

CREATIO MARKETPLACE PARTNER PROGRAM: APPLICATION PRICING AND REVENUE DISTRIBUTION

Feel free to choose a business model for your application. The right business model aligns your goals with the expectations of your target market and allows you to get the most out of your application on Creatio Marketplace.

- **Paid model**

Paid applications are available at Creatio Marketplace on a subscription basis, similar to the base products of Creatio. This model allows users to pay and get access to the application for a defined limited period - one year as a standard model. Once the subscription of an application expires, the customer can renew the subscription that ensures the annual recurring revenue of your application. The subscriptions can be either user-based or flat rate subscriptions with an unlimited number of users. The success component of this business model is the quality services provided by the Marketplace Partner and professional product maintenance along with the technical support that will increase the probability of subscription renewal. When choosing a paid model, a Partner specifies a fixed price for each of its products. There can be several versions of products (for example, basic, advanced, etc.). In this case, the cost must be indicated for each of them.

- **Free model**

The free business model is mostly designed to generate leads. Such products help build brand awareness and drive customer base growth. If you are a vendor (ISV) and plan to create an integration with Creatio products, choose the free connector promotion model. By placing it on the Creatio Marketplace you will attract new customers and open a new channel of revenue by selling your product with the free connector with Creatio.

The financial model of revenue distribution determines the commission rate for the Marketplace application received by the parties from the sale. Marketplace applications can be sold through the following channels:

- **Vendor;**
- **Marketplace Partner;**
- **Sales Partner.**

Vendor	Marketplace Partner	Sales Partner
Creatio registered a lead for a partner's Marketplace application and closed the deal by the Creatio sales team.	A partner who developed the application registered a lead for its application and closed the deal.	Any Creatio partner who registered a lead for a Marketplace application published/developed by another partner and closed the deal.

Revenue distribution is applied for:

- **Creatio Base products** — Creatio Base product that was used for the development of the application;
- **Add-on** — an application developed by the Technological partner.

Additional definitions:

- **PP** — commission rate for the Sales Partner on the Creatio Base products according to the Partner’s current level of Creatio Partner Program.

Marketplace Add-ons/Connectors	
	Add-on
Vendor	20%
Sales Partner	20%
Marketplace Partner	60%

Marketplace Software Solutions		
	Creatio Base	Add-on
Vendor	90%-PP	20%
Sales Partner	PP	20%
Marketplace Partner	10%	60%

To support efficient sales process run by the Vendor or Sales Partner, Marketplace Partner should provide presale support as an application developer. Presales support can be requested by the Vendor or Sales Partner running the opportunity. It should include initial consultancy, demo prep, participation in the meetings with customers to demo application and provide additional assistance with other activities to successfully close the deal.

Marketplace partners should respond to the presale requests within a period of one business day via contact info published on [Creatio Marketplace](#).

ADD-ONS AND CONNECTORS

Sold by Marketplace Partner	Add-on
Vendor	20%
Marketplace Partner	80%

Sold by Vendor	Add-on
Vendor	40%
Marketplace Partner	60%

Sold by Sales Partner	Add-on
Vendor	20%
Sales Partner	20%
Marketplace Partner	60%

Example 1:

Marketplace Add-on/Connector.

Sold by Sales partner:

	Commission, %	Commission, \$
Add-on/connector, \$		400
Vendor	20%	80
Sales Partner	20%	80
Marketplace Partner	60%	240

SOFTWARE SOLUTIONS SALES

Sold by Marketplace Partner	Creatio Base	Add-on
Vendor	90% - PP	20%
Marketplace Partner	10% + PP	80%

Sold by Vendor	Creatio Base	Add-on
Vendor	90%	40%
Marketplace Partner	10%	60%

Sold by Sales Partner	Creatio Base	Add-on
Vendor	90% - PP	20%
Sales Partner	PP	20%
Marketplace Partner	10%	60%

Example 2:

Marketplace Software Solution.

Sold by Sales Partner.

Sales Partner Level — 5. Level commission — 50%.

	Creatio Base		Add-on		TOTAL, \$
	Commission, %	Commission, %	Commission, %	Commission, %	
Product cost, \$		600		400	1 000
Vendor	40%	240	20%	80	320
Sales Partner	50%	300	20%	80	380
Marketplace Partner	10%	60	60%	240	300

SUBSCRIPTION RENEWAL

For the second and the consecutive years of subscription, the add-on commission distribution remains unchanged:

- 10% commission for a Marketplace Partner remains unchanged for all consecutive years.
- PP —the commission for the Creatio Base products is calculated according to the Partner Program.

Marketplace Add-on/Connector	
	Add-on
Vendor	20%
Sales Partner	20%
Marketplace Partner	60%

Marketplace Software Solutions		
	Creatio Base	Add-on
Vendor	90% - PP/2	20%
Sales Partner	PP/2	20%
Marketplace Partner	10%	60%

Below are the terms and conditions for the revenue distribution from the renewal of **Marketplace Software solutions**:

Subscription renewed by Sales Partner	Subscription renewed by Marketplace Partner	Subscription renewed by Vendor
The customer is assigned to the Creatio Sales partner who renews the subscription and is not the developer of this Software solution.	The customer is assigned to a Marketplace Partner who published the Software Solution.	The customer is assigned to Vendor.

Subscription renewed by Marketplace Partner	Creatio Base	Add-on
Vendor	90% - PP/2	20%
Marketplace Partner	10% + PP/2	80%

Subscription renewed by Vendor	Creatio Base	Add-on
Vendor	90%	40%
Marketplace Partner	10%	60%

Subscription renewed by Sales Partner	Creatio Base	Add-on
Vendor	90% - PP/2	20%
Sales Partner	PP/2	20%
Marketplace Partner	10%	60%

Example 3

Software Solution Subscription renewal.

Renewal is done by Sales Partner.

Sales Partner Level — 5. Level commission — 50%.

	Creatio Base		Add-on		TOTAL, \$
	Commission, %	Commission, %	Commission, %	Commission, %	
Product cost, \$		600		400	1 000
Vendor	65%	390	20%	80	470
Sales Partner	25%	150	20%	80	230
Marketplace Partner	10%	60	60%	240	300

TECHNICAL SUPPORT SOLUTIONS SALES

The distribution of income from the sale of support among the sales participants shall follow the same rules and occur in the same proportion as the distribution of income from the sale of Applications.

DISCOUNTS

When selling Marketplace applications, the discount is **always equally distributed** among the sales parties. It means that each participant of the application sale gives away **the same percentage** of their sales commission.

Important: After the discount, the Vendor always receives at least 40% of the List Price of Creatio Base products.

Notifications about the discount offered are sent by email to all sales participants.

Example 4

Deal closed by Sales Partner.
 Sales Partner Level — 3. Level commission — 40%.

	Creatio Base		Add-on		TOTAL, \$	Discount, %	TOTAL incl. discount, \$
	Commissi on, %	Commission, %	Commission, %	Commission, %			
Product cost, \$		600		400	1.000	10%	900
Vendor	50%	300	20%	80	380	10%	342
Sales Partner	40%	240	20%	80	320	10%	288
Marketplace Partner	10%	60	60%	240	300	10%	270

If the Marketplace application's price and/or conditions have been changed after they were offered to the client, the Vendor/Sales Partner/Marketplace Partner may, within 1 month, sell this application at the price and/or conditions that were valid at the time offer was presented, without agreement with other participants.

LICENSE DELIVERY

If the opportunity running by the Vendor, the contract terms, including payment and license delivery conditions, could be determined by the Vendor itself.