# embarcadero®

Product Documentation

# Independent Software Vendor Portal

User Guide

Version 4.1
Published March, 2013

Embarcadero Technologies, Inc. is a leading provider of award-winning tools for application developers and database professionals so they can design systems right, build them faster and run them better, regardless of their platform or programming language. Ninety of the Fortune 100 and an active community of more than three million users worldwide rely on Embarcadero products to increase productivity, reduce costs, simplify change management and compliance and accelerate innovation. The company's flagship tools include: Embarcadero® Change Manager™, CodeGear™ RAD Studio, DBArtisan®, Delphi®, ER/Studio®, JBuilder® and Rapid SQL®. Founded in 1993, Embarcadero is headquartered in San Francisco, with offices located around the world. Embarcadero is online at www.embarcadero.com.

March, 2013

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# Independent Software Vendor Portal

The Vendor Portal is the gateway to an easy-to-use app store for independent software vendors (ISVs). Once an ISV has self-registered for the AppWave Store, they can upload their products. Once the products are available in the Store, an interface is available to manage their products. The workflow for adding an app is illustrated in the following screen shot.
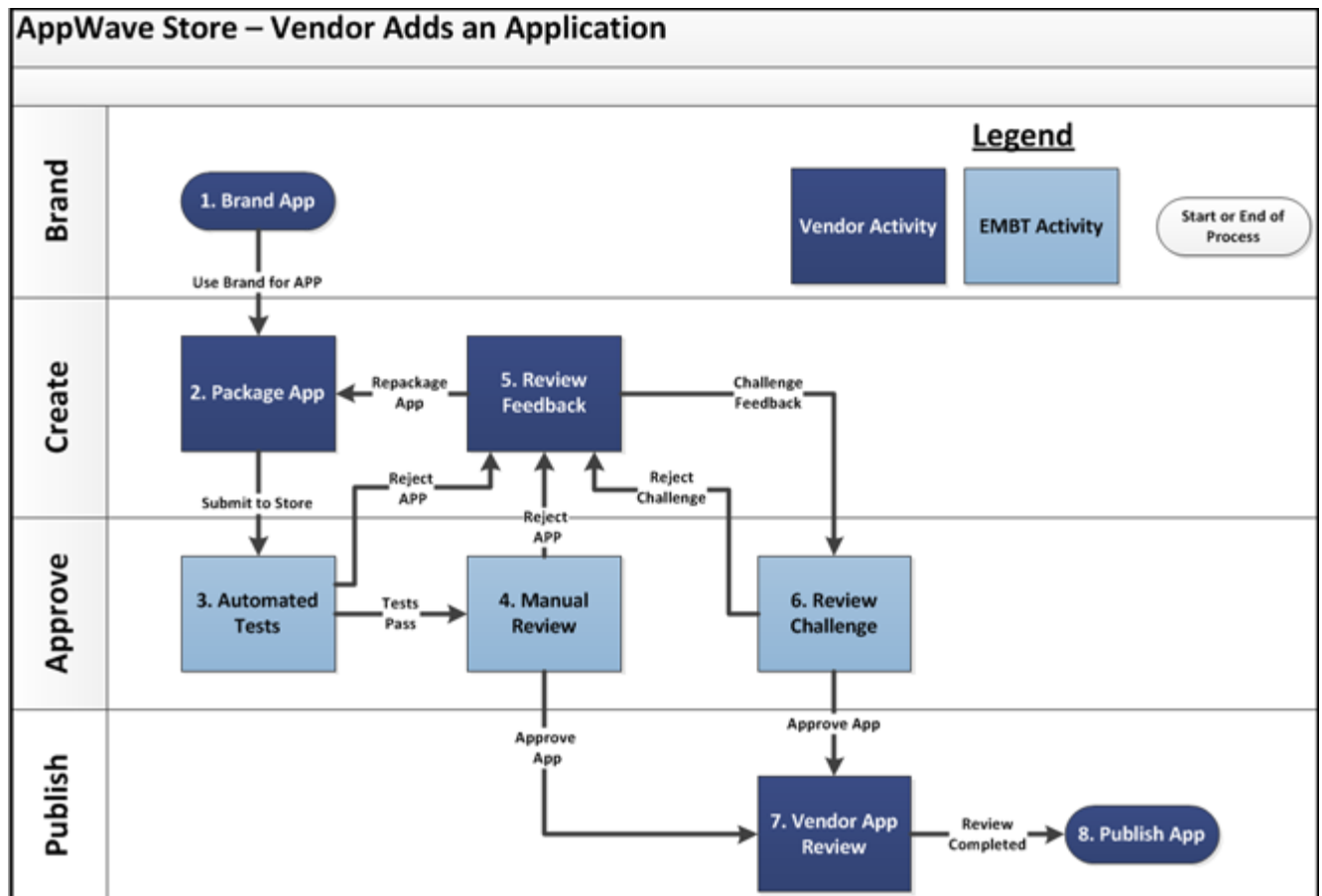


There are also two reports, a summary report, and a detail report, which track downloads, sales, customers, etc.

> **NOTE:** For the latest versions of AppWave documents and for information that will help you install and upgrade, see the Embarcadero documentation website. Always make sure to consult the README for late breaking updates at http://docs.embarcadero.com/products/appwave.

