each instance. Use the oci-image-cleanup utility provided by the `oci-utils` package on GitHub. This will remove all SSH host keys, so that they are regenerated on first boot.

- Images MUST ingest an SSH public key provided by a customer as part of the instance launch process. Ensure the image is `cloud-init` enabled.

- Any `authorized_keys` files MUST only contain keys provided by the user when the instance is launched. Use the oci-image-cleanup utility provided by the `oci-utils` package on GitHub.

- All entries in the `/root/.ssh/authorized_keys` file MUST contain `no-port-forwarding, no-agent-forwarding, no-X11-forwarding`. The root user MUST NOT have usable entries in the `authorized_keys` file. Use the oci-image-cleanup utility provided by the `oci-utils` package on GitHub.
  By default, Oracle Cloud Infrastructure instances that are launched from `cloud-init` enabled images add the forwarding options and use the command option of the `authorized_keys` file to effectively disable any user-provided SSH key for the root user. The code below is a sample of the `authorized_keys` file created by Oracle Cloud Infrastructure using `cloud-init`:

  ```
  no-port-forwarding,
  no-agent-forwarding,
  no-X11-forwarding,
  command="echo 'Please login as the user \"opc\" rather than the
  user \"root\".';echo;sleep 10"
  ```

- Images MUST NOT have any operating system level users configured with a password and MUST NOT have an empty password. If a system level user is configured with a password, it MUST be uniquely generated the first time the instance launches. One method is to configure the image to use the instance OCID as the unique password by requesting it from the instance metadata service:

  ```
  curl -L http://169.254.169.254/opc/v1/instance/id
  ```

- Image MUST boot for all compatible shapes. Manually verify by successfully launching instances for each compatible shape.

- Image MUST NOT have any hard-coded MAC addresses. Empty the `/etc/udev/rules.d/70-persistent-net.rules` file.

- DHCP MUST be enabled. Ensure it is configured manually. Ensuring you can SSH into an instance of this image confirms that DHCP is enabled.

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Recommended Guidelines

The following guidelines are RECOMMENDED for images listed in Oracle Cloud Infrastructure Marketplace. Each guideline is considered a best practice that SHOULD be followed if possible.

- Configure the SSH service to prevent password-based login. Manually configure the following settings:

```
PasswordAuthentication no
ChallengeResponseAuthentication no
UsePAM no
```

- Mandatory Access Control (MAC) SHOULD be enabled. See https://www.linux.com/news/securing-linux-mandatory-access-controls for more details.

- An Operating System (OS) Firewall SHOULD be enabled and configured to block any ports not specifically required as indicated in the listing documentation.

- All sensitive data such as passwords and private keys SHOULD be removed. This type of data can often be found in log files, source code, or build artifacts. To remove such files, use the oci-image-cleanup utility provided by the `oci-utils` package on GitHub.

- `cloud-init` packages SHOULD be available for use during instance launch.

- The standard SSH access account SHOULD use the user name `opc`. Enable `cloud-init` for the image.

- The SSH service config `/etc/ssh/sshd_config` SHOULD NOT permit root login. Manually configure the following setting:

```
PermitRootLogin no
```

- The root user's login shell SHOULD be set to `/sbin/nologin`.

- Image software SHOULD be updated as part of the final packaging process.

- Application passwords SHOULD NOT be hard-coded. Any passwords SHOULD be uniquely generated the first time the instance launches. One method is to configure the image to use the instance OCID as the unique password by requesting it from the instance metadata service:

```
curl -L http://169.254.169.254/opc/v1/instance/id
```

- Images SHOULD run in paravirtualized mode. Images MAY run in native mode. Images SHOULD NOT run in emulated mode.

- Any network managers SHOULD be stopped. See https://access.redhat.com/documentation/en-US/Red_Hat_Enterprise_Linux_OpenStack_Platform/3/html/Installation_and_Configuration_Guide/Disabling_Network_Manager.html for more information.

