



Alibaba Cloud Marketplace Seller Guide

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1. What is Marketplace?

Alibaba Cloud Marketplace is an online platform for global independent software vendors (ISVs) to sell their products and services to customers.

Marketplace offers a safe, convenient, and affordable channel for ISVs to develop their businesses in Alibaba Cloud. Marketplace also provides an ecosystem for customers to quickly search, test, buy, and deploy the right tools and products for their needs.

With Marketplace, ISVs can utilize focused, large-scale marketing events and strategies to connect with customers. As a world-leading cloud services provider, Alibaba Cloud helps ISVs establish their presence in the world of cloud computing through Marketplace.

For any questions related to Alibaba Cloud Marketplace, please [Contact Marketplace Operations Team](#).

2. Vendor Onboarding

2.1. Vendor Onboarding Requirements

- A registered enterprise that provides a full-feature, stable, and publicly released software (not in beta phase).
- Products can be deployed on Alibaba Cloud and can benefit end users.
- Should have a well-defined customer support process and organization.
- Provide details about product, including product description, billing model, and third-party licenses.

2.2. Alibaba Cloud International Marketplace Vendor Terms

Vendors must fully adhere to all terms and conditions stated in the [Alibaba Cloud International Marketplace Vendor Terms](#).

2.3. Vendor Onboarding Process

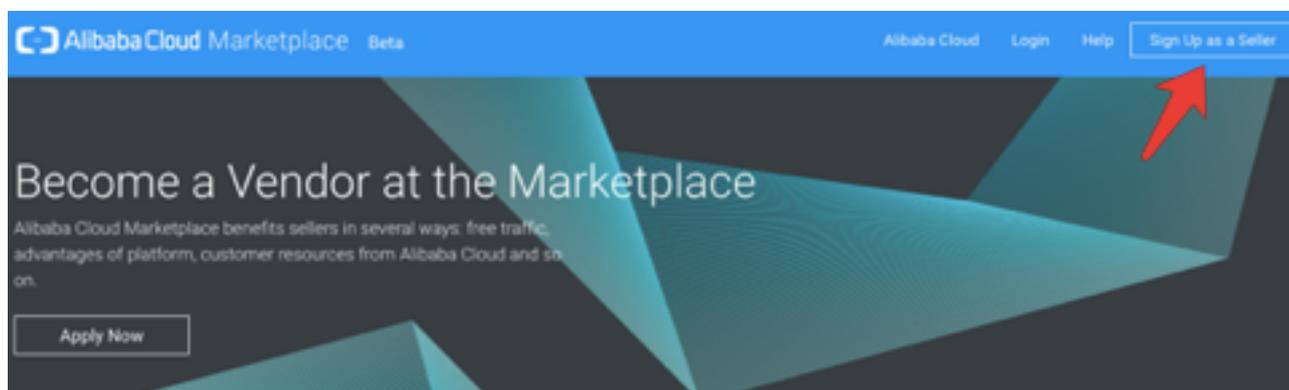
Follow the four steps below to complete your application.

Step 1: Register and Log In to Alibaba Cloud Account

[Register](#) and [log in](#) for an Alibaba Cloud Account before proceeding to the next step. If you already have an Alibaba Cloud Account, [log in](#) and proceed to Step 2.