This chapter covers:

- Registering as a Vendor for the AppWave Enterprise Store

- Logging into an Existing Vendor Account

- Working with Apps

## REGISTERING AS A VENDOR FOR THE APPWAVE ENTERPRISE STORE

Here you complete the registration to upload your apps, post those apps on the public store, and track your apps on the Manage Products page.

1   In the AppWave Store (http://www.windowsapps.com) scroll down and click **Vendors** to open the **Create a Vendor Account** page.



2   Complete the application for a new vendor account. All fields marked with an asterisk are required.

   • The Annual Store Seller Fee of $99.00 is necessary to have your apps listed in the Store. Embarcadero waives the first year's fee.

   • The Support Account is the email address for the Vendor's software support.

3   Click the **Terms and Conditions** link to review the **Embarcadero AppWave Store Seller Participation Agreement**.

4    Once you agree to these terms, click **Submit**. Your vendor account is submitted for approval and the **My Account Dashboard** opens.

    **NOTE:**   This approval typically takes one to three business days.

5    On the Dashboard you can:

- Edit your contact information

- Change your password

- Access the Vendor Portal (once you are approved the Vendor Portal link is active)

- Select the option to receive email notification about new apps, updates, special offers, and pricing. This is selected by default

6   Once you are approved as a vendor, you will receive an email with the following information:

- Confirmation of your approval to submit apps to the AppWave Enterprise Store.

- Link to install the latest version of AppWave (https://downloads.embarcadero.com/free/appwave).

- Links to AppWave documentation: http://docs.embarcadero.com/products/appwave and http://www.embarcadero.com/products/appwave/how-it-works.

- FTP login information to upload your app files. The credentials include the ftp address, the user name, and the password.

7   Click **Vendor Portal** and the **Manage Products** page opens.

**My Account Dashboard**

Hello, ░░░░leen Brown!

From your My Account Dashboard you have the ability to vi
account information. Select a link below to view or edit infor

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**Contact Information | Edit**

**Name:** ░░░░leen Brown░
**Email Address:** ░░░hy9080594@gmail.com░
Change Password

---
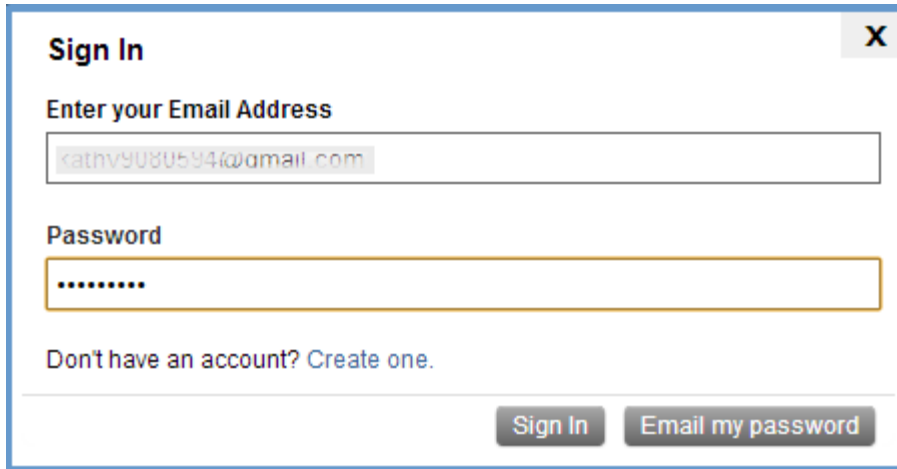
**Vendor Information**

Visit the Vendor Portal to manage your apps.

# LOGGING INTO AN EXISTING VENDOR ACCOUNT
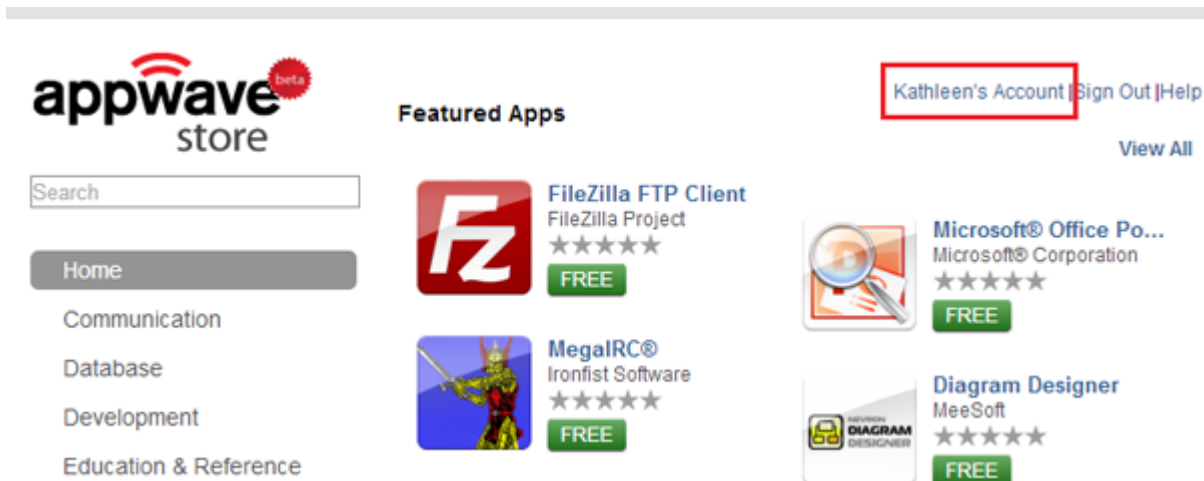
If you have already created a Vendor account, take the following steps to gain access to the Manage Products page:

1  In the AppWave Store (http://www.windowsapps.com) click **My Account** and the **Sign In dialog** opens.



2  Your email address is automatically entered. Enter your password and click **Sign In**. The AppWave Store opens.

3  Click your account name and the **My Account Dashboard** opens.



4  Click **Vendor Portal** and the **Manage Products** page opens

# WORKING WITH APPS

Once approved the Vendor has access of the following functions in the Vendor Interface:

- Adding and Managing Products

- Removing Apps from Your Account

- End User Support
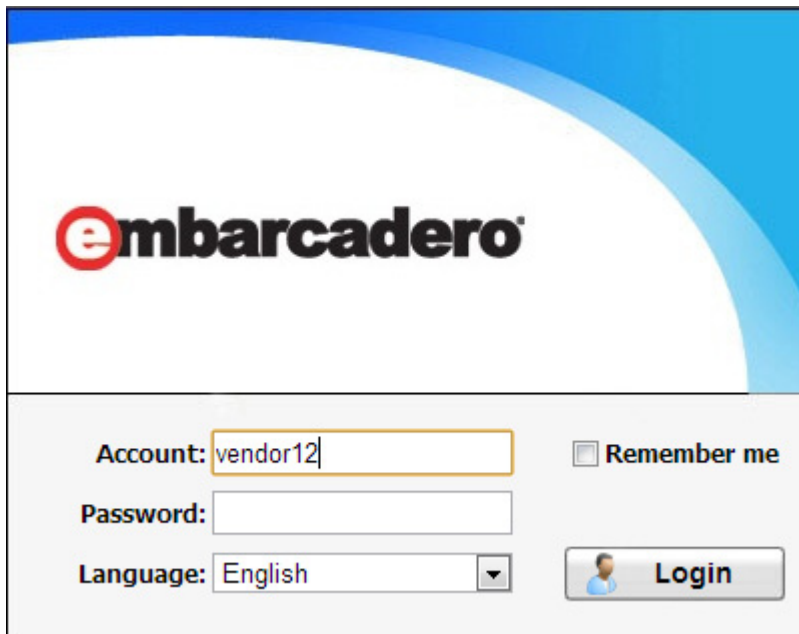
## ADDING AND MANAGING PRODUCTS

The steps for submitting an app are listed below:

1 Log into the AppWave Store.

2 Go to the **My Account Dashboard** and click **Vendor Portal** opening the **Managed Products** page.

3 Access your FTP site and log in.

   NOTE:   The location of your FTP site, and your username and password are included in the Welcome email you received once your Vendor application was approved.

   NOTE:   The **Account** field is the same as the Username.



4 Click **Login** and the ftp site opens.

5   Click , find the .app binary file to upload, and click **Open**.

6   Then click **Upload** and the file progress pane opens.
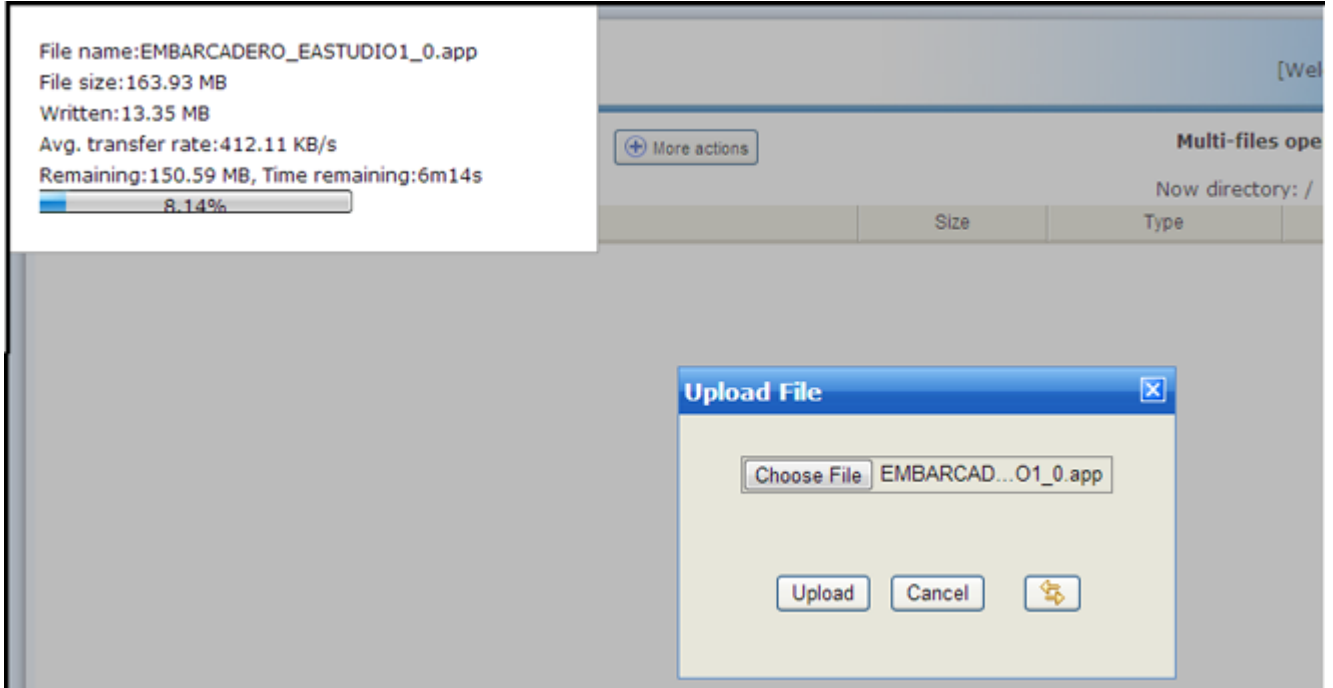


7   Once you receive confirmation that your upload was successful, close the FTP site and return to the **Managed Products** page.