- Images SHOULD utilize the NTP service provided by Oracle Cloud Infrastructure. See https://docs.cloud.oracle.com/iaas/Content/Compute/Tasks/configuringntpservice.htm for more information.

- Images SHOULD have iSCSI timeout values set for proper boot volume connectivity. See https://access.redhat.com/documentation/

en-US/Red_Hat_Enterprise_Linux/5/html/Online_Storage_Reconfiguration_Guide/ iscsi-modifying-link-loss-behavior-root.html for more information.

Guidelines for Stacks

Oracle recommends that you adopt general Terraform best practices for building your Terraform template. However, there are specific Marketplace stack standards to follow in order to publish a stack.

Mandatory Guidelines

The following are mandatory guidelines for stacks listed in Oracle Cloud Infrastructure Marketplace. Each guideline MUST be followed. Before being published, each stack artifact is validated against each of these guidelines.

1. Stack artifact MUST be a zip file including the Terraform configuration file(s) and a Schema file.

   - Zip MUST include at least one configuration file `(.tf)` in the root folder.

   - Zip MUST include the Schema file `(.yaml)` in the root folder.

   - Zip MUST NOT include a Terraform state file in the zip file. State files are managed by Oracle Resource Manager (ORM). When customers launch a stack, ORM creates and manages the resources and the state file become available for download only.

   - Zip MUST NOT include Terraform runtime configuration folder `(.terraform)`.

2. Terraform configuration MUST ONLY use instance image(s) that are Approved or Published (Public or Private) Marketplace Image(s). It MUST have a Marketplace subscription to each of these image(s). It MUST have hard-coded reference(s) to these Marketplace Image(s). See Sample Terraform configuration for a Marketplace image subscription and usage below for more details.

3. Binaries MUST NOT be downloaded from external repositories. All binaries and dependencies MUST be baked into the published Marketplace Image.

4. The Terraform remote exec provisioner MUST ONLY be run within the Oracle Cloud Infrastructure domain. It MUST NOT download files on a remote server.

5. Third-party code or binaries MUST NOT be downloaded using `cloud-init`.

   a. `cloud-init` is a commonly used startup configuration utility for cloud compute instances. It accepts configuration via user-data mechanisms specified as part of the metadata definition on `oci_core_instance` resource.

   b. There are multiple user-data formats supported by `cloud-init`. See https:// cloudinit.readthedocs.io/en/latest/topics/format.html.

   c. Regardless of the user-data format, `cloud-init` MUST NOT be used for downloading any third-party code or binary. All binaries required during the instance launch process (bootstrap), if not available within the image, should be downloaded by a process (script) baked as part of the image distribution, not injected via `cloud-init` (for example, leveraging `wget)`.

   d. However, you may have a `cloud-init` template set up for customers to use in some particular scenarios, for example, to import a license key file, or to import a configuration file. In that case, you should provide a variable in the Terraform template code to enable customers to enter some data into the

cloud-init building block, for example, leveraging Terraform `template_file` data source.

6. The Terraform provider MUST be Oracle Cloud Infrastructure. Other cloud providers or third-party application providers are not supported.

7. If a Terraform module is used, it MUST be loaded from local relative paths. It cannot be loaded from a remote repository.

8. The Terraform configuration MUST use instance principal authentication.

For more information about Terraform, including the Oracle Cloud Infrastructure provider, instance principal authentication, and the remote exec provisioner, see the Terraform documentation: https://www.terraform.io/docs/providers/index.html. For information about supported versions of Terraform, see Getting Started with the Terraform Provider in *Oracle Cloud Infrastructure Documentation*.

Recommended Guidelines

The following guidelines are RECOMMENDED for stacks listed in Oracle Cloud Infrastructure Marketplace. Each guideline is considered a best practice that SHOULD be followed if possible.