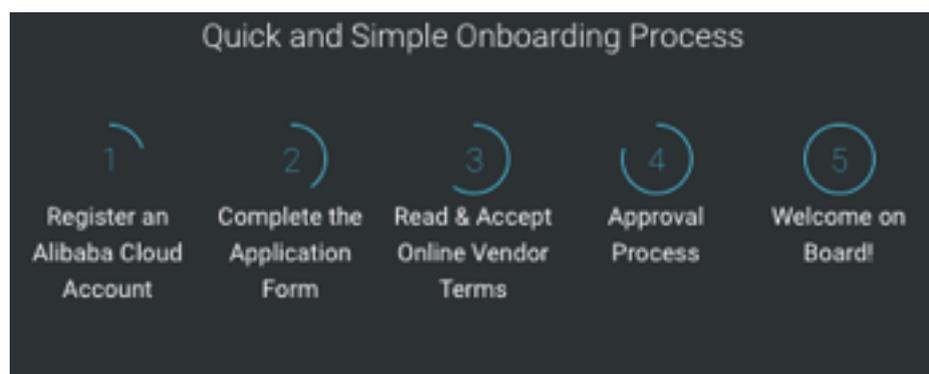
Step 2: Complete the Application Form

Visit the [Marketplace homepage](#) and click **Sign Up as a Seller** in the top right corner.



Read the onboarding process summary and vendor requirements.

Click **Apply Now**.



Vendor Requirements

- Registered Company that provide a full-feature, stable and publicly software (not in Beta).
- Product can be deployed on Alibaba Cloud and benefit for end user.
- Should have a defined customer support process and support organization.
- Provide detail about product including product description, billing model, third-party license included or not, etc.

Apply Now

Step 3: Read and Accept Online Vendor Terms

Fill in all required fields.

Read and agree to the [Alibaba Cloud International Marketplace Vendor Terms](#) located at the bottom of the application form.

Click **Submit Application**. You will receive a confirmation email upon completion.

3. Image Publishing and Product Submission

3.1. Process Overview

This document walks you through how to create, publish, and sell image products on the International Marketplace.

Complete the following steps in sequence:



Note:

Please send < [IMAGE 1 Marketplace Seller Product Information v1.0.xlsx](#) > to Alibaba Cloud sales and confirm the feedback.

Contact Sales at Alicloud-map@list.alibaba-inc.com and **ensure** that you have been confirmed as an ISV on the platform.

3.2. Prepare Operation Environment

- 1) [Register](#) for a user account on Alibaba Cloud.
- 2) Create an ECS instance that queues in a **China region** as the server environment for image creation and publishing. **East China 1** or **North China 1** are recommended. The instance will be available to all the regions once published.
- 3) Deploy a runtime environment or application on your ECS instance.

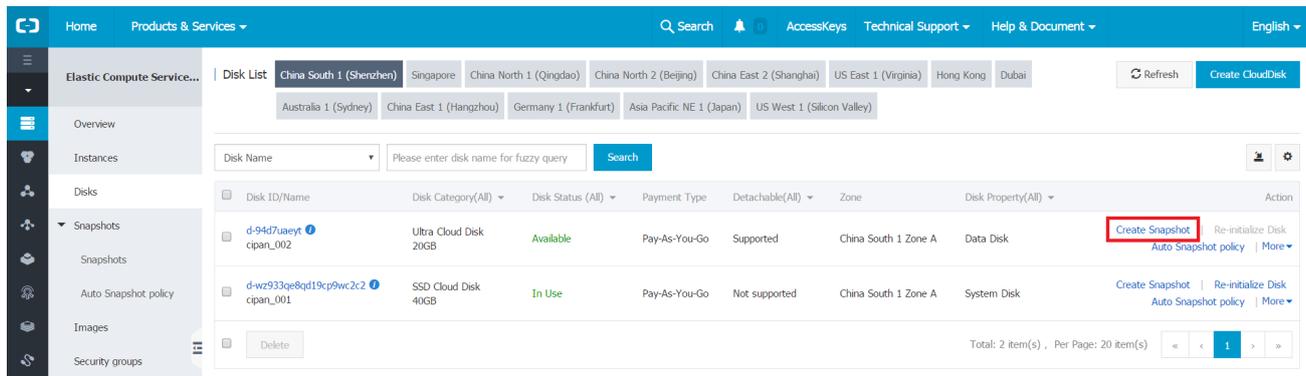
Note:

Reset your ECS instance password after purchasing it according to [this guide](#).

