Creating a Partner Listing for the PTC Marketplace
Document Revision History.................................................................................................................... 2
Step 1 - Access the Developer Section .................................................................................................... 4
Step 2 - Navigate to the Products Page .................................................................................................. 4
Step 3 - Adding a Product ........................................................................................................................... 5
Step 4 - Adding a Product ........................................................................................................................... 5
Step 5 - Open Product Settings ................................................................................................................ 6
Step 6 - Download the Template .............................................................................................................. 6
Step 7 - Import Template Into Your Listing .............................................................................................. 7
Step 8 - Adding Your Listing Info ............................................................................................................. 8
Step 9 - Adding Additional Listing Info: Categories ............................................................................... 9
Step 10 - Listing Profile ............................................................................................................................. 10
Step 11 - Features ....................................................................................................................................... 11
Step 12 - Customers and Media ................................................................................................................ 12
Step 13 - Support ....................................................................................................................................... 13
Step 14 - Resources .................................................................................................................................... 14
Step 15 - Pricing .......................................................................................................................................... 14
Step 16 - Publish ......................................................................................................................................... 15
## Document Revision History

<table>
<thead>
<tr>
<th>Revision Date</th>
<th>Version</th>
<th>Description of Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 2018</td>
<td>1.0</td>
<td>First version</td>
</tr>
<tr>
<td>April 2018</td>
<td>1.0.1</td>
<td>Added Weblinks</td>
</tr>
</tbody>
</table>
Copyright © 2017 PTC Inc. and/or Its Subsidiary Companies. All Rights Reserved.

User and training guides and related documentation from PTC Inc. and its subsidiary companies (collectively "PTC") are subject to the copyright laws of the United States and other countries and are provided under a license agreement that restricts copying, disclosure, and use of such documentation. PTC hereby grants to the licensed software user the right to make copies in printed form of this documentation if provided on software media, but only for internal/personal use and in accordance with the license agreement under which the applicable software is licensed. Any copy made shall include the PTC copyright notice and any other proprietary notice provided by PTC. Training materials may not be copied without the express written consent of PTC. This documentation may not be disclosed, transferred, modified, or reduced to any form, including electronic media, or transmitted or made publicly available by any means without the prior written consent of PTC and no authorization is granted to make copies for such purposes. Information described herein is furnished for general information only, is subject to change without notice, and should not be construed as a warranty or commitment by PTC. PTC assumes no responsibility or liability for any errors or inaccuracies that may appear in this document.

The software described in this document is provided under written license agreement, contains valuable trade secrets and proprietary information, and is protected by the copyright laws of the United States and other countries. It may not be copied or distributed in any form or medium, disclosed to third parties, or used in any manner not provided for in the software licenses agreement except with written prior approval from PTC.

UNAUTHORIZED USE OF SOFTWARE OR ITS DOCUMENTATION CAN RESULT IN CIVIL DAMAGES AND CRIMINAL PROSECUTION.

PTC regards software piracy as the crime it is, and we view offenders accordingly. We do not tolerate the piracy of PTC software products, and we pursue (both civilly and criminally) those who do so using all legal means available, including public and private surveillance resources. As part of these efforts, PTC uses data monitoring and scouring technologies to obtain and transmit data on users of illegal copies of our software. This data collection is not performed on users of legally licensed software from PTC and its authorized distributors. If you are using an illegal copy of our software and do not consent to the collection and transmission of such data (including to the United States), cease using the illegal version, and contact PTC to obtain a legally licensed copy.

Important Copyright, Trademark, Patent, and Licensing Information: See the About Box, or copyright notice, of your PTC software.

UNITED STATES GOVERNMENT RIGHTS

PTC software products and software documentation are “commercial items” as that term is defined at 48 C.F.R. 2.101. Pursuant to Federal Acquisition Regulation (FAR) 12.212 (a)-(b) (Computer Software) (MAY 2014) for civilian agencies or the Defense Federal Acquisition Regulation Supplement (DFARS) at 227.7202-1(a) (Policy) and 227.7202-3 (a) (Rights in commercial computer software or commercial computer software documentation) (FEB 2014) for the Department of Defense, PTC software products and software documentation are provided to the U.S. Government under the PTC commercial license agreement. Use, duplication or disclosure by the U.S. Government is subject solely to the terms and conditions set forth in the applicable PTC software license agreement.