8   Click **Add Product**, select your downloaded binary from the drop-down menu, and click **Continue**.
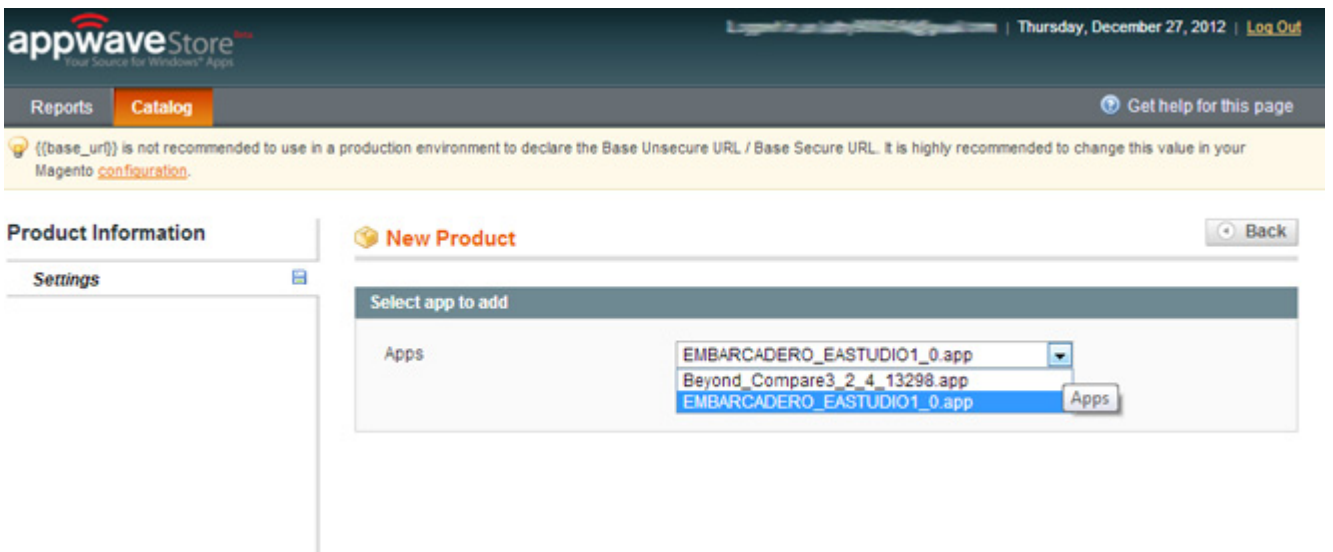
9   When the **New Product (Default)** page opens complete the general information. A full description of each field is listed in the following table.

| Field | Description |
|---|---|
| Name | Name is automatically populated from the downloaded app. |
| Description | Enter any descriptive information. This information appears with the application in the list of application in the AppWave. This information is then available on the Apps tab for the installed application. Click **WYSIWYG Editor** to view/edit your text. This is a required field. |
| Short Description | Enter additional descriptive information here. This information appears with the application in the list of application in the AppWave. Click **WYSIWYG Editor** to view/edit your text. This is a required field. |
| Status | Disabled: Currently not available in the Store.<br>This is a required field. |
| In feed | Select Yes or No. No is the default setting. |
| License Type | Select from the following options:<br>- Concurrent<br>- Desktop<br>- Free<br>- Named<br><br>This is a required field. |
| Last Updated | This is a required field |
| Product Type | Select from the following options:<br>Free<br>Paid<br>Trial<br>This is a required field. |
| Size | This field is populated from the FTP upload information. |
| Specs | |
| System Requirements | Enter any system requirements that are needed to run this app. |
| Version | The information is supplied by the .app file and is a required field |
| Company Name | This field is populated with the information from AppWave Studio authoring process. |

| Field | Description |
|-------|-------------|
| Company URL | This field is populated with the information from AppWave Studio authoring process. |
| Languages | ENGLISH is the default setting. |
| Platform | Default is Windows. |
| Binary GUID | Binary "Globally Unique Identifier" produced by the Windows OS or Windows application to identify an application. |
| Edition | This field is populated with the information from AppWave Studio authoring process. |
| Purchase URL | The URL used by the customer to access to purchase site. |