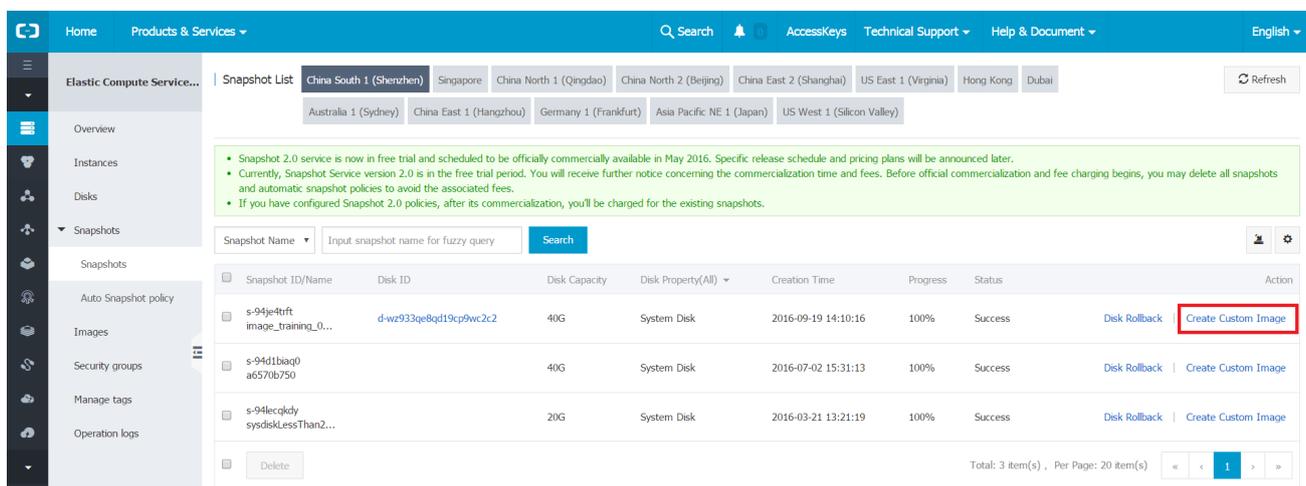
3.3. Create an Image

- 1) Go to the [Management Console](#).
- 2) Find the ECS instance where you deployed the environment or application.

- Go to the **Disk** menu and select the disk of the runtime environment or application. Then, click **Create Snapshot**, as shown below.



- After creating a snapshot, click the **Snapshot** menu and find the newly created snapshot file. After selecting it, click **Create Custom Image**, as shown below.



- Fill in the information in the pop-up window.
- Click the **Image** menu to view the image you have created.

3.4. Create an Image Product

- Log on to the [Marketplace Seller Portal](#). You will be directed to the Product Management page by default, then click **+ Add New Product**.
- Proceed to the product publishing process:



- 3) On the publish product page, select image-type product and submit image information.
 - a) Use an access key and secret key to select the image you just created.

1. Choose Image
2. Add Product Information
3. Add Release Region & Category
4. Select ECS Instance

Choose Image

Choose an image you created by entering Access Key and Secret Key.

Access Key* Secret Key* GET IMAGE

Singapore	US West	Hong Kong	CHN (Hangzhou)	CHN (Beijing)	CHN (Shenzhen)	CHN (Shanghai)	CHN (Qingdao)
-----------	---------	-----------	----------------	---------------	----------------	----------------	---------------

	Image Name	Image ID	Operating System	Architecture	Date Created
<input checked="" type="radio"/>	image_sz_test	m-23fg0k1to	Linux/Unix	64-bit	12/18/2015
<input type="radio"/>	IPSec	n-23fg0k1to	Windows	64-bit	11/22/2015
<input type="radio"/>	image_sz_test	m-23fg0k1to	CentOS	64-bit	11/17/2015
<input type="radio"/>	image_test	n-23fg0k1to	Windows	64-bit	10/15/2015
<input type="radio"/>	image_sz_test	m-23fg0k1to	Linux/Unix	64-bit	12/23/2015

Contains a boot script:* Yes ◀ 1 2 3 4 5 ... ▶

- **Choose Image:**

Please fill in the Access Key ID and Access Key Secret for the account with the image (you can view the Access Key ID and Access Key Secret on <https://ak-console.aliyun.com/index#/accesskey>). Then, click **GET IMAGE**. The system will check whether the Access Key ID and Access Key Secret are correct and retrieve the images for this account. By switching to a region tab, you can see the images in the corresponding region.