- Stack artifact SHOULD enable customers to either create all the infrastructure resources or point to existing ones (network, storage, and so on).

- Naming conventions and formatting SHOULD be followed:

  – Casing - Use `lower_snake_case` for all naming. This applies to variable names, resource names, module names, file names, display names, and so on.

  – Specifying Resource Type - Do not include the resource or data source type in the name. In Terraform, resources and data sources are always referenced by `<type>.<name>`. As such, there is no need to include the type in the name itself.

  – ID vs OCID - In Oracle Cloud Infrastructure, `id` generally refers to a field that takes an OCID. As such, variables SHOULD use `id` when referring to OCID values, instead of using `ocid`.

  – Variable Names - Variable names for Oracle Cloud Infrastructure resources SHOULD typically use the same name as used for the Terraform resource.

  – Display Names - Display names for Oracle Cloud Infrastructure resources SHOULD typically use the same name as used for the Terraform resource.

  – Naming module variables and outputs - When using a module, the naming of the input (variables) and the outputs SHOULD be exposed to the caller.

  – `terraform fmt` SHOULD be applied to all Terraform before checking it in.

Sample Terraform configuration for a Marketplace image subscription and usage

The following is sample Terraform configuration to create a Marketplace image subscription and use the image as part of the stack definition.

```
# Local variables pointing to the Marketplace catalog resource
# Eg. Modify accordingly to your Application/Listing
locals {
  mp_listing_id              = "${var.mp_listing_id}"
  mp_listing_resource_id     = "${var.mp_listing_resource_id}"
```

```
    mp_listing_resource_version = "${var.mp_listing_resource_version}"
}


# Get Image Agreement
resource "oci_core_app_catalog_listing_resource_version_agreement"
"mp_image_agreement" {
  count = "${var.use_marketplace_image ? 1 : 0}"

  listing_id               = "${local.mp_listing_id}"
  listing_resource_version = "${local.mp_listing_resource_version}"
}

# Accept Terms and Subscribe to the image, placing the image in a
particular compartment
resource "oci_core_app_catalog_subscription" "mp_image_subscription" {
  count                    = "${var.use_marketplace_image ? 1 : 0}"
  compartment_id           = "${var.compartment_ocid}"
  eula_link                = "$
{oci_core_app_catalog_listing_resource_version_agreement.mp_image_agreem
ent.eula_link}"
  listing_id               = "$
{oci_core_app_catalog_listing_resource_version_agreement.mp_image_agreem
ent.listing_id}"
  listing_resource_version = "$
{oci_core_app_catalog_listing_resource_version_agreement.mp_image_agreem
ent.listing_resource_version}"
  oracle_terms_of_use_link = "$
{oci_core_app_catalog_listing_resource_version_agreement.mp_image_agreem
ent.oracle_terms_of_use_link}"
  signature                = "$
{oci_core_app_catalog_listing_resource_version_agreement.mp_image_agreem
ent.signature}"
  time_retrieved           = "$
{oci_core_app_catalog_listing_resource_version_agreement.mp_image_agreem
ent.time_retrieved}"

  timeouts {
    create = "20m"
  }
}

# Gets the partner image subscription
data "oci_core_app_catalog_subscriptions" "mp_image_subscription" {
  #Required
  compartment_id = "${var.compartment_ocid}"

  #Optional
  listing_id = "${local.mp_listing_id}"

  filter {
    name   = "listing_resource_version"
    values = ["${local.mp_listing_resource_version}"]
  }
}
```

```
# Reference the Marketplace Image
resource "oci_core_instance" "instance" {
  // availability_domain = "$
{data.oci_identity_availability_domain.ad.name}"
  //...

  source_details {
    source_type = "image"
    source_id   = "${var.use_marketplace_image ?
local.mp_listing_resource_id : var.custom_image_id}"
  }

  timeouts {
    create = "60m"
  }
}
```

B

Schema for Input Variables for Stacks

When customers launch a Marketplace stack, they must provide information for a list of variables that are part of the stack definition. Using an Oracle-provided schema, you can specify how these variables are displayed and used by customers when they launch a stack.