10   Click **Save** and your app is listed on the **Manage Products** page.
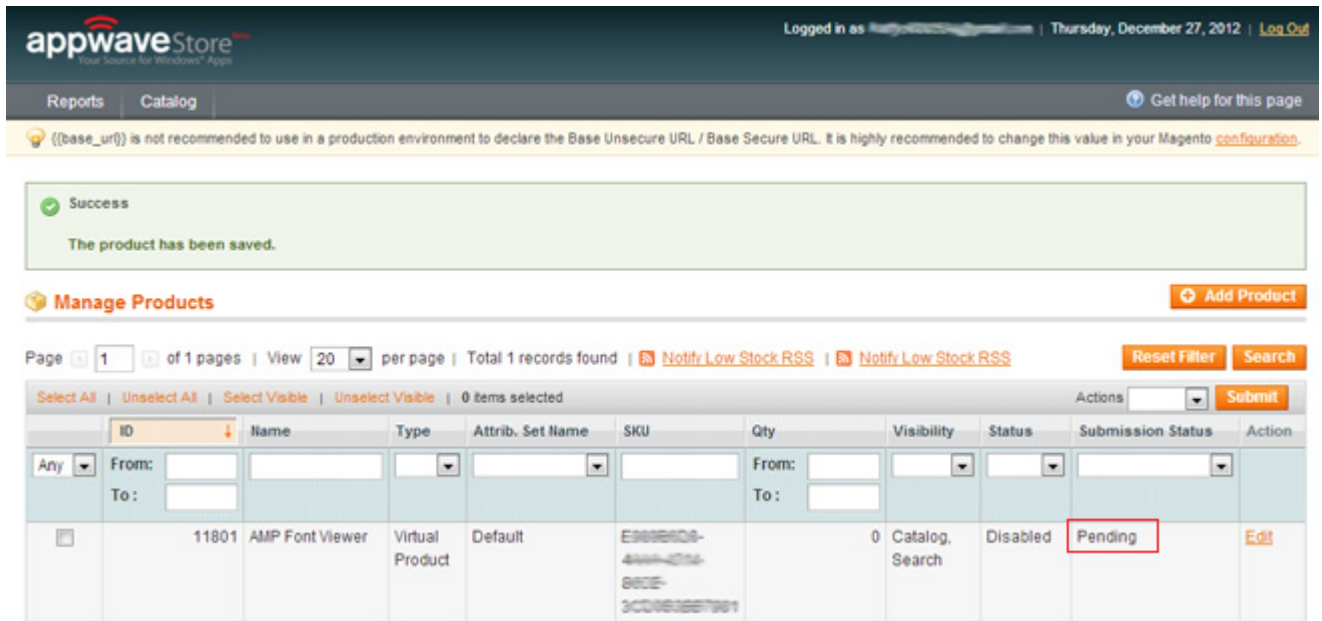


NOTE:   Notice that the app listing indicates that your app submission is pending.

11   The **Manage Products** page has the following fields:

| Field | Description |
|-------|-------------|
| Actions | Select **Delete** from the drop-down list to delete a selected app. |
| | Any<br>Yes<br>No |
| ID | ID Number assigned by Embarcadero. |

| Field | Description |
|---|---|
| Name | Name of the app as it appears in the AppWave Store |
| Type | Select from the following options:<br><br>Simple App<br>Grouped Product<br>Configurable Product<br>Virtual Product<br>Bundled Product<br>Downloadable Product<br>Gift Card |
| Attrib. Set Name | Default is the default setting. |
| SKU | Stock Keeping Unit identification assigned by Embarcadero. |
| Qty (Quantity) | |
| Visibility | Not visible individually<br>Catalog<br>Search<br>Catalog, Search |
| Status | The following options are available:<br><br>Enabled<br>Disabled |
| Submission Status | The following options are available<br><br>Pending<br>Approved<br>Denied<br>In Progress |
| Action | Select **Edit** to return to the **Defaults Product** page where you can edit all fields. |

12   Refresh your apps list (Your app status has to be changed to active and the submission status to approved)

13   Go to the public AppWave Store and look for your new app.

14   Click on **FREE** and the app will download and launch.

## REQUIRED ELEMENTS

There are required elements for each app you want to author or post as a vendor. The required elements are listed below:

| Element | Description |
|---|---|
| Product Name | Enter the product name along with the trademark sign. This is an internal name used for the product not displayed to customer.This is a required field. |

| Element | Description |
|---------|-------------|
| Display Name | This is the name that is displayed on the AppWave Store and on the AppWave Browser. It should include the trademark sign. |
| Product Version | If no product version is specified in the installer than it will be filled in with the default value of "1.0". Production version cannot contain build numbers. Format accepted is "a.b.c.d". Valid version numbers would be: 1.0, 1.0.1, 1.0.1.1. Invalid version numbers would be: 1.0.1234, 1.0.1.12345. |
| Publisher | To locate the vendor name easily, you can use the Copyright phrase usually displayed at the bottom of the official website. For example: "Copyright © 2011 Adobe Systems Incorporated. All rights reserved." Which means the vendor needs to be "Adobe Systems Incorporated" The maximum length of this field is 256 characters. |
| Website | Enter the URL for the applications web site.The maximum length is 512 characters. |
| EULA | The EULA file must be in the .htm format using the Arial font, size 10. It should be located in the following folder: C:\xxx\<user name>\Embarcadero\AppWaveStudio\Output\<app name>.htm<br><br>**NOTE:** If the application require prerequisites (like dotNet Framework, MSVC 2005/2008, J#, MDExplorer, Adobe Flash, etc) then the correspondent EULA file should be included as well. |
| Screen shot | This is a screen shot of the main window of the application. It must in .png format and located in the following folder: C:\xxx\<user name>\Embarcadero\AppWaveStudio\Output\<screen name>.png.<br><br>**NOTE:** When creating a screen shot, please take into consideration the fact that they will be scaled to 228 x 174 pixels and they must not be distorted; Also, the images used must not be under copyright. |
| Application Icon | Icons must be created using this tool: http://docs.embarcadero.com/products/appwave/vendor/IconGenerator/uploadIcon.html The input of the iconize tool is a 130 x 130 pixel graphic.The icon must be placed in the following folder and be in the .png format. C:\xxx\<user name>\Embarcadero\AppWaveStudio\Output\<app |

