



ABBYY

Marketplace

Contribution Guidelines

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These Contribution Guidelines apply to all Contributors who want to publish cognitive skills or other assets to the ABBYY Marketplace. ABBYY may at any time and at its sole discretion modify these guidelines, with or without prior notice. Any such modification will be effective immediately upon posting of modified guidelines by ABBYY.

1. What is the ABBYY Marketplace?

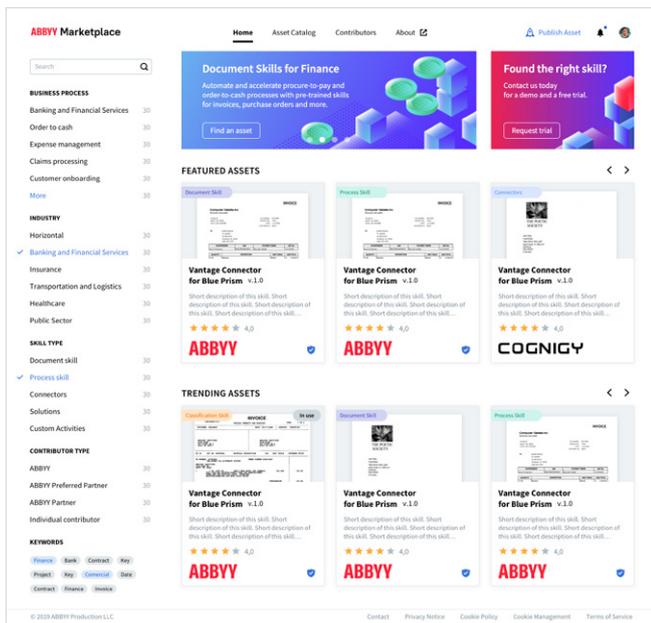
The ABBYY Marketplace provides an extensive online library of reusable Intelligent Automation assets, including cognitive skills, connectors, and custom activities. The Marketplace includes assets by ABBYY as well as assets developed by our broad network of certified partners.

1.1. Components of the ABBYY Marketplace

1.1.1 Home page

On the **Home** tab, you can see the most recent and most popular assets. The **Featured** section contains assets selected by the Marketplace administrators. The **Trending** section contains a list of 10 assets that were downloaded most frequently during the last month. In the **Recently added** section, the newest 10 assets and asset versions are displayed.

Using the filter options on the left, you can open the **Asset Catalog** with the corresponding filter applied to the view.



1.1.2. Asset card

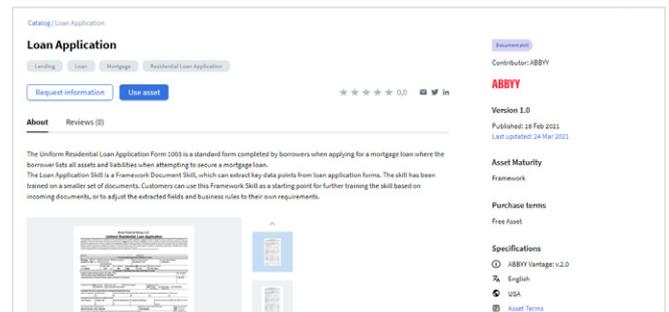
Asset cards give a quick overview of a particular skill or asset, including the name, a short description, asset rating, and the Contributor who published this asset to the ABBYY Marketplace.



An asset may have an **ABBYY Certified** label, which means that it has undergone rigorous testing and that ABBYY has verified that it meets a high standard and quality. This label is granted by Marketplace administrators. All ABBYY-developed Production Skills and Connectors meet this ABBYY Certified level.

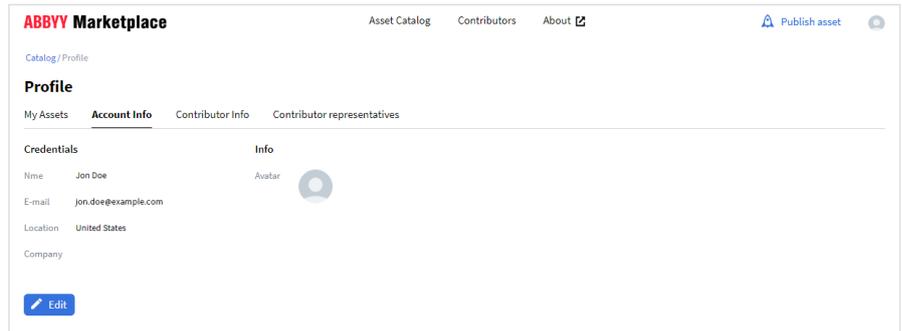
1.1.3. Asset page

By clicking on an asset card, you will come to the asset page. Here you can find detailed information about the asset you have selected, including technical specifications and documentation. From the asset page, you can start a trial of the asset (if it is paid), download it directly (if it is free), or request further information from its developer. Authorized user can also rate the asset, give feedback, or ask a question about the asset. By clicking on the date of the asset's last update, you can view an Update log of this asset.



