Content Best Practices for Solution Pages

Create a world-class page on SAP App Center

THE BEST RUN SAP

Content Sells!

Your solution page on SAP App Center is your storefront to SAP's 440,000+ customers who consider SAP App Center as the go-to marketplace to discover, try, and buy solutions from trusted partners like yourself. The content you display to market your app on SAP App Center is critical for customers to get the information they need in order to make a decision to purchase your solution. The content needs to convince the customer that your solution best suits their needs. Placing time and effort into developing high quality content pays off.

General Guidelines

Before we dive into each section, here are some general guidelines you should follow.

Remember - you're selling a solution, not providing detailed solution or technical information. Engage the customer by:

- Highlighting unique selling points, competitive advantages, and benefits.
- Focus on the business benefits - what the customer can do with the solution and how the solution benefits the customer or the customer 's company.

The goal is to encourage your customers to read about what you have to offer.

Use

- The wording should be in plain English and in terms that our customers use.
- Position your company against your competitors and convince the customer that your solution is the best one. Short, clear sentences that are easy to understand.
- Action verbs, active versus passive voice.
- Examples and images to breathe life into the description and engage the reader Up-to-date, relevant solution resources.
- Allow the customer to more concretely understand the problem your solution solves by presenting the user with use-cases for your app wherever possible.
- Highlight how you can help, your differences and be specific.
- Add some quantitative measures like customer ratings.

Avoid

- Technical jargon and complicated technical explanations.
- Overuse of acronyms or abbreviations.
- Claims of being "the best," "the only," "seamless," "out of the box" – unless true Generic resources.

Calls-to-Action

A 'Get It Now' button will always display upon publication and 'Try free' button will display only when solutions have a free trial. The 'Get it now' button will trigger a 'Contact Form', requesting the customer to provide contact information. Once the 'Contact Form' is submitted, you the partner will be able to start the engagement with the customer.

At A Glance Section

Everything in this section should quickly summarize your solution and entice the user to read further down the page.

1) Solution Icon
2) Solution Name
3) Headline
4) Short Description

5) Categorization
6) Screenshot
7) Video

Solution Icon

The App logo should provide a unique visual identity for your solution. It appears not only on the overview solution page, but also when your solution appears on our homepage or in a solution search.

Solution icons that are simple and representative of your solution's capabilities are best. If you do not have an App Icon, you may use your company logo, although we recommend against this.

Specifications: Please submit your solution icon in .png format at a size of at least 150 px x 150 px. Your logo should fill out the entire square.

Do:

Choose an icon that helps users quickly distinguish your solution from others. When your solution appears on our homepage or in search, it may appear alongside many other solutions. In these cases, it's important that users can easily find and identify your solution from the crowd.

Example:

Avoid:

Submitting your company logo as your solution icon as customers search by solution and not by partner name. If you do not have a solution icon, we will accept a company logo as a solution icon. In this case, you company logo should fill out our icon space. If you have more than one solution, do not us the same solution icon.
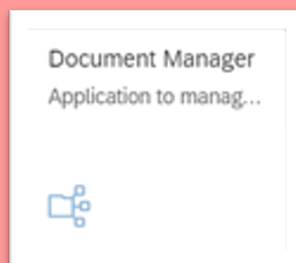
Example:

Don't:

Don't use an icon that is too intricate or text heavy. You should not use a solution screenshot here.

Don't use an icon that doesn't fill the entire space allotted.

Example:

Solution Name

Your solution name will appear at the top of your solution page with your partner company name displayed beneath it. To avoid duplicates in this section your name should contain only solution name and not partner name or a tagline.
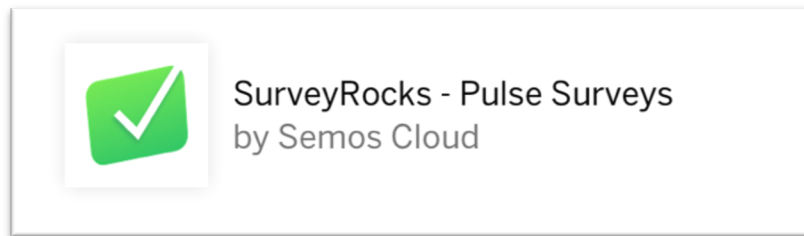
Adhering to SAP Partner Branding Rules

Please ensure that you follow SAP's Partner brand guidelines. A few requirements:

1. Do not place "SAP" or the name of any SAP offering or trademark of SAP in front of your solution name.

2. You can however use the format "Partner Solution for SAP Solution" and we encourage you to do name your solution this way.

Watch this video to learn how to name your offering in accordance with SAP's Partner Brand guidelines:

[Click here to watch the video](#)

If you use a name that does not match the one you use in the partner portal, please contact your PxM to have your official solution name changed.

Specifications: Solution Names must be less than 50 characters including spaces. Any excess will be truncated.