- **Contains a Boot Script:**

If your image contains a boot script, select Yes; otherwise, select No.

***Note:** This option will affect whether sold images can be produced successfully. Please make sure it is accurate.*

After filling in this information, click **Next Step** to add product information.

b) Fill in the image-type product information.

Product & Version Details

Provide details of product to be hosted on Alibaba Cloud Server. * is required.

Current Image Selection: Image Name: [redacted], Image ID: [redacted], Operating System: linux, Architecture: x86_64, Created: [redacted] [Change image](#)

Product Name* [redacted] Version* [redacted]

Release Note* [redacted]

Release Note cannot be modified once submitted.

Upload Product Image*

Add product logo/image. It's recommended to have one for easy identification! We support only JPEG/PNG/GIF formats. [Max size: 2MB]

Product Description* [redacted]

Product Details* [Rich text editor toolbar and area]

Product User Guide* Upload a valid Product User Guide for verification [Max size: 2MB].
Please upload your Product User Guide in PDF format if you would like to notice.

Support Details* [Rich text editor toolbar and area]

EULA Details* (End User License Agreement) [Rich text editor toolbar and area]

Refund Policy* [Rich text editor toolbar and area]

Trademark Copy Upload a valid TradeMark copy for verification [Max size: 2MB].
Please upload your Trademark Copy in PDF format if you would like to notice.

Patent Proof Upload a valid Patent proof for verification [Max size: 2MB].

- **Product Name:** Fill in the product's name. This will be the product name displayed to customers.
- **Version:** Enter the version of your image, such as V1.0 or V1.1.
- **Release Note:** Enter information about this release to notify users of major new and updated features.

***Note:** Release Note cannot be modified once submitted.*

- **Upload Product Image:** Upload the product image you wish to be displayed on the product list page and product details page. You are recommended to use an image size of **320px*320px**. Alibaba Cloud current only supports JPEG, PNG, and GIF formats.
- **Product Description:** Enter a short description of your product that will be displayed on SEO. This information will be displayed on the Marketplace's product list page. You are recommended to keep the description within 100 words.
- **Product Details:** Enter the detailed description of your product. This information will be displayed on the product details page. You can make this description as detailed as possible.
- **Product User Guide:** Upload the product user guide in PDF format (Max size: 2MB). You are recommended to keep the file's name short and precise as it will be displayed on the product page.
- **Support Details:** Enter aftersales support information.
- **EULA Details:** Enter the End User License Agreement. When users purchase the product, they must agree to the terms and conditions in EULA.
- **Refund Policy:** Enter the refund policy you offer for this product.
- **Trademark Copy:** Upload a trademark copy file for product review.
- **Patent Proof:** Upload the patent proof for product review.

After finishing this section, click **Next Step** to go to the page to provide business information for the product.

c) Fill in the image release region and category information

Note:**Choose release region with due care.**

Once the image is launched, you need to change the image state from **Available** to **Removed**. Keep in mind that **your product cannot be sold before it passes the review**.

The screenshot shows a multi-step wizard with four steps: 1. Choose Image, 2. Add Product Information, 3. Add Release Region & Category (current step), and 4. Select ECS Instance. The '3. Add Release Region & Category' section contains the following fields:

- Operating System Details:** Base OS* (Linux/Unix) and OS Version* (1.1.0).
- Release Region:** Choose the region you want to release your product. Options include Singapore, US West, Hong Kong, China (Hangzhou), China (Beijing), China (Shenzhen), China (Shanghai), and China (Qingdao). Singapore, China (Hangzhou), and China (Beijing) are selected.
- Product Category:** Choose your product category for subscriber searching. Product Category is Business Software and Sub-Category is Business Intelligence.