| Element | Description |
|---|---|
| Product Short Description | Enter additional descriptive information here.This information appears with the application in the list of application in the AppWave. This is a required field. |
| Product Long Description | Enter any descriptive information. This information appears with the application in the list of application in the AppWave. This information is then available on the Apps tab for the installed application. This is a required field. |
| Release Date | This is the date when the application was released, not the date when the app was mastered or published on AppWave Store. |
| License Assigned | |
| System Requirements | If no particular requirements are needed then it must contain the phrase 'Windows XP and higher". If the application has pre-requisites then this field is mandatory. The maximum size of this field is 1024 characters.<br><br>In case the app requires pre-requisites, this information must be split into two sections:<br><br>•Requirements for running the app: List all the pre-requisites that the app needs to run that Embarcadero does not offer runtime plugins. An example would be Adobe AIR.<br><br>•Requirements of the native application: List everything the native application needs even if a runtime plug is available. Examples would be: .NET 3.5 SP1 runtime, Adobe AIR runtime, Microsoft Visual C++ 2008 SPI runtime, and Windows installer 3.0. |
| Support Contact Information | Enter information to be provided to the end-user. It can include phone contact, website URL, etc. |
| Family-friendly information | - No profanity or inappropriate language<br>- Proper spelling and grammar<br>- Accurately represents the app |

## REMOVING APPS FROM YOUR ACCOUNT

You can remove apps from your account.

1   Log into the AppWave Store.

2   Go to **My Account Dashboard** and click the **Vendor Portal** link that takes you to the Vendor's page of the portal.

3   Click **Catalog > Manage Products** to view your products.

4   Select the app you want to delete, click the **Actions** drop-down menu and select **Delete.**



5   Click **Submit.** Then click **OK** to confirm your choice to delete. The app is then removed from the list of your apps.

    **NOTE:**   You can only delete Approved apps.

6   Go to the AppWave Public Store and verify that the deleted app no longer appears.

## END USER SUPPORT

The customer has an interface to request vendor support. They can submit support requests directly to the vendor. As a vendor, you can respond directly to the customer, without Embarcadero intervention.

You can provide either a secondary email address to provide support, or if a separate email is not available, the main address.

The email received from the customer includes:

- as **sender no-reply@appwavestore.coms**

- a link to the product in the Store

- The customer's data: name, last name, and contact email.

- The text "Please don't reply to this message directly, Use the customer's information provided in this email"

- the following text in the subject field: "AppWave application support request"

The customer is required to be logged in to send a support request.

Once the customer submits the form an email is automatically sent to the vendor's support email account.

The customer receives a message that the mail has been successfully submitted with the following text: "Thank you, your message has been forwarded to <vendor name>. You can typically expect a response within 24 hours. Further information can also be found on their web site." The displayed web site links to the vendor's product page.

The support request form includes the following:

- A title field
- A description field
- The app name field

# VENDOR REPORTS

As a vendor you have access to two different reports:

- Vendor Summary Report

- Vendor Details Report

On the Manage Products page click **Reports > Sales** and then select one of reports.

## VENDOR SUMMARY REPORT

You can view the number of sales/downloads of your products by week, month, and within a user-defined range. The report shows each app listing the sales/downloads ordered by date with one entry for every sale/download. To view this report click **Reports > Sales > Summary Report**.



A description of each Summary report element is described below:

| Element | Description |
|---|---|
| Application | The applications are displayed by sale date. |
| Date | Displays the date of the sale. |
| Quantity | Displays the number of applications bought. |

| Element | Description |
|---|---|
| Subtotal | Displays the total number purchased or downloaded for the selected application. |
| Show By | Click the drop-down to display three options: |
| | Weekly: Shows all applications purchased for the dates shown. Click **Refresh** to update the report. |
| | Monthly: Shows all applications purchased for the current month. Click **Refresh** to update the report. |
| | User Defined: Enter the From and To dates in the fields that appear. You can also select the dates by clicking the calendar icon next to each field. Click **Refresh** to update the report. |
| Next and Previous | Navigate to the next or previous page in the weekly and monthly report views. |
| Export to | Exports the current report. You have two export options: |
| | CSV: Exports the report in a comma-delimited values format. The file is exported to the Downloads folder. The default name is "summary.csv". |
| | XML: Exports the report in a xml format. The file is exported to the Downloads folder. The default name is "summary.xml". |
| Total | Displays the total number of applications purchased or downloaded. |

# VENDOR DETAILS REPORT

This report shows every individual sale/download of an app. The Detail report displays the date of purchase/download, name and email of each customer, and the date (if any) that the app first ran. To view this report click **Reports > Sales > Detail Report**.

