**APP LISTING TEMPLATE**

*Please rename this document to* ***“Partner Name-App Name-Coupa App Marketplace-Version #”****(i.e ABC Corp- XYZ App-Coupa App Marketplace-V1)**then delete this line*

The goal of this document is to guide you in creating your app listing on the Coupa App Marketplace. We encourage you to keep in mind the voice of the customer and draft your messaging in a concise and straightforward way, using a direct and actionable tone. This listing is where Coupa users, mutual customers, and Coupa Sales will learn about your app and the value that you provide to Coupa customers, which is why it is so important to communicate the joint value of your company and Coupa.

This document should be “marketing friendly,” meaning that anyone should be able to understand your app by reading the content. Please keep the technical jargon in the solutions documents.

| **Marketplace Listing Fields** | | |
| --- | --- | --- |
| **Partner Name** | Name of your company |  |
| **App Name** | The App Name should explain the solution functionality. Keep in mind this is the top term used in the site’s search functionality, so make sure your app name is unique. |  |
| **Logo** | Please provide Coupa with your company logo. Please provide horizontal and stacked versions of your company logo if available.  **FORMAT:** Transparent (.png) minimum 512 x 512 pixels |  |
| **5-Word Description** | This is a short description visible on your app tile when featured on the homepage of the Coupa App Marketplace. Think about what is most important for someone to know the first time they see your app.  **NOTE:** Maximum character count is 40 |  |
| **Tagline** | This tagline should provide the joint value proposition that Coupa & Partner provides to Coupa customers at a high level. If someone searches for an app in the Coupa App Marketplace, this sentence will appear with your App Name and Logo in the search results.  **NOTE:** Maximum character count is 250 |  |
| **Overview Description** | This brief description of the app is your opportunity to explain how it works and the value it provides to Coupa customers. Be specific about how your app works with Coupa, the customer needs that it solves, and why a customer should choose your app.  **NOTE:** Maximum character count is 450 |  |
| **Overview Video** | The overview video should give customers an understanding of how your app complements their Coupa interface. Think of it as a “marketing commercial” of your solution focusing on the value proposition and key features.  **NOTE:**   * See page 12 of the [Partner Marketing Playbook](https://get.coupa.com/rs/950-OLU-185/images/CoupaLink%20Partner%20Marketing%20Playbook.pdf) for video guidelines   **FORMAT:** Video must be provided as a YouTube or Vimeo link |  |
| **Overview Image Carousel** | The overview image carousel lets you communicate the app benefits with high-level visuals.  **TIPS:**   * Provide a headline/title to accompany each image * Use annotations to call attention to important areas of focus in the image * If applicable, provide a high-level workflow visual   **FORMAT:** Minimum 1,500 x 1,200 pixels  \*Please also attach images to the email for higher-resolution\* |  |
| **Type of Integration** | **Highlight in yellow** the type of app. | * [**Embedded App**](https://success.coupa.com/Integrate/Technical_Documentation/Build_on_the_Coupa_Platform/Create_an_Embedded_Panel_App) *Add new capabilities inside Coupa’s user experience, seamlessly fitting within existing workflows. Includes all Panel Apps, full-screen iFrame Apps, and contextual iFrame Apps.* * [**App Connector**](https://success.coupa.com/Integrate/Technical_Documentation/Build_on_the_Coupa_Platform/01_CoupaLink) *Link two systems together, sharing information and automating workflows between them. Includes inbound API integrations, callouts, and bring your own feeds.* |
| **Marketplace Category** | This is the main category that your app will be grouped in.  **Highlight in yellow** the most relevant category. | * Business Intelligence * Category Intelligence * Contingent Workforce * Contracts * Employee Adoption * ERP Accelerators * ESG * Financial Planning & Analysis * Governance, Risk & Compliance * Human Capital Management * Intake & Orchestration * Inventory * Invoicing * IT Management * Procurement * Supplier Enablement * Systems Integration * Tax Engines * Travel & Expense * Treasury * Other: \_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **Which Coupa products does your app require?** | **Highlight in yellow** all that apply. | **Coupa Core**   * Coupa Core Platform * [Coupa Procurement](https://www.coupa.com/products/procurement) * [Coupa Invoicing Management](https://www.coupa.com/products/e-invoicing) * [Coupa Travel & Expense](https://www.coupa.com/products/expense-management) * [Coupa Contract Lifecycle Management](https://www.coupa.com/products/contract-lifecycle-management) * [Coupa Supplier Information](https://www.coupa.com/products/supplier-management/supplier-information-management) / [Risk and Performance Management Standard](https://www.coupa.com/products/supplier-management/supply-chain-risk) * [Coupa Strategic Sourcing](https://www.coupa.com/products/strategic-sourcing)   **Coupa Power Apps**   * CCW [(Coupa Contingent Workforce & Services Procurement)](https://www.coupa.com/products/contingent-workforce-management) * RPMA [(Coupa Supplier Risk & Performance Management Advanced)](https://www.coupa.com/products/supplier-management/third-party-risk) * [Coupa Pay](https://www.coupa.com/products/pay) * [Coupa Treasury Management](https://www.coupa.com/products/treasury-management) * [Coupa Supply Chain Design & Planning](https://www.coupa.com/products/supply-chain-design) * CSO [(Coupa Sourcing Optimization)](https://www.coupa.com/products/strategic-sourcing/sourcing-optimization) |
| **How does your app complement  the Coupa Platform?** | Specific to the Coupa products highlighted above. Be specific to what your app solves for, how it connects or adds value to Coupa's product(s). |  |
| **Implementation Time** | **Highlight in yellow** the option that best describes your app. | * Less than 1 day * Less than 1 month * 1-3 months * 3-6 months * 6+ months |
| **Special Offers** | **Highlight in yellow** the option that best applies to your app (if any). | * Free *This means your app is 100% free to use- there is no tiered pricing or free trial.* * Free trial *This means your app is available for use for a limited time.* * Try before you buy  *This means users can take advantage of a free license or gain limited access prior to purchasing your solution.* |
| **Product URL** | Link to your product’s website or our partnership page on your domain. |  |
| **Features** | The features section allows users to gain a deeper understanding of your app. The features should be described in a summary that will enable you to understand the core benefit.  **TIPS:**   * Use clear and straightforward messaging * Avoid using hyperbolic claims (i.e. we will not state that your app can provide 100% accuracy) * Avoid acronyms or jargon that the audience may not be familiar with * If applicable, include images that show the app within the Coupa platform * Feel free to add/remove the number of features   \*Please also attach images to the email for higher-resolution\* | |
| **Feature 1** | Feature Title |  |
| Feature Description |  |
| Screenshot of Feature  **FORMAT:** Attach hi-resolution image over email |  |
| **Feature 2** | Feature Title |  |
| Feature Description |  |
| Screenshot of Feature  **FORMAT:** Attach hi-resolution image over email |  |
| **Feature 3** | Feature Title |  |
| Feature Description |  |
| Screenshot of Feature  **FORMAT:** Attach hi-resolution image over email |  |
| **Feature 4** | Feature Title |  |
| Feature Description |  |
| Screenshot of Feature  **FORMAT:** Attach hi-resolution image over email |  |
| **Feature 5** | Feature Title |  |
| Feature Description |  |
| Screenshot of Feature  **FORMAT:** Attach hi-resolution image over email |  |
| **Resource Documents** | Links to case studies, whitepapers, technical instructions, solution overviews, etc.  **FORMAT:** PDF for documents; YouTube or Vimeo for videos |  |

