

HP App Center Program Description



The HP App Center is part of the cloud ecosystem created for developers to Submit, Iterate and Publish your finished app(s) for consumption by HP Printer clients. It provides a single access point to submit all the related meta data that will be used to describe your app so that resellers can discover the advantages and use cases for your application. It is also where HP will perform its Verification and Validation (VAV) assessment process which reviews all code and guarantees the security level of your app. And finally, you select which Enrollment Plan fits your organization's needs.

- HP App Center is the platform used to submit your Apps for publication in the HP Workpath Ecosystem.
- Once app development is completed, finished app is uploaded along with related marketing and sales information for viewing in the app catalogue.
- HP reviews the app or security vulnerabilities and reports detailed results for fixes if required.
- Developer chooses an enrollment plan that fits your app distribution needs, marketing requirements and program goals.

Workpath Distribution and Marketing Plan Options

Private - Only Specific Reseller can view and install your app

Listed - Your app is exposed to resellers to deploy to customers, developer is responsible for Agreements and Billing

Transacted - Channel Partners and Direct HP Business can deploy, Agreements and e-Commerce are provided through HP service

Whatever App enrollment plan you prefer, HP does it's best to meet your needs

App Center Stages

The detailed stages of App Center include:

1. App Submission
 - a. Once you have finished app development, you submit your App for VAV review and publishing
2. App Enrollment - Details and Data

- a. Developer must provide details regarding the app that will be used in the catalogue to provide details for review
 - i. App name and version number
 - ii. Copy of the HPK file
 - iii. Icons
 - iv. Descriptive Images
 - v. Video
 - vi. User Guide
 - vii. Link to further details
- b. Including complete and detailed information, in an easy to read format, should result in more discovery and deployment by Channel Partners.

The screenshot shows the 'Register new app' form in the HP App Center. The form is organized into several sections:

- App info:** Includes 'App file' (with a 'Browse' button), 'App configuration template' (with a 'Browse' button), and 'App icons' (with three columns for adding icons for different app views: 'Icon for HP App Center and HP Command Center', 'Icon for HP App Gallery and HP Command Center', and 'Icon for HP App Gallery and HP Command Center').
- License type:** A dropdown menu labeled 'Select a license type'.
- Category:** A dropdown menu labeled 'Select a category'.
- Solution type:** A dropdown menu labeled 'Select a category'.
- Industry type:** A dropdown menu labeled 'Select a category'.
- Client credentials:** A section with an 'Add' button and a note: 'Please add client credentials via 'Add' button (for use with the HP Token Proxy)'. There are also 'Remove' and 'Add' buttons.
- Languages supported:** A section with a dropdown menu for the primary language, currently set to 'English (English)'. There is a '+' button to add more languages.
- Description:** A text area labeled 'Description' with a placeholder: 'Explain the main features and functions of your app.' The character count is 0/1000.

Plan Option Summary

Developer can choose a plan that fits their marketing needs from Schedule 4 of the Agreement

1. Private Plan

- a. This is our innovation entry point for developers to test their app and adjust before it is released to the

open market. It will not be listed in the Catalogue for wider discovery and distribution.

- b. A private App is created for 1 customer or specific reseller and can be deployed using HP Command Center tools.
- c. Includes up to 4 VAV reviews per app per year

2. Listed Plan

- a. For an annual fee of \$700 per app, a developer can select the Listed Plan level of Marketing and Distribution. Pricing plans can be included for each app.
- b. Developer owns the End-2-End business process which requires separate Agreements with each reseller
- c. Includes up to 4 V+V reviews per app per year
- d. Listed apps are discoverable by all Resellers and deployed to an unlimited number of end users

3. Transacted Plan

- a. For an annual fee of \$400 per year per app PLUS a 20% Revenue Share, a developer can select the Transacted Plan level of the Marketing and Distribution.
- b. Includes unlimited VAV reviews per app per year as schedule allows.
- c. Developer has access to the HP e-Commerce system run by a Third-Party Payment Processor (Merchant of Record) which allows purchase on a monthly subscription basis with tiered discount pricing if desired.
- d. All transacted apps will be covered by a single centralized set of Terms and Conditions eliminating separate Agreement negotiations.
- e. Apps could be made available, promoted and sold to Direct HP Enterprise Program customers, subject to a review by HP regarding extensibility, support and demand in the market.