A description of each Summary report element are described below:

| Element | Description |
| --- | --- |
| Application | Displays the application name. They are displayed by sale date. |
| Purchase Date | Displays the purchase/download date |
| Name of Purchaser | Name of purchaser from the EDN sign in???? |
| Email | Email address of purchaser from the EDN sign in??? |
| Quantity | Displays the number of applications bought. |
| First Ran Date | Displays the date of the sale. |
| Subtotal | Displays the total number purchased or downloaded for the selected application. |

| Element | Description |
|---|---|
| Show By | Click the drop-down to display three options:<br><br>Weekly: Shows all applications purchased for the dates shown. Click **Refresh** to update the report.<br><br>Monthly: Shows all applications purchased for the current month. Click **Refresh** to update the report.<br><br>User Defined: Enter the From and To dates in the fields that appear. You can also select the dates by clicking the calendar icon next to each field. Click **Refresh** to update the report. |
| Next and Previous | Navigate to the next or previous page in the weekly and monthly report views. |
| Export to | Exports the current report. You have two export options:<br><br>CSV: Exports the report in a comma-delimited values format. The file is exported to the Downloads folder. The default name is "summary.csv".<br><br>XML: Exports the report in a xml format. The file is exported to the Downloads folder. The default name is "summary.xml". |
| Total | Displays the total number of applications purchased or downloaded. |

# APPWAVE USER INTERFACE

As a vendor, you may not be interested in seeing the AppWave Browser interface. However you may wish to view an app running, etc., so the browser has two modes of working: Tray mode and Windowed mode.

- **Tray Mode**: The Browser starts in the tray mode if browser is started as part of an automated process. This includes being instructed to run an application, or auto starting as part of user login. This is the default setting.

  If you start the browser via a shortcut (for instance the Start menu or Desktop) then windowed mode should be used.

  The browser does not connect automatically to any server (host or store) when starting in the Tray mode.

- **Windowed Mode**: You can change default behavior so that the Browser automatically starts when you log into Windows.

  On the Apps tab, click ⚙ **> Options**. Select **Launch at Startup**.

  The auto start should be applied for all users on the machine. However if this isn't the current behavior adding to auto-run for the user can be deferred till the first time they run AppWave Browser.

When the AppWave Browser is minimized or in the tray, the browser frame is not displayed for popup messages such as Smart App Links, Connection Dialog, Warning/Error messages, and the Options dialog.

You can control the browser from a popup menu on the tray icon and get information about operations in progress.

The menu provides the following options: Manage My Apps, Settings, About, Help, Discover Apps, App Authoring, Admin Console, and Exit
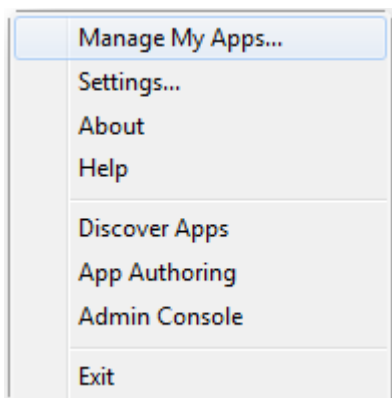
The App Authoring option launches the streamed AppWave Studio, this option is available only if the permissions on the host are the right one. Since connection is not required to run in tray mode, history of whether or not a user ever had access to the Studio should be persisted and reference when determining whether to enable menu item.
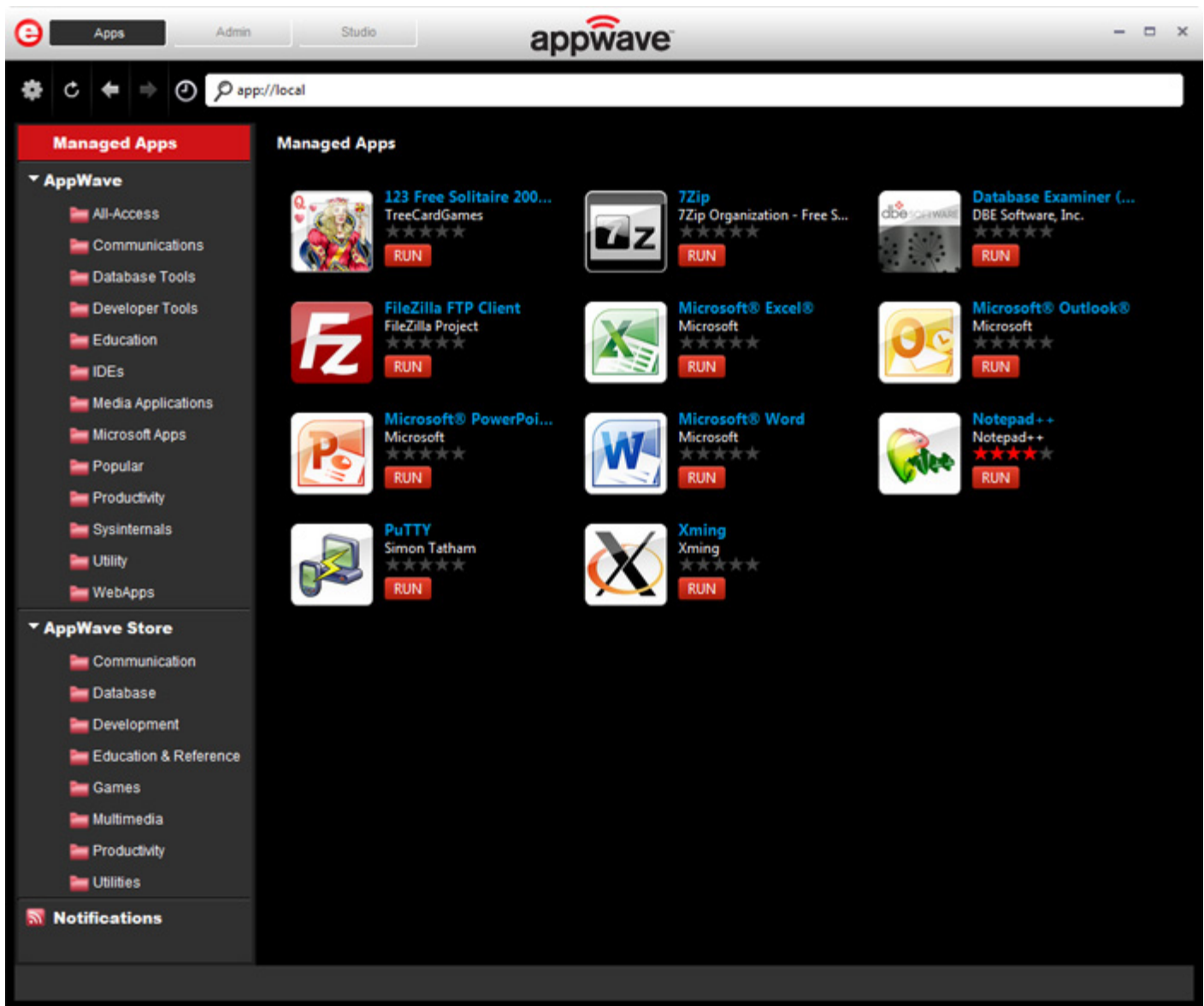
You will get progress alerts when apps/installs are streaming.
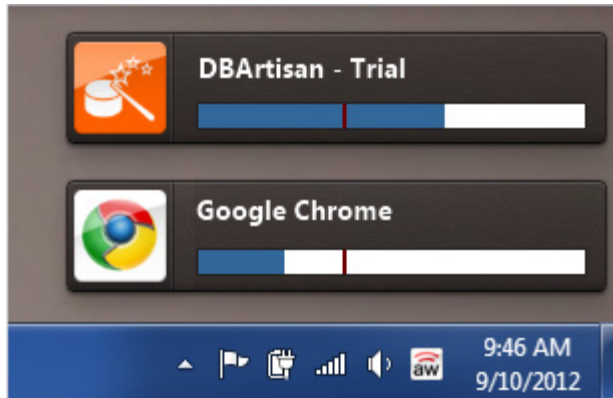