> **Do:**
>
> Include high value search keywords in your solution name that help add clarity to what functionality and business value your solution delivers.

Don't:

Use abbreviations in your solution name, unless necessary to fit within character limit guidelines.

Include your company name unless it is explicitly part of your solution name. If you do include your company name, you should lead with your company name followed by your solution name and then followed by any SAP solution names.

Include taglines, slogans, etc. as part of the solution name.

This is the first major "headline" that the customer will see on your solution page. It should set the tone for the value and description of your solution and the list of solution benefits that follow. If you have a tagline that you use regularly for your solution, that can be appropriate here. Do not include your solution name here.

Specifications: Do not exceed 80 characters with spaces. Any excess will be truncated.

Don't

Use a slogan or marketing speak or your solution name here.

Do:

Create a simple and clear headline. Use this field to highlight your solution's main core function or business value. A good example is: "Model New Org Charts within Minutes" or "Create Unique and Relevant Digital Experiences For Your customers".

Short Description

Provide an elevator pitch for your solution, focusing on core capabilities and business benefits. You should use this space to position your solution to customers of the SAP App Center. You should speak to how your solution integrates and extends SAP solutions briefly, if applicable.

Specifications: Do not exceed 300 characters with spaces.

Do:

Think about how you would describe this solution to a friend or colleague in a few sentences. A good description will answer the questions, "What does it do?" and "What impacts will it have on a customer's business & needs?"

Speak tangibly about what your solution does and what the business value of this is. You should entice a viewer to want to read more.

Example:

"ABC enables employers to enrich their company culture and provide extraordinary employee experience by showing appreciation that employees deserve. Fully integrated with your existing SSO and role-based permissions from SuccessFactors to create a unique and tailored experience for your workforce."

Don't

Get too granular. Given the length of the section, you should not list all solution features.

Use question and answers to describe your solution.

Talk about the certification.

Talk about the experience that your company has on the industry; This is not a description about the partner.

Example:

"Reliable Data Protection and Bare Metal Recovery for SAP Environments. Certified for SAP HANA 1 & 2 on Inlet- & MIB Power platforms, SAP NetWeaver & protects SAP ASE"

"ABC Reporting helps bring large volume SAP data into Excel with high performance and full compliance to SAP application level security. It supports Table, Join, Cube, BEx, InfoSet, Extractor, BAPI, RFC. It is compatible with Excel 2013, 2016, 2019, 365, 32-bit or 64bit."

Categorization

In this section, we will indicate what certification (if any) your solution has been assigned. We will also display the SAP technology that your solution integrates with. The SAP App Center team will obtain this information from the App Readiness Check.

Partner Certification | Solution Type | Works With
🔖 SAP Endorsed App | Applications | SAP Successfactors Compensation

Screenshot Gallery

If you include demo video in your solution page header section, this the video thumbnail from your video on YouTube or Vimeo will be the first major visual representation of your solution. This image should be a screenshot from a solution, or a screenshot(s) displayed in the appropriate device frame(s). Click here to learn how to define your video thumbnail on YouTube or click here to define your video thumbnail on Vimeo.

You'll have the opportunity to provide multiple images in the screenshot slider and to choose one image or a video to appear first in sequence.

Specifications: These images should be landscape and be 16:9 in aspect ratio and should be at least 1280 x 720 in pixels.

Do:

Choose screenshots that have large, visually compelling, easily recognizable elements on the screen. As the screenshots will display at a relatively small size, users generally won't be able to identify smaller elements and screens that are mostly text will be both illegible and lack impact. If your solution is largely text-based, you may wish to choose another type of image for this section.

Example:
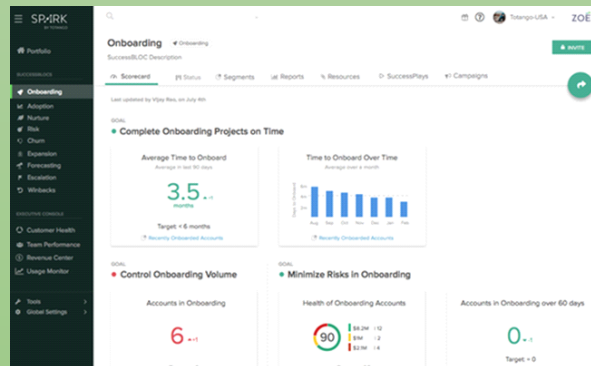
If your solution is for mobile, you can use 16:9 vertical images.

Don't:

Use your solution icon or company logo for this image. As the icon will already be displaying just above this section on the solution page, repeating it here will not look good.

Example:

Don't use images that doesn't show your solution screen, images that are not 16:9 ratio or does not depict solution functionality.

Video

If you add a video, it will be displayed as the first item in the screenshot slider. Customers want to see your solution and how it works. You should include screen captures here. Voice narration helps to keep viewers engaged.