1.1.4. User account

Once you have registered as a user in the ABBYY Marketplace, an account is created for you.

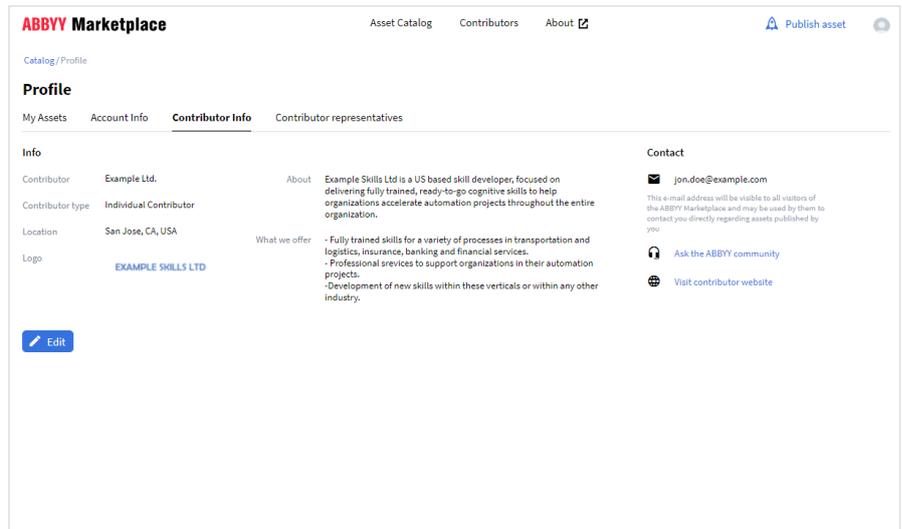


1.1.5. Contributor account

When you decide to publish your first asset to the ABBYY Marketplace, you will need to create your Contributor account. This should include information about the company in whose name you are publishing these assets to the ABBYY Marketplace as well as public contact and support information for users.

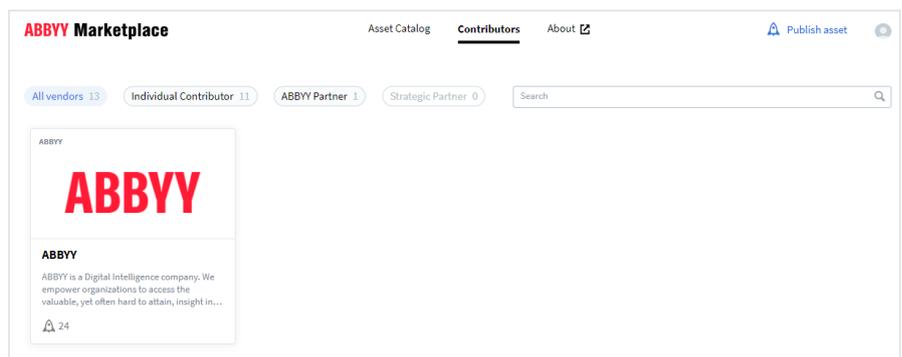
This page will be the place where ABBYY Marketplace visitors go to learn more about the developer of an asset.

Here Marketplace visitors can also see all assets published by the Contributor.



1.1.6. Contributors tab

All contributors are displayed on the **Contributors** tab. All Contributors that have published at least one asset can be found on this page. Contributors can be filtered by their type and searched by the name.



1.1.7. Published assets / My Assets

As a Contributor who is publishing assets to the ABBYY Marketplace, you can see an overview of all assets you have published under **Profile>My Assets**. Here you can see the name of each asset, its version, when it was published last, its rating, number of downloads and status.

Type	Asset Name	Version	Last Modified	Rating	Downloads	Status
Document skill	324456	1.01.	02.01.2020	★★★★	24	Published
Document skill	324456		02.01.2020			Draft
Document	1786	1.01.	02.01.2020	★★★★	17	Published

Each of your assets can have one of the following statuses:

- **Draft:** an asset that has not been submitted for review.
- **Under Review:** an asset that is yet to be reviewed by the Marketplace Administrators.
- **Rejected:** an asset that has been rejected by the Marketplace Administrators after the review procedure. You will see the reason for the rejection in the Internal notes section, or you will be contacted separately.
- **Published:** an asset that passed the review procedure and has been published in the Marketplace catalog.

1.1.8 New Questions

Users can ask questions about your assets. After Marketplace administrators approve a new question, it will be published on the asset page, and you will receive a corresponding e-mail.

You can find a list of questions about your assets under **Profile>New Questions**. The questions are grouped by asset. You can quickly answer a question by pressing the Answer button beside it. The answers don't require Marketplace administrators' approval and are published immediately.

2. Becoming a Contributor to the ABBYY Marketplace

ABBYY partners, customers, and individual contributors can join the marketplace and become a Contributor of free or commercial assets and help members of the community accelerate their own projects.

