

Alibaba Cloud Marketplace Vendor 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-featured, 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](#) and [Product Listing and Intellectual Property Enforcement Policy](#).

2.3. Vendor Onboarding Process

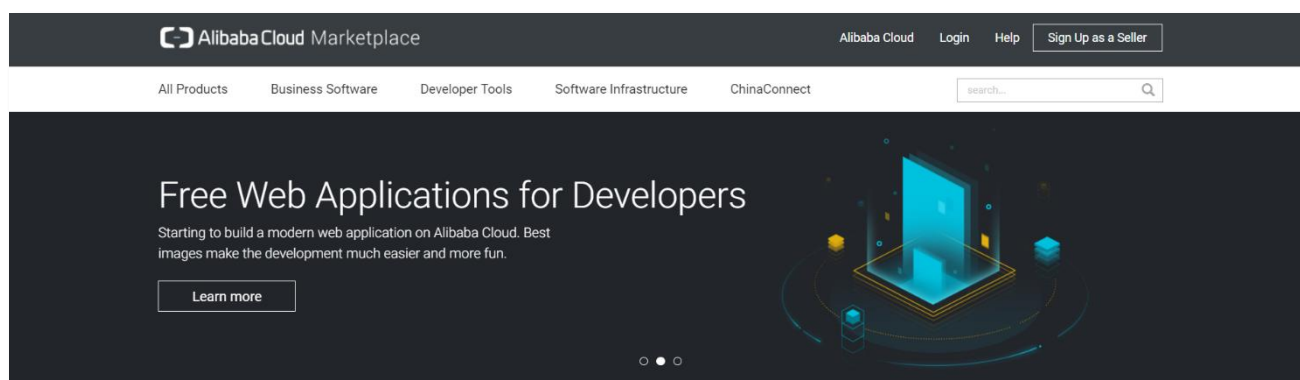
Follow the four steps below to complete your application.

Step 1: Register and Log In to Alibaba Cloud Account

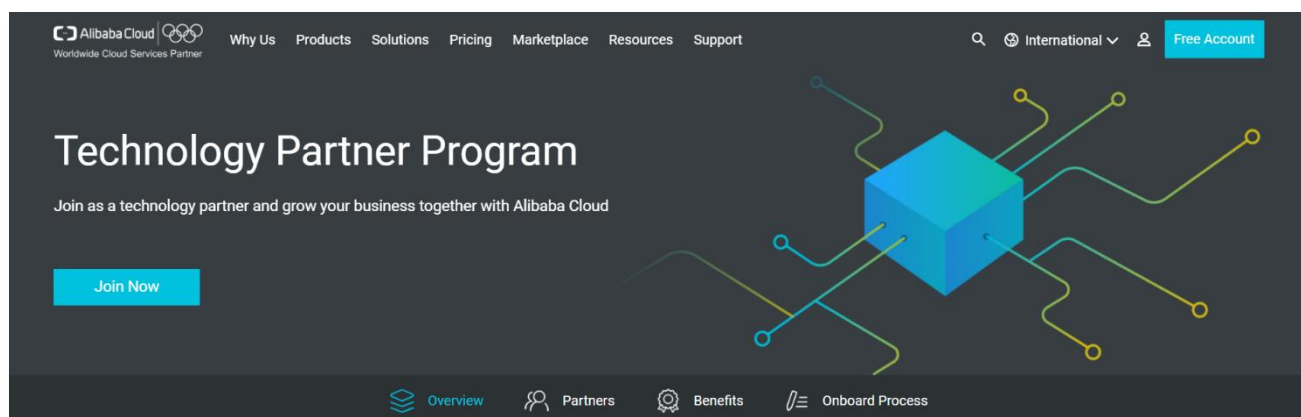
[Register](#) and [log in](#) for an Alibaba Cloud Account before proceeding to the next step. If you already have an Alibaba Cloud Account, [log in](#) and proceed to Step 2.

Step 2: Complete the Application Form

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



Click **Join Now** to apply for our Technology Partner Program. Once enrolled, you will be automatically eligible to list your product on the Marketplace.