Note that this player is only compatible with YouTube or Vimeo links. Please preview your page and test your video before publishing your app. If the video does not play, ensure that your video's URL does not contain "list="

Do:

Display a demo video of your solution showing the functionalities and guiding the users through them. We suggest narrating the demo video in English.

Example:
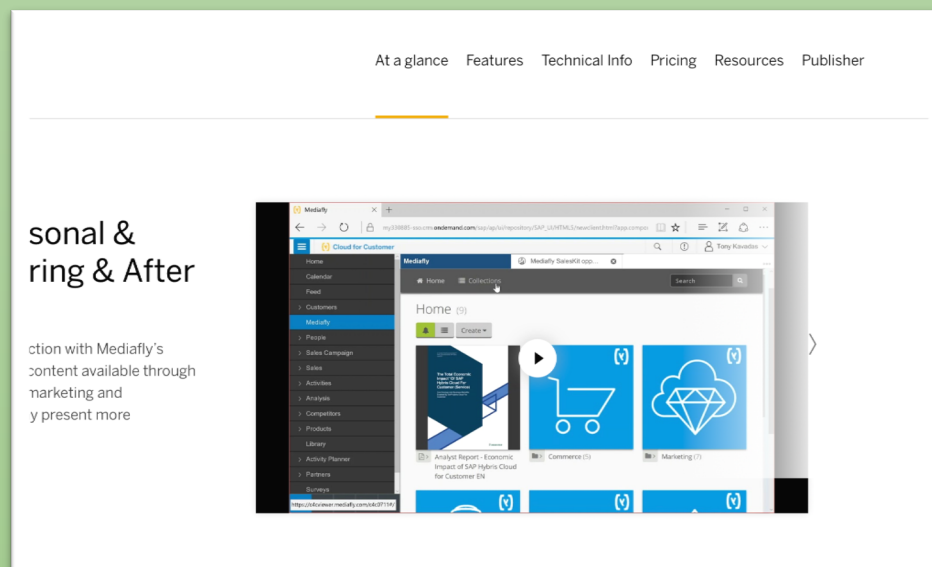
Why is this a good example? The video thumbnail from YouTube/Vimeo is solution screenshot and includes contrast with the background color of page.

Don't

Display a video describing your company or a video with a customer success story

Video thumbnail from YouTube/Vimeo is company logo and does not represent solution

Example:

Why is this a bad example? The background of the video thumbnail is white and so is the solution page background. There is little contrast.
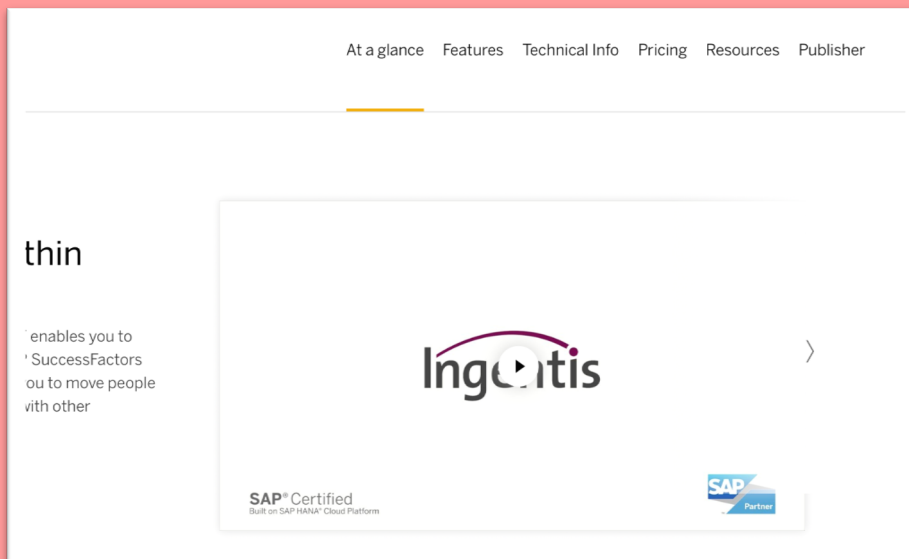
Benefits and Features Section

Benefits and Features

① BENEFITS

Capture Responses any Time, Anywhere ②

Create direct lines of communication with your workforce. Get quality responses on a variety of ③
topics and capture them in one central place.

Make Smart Decisions

Use Net Promoter Score (NPS) and our robust analytics to make data-driven decisions. The
results—processed by SAP Cloud Platform—are instantly available.

Deploy Quickly with SAP Pre-Integration

When you are ready to deploy, SurveyRocks comes with out-of-the-box integration with SAP
SuccessFactors and considering all the attributes from the organizational data and hierarchies.