| **Internal Information**  This will help us better understand and position your app. | | |
| --- | --- | --- |
| **Target Persona** | What persona(s) are you looking to target? |  |
| **Target Revenue** | What revenue(s) are you looking to target? |  |
| **Target Industries** | **Highlight in yellow** all that apply. | * ​Automotive * Banking & Investment * Business Services * Consumer Products * Food & Beverage * Healthcare * Industrial Manufacturing * Insurance * Life Sciences * Oil & Gas * Process Manufacturing * Public Sector * Retail * Technology * Telecommunications * Utilities |
| **Geography/ Market Coverage** | Is the app available to a specific geography/market? **Highlight in yellow** all that apply. | * North America * EMEA * APAC * LATAM * Japan * All |
| **Market Segmentation** | What is the core market for your app’s functionality? **Highlight in yellow** all that apply. | * Corporate ($0-$250M) * Mid-Market ($250M-$1B) * Enterprise ($1B+) |
| **Qualification Criteria** | **For example;** minimum volume, transaction type, and specific market segment (if any). |  |
| **FAQs** | Please provide 3-5 frequently asked questions and answers about your app. | 1. **Question 1:** **Answer 1:** 2. **Question 2:**  **Answer 2:** 3. **Question 3:**  **Answer 3:** 4. **Question 4:**  **Answer 4:** 5. **Question 5:** **Answer 5:** |
| **Positioning** | How should Coupa sales position your app to our customers? |  |
| **Pricing** | While we realize that price can be an objection for many customers and or a competitive edge, by providing Coupa with a price range and/or pricing structure, we will better know how to position your app.  Please include any Pricing Information and Coupa Product Entitlement Requirements. |  |
| **Implementation Requirements** | Please include any implementation and statement of work requirements. This should consist of typical time and parties involved: Partner Professional Services, Coupa Professional Services, and/or System Integrators Partner Services. |  |
| **For Gold and Platinum Partners ONLY** | | |
| **Marketing Budget** | How much do you have allocated for co-marketing activities per quarter? |  |
| **Past and current marketing initiatives** | Please list any current or previous successful marketing activities that you rely on for awareness and/or lead generation (i.e., trade shows, 3rd party webinars/events, associations, etc.) |  |
| **Sales Cycle** | What is the average sales cycle for this app? |  |