PTC Inc., 140 Kendrick Street, Needham, MA 02494 USA
Creating a Partner Listing for the PTC Marketplace

For publishing support contact marketplace.support@ptc.com

**Step 1 - Access the Developer Section**

After signing in, Click the "Manage Button" and choose "Developer"

If Developer is not an option email Marketplace.Support@ptc.com to get this corrected

**Step 2 - Select Products**

You will now be in the "Dashboard" section of the Marketplace. Select "Products"
Step 3 – Adding a Product

Select “Add Products” to begin creating your product.

Step 4 – Create a New Product

Complete Create New Product fields:
- **Include Product Name**: Enter a name for your Partner Listing
- **Integration Type**: Choose *Referral Only*
- **Revenue**: Choose *Free* for Revenue Model
- **Select Create Product**
Creating a Partner Listing for the PTC Marketplace

For publishing support contact marketplace.support@ptc.com

Step 5 – Select Product Settings

Select Product Settings

Step 6 – Download the Template

Download the file - Creating a Partner listing PARTNER LISTING TEMPLATE v1.0 ZIP
Step 7 – Import Template Into Your Listing

Import the Partner Listing Template file that was downloaded in Step 6

- Select ‘Choose File’
- Select the template downloaded in Step 6.
- Select ‘Import zip’
Step 8 – Adding Your Listing Info

Now that you’ve imported the template, select **Listing Info** and complete the **Manage Listing Info fields** with your product information.

The text you provide will be displayed with all other of the other ‘Tools’ in the main catalogue. Your entries here should be brief, just a few lines.

Complete fields in **CAPITALIZED** text and include a product icon.

💡 **Hint:** [Flaticon.com](https://flaticon.com) has a wide selection of license free images.

💡 **Hint:** Download our Photoshop template [here](#) to apply proper icon padding.
Step 9 – Adding Additional Listing Info: Categories

- Select the ‘Sub Category’ dropdown and choose a Sub Category: Ready, Services, or PoweredBy.

- Leave Industries, Support Model and ThingWorx Categories blank; these fields are reserved for Products.

- Select Save.
Step 10 – Manage Profile

The Profile includes details about your company and Marketplace product information and is visible to users when they select your listing.

Add an overview image representing your product in this section. Use your logo, a screenshot from your application; etc. Download our Overview template [here](#) to apply proper icon padding.

💡 Hint: We’ve found this space useful for providing version and requirement information.

**Embedded Video URL and Documentation Link:** Use these fields for your “primary” video and documentation, the items that you want the customer to see FIRST. You can also add additional videos and documentation on the resources tab. The platform supports Vimeo & YouTube links.

💡 Hint: We’ve found great, royalty free images at [Pexels.com](#)
Benefits: Use this field as a way to expand your description. This content will be shown on the main overview page. You can also expand your description on the Features tab (Step 11).

The Features section allows you to provide additional information that is not captured in your description. Features often include bullet points, lists and hyperlinks. You can also leave the Features section blank; it is not essential to have a Feature in order to publish your listing. If you’d like to skip the features LEAVE the capitalized form text intact so the publishing team knows to remove it for you.

Title: What should you call your feature? Some sample titles include “Additional Information,” “Guidelines,” etc.

Number: There is no limit to how many features you can add.
Step 12 - Customers and Media

- The Customers and Media section is left blank by most of our partners. You must have explicit permission from a customer to list them as a user of your product.

- If you do choose to use this field, the logo of each customer you check will appear on the main page for your product.
Step 13 - Support

- The **Support** section provides contact information for customers with questions about your product.

- **Required fields:** support email address is a required field but if you prefer not to provide email support please leave the capitalized text intact so it can be removed during the final review process.
Step 14 – Resources

- In the **Resources** section you can upload documentation to support your partner listing. Examples include user guides, brochures and videos.

- **Naming your PDF document:** In the “Name field,” name your product exactly as you want it to appear in the Marketplace. For example, write “User Guide” rather than userguide.pdf.

Step 15 – Pricing

- The **Pricing** section does not need to be filled out as it will not appear in your marketplace listing.

- Make sure all pricing is set to 0.
Step 16 – Publish

Now that you’ve entered your product information, you are ready to submit your listing to the Marketplace team for review.

Click Publish and then “Publish Product” to send your product to the Marketplace team for their review.

Once they have approved your product listing it will be viewable on the Marketplace.