More Benefits

④

⑤ **Ask, listen and improve your processes**

With built-in templates and our pre-built
integrations, you will be able to engage with your
audience quickly and in an automated manner. Use
our robust analytics to make data-driven decisions
while the results are instantly available for your
admins and your managers alike. ⑥

⑦
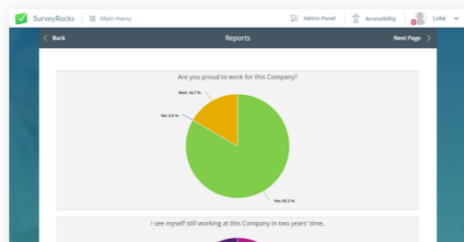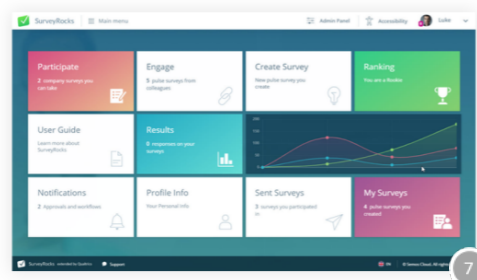
Simple, Mobile-Friendly Reports

It's easy to reach your employees. Rely on real-time
analytics to check employee feedback, detect
sentiment and understand rate of engagement.

1) Customer Benefits
2) Customer Benefit Title
3) Customer Benefit Description
4) Features

5) Feature Title
6) Feature Description
7) Feature Images

Business Benefits

The benefits fields should be used to detail the main business value drivers of your solution. Use the features section to describe solution features in more detail. These are value propositions, most often phrased in terms of the value a customer can drive in their business by using your solution. We encourage you to display at least three business benefits on your solution page.

Specifications: We require that you display at least 3 business benefits. Do not exceed 300 characters for descriptions and 80 characters for titles.

BENEFITS

Capture Responses Any Time, Anywhere

Create direct lines of communication with your workforce. Get quality responses on a variety of topics and capture them in one central place.

Make Smart Decisions

Use Net Promoter Score (NPS) and our robust analytics to make data-driven decisions. The results—processed by SAP Cloud Platform—are instantly available.

Deploy Quickly with SAP Pre-Integration

When you are ready to deploy, SurveyRocks comes with out-of-the-box integration with SAP SuccessFactors and considering all the attributes from the organizational data and hierarchies.

Customer Benefit Title

Titles for the benefits should be written as short phrases beginning with a present tense verb. They should be phrased in terms of what impact a customer can drive in their business when they use this solution. Use sentence-style capitalization and do not include a period.

Specifications: Your titles should not exceed 80 characters with spaces.

> **Do:**
>
> Your title should be more specific such as "Avoid Breach Notifications and Reputational Risk" and "Protect Sensitive Data from Unauthorized Users"

> **Don't:**
>
> Don't merely use "Save Time" or "Lower Cost" as your title. Many, many solutions also allow customers to do this.

Business Benefit Description

Captions are one to two sentences in length and ideally bring together "what" the customer will be able to do with this solution with "how" they'll be able to do it and "what" impact this will have on their business.

Specifications: You should not exceed 300 characters with spaces.

> **Do:**
>
> Describe how this solution will benefit the user in a detail description. Include some breve data or KPI´s.
>
> Example:
>
> "Increase communication within your team by using built-in collaboration tools, so you can shorten sales cycles and engage customers more responsively and effectively."

> **Don't:**
>
> Confuse value propositions with solution capabilities or present the solution as an end in itself. (e.g. "Enjoy Faster BI")
>
> Go too high-level. (e.g. "Achieve real business outcomes", "Drive business improvements")
>
> Simply list a string of adjectives. (e.g. "Fast, Simple, Powerful")

Features

This section gives you room to outline the key features or functions of your solution. You can use this section to describe technical capabilities or speak to key use cases. We require all solution pages to include at least 3 feature fields. You should not exceed 5 features.

