

# How do I Sell my Apps on AppExchange?

[AppExchange](#) is Salesforce.com's marketplace for cloud computing business applications and consulting partners. It is credited to be the world's first and largest online cloud computing applications and services marketplace. AppExchange lets one browse, test drive, and install from over a thousand apps that suit one's business needs.



If you are an independent software vendor (ISV), you can make your own app publicly available on AppExchange – your gateway to [millions of potential customers](#). Selling on AppExchange is easy: become a Salesforce.com partner & publish your app. Here is a summary:

## 1 BECOME A PARTNER

**Select Program Model:** You must be a Salesforce.com [Partner](#) before making your app publicly available to 100,000+ Salesforce.com customers on AppExchange. Salesforce.com offers two types of AppExchange Partner Program Models for ISVs – shared revenue models based on a percentage of net revenue. As an ISV, you need to select the one which is best for your business. *ISVforce*, at 15% net revenue share, lets you build, market, and sell your app to *Salesforce.com* customers. *Force.com Embedded*, at 25% net revenue share, lets you build, market, and sell your app to *any* customer. Here are program excerpts (For complete details, visit [AppExchange Partner Program Models](#)):

**ISVforce**

- » Build and package applications on Force.com that target Salesforce.com CRM customers
- » Build integrations that leverage Force.com API
- » Force.com API token allowing connection to all editions (GE, PE, EE, UE)\*
- » No limits on apps, tabs, objects (managed packages)
- » Push real-time upgrades
- » License Management Application (LMA)
- » Customer Success Console
- » Free trials
- » AppExchange listing
- » 2 free CRM licenses

\*GE- Group Edition, PE – Professional Edition, EE – Enterprise Edition, UE – Unlimited Edition. EE & UE have Force.com API access included; PE has optional Force.com API for purchase; GE has no Force.com API access.

**Force.com Embedded**

- » Build and package applications on Force.com
- » Embedded Edition License for distribution to any customer
- » Build integrations that leverage Force.com API
- » No limits on apps, tabs, and objects (managed packages)
- » Ability to distribute application independent of and/or for integration with Salesforce
- » Resell optional portal licenses
- » Push real-time upgrades
- » License Management Application (LMA)
- » Customer Success Console
- » Branded free trials
- » Branded login pages
- » AppExchange listing
- » 2 free CRM licenses

**Join Now!** After identifying the best AppExchange Partner Program Model for your business, you can initiate the process of becoming a partner by [submitting your registration](#). In short, joining the Salesforce.com Partner Program would entail completing this online application form ("Partner Lead Form") and subsequently accepting the online

terms of agreement ("Partner Program Agreement"). Commensurate with your preferred Program Type (AppExchange/Consulting) and Program Level (Platinum/Gold/Silver), you will be eligible for the related benefits and obligated to meet the membership qualifications. You need to meet the membership qualifications each year to maintain and/or continue your active membership.

MORE  
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- » [Salesforce Partner Success Plans](#) (PDF)
- » [Salesforce Partner Policies](#) (PDF)
- » [Salesforce Partner Program Agreement](#) (PDF)

## 2 PUBLISH YOUR APP

Help and detailed instructions to create and publish your AppExchange app can be found in [ISVforce Guide](#) and [AppExchange Publishing Guide](#). Here is a quick summary of the most important steps:

- **Set Up:** Signing up for the AppExchange Partner Program gives you access to the Partner Portal. Here you can generate different environments for different tasks – development, test, and business. (Since different editions of Salesforce have different features, developing an app to distribute to other editions would involve testing the app and making sure it works in each. Find more on this at [Architectural Considerations for Group and Professional Editions](#).) Install the License Management App (LMA) to manage the sales, licensing, and support of your app. Manage your Salesforce organizations.
- **Create & List Your App:** Create an app, package the app so you can distribute it on AppExchange, assign a namespace, upload a beta version for testing, install and test the beta and make sure it works as designed. Once you are through a few development cycles with your beta and are ready to publish, upload a production app (managed released version), create a listing for other people to find and know your app, and install and link to the License Management App to manage the licenses for people that install your app.
- **Security Review:** Your app, which has a private listing now, will need to pass a [security review](#) before it can be public to ensure it follows industry best practices for security standards and to promote customer trust. The scope of the security review depends on the type of application (Force.com, Client, or Composite). Once you have passed the security review, you will immediately be allowed to publicly list your application on AppExchange!

MORE  
INFO

- » ISVforce Guide ([HTML](#) | [PDF](#))
- » AppExchange Publishing Guide ([HTML](#) | [PDF](#))
- » [Developer Force](#)

*The data contained in this Quick Start Guide is for informational purposes only and is believed to be accurate as of its writing. For the latest and most comprehensive information on AppExchange publishing, please visit [www.salesforce.com](http://www.salesforce.com).*



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### Contact Us

**Phone:** 1-248-686-1424

**Web:** [www.mindfiresolutions.com](http://www.mindfiresolutions.com)

**Email:** [sales@mindfiresolutions.com](mailto:sales@mindfiresolutions.com)