2.1. Who can become a Contributor?

Any organization or individual who has created an account in the ABBYY Marketplace is eligible to publish skills and assets. All Contributors will be categorized by the Marketplace Administrators as one of the following types:

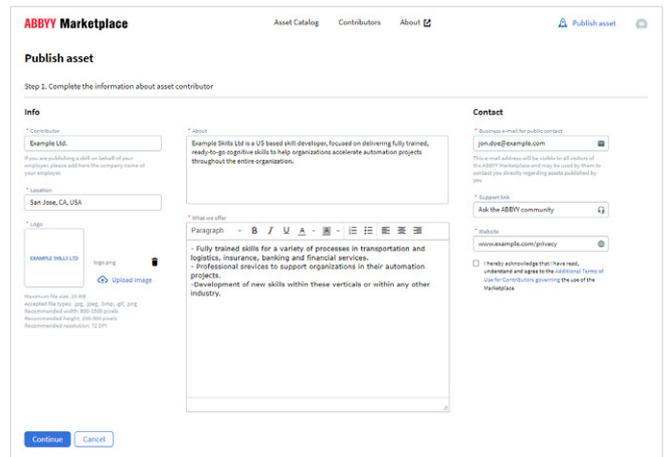
- **ABBYY:** The ABBYY Engineering team. Assets marked with this label are officially supported by ABBYY.
- **Partner:** Certified organizations with a proven track record of implementation of the ABBYY Digital Intelligence solutions, and ABBYY Technology Alliance Partners with an established business relationship with ABBYY. There are two types of partners among Contributors:
 - ABBYY Partner
 - Strategic Partner
- **Individual contributor:** Any individual or organization who would like to provide a custom developed Vantage skill or other asset to the general public.

2.2. How do I become a Contributor?

First, you need to create an account in the ABBYY Marketplace. When you sign in, you will see a **Publish asset** link at the top of the page.

Step 1. Complete information about the asset contributor.

At this step, we ask you to say something about your company, the services you offer, and what you specialize in. Here you must also submit contact information for prospects to be able to reach out to you. This information will create your Contributor page, which will provide ABBYY Marketplace visitors with information about your services and the assets you have published. This step is only required the first time you publish an asset.



Please fill out all required fields with your company's information as described below. The ABBYY Marketplace is currently available only in English, so please provide all information in English only.

Contributor	Enter your official company name.
Location	Enter your city, (state), and country.
Logo	Upload a high-resolution image file of your company logo. Recommended: PNG, transparent background, width 800-1500 px, height 200- 500 px, resolution 72 px.
About	Enter your company's boilerplate description.
What we offer	Describe the solutions and services your company specializes in and how you can help ABBYY Marketplace visitors accelerate their digital transformation initiatives.
Public contact e-mail	Enter an e-mail address that Marketplace visitors can use to contact you. This e-mail will be also used to receive all inquiries about your published assets. Please make sure to enter an e-mail address that is regularly checked, and respond to inquiries in a timely manner, within 2 business days.
Support link	Enter the URL where users of your assets can open a support ticket or get help from your organization. This URL will be displayed on all asset pages of assets published by you.
Website	Enter your official company website address, so that interested Marketplace visitors can learn more about your company.

Step 2. Complete the information about the asset.

Now you can publish your first asset. For more information on this, see [section 4, Publishing an asset to the ABBYY Marketplace](#).

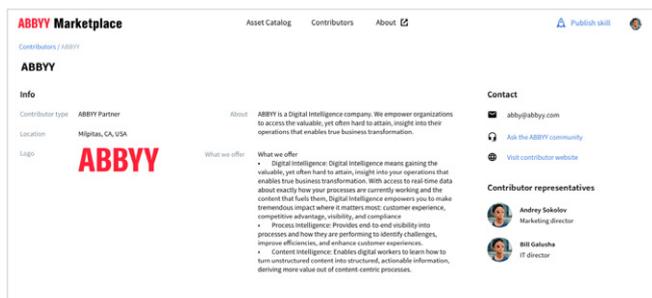
2.3. Managing your profile as a Contributor

If you need to update the information in your Contributor profile, go to the **Contributor Info** tab in your profile. By clicking **Edit**, you can update your company information.

2.4. Contributor Representatives

Each Contributor can have several representatives with their own accounts which can be displayed at the corresponding section of **Contributors** page. All Contributor representatives can create new assets and edit existing ones. If one Contributor has several representatives, their roles can be divided into two categories:

- **Contributor Representative:** a user that can upload and update assets of the Contributor this user represents, as well as answer other users' questions about these assets,
- **Contributor Administrator:** a user that has all rights of Contributor representative, and also can approve or reject other representatives, change their roles, edit the list of contributors and their info.



2.4.1. How do I become a Contributor Representative?

All registered users can make a request to be added to the list of an existing Contributor's representatives. To do so, go to the Contributor's page and click the **I am the contributor representative** button at the bottom of this page, after that your request will be reviewed by the Contributor Administrator. After your request is approved, you will be able to add assets on behalf of the Contributor you represent and edit the existing assets.

[I am the contributor representative](#)