You should always display a relevant image for every feature. Each image should be consistently sized.
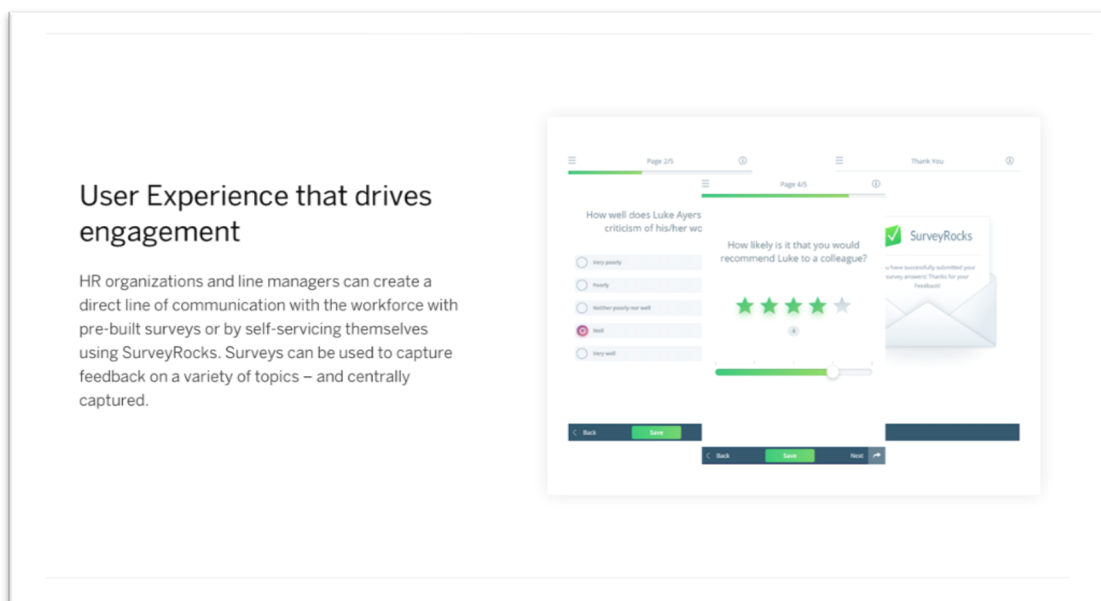
The following fields can be found on the features tab. Expand each section below to learn best practices for this section.

Feature Title

For each feature, you will be asked to provide a title that gives a quick description of that feature for the user. Our recommendation is to start your feature title with a present tense

verb. This title should be a short phrase. The customer should be able to understand what new capabilities they will gain by using your solution. Titles should be kept brief.

Specifications: Do not exceed 50 characters including spaces.

> **Don't:**
>
> Use feature names that are only one word. Ensure that the title of the feature would be understandable to a user who has not read the description.

Feature Description

Captions should be 3-4 sentences in length. They indicate how each core feature contributes to creating business value and provide a bit of detail around the specific capability the solution delivers.

Specifications: Do not exceed 300 characters including spaces.

> **Don't:**
>
> Create a feature about your solution overview, we encourage you to be specific with each feature.
>
> Describe a success case as a feature description, we encourage you to place success cases in the resources section.

Feature Image

Feature Images should represent a screen from your solution, but illustrative diagrams may also be used to depict features at a more conceptual level. Images should not be text-heavy or merely serve the purpose of depicting text.

Specifications: You should submit these images at a resolution of at least 1280 x 720. Images can be landscape or portrait. The aspect ratio of the images should be 16:9.

Do:

Include images with vibrant color that display the full screen of your solution.
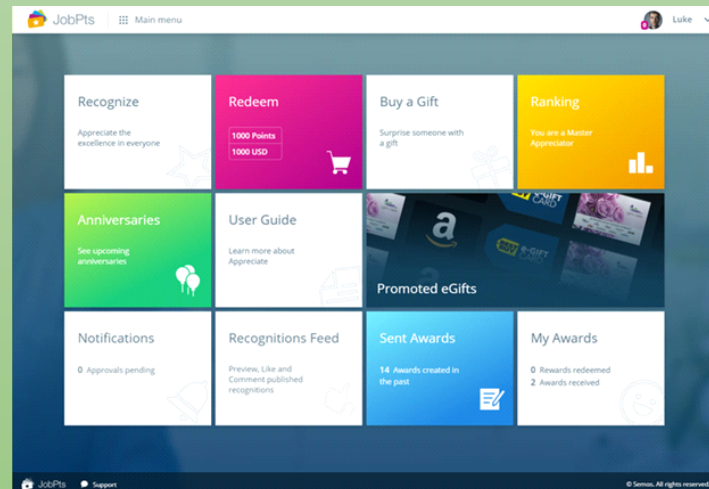
Don't:

Include text heavy images that do not depict solution functionality or images that include annotations.