See Summary Program Chart Next Page

Workpath Distribution and Marketing Plan Options

Private Self-Select Free	Listed Self-Select \$700/Year per app	Transacted Self-Select (\$400/Year per app) + 20%
<ul style="list-style-type: none"> • VAV (limited to 4V&V/year) • Whitelisting • HP Attestation service • Unlimited installs • Deployment tool (HPCC) 	<ul style="list-style-type: none"> • VAV (limited to 4VAV/year) • Whitelisting • HP Attestation service • Unlimited installs • Deployment tool (HPCC) 	<ul style="list-style-type: none"> • VAV (Unlimited) • Whitelisting • HP Attestation service • Unlimited installs • Deployment tool (HPCC)
	<ul style="list-style-type: none"> • Listing in HPCC and Workpath Public Catalogue • Included in "Spotlight Solutions" in HPCC • HP Workpath PR Kit • Workpath Developer Badge • Developer Access to HPCC 	<ul style="list-style-type: none"> • Listing in HPCC and Workpath Public Catalogue • Included in "Spotlight Solutions" in HPCC • HP Workpath PR Kit • Workpath Developer Badge • Developer Access to HPCC • HPCC eCommerce
		<p style="text-align: center;">Revenue Share 80/20 Min App Subscription \$2</p> <hr/> <ul style="list-style-type: none"> • Transacted by HP (2Checkout + T's & C's) • One agreement many Resellers • Possible inclusion in Direct HP Enterprise Opportunities • Lead generation activities <ul style="list-style-type: none"> - HP Events - HP Webinars - Reseller & Customer insights - HP Newsletters
<p>Annual Listing Fee:</p> <ul style="list-style-type: none"> • Per app, charged 12 months after app is published following 1st passed VAV • Fee will be waived if request is made to remove App from catalog on or before 6 months of listing. • We will only charge only up to 5 apps for Transacted plans [App 6 onwards will not incur annual fee.] 		

App Center Management Benefits

Using App Center, developer can easily check on the progress of their app through the VAV review process required before publishing.

A Management Dashboard will allow developers in the future to easily find and manage information about their app status, income generation and expected monthly payments.

The screenshot shows the HP App Center interface. At the top, there's a navigation bar with 'hp App Center', user information 'sidp.reseller.01@gmail.com', and 'My page'. Below the navigation bar, there are tabs for 'Apps', 'Users', and 'Support'. A left sidebar contains a menu with 'Apps', 'Requested', 'Approved', 'Archived', and 'Device models'. The main content area is titled 'Requested' and features a progress bar with stages: 'VAV Total', 'VAV Request', 'VAV (Preparation)', 'VAV (Testing)', and 'Waiting for registration'. A 'Register new app' button is in the top right. Below the progress bar is a search filter and a search input field. The main part of the dashboard is a table listing app submissions.

App name	Submitter	Version	Status	Submission d...	...
Smart Print	pegasus-link@externa...	1.06.0-smart	VAV (Preparation)	22 April 2020 (25일 전)	23 April 21
HP Large...	pegasus-link@externa...	1.04.0-hplargeformat...	VAV (Preparation)	22 April 2020 (25일 전)	23 April 21
ndPrint C...	pegasus-link@externa...	5.0.2	VAV (Preparation)	30 April 2020 (18일 전)	5 May 202
RISO Print	pegasus-link@externa...	1.08.0-riso	VAV (Preparation)	22 April 2020 (25일 전)	23 April 21
Print From...	pegasus-link@externa...	1.2.0-white	VAV (Testing)	11 May 2020 (6일 전)	15 May 20
NDD Colle...	pegasus-link@externa...	1.0	VAV (Testing)	1 February 2020 (4달 전)	4 Februar
test	anusha.daka@hp.com	1.3	VAV (Testing)	9 August 2019 (9달 전)	23 April 21
Cirros Man...	andy@bgms.co.uk	1.3.0	VAV (Testing)	5 March 2020 (2달 전)	9 April 20
SendStation	sendstation@pbsends...	1.0.5	Canceled	4 April 2020 (한 달 전)	13 April 21
SendStat...	sendstation@pbsends...	1.0.4	Canceled	3 April 2020 (한 달 전)	4 April 20

For complete program details:
[Click link on Page 1 “HP Workpath Distribution and Marketing Plan Options”](#)