Navigation buttons at the bottom include: Previous, Proceed to Next Step, Save as Draft, and Cancel.

- **Operating System:** Enter the basic operating system for your image, such as Ubuntu12.04 64-bit or CentOS 6.5 64-bit. This information will be displayed on the product details page.
- **Release Region:** Select the regions in which to sell your image.
- **Recommended ECS Configuration:** Enter the ECS configuration required to use your image, such as ecs.t1.xsmall or above. This information will be displayed on the product details page.
- **Product Category:** Enter the category of your product. This option allows users to find your product by filtering search results. After you select a category, the system will display sub-categories for products of this category. If these attributes are not relevant to your product, you can leave them blank.

After finishing this section, click **Next Step** to go to the page where you can add product sales information.

d) Select the ECS instance types that can run this image.

Select ECS Instance*

Choose supported ECS Instances.

Instance Type	CPU (core)	Memory (G)	I/O Optimization
<input type="checkbox"/> ecs.n1.tiny	1	1	Yes
<input type="checkbox"/> ecs.n1.small	1	2	Yes
<input type="checkbox"/> ecs.s1.small	1	2	Yes
<input type="checkbox"/> ecs.n2.small	1	4	Yes
<input type="checkbox"/> ecs.e3.small	1	8	Yes
<input type="checkbox"/> ecs.n1.medium	2	4	Yes
<input type="checkbox"/> ecs.s2.large	2	4	Yes
<input type="checkbox"/> ecs.n2.medium	2	8	Yes
<input type="checkbox"/> ecs.n1.large	4	8	Yes
<input type="checkbox"/> ecs.s3.large	4	8	Yes
<input type="checkbox"/> ecs.n2.large	4	16	Yes

System Disk:Linux/Unix: 40G

Network Type ⓘ
Choose the network type that suits you best.

VPC and Classic
 VPC only
 Classic only

Pricing
Your software will be subscribed by free. Alibaba Cloud will support more pricing model in the future.

US\$

- **Choose supported ECS instances:** Select the ECS configurations that can be purchased with your image. Related options will be shown as in the figure when a user purchases this image.

Note: Currently, users can only launch certain types of instances into Singapore VPC. If you want to release your product in Singapore, we highly recommend that you select one of the following ECS instance types: *ecs.s1.small*, *ecs.s2.large*, *ecs.s3.large*.

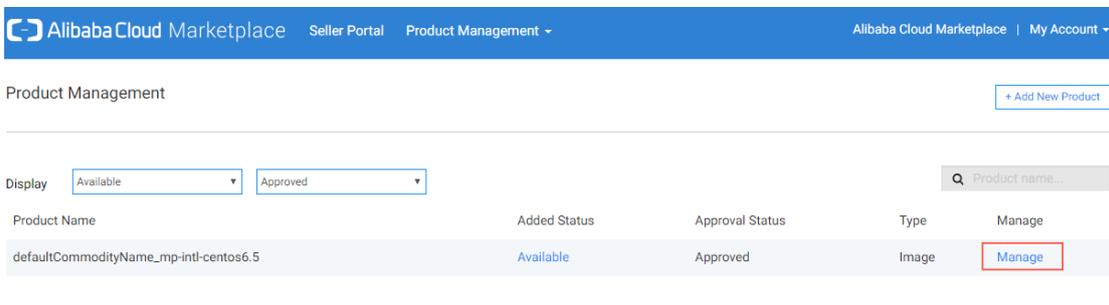
[More instances type](#)

- **Network type:** Select the network type that your image will operate on.
- **Pricing:** Currently, you can only publish free images. A paid image function will be available in the future. The ECS usage fees produced by the image will be collected by Alibaba Cloud alone.
- After entering this information, click **Review**.
- On the preview page, click **Submit** to begin the review process for the product.

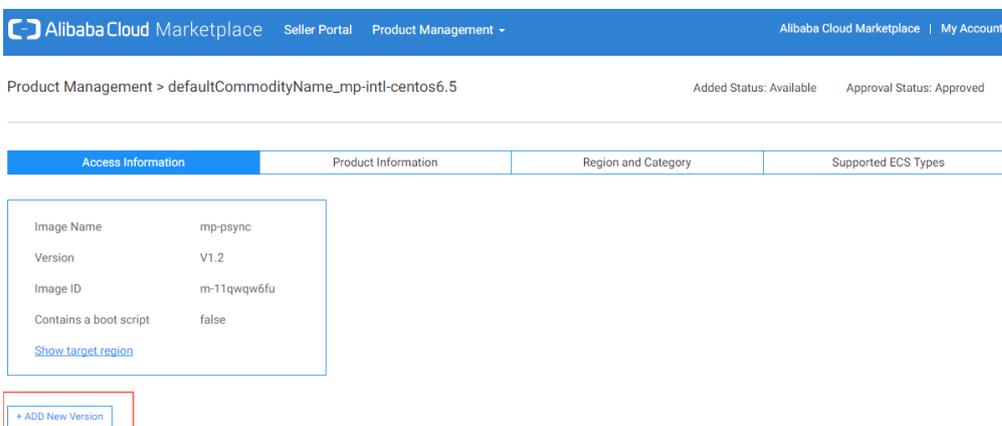
3.5. Add a New Version of the Image

If you want to add a new version of your image, you can do it on the Product Management page, as follows.

- 1) Find your launched image and click **Manage**.



- 2) Click Add new version.



Note:

1. Release Note cannot be modified once submitted.
2. If you need to remove a version of your image, please submit a ticket to Alibaba Cloud. Our administrators will assist you in this process.

- 3) Add your new version number, release note, and get your new image using access key and secret key. You need to build a new image by buying a new ECS instance.

Choose Image

Choose an image you created by entering Access Key and Secret Key.

Version* v1.1

Release Note* fix xxx bug

Access Key* Secret Key*

Get Image

Image Name	Image ID	Operating System	Architecture	Date Created
North China 1				
East China 1				
North China 2				
South China 1				
East China 2				
Singapore				
US West 1				
Hong Kong				

Contains a boot script*: Yes No

Cancel Save

3.6. Image Review and Verification

The image review statuses are:

- Under Review
 - Access Check
 - Product Information Check
- On Shelf
- Rejected

Access Check

- 1) After submitting image information, an Alibaba Cloud administrator will review your image product.
- 2) If your image contains a boot script, the operations team will contact you. They will require that you upload this boot script to a specified VM. If your image does not contain a boot script, the operations staff will proceed directly to the review.
- 3) The operations team will first perform product access review. If there are no problems with the image's own functions, the product passes the review. If a problem is encountered when accessing the image, the product is rejected. In this case, you can modify the original application and resubmit the product for review.

Product Information Check

- 1) After the product passes access review, the operations team will review the product information. If this information complies with the relevant requirements, the product passes the review and will be made available to users. If the product information does not comply with the relevant requirements, the product is rejected. In this case, you can modify the original application and resubmit the product for review.

3.7. Launch an Image

Congratulations! You have completed all the steps required to launch your image product on Alibaba Cloud Marketplace.

4. SAAS Product Publishing

4.1. Process Overview

The SaaS seller lists hosted software on Alibaba Cloud Marketplace. The seller is responsible for granting customer access to the software, and handling all billing and payments from the customer. An interested buyer can find the software on Alibaba Cloud Marketplace but is directly linked to the seller's site for purchasing and obtaining access to the software. This document walks you through how to create and publish SaaS products on Alibaba Cloud Marketplace.

You need to complete the following steps:



Note:

Please send < [SaaS+Marketplace+Seller+Product+Information Beta Version - fixed](#) > to Alibaba Cloud sales and confirm the feedback.

Contact Sales at Alicloud-map@list.alibaba-inc.com and make sure that you have been **confirmed as an ISV** on the marketplace.

4.2. Set up an Account

[Register](#) for a user account on Alibaba Cloud.

4.3. Create a SaaS Product

- 1) Log on to the [Marketplace Seller Portal](#), you will be directed to the Product Management page. Click **+ Add New Product**, then choose **SaaS** in the drop-down list.

2) Proceed to the product publishing process:

Product Details

Provide details of product to be hosted on Alibaba Cloud Server. * is required.

Product Name* Product URL*

Pricing Details*

Upload Product Image* 

Add product logo/image. It's recommended to have one for easy identification! We support only JPEG/PNG/GIF formats.[Max size: 2MB]

Product Description*

Product Details*

Resources

Support Details*

Product Category* Product Category Sub-Category

Choose your product category for subscriber searching.

- **Product Name: (Max. 100 characters)** Fill in the product's name. This will be the product name displayed to customers. Please avoid the use of special characters.
- **Product URL: (Max. 500 characters)** Please enter the link of your product. Keep in mind that this should be the first page that new customers will see when they are redirected to your website. The page can display any product related information, such as pricing details, product description, sign-up page, and free-trial demo.
- **Pricing Details: (Max. 500 characters)** Describe your pricing plan.
- **Upload Product Image:** Upload the product image you wish to be displayed on the product listing page and product details page. You are recommended to use an image size of **320px*320px**. Alibaba Cloud current only supports JPEG, PNG, and GIF formats.
- **Product Description: (Max. 500 characters)** Enter a short description of your product that

will be displayed on SEO. This information will be displayed on the Marketplace's product list page. You are recommended to keep the description within 100 words.

- **Product Details:** Enter the detailed description of your product. This information will be displayed on the product details page. You can make this description as detailed as possible.
- **Resources:** Provide links to resources that may be helpful for customers, such as user guides, tutorials, or video demos. Enter the resource's name. You are recommended to upload at least one resource file. You can link up to 5 resources on your product page.
- **Support Details:** Enter aftersales support information.
- **Product Category:** Enter the category of your product. This option allows users to find your product by filtering search results. After you select a category, the system will display sub-categories for products of this category. If these attributes are not relevant to your product, you can leave them blank.

Note:

Once your product is listed on Alibaba Cloud Marketplace, you are responsible for keeping the pricing and product information up-to-date.

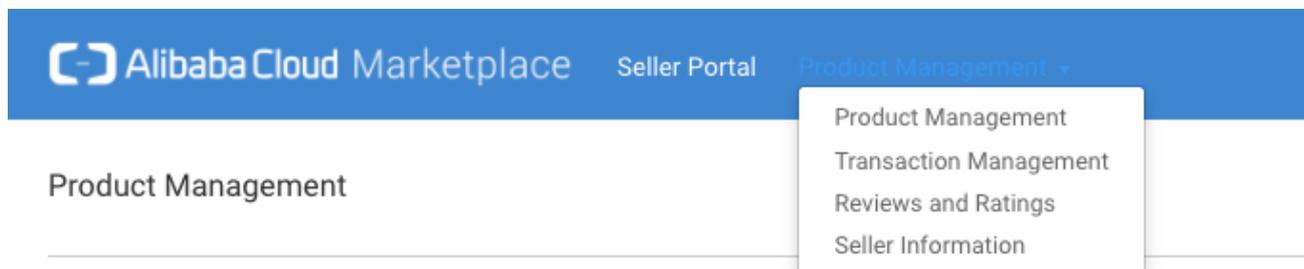
If you want to remove or update your product, please submit a ticket and our technical support team will help you.

4.4. Launch Your Product

Congratulations! You have completed all the steps required to launch your SaaS product on Alibaba Cloud Marketplace.

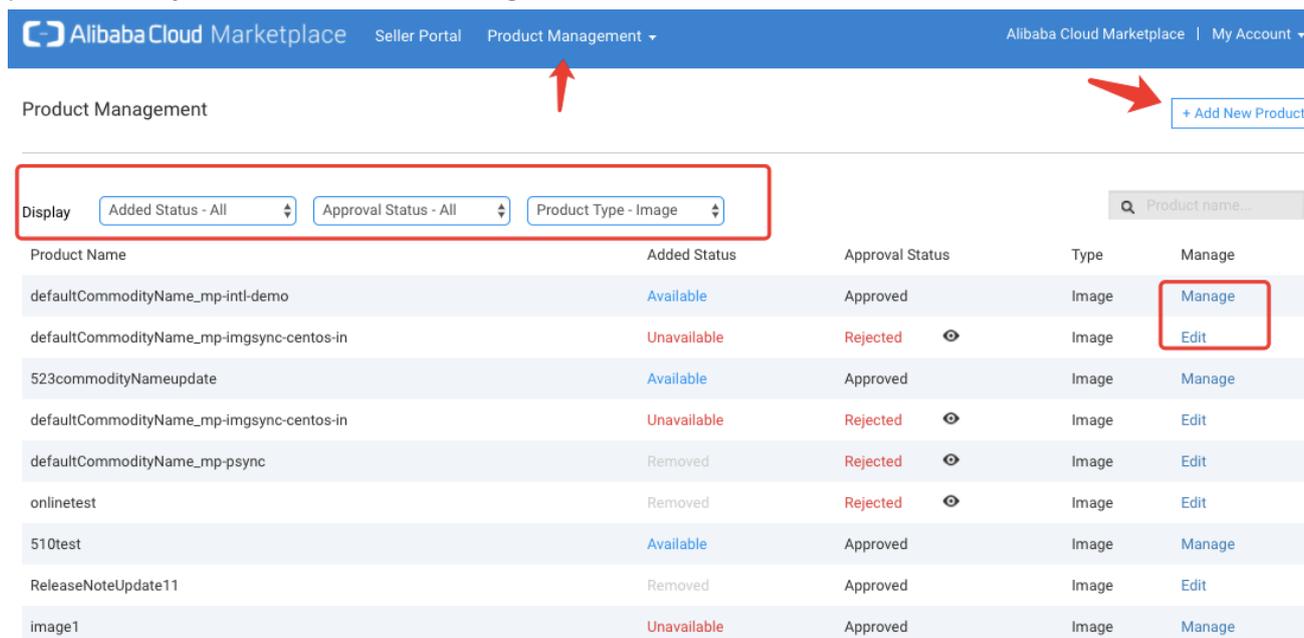
5. Management Portal: Seller Portal

Vendor can use [Marketplace Seller Portal](#) to access Product Management, Transaction Management, Reviews and Ratings, and Seller Information.



5.1. Product Management

You can manage existing products or add new products on this page. You can search for a particular product that you want to maintain using the filter.



5.2. Transaction Management

You can manage your transactions in the Transaction Management page and check the order information, such as the product name, buyer ID, and subscription time.

5.3. Reviews and Ratings

You can check the reviews and ratings of your product to learn how the customers feel about your product and services.

5.4. Seller Information

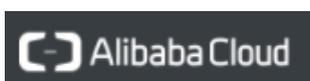
You can see your company details and contact information here.

6. Marketing Guide

6.1. Using the Alibaba Cloud Marketplace Logo

You can use the Alibaba Cloud logo to advertise your cooperation with Alibaba Cloud. We encourage ISV partners to promote products that are available on Alibaba Cloud marketplace using a standardized format. If your company wishes to use the Alibaba Cloud Logo on your website, please submit a request to [Alibaba Cloud](#) for a brand authorization letter.

Please find the Alibaba Cloud logo as follows:



Please [Contact Us](#) for more details about using our logo.

6.2. Other Promotions and Privileges

Please [Contact Us](#) to know more about other promotions and privileges for Marketplace vendors.