Examples:
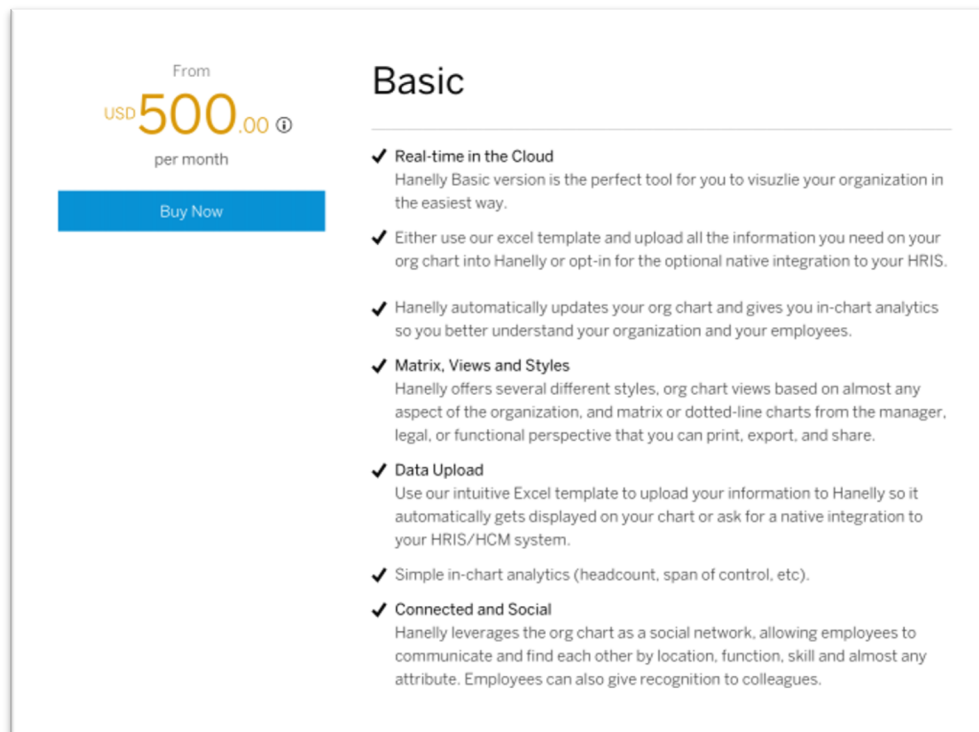
Include images that contain shadows or other UI elements that are not part of your application such as a browser window or Operating system toolbars.

Plans and Pricing section

You must always display a price. Customers look for pricing on solution pages so they can have a starting point to engage with you.

Some ideas to get started:

1. Offer a starter edition

We recommend that you offer a pricing edition that allows a customer to purchase your solution with limited functionality or a small number of users so they can try your solution with a small number of users before they decide to deploy further.

2. Offer a Free Trial edition
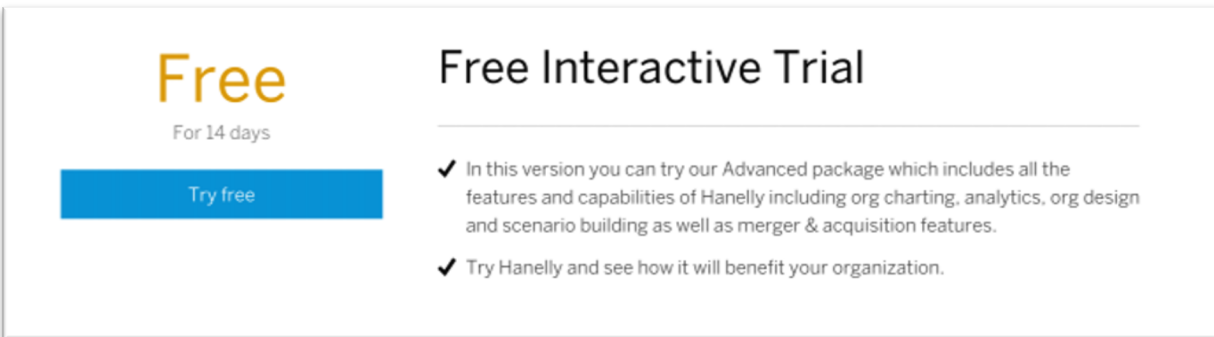
We highly recommend offering a Free Trial. A trial edition of a solution allows for all potential customers to test drive a solution for a <u>set period of time</u> before purchasing. customers want to try a solution before they buy it.

3. Display a Sample Pricing Packages

Is your pricing determined at the time of sale by multiple factors? If so, we recommend that you create a few sample pricing editions that serve as <u>sample "packages"</u> for customers to get a better overview of how your pricing works. The customer can then contact you for pricing that is specific to them.

Small Volume

From
USD **500**.00 ⓘ
Per Month

Buy Now

Contact Us

✓ This version is to use proven business partner data records in selected processe
   and projects. It is recommended for100 -to 10.000 data records.

✓ Includes unlimited USER

High Volume

From
USD **2,874**.00 ⓘ
Per Month

Buy Now

Contact Us

✓ This version is for small to midsize companies that use proven business partner
   data in selected enterprise systems. It is recommended for 10.000 -30.000 data
   records.

✓ Includes unlimited USER

Big Data

Price upon request

Contact Publisher

✓ Fix price for 300,000 records p.a.

✓ Low price for additional records

✓ This version is for continuous use of proven business partner data in several
   enterprise systems of mid-size / large companies. It is recommended for more
   than 30.000 data records.

✓ Includes unlimited USER

This sample package is designed to allow you to display indicator pricing to allow your customer to get an idea of your pricing. It is not transactable. You will transact against custom pricing and terms in our deal creation process.