Topics:

- About the Schema File
- Sample Schema File
- Meta-Schema File
- Suggested iptables Rules for Instance Metadata

About the Schema File

Using Terraform to launch your app on Oracle Cloud Infrastructure allows you to define input variables in the code to create a truly configurable, parameterizable template. Using such templates allows customers to modify specific settings according to their needs and requirements.

In Terraform configurations, variables support a default value, a description, and one of three types of values: string, list, or map. It can be difficult for customers to understand the permitted values for each variable.

To enable customers to easily navigate through the list of input variables, Oracle defines a schema document, which is included as part of the stack package. This schema is described in JSON or YAML format. The schema contains a list of input variables, which can be either static or dynamic, and their validations and constraints. It also includes a description of the ordering and grouping of input variables that are displayed in the Launch Stack page.

Sample Schema File

You can download a sample schema file containing the usage of static and dynamic variables.

Sample schema file

Meta-Schema File

A meta-schema file is used for syntax-level validation of the schema file.

Meta-schema file

Suggested iptables Rules for Instance Metadata

```xml
<?xml version="1.0" encoding="utf-8"?>
<direct>
  <passthrough ipv="ipv4">-A OUTPUT -m state --state
RELATED,ESTABLISHED -m -j ACCEPT</passthrough>
  <passthrough ipv="ipv4">-A OUTPUT -d 169.254.0.2/32 -p tcp -m owner
--uid-owner root -m tcp --dport 3260 -m -j ACCEPT</passthrough>
  <passthrough ipv="ipv4">-A OUTPUT -d 169.254.2.0/24 -p tcp -m owner
--uid-owner root -m tcp --dport 3260 -m -j ACCEPT</passthrough>
  <passthrough ipv="ipv4">-A OUTPUT -d 169.254.0.2/32 -p tcp -m tcp
--dport 80 -m -j ACCEPT</passthrough>
  <passthrough ipv="ipv4">-A OUTPUT -d 169.254.169.254/32 -p udp -m udp
--dport 53 -m -j ACCEPT</passthrough>
  <passthrough ipv="ipv4">-A OUTPUT -d 169.254.169.254/32 -p tcp -m tcp
--dport 53 -m -j ACCEPT</passthrough>
  <passthrough ipv="ipv4">-A OUTPUT -d 169.254.0.3/32 -p tcp -m owner
--uid-owner root -m tcp --dport 80 -m -j ACCEPT</passthrough>
  <passthrough ipv="ipv4">-A OUTPUT -d 169.254.0.4/32 -p tcp -m tcp
--dport 80 -m -j ACCEPT</passthrough>
  <passthrough ipv="ipv4">-A OUTPUT -d 169.254.169.254/32 -p tcp -m tcp
--dport 80 -m -j ACCEPT</passthrough>
  <passthrough ipv="ipv4">-A OUTPUT -d 169.254.169.254/32 -p udp -m udp
--dport 67 -m -j ACCEPT</passthrough>
  <passthrough ipv="ipv4">-A OUTPUT -d 169.254.169.254/32 -p udp -m udp
--dport 69 -m -j ACCEPT</passthrough>
  <passthrough ipv="ipv4">-A OUTPUT -d 169.254.0.0/16 -p tcp -m tcp -m
-j REJECT --reject-with tcp-reset</passthrough>
  <passthrough ipv="ipv4">-A OUTPUT -d 169.254.0.0/16 -p udp -m udp -m
-j REJECT --reject-with icmp-port-unreachable</passthrough>
  <passthrough ipv="ipv4">-A OUTPUT -d <NETRANGE> -p tcp -m tcp --dport
80 -m -j ACCEPT</passthrough>
</direct>
```