# THE APPWAVE BROWSER USER INTERFACE

The AppWave Browser is divided into the following tabs:

- Managed Apps
- My Company Apps (Enterprise AppWave)
- AppWave Store

## MANAGED APPS

The Managed Apps section displays applications you already have on your computer. It is a collection of apps coming from different sources.

You can RUN the apps directly from here or via right-click menu, you can delete or create a desktop shortcut for easier access outside the AppWave Browser.

If for some reason the app did not create short cuts in the start menu or on the desktop for each entry point one should be created for them in an AppWave programs folder in the start menu. The user can then move those short cuts as they wish.

## MY COMPANY APPS

The AppWave section points to all apps available if the user is connected to an Enterprise AppWave Host. You have the option to invoke the connection dialog from main menu.

## APPWAVE STORE

The AppWave Store section points to the public AppWave Store and allows the user to navigate and run apps from it (requires internet access)

The Search option continues to search all connected sources (Enterprise and Public Stores) regardless of the current active section.

# ADMINISTRATION

This chapter covers critical information for the Independent Software Vendor.

- [App Protection for Files](#)
- [Communication Between Embarcadero and the Vendor](#)

For System Requirements please refer to the latest AppWave Readme at [http://docs.embarcadero.com/products/appwave/](http://docs.embarcadero.com/products/appwave/).

## APP PROTECTION FOR FILES

All files are protected from illegal access. As an ISV, you can change the file's security setting during the mastering process by selecting "hide from folder listing and prevent copying".

This hides the files from being listed in the folder for all the processes (including the app).

"Prevent copying" prevents native processes from copying/reading a protected file (for example, disallows explorer/CMD to read).

"Prevent copying" also prevents sub-processes outside the app from copying/reading a protected file (for example disallows a virtual CMD to read)

> **NOTE:** Applications won't see an access violation or crash if the app is denied access to a read protected file.

## COMMUNICATION BETWEEN EMBARCADERO AND THE VENDOR

As an ISV you can expect the following communication from Embarcadero. You will receive notifications by email for different actions: sign up, app submission, and administrative information.

The following notifications are received during the sign up process:

- "The Vendor's submission for free apps is in process" is sent after the vendor completes and submits the registration for free apps.
- "The Vendor's submission for paid apps is in process" is sent after the vendor completes the registration for paid apps.
- "The Vendor's submission has been denied for free apps" is sent after the vendor's submission for free apps has been denied.
- "The Vendor's submission has been denied for paid apps" is sent after the vendor's submission for paid apps has been denied.

- A "Welcome message" is sent after the vendor's submission for free apps has been approved. It includes:

    - A welcome message

    - FTP account information

    - Login credentials

- "Confirmation of approval for paid apps submission" is sent after the vendor's submission for a paid app has been approved.

The following notifications is received during the app submission:

- "The Vendor's app has been submitted" is sent after the vendor submits an app for review.

- "The Vendor's app has been denied" is sent if the app submitted gets denied. The reason for the denial is included.

- "The Vendor's app has been approved" is sent if the submitted app gets approved.

# Index