Additional Pricing Configurations Available

Offer a complete, tiered pricing for your complete solution offering

From

USD **1,000**.00 ⓘ

per month

Buy Now

Standard

All of Basic plus:

✔ Includes all the features and capabilities of Basic version plus tons of out of box advance analytics.

✔ You can also create your own analytics and reports based on your own requirements in 3 simple steps.

✔ Advanced dashboards with layered filtering.

✔ Organization headcount and salary overview.

✔ Employee trends analytics.

✔ Turnover analysis.

Supported pricing configurations: Use the following options to configure the pricing packages mention Above.

Flat rate: One Time + Setup fee: You can charge customers a one-time fee plus a setup fee.

Flat rate tiered pricing with included units + Setup Fee: In this case you can charge the customers for the number of Units they need plus a setup fee. (Units = gigabyte, hour, or user license etc.) This option could be recurring or not.

Recurring + Setup Fee: Here you charge customers periodically. Billing periods consist of 30, 60 or 90 days. You could also add a set-up fee. (this option could be unit based)

Unit Based + Setup Fee + Tiered Pricing w/ Included units: With this option you can show customers an example of unit-tiered pricing. We recommend giving a starting price/unit and then, you can start reducing price as the number of units increase. (Units = gigabyte, hour, or user license etc.). This option could be **Recurring** or not.

Hidden Price

If you'd also like to include a pricing edition that does not show pricing and allows the customer to contact you for custom pricing, you can create a Hidden Price Edition.

Please note that in order to display a Hidden Price Edition you must have configured starting pricing edition already.

Resources Section

In this section, you'll be able to upload white papers, data sheets, customer success stories and additional videos that go into more depth than your video that displays in the hero section of your page.

For videos, please provide a YouTube or a Vimeo link.

If you would like to add a customer reference to your solution page, please add a customer reference story as a PDF file or a video and upload to as a resource.
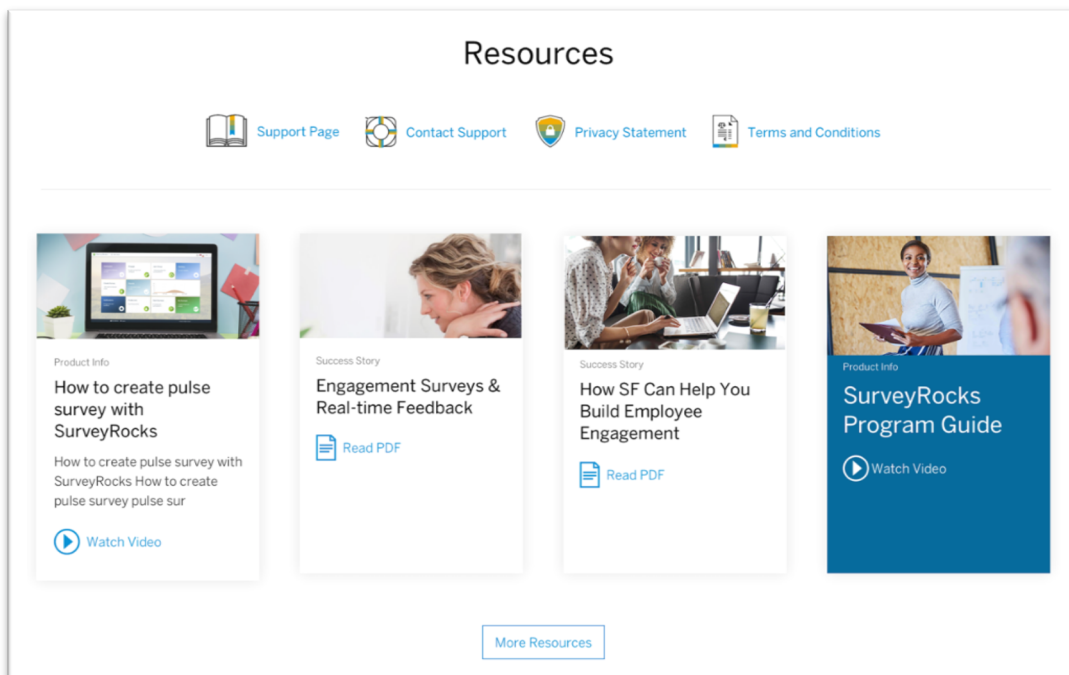
Publisher Section