Step 3: Read and Accept Online Vendor Terms

Read and agree to the [Alibaba Cloud International Marketplace Vendor Terms](#) and [Product Listing and Intellectual Property Enforcement Policy](#) located at the bottom of the application form. Fill in all required fields.

Apply for Alibaba Cloud Partner Network

* Please note that the approval by Alibaba Cloud of this Vendor application will only enable the Vendor to post products free-of-charge on the International Marketplace. If you are interested in charging for your products, please [contact International Marketplace](#) for further details.

Choose a Program* ①

Technical
 For marketplace ISV
 (7 processing days)

Channel
 For official reseller
 (30 processing days)

Services
 For consulting & service provider
 (30 processing days)

Company Name* ①

Contact Person* ①

Contact Email* ①

Confirm Contact Email* ①

Country* ①

Phone* ①

Company Homepage* ①

Company Logo* ①

Copy of Business Licence/
Article of Incorporation ①

Company Introduction* ①

☐ Here I agree to the [Vendor Terms](#) and [Product Listing and Intellectual Property Enforcement Policy](#).

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

Step 4: Approval Process

The approval process typically takes 7 business days. You will receive an email once your application is approved. If you have any questions, please [Contact Us](#).

Please note that Alibaba Cloud Technology Partner will only be able to post products free-of-charge on the International Marketplace. If you are interested in charging for your products, please [contact International Marketplace](#) to become a Premium Vendor.

3. Image Publishing and Product Submission

3.1. Process Overview

This section will walk you through how to create, publish, and sell image products on the International Marketplace.

Simply complete the following steps in sequence:



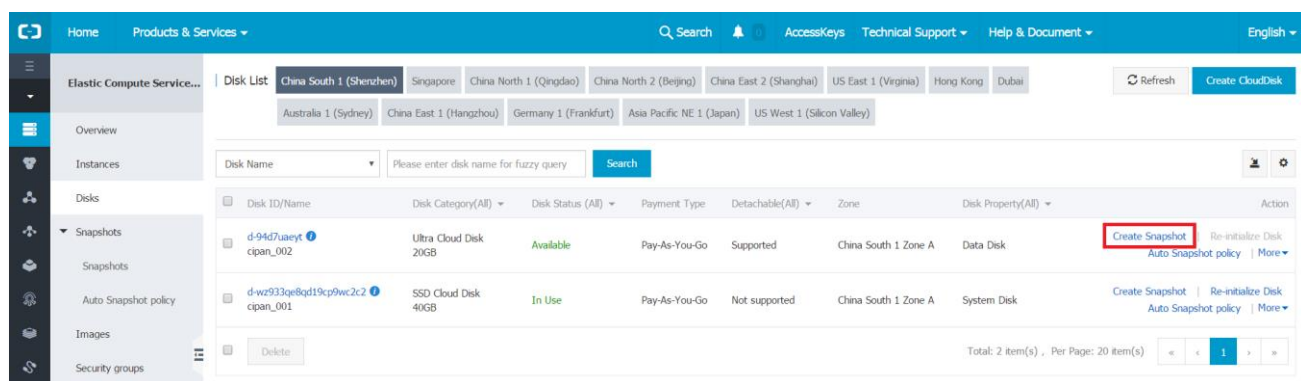
3.2. Prepare Operation Environment

- 1) [Log in ECS console](#) with your vendor account on Alibaba Cloud Marketplace.
- 2) Create an ECS instance that queues in a region (**North China 1, North China 2, East China 1, East China 2, South China 1, Hong Kong, Singapore, US East 1, US West 1, EU Central 1** are available) as the server environment for image creation and publishing. The instance will be available to all the regions once published.
- 3) Deploy a runtime environment or application on your ECS instance.

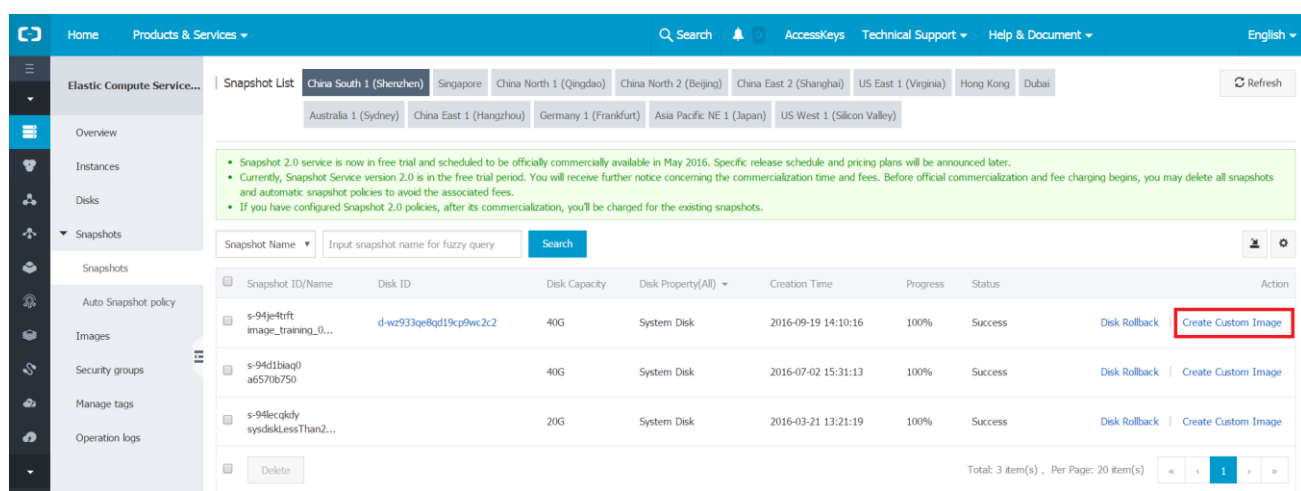
Reset your ECS instance password after purchasing it according to [this guide](#).

3.3. Create an Image

- 1) Go to the [ECS Management Console](#).
- 2) Find the ECS instance where you deployed the environment or application.
- 3) Go to the **Disk** menu and select the disk of the runtime environment or application. Then, click **Create Snapshot**, as shown below.



- 4) 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.



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

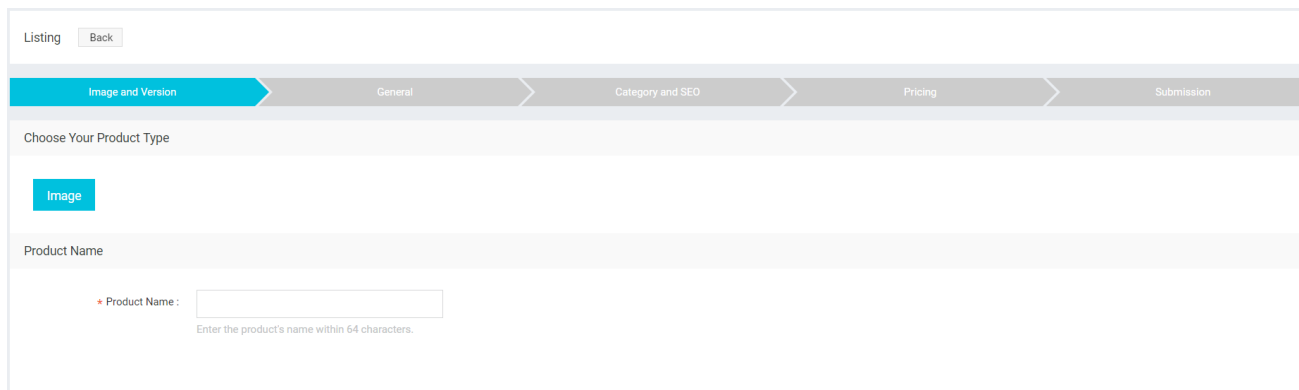
3.4. Create an Image Product

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



3) On the “Image and Version” page, select image-type product and input image information.

a) Fill in a Product Name



Listing Back

Image and Version General Category and SEO Pricing Submission

Choose Your Product Type

Image

Product Name

* Product Name :

Enter the product's name within 64 characters.

b) Choose image: The system will retrieve the images from your account automatically. By switching to a region tab, you can see the images within the corresponding region. Just select one of your custom images that you created.

Note: you can input another account's access key/secret key to select more images. (You can find the Access Key ID and Access Key Secret on <https://ak-console.aliyun.com/index#/accesskey>).

c) Fill in one version name and version description. (You can still add more versions using the same product name, after the previous version is published)

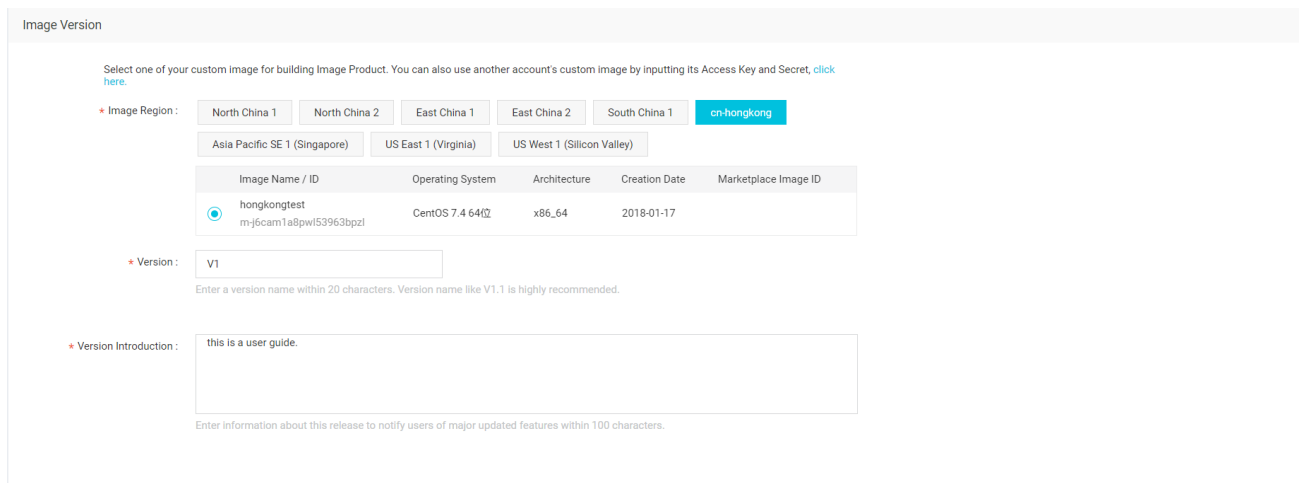


Image Version

Select one of your custom image for building Image Product. You can also use another account's custom image by inputting its Access Key and Secret, [click here](#).

* Image Region : North China 1 North China 2 East China 1 East China 2 South China 1 **cn-hongkong**

Asia Pacific SE 1 (Singapore) US East 1 (Virginia) US West 1 (Silicon Valley)

Image Name / ID	Operating System	Architecture	Creation Date	Marketplace Image ID
hongkongtest m-j6cam1a8pwl53963bpl	CentOS 7.4 64位	x86_64	2018-01-17	

* Version :

Enter a version name within 20 characters. Version name like V1.1 is highly recommended.

* Version Introduction :

Enter information about this release to notify users of major updated features within 100 characters.

d) Release Region: Select the regions in which to sell your image.

Note: Region information cannot be changed once the image has been launched. If you need to modify it, please submit a ticket.

Configure Application Information

* Available in : ☒ All

☒ North China 1 ☒ North China 2 ☒ China North 3 (Zhangjiakou) ☒ China North 5 (Huhehaote) ☒ East China 1
☒ East China 2 ☒ South China 1 ☒ cn-hongkong ☒ Asia Pacific SE 1 (Singapore) ☒ US East 1 (Virginia)
☒ Asia Pacific NE 1 (Tokyo) ☒ US West 1 (Silicon Valley) ☒ EU Central 1 (Frankfurt) ☒ Middle East 1 (Dubai)
☒ Asia Pacific SE 2 (Sydney) ☒ Asia Pacific SE 3 (Kuala Lumpur)

e) Set Minimum Server Configuration: You can set some ECS constraints, and the ECS instance type will be filtered out on purchase page according to your setting.

- **Minimum CPU and Memory:** the minimum configuration requirements for CPU and Memory that your image needs to run properly.
- **Minimum Bandwidth:** the minimum public network Bandwidth for using your image.
- **Minimum System Disk Capacity:** the minimum System Disk capacity that your image needs to run properly.
- **Minimum Data Disk Capacity:** the minimum Data Disk capacity that your image needs to use.

E.g. The ECS instance type which only has more than 2 cores CPU and 4G memory, can be chosen on the purchase page, if you set a minimum 2 core CPU and 4G memory.

Configuration Constraint : ☒ Yes ☐ No

Minimum CPU and Memory: 2core CPU 4GB Memory

Minimum Bandwidth: 2 Mbps
Range: 1 - 200 Mbps

Minimum System Disk Capacity: 40 GB
Range: 40 - 500 GB

Minimum Data Disk Capacity: 30 GB
Range: 20 - 32768 GB

f) You can also set up an application address if your software image has it. Customers can access directly to your application via Alibaba cloud console after ECS running by clicking your filled address.

Application Console : ☒ Yes ☐ No

https //ECS Public IP Address / 80 / start.html

Note: Above information cannot be modified once it is submitted.

4) On the “General” page, fill in product description and information related to your product.

a) Fill in product information.

- **Upload Product logo:** Upload the product image which you wish to display on the

product list page and product details page. You are recommended to use an image size of more than 200px*150px with the 4:3 aspect ratio. Alibaba Cloud current only supports JPEG, PNG, and GIF formats.

- **Short Description:** Enter a short description of your product. This information will be displayed on the Marketplace's product list page. You are recommended to keep the description within 200 characters.
- **Product Highlights:** Highlight in a few words about your product, it will be shown in the beginning of your product details page.
- **Product Description:** 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 and add necessary images.

The screenshot shows a 'Basic Information' form with the following fields:

- Product Logo:** Includes an 'Upload' button and a note: 'Upload an image with 4:3 (aspect ratio) and 200 × 150 pixels (dimensions) at least. Max size is 2 M.'
- Short Description:** A text input field with a note: 'Please describe your product briefly within 200 characters. It will be displayed on the product list page.'
- Product Highlights:** A text input field with a note: 'Enter your product's features and highlights within 500 characters.'
- Product Description:** A rich text editor with a toolbar containing icons for undo, redo, bold, italic, underline, strikethrough, link, unlink, bulleted list, numbered list, indent, outdent, decrease indent, increase indent, text color, background color, and a table icon. Below the toolbar is a large text area for the description.

b) Fill in Product Certification.

- **Product Certifications (optional):** upload the product certification which is useful for accelerating product audit process.

The screenshot shows a 'Certification' form with the following field:

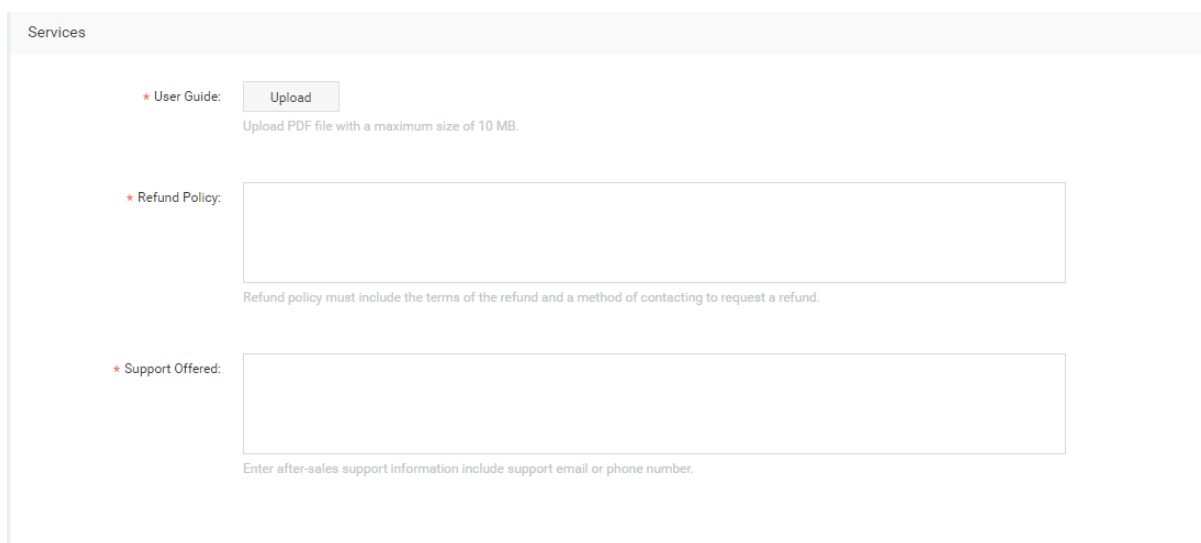
- Product Certifications:** Includes an 'Upload' button and a note: 'Product Certification is helpful for accelerating audit process. You can upload up to 6 images, and only the following file types can be supported: JPG, JPEG, PNG, BMP. The limit for images is 2 MB'

c) Fill in “aftersales services” information.

- **Product User Guide:** Upload the product user guide in PDF format (Max size: 10MB). You are recommended to keep the file's name short and precise, as it will be displayed

on the product page.

- **Refund policy:** Enter the refund policy you offer for this product.
- **Support Details:** Enter aftersales support information.



The screenshot shows a form titled "Services" with three main sections:

- User Guide:** Includes an "Upload" button and a note: "Upload PDF file with a maximum size of 10 MB."
- Refund Policy:** A large text input field with a note below it: "Refund policy must include the terms of the refund and a method of contacting to request a refund."
- Support Offered:** A large text input field with a note below it: "Enter after-sales support information include support email or phone number."

- 5) On the "Category and SEO" page, select product category and set up SEO key words.
- a) **Product Category:** Enter the category of your product. This option allows users to find your product by filtering search results. After selecting a category, the system will display sub-categories for products of this category.
 - b) Fill in SEO key words and description.

Product Parameters

Basic OS :

linux

Product Category

* Product Category:

Business Software / Collaboration

▼

Delivery Method:

Image

SEO for Your Product

Configure Search-Engine-Optimization for your product to increase its visibility in the search results of third-party search engines like Google.

* Keywords:

SEO key words

SEO key words with a maximum length of 30 characters.

* SEO Descriptions :

SEO Description

Product description for SEO within 500 characters.

6) Setup product price in the “Product Pricing” page.

Currently, image charging function is only available to our Premium Vendor. Please [Contact Us](#) if you are interested to list a paid image onto the Marketplace.

For Free Image: Choose the “Free” option.

For BYOL Image: Choose the “Bring Your Own License” option.

For Charged Image: Choose the “Charged” option.

Then choose the pricing models in the pop-up options. You can select both Hourly and Subscription charging models; the Hourly price will be displayed by default if available.

In subscription charging models, monthly price and annually can be set separately, and renewal price can be different from new purchase price according to your configuration.

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Sales Mode

* Pricing Plan :

☐ Free
 ☐ BYOL
 ☒ Charged

* Billing Methods :

☒ Pay-As-You-Go
 ☒ Subscription

Select at least one Billing Method. After your product is submitted, the selected billing methods cannot be deleted. Instead, you can add new Billing Method.

* Displayed on Marketplace :

☒ Yes
 ☐ No

Pay-As-You-Go

* Product Pricing:

USD/Hour

Pay-As-You-Go is a billing method that Alibaba Cloud uses to charge based on the amount of actually used resources.

Subscription

* Monthly Price:

First Purchase Price:

USD/Month

Renewal Price:

USD/Month

* Annually Price:

First Purchase Price:

USD/Year

Renewal Price:

USD/Year

NOTE: Please note that Alibaba Cloud product usage fees, such as ECS usage fees, will

Pricing details CANNOT be changed once submitted. Please make sure you enter the correct amount.

be calculated and billed separately from your product usage fees by Alibaba Cloud.

7) End user license agreement:

- EULA Details:** Enter the End User License Agreement. When users purchase the product, they must agree to the terms and conditions in EULA.













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Product Agreement

★ End-User-
License-Agreement

:

↶ ↷ | **B** *I* U ~~S~~ |  *I*_x |   |     |   |    |

Size ▾ | Line Hei... ▾ | A ▾ **A** ▾

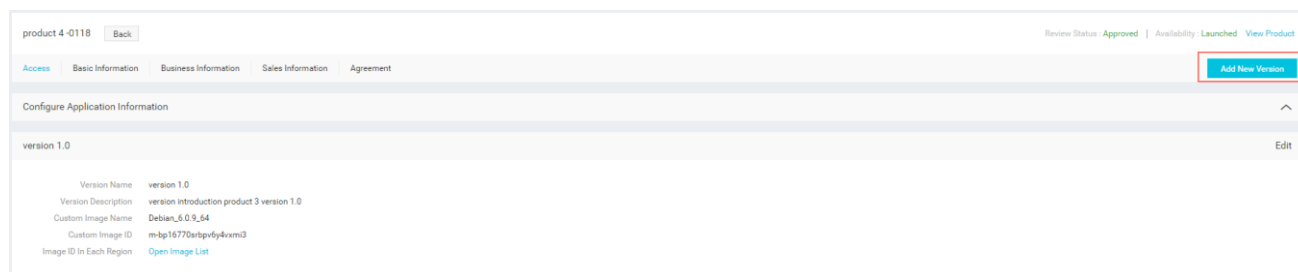
Enter the End User License Agreement. Users must agree to this agreement when purchasing product.

After finishing this section, click **submit** to begin the review process for the product.

3.5. Add a New Version of the Image

You can add a new version of your image on the Product Management page:

- 1) Find your launched image and click **Manage**.
- 2) Click Add New Version.



- 3) Add your new version number, release note, and get your new image.

The screenshot shows the 'Add New Version' form. The 'Image Region' section has buttons for North China 1, North China 2, East China 1, East China 2, South China 1, and cn-hongkong. Below these are buttons for Asia Pacific SE 1 (Singapore), US East 1 (Virginia), and US West 1 (Silicon Valley). A table with columns Image Name / ID, Operating System, Architecture, Creation Date, and Marketplace Image ID is shown, with a message 'No image in this region'. The 'Version' field is a text input with a hint: 'Enter a version name within 20 characters. Version name like V1.1 is highly recommended.' The 'Version Introduction' field is a larger text area with a hint: 'Enter information about this release to notify users of major updated features within 100 characters.'

3.6. Image Review and Verification

The process of image review includes:

- Under Review
- Rejected

Review has two steps:

- **Access Check**

- 1) After submitting image information, an Alibaba Cloud administrator will review your image product.
- 2) 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**

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. ACPN management Portal:

4.1. 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.

Product List							Create Product
Code :	<input type="text"/>	Name :	<input type="text"/>	Type :	<input type="text"/>	Availability :	<input type="text"/>
						Status :	<input type="text"/>
							<input type="button" value="Search"/>
Product Code	Product Name	Type	Availability	Review Status	Creation Date	Released Date	Action
sgcmj024183	product- 7 data disk test	Image	Launched		2018-01-21	2018-01-20	View Product Manage
sgcmj024186	test product 10ddd	Image	Pending kb		2018-01-21	-	Continue Delete
sgcmj024182	test	Image	Pending		2018-01-21	-	Continue Delete
sgcmj024174	lingjun test for noservice	Image	Pending		2018-01-21	-	Continue Delete
sgcmj024164	product-ellregion	Image	Launched		2018-01-21	2018-01-18	View Product Manage
sgcmj024160	product 1-0118	Image	Launched		2018-01-21	2018-01-18	View Product Manage
sgcmj024156	ssac	Image	Pending		2018-01-21	-	Continue Delete
sgcmj024153	defaultCommodityName_image_sz_test	Image	Pending kb		2018-01-21	-	Continue Delete
sgcmj024155	lingjun test	Image	Pending kb		2018-01-21	-	Continue Delete
sgcmj024138	Product 1	Image	Removed		2018-01-21	-	Delete
Total 131 items							<input type="button" value="1"/> <input type="button" value="2"/> <input checked="" type="button" value="3"/> <input type="button" value="4"/> <input type="button" value="5"/> <input type="button" value="14"/> <input type="button" value="Go to"/> <input type="button" value="Go"/>

4.2. Order Management

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

Order Management Back

Product Code :

Product Name :

Order ID :

Order Status : All ▼

Order Type : All ▼

Customer ID :

Payment Date : 01-21-2018 23:18:00 📅 - 01-21-2018 23:18:00 📅

Search

Clear All

Order ID / Type	Product Name	Customer ID	Creation Date	Payment Date	Order Status	Original Price	Amount	Action
500287511660397 First Purchase	商品简介测试	hexuan.wx@aliyun.com	2018-01-20 16:45:35	2018-01-20 16:45:35	Paid	\$ 0.00	\$ 0.00	Details
500287212580420 First Purchase	商品简介测试	test.intl.market@service.aliyun.com	2018-01-20 16:32:37	2018-01-20 16:32:37	Paid	\$ 0.00	\$ 0.00	Details
500287413050016 First Purchase	商品简介测试	sijin.xjx@aliyun.com	2018-01-20 15:30:39	2018-01-20 15:30:39	Paid	\$ 0.00	\$ 0.00	Details
500287600170397 First Purchase	product 9	hexuan.wx@aliyun.com	2018-01-20 14:14:39	2018-01-21 23:18:02	Unpaid	\$ 0.10	\$ 0.11	Details
500287700210397 First Purchase	product 9	hexuan.wx@aliyun.com	2018-01-20 13:54:53	2018-01-21 23:18:02	Cancelled	\$ 0.10	\$ 0.11	Details
500287805500397 First Purchase	商品简介测试	hexuan.wx@aliyun.com	2018-01-20 13:22:02	2018-01-20 13:22:12	Paid	\$ 0.10	\$ 0.11	Details
500287805480397 First Purchase	商品简介测试	hexuan.wx@aliyun.com	2018-01-20 13:21:04	2018-01-20 13:21:04	Paid	\$ 0.00	\$ 0.00	Details
500287700130397 First Purchase	defaultCommodityName_系统盘数据盘镜像生成测试1	hexuan.wx@aliyun.com	2018-01-19 16:30:11	2018-01-19 16:30:12	Paid	\$ 0.00	\$ 0.00	Details

ACPN Console Marketplace Seller Portal Programs hexua****@aliyun.com

Marketplace

Listing

Orders

Product Code :

Product Name :

Order ID :

Order Status : All ▼

Order Type : All ▼

Customer ID :

Payment Date : 📅 - 📅

Search

Clear All

Order ID / Type	Product Name	Customer ID	Creation Date	Payment Date	Order Status	Original Price	Amount (including tax)	Action
500217900040760 First Purchase	VDF test 1027 pro	5863391976013107	2017-10-27 11:43:52	2017-10-27 11:43:57	Paid	\$ 0.00	\$ 0.00	Details
500216108970927 First Purchase	VDF test 1027 pro	5786890151382626	2017-10-27 11:10:01	2017-10-27 11:10:01	Paid	\$ 0.00	\$ 0.00	Details
500216208930760 First Purchase	VDF test 1027 pro	5863391976013107	2017-10-27 11:09:23	2017-10-27 11:09:23	Paid	\$ 0.00	\$ 0.00	Details
500212560350397 First Purchase	abctest	5760003543956053	2017-10-25 16:12:48	2017-10-25 16:12:48	Paid	\$ 0.00	\$ 0.00	Details
500212360980397 First Purchase	VDF_test_2	5760003543956053	2017-10-25 14:59:53	2017-10-25 14:59:53	Paid	\$ 0.00	\$ 0.00	Details
500214900170927 First Purchase	VDF_test_2	5786890151382626	2017-10-25 09:36:00	2017-10-25 09:36:00	Paid	\$ 0.00	\$ 0.00	Details
500214900150760 First Purchase	VDF_test_2	5863391976013107	2017-10-25 09:34:56	2017-10-25 09:35:02	Paid	\$ 0.00	\$ 0.00	Details
500212557170927 First Purchase	VDF_test_2	5786890151382626	2017-10-25 09:30:00	2017-10-25 09:30:00	Paid	\$ 0.00	\$ 0.00	Details

4.3. Other functions

Other management functions will be coming soon.

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5. Marketing Guide

5.1. 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 by [emailing 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.

5.2. Other Promotions and Privileges

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