On this portion of the page, your partner company name will be displayed above a description of your company.
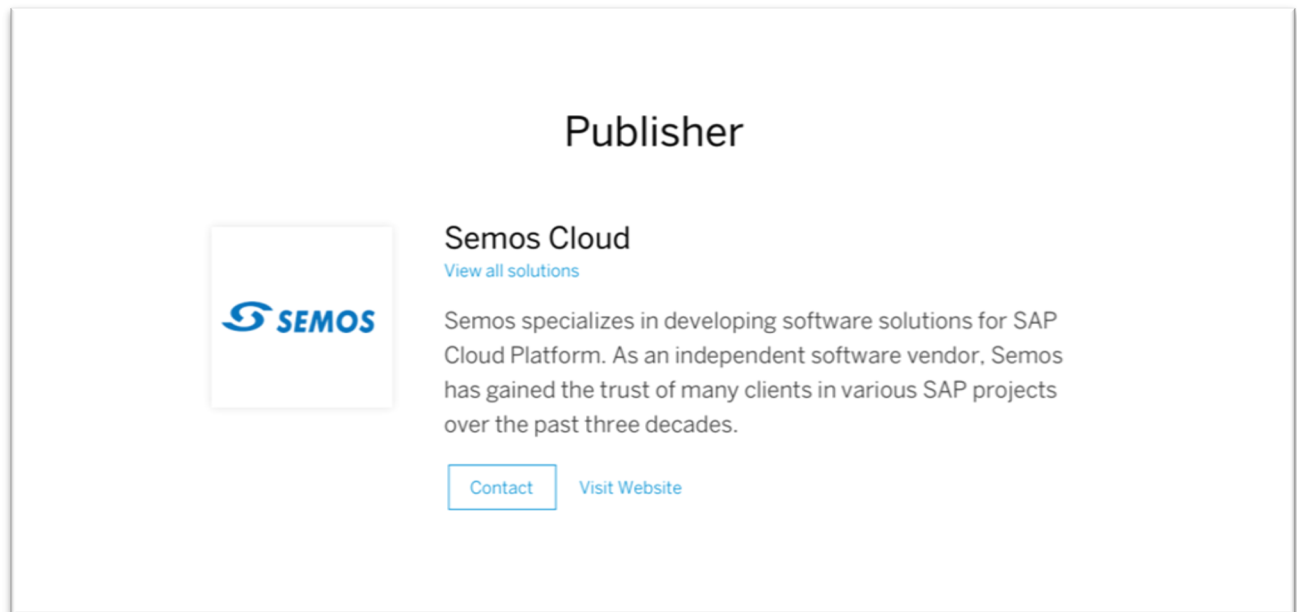
Company Logo

Specifications: Your logo should be provided in .png format of at least 180px in width.

Company Overview Description

You can provide a short description of your company here. Use this space to establish your company as a trusted vendor for potential customers. You can do this by referencing things such as your company history, your existing customer base or any awards or recognition that you have received.

Specifications: 300 character maximum.

Simple Solution Description (150 characters)

The meta description/ SEO description is what will appear in search results and on SAP.com. The text should entice a user to click through to read more about your solution. It should help to differentiate your solution and use easily understandable and common terminology for your audience.

This description does not display on your solution page.

JobPts: Employee Recognition by Semos | SAP App Center
★★★★★
Inspire achievement with peer-to-peer **recognition and rewards** in order to attract, motivate, and retain employees.
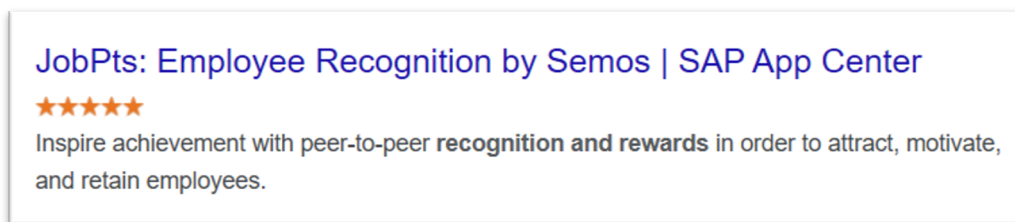
Specifications: Do not exceed 150 characters with spaces. Any excess will be truncated.

Do:

Include which functionality and business value your solution delivers using high value search keywords.

Example:

"Digitalize your Employee Scheduling, Time & Communication. ABC offers a cloud-based solution for employee management and communication"

Simple Solution Description (80 characters)

The search result caption should be descriptive of your solution and highlight its main benefit. It should be short and use sentence-style capitalization. The subtitle will appear as a subtitle when your app appears as a tile in search results on the SAP App Center. As such, this field should entice a user to click your app to learn more.

Specifications: Do not exceed 80 characters with spaces. Any excess will be truncated.

Do:

Include which functionality and business value your solution delivers using high value search keywords.

Example:

"Simulate new organizational structures by drag and drop with advanced visualization."

Don't:

Don't make this description so broad that a customer can't get a good idea of what function your app performs before they click through. You'll have an opportunity to dive deeper into solution functionality and give a comprehensive overview in the features section.

Add a string of adjectives. This makes the description hard to process quickly. Instead use a short simple phrase that explains tangibly what your solution does.

Restate the name of the solution in your subtitle. Given that the subtitle always follows the solution name, including it in the subtitle is repetitive and wastes precious characters.

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www.sap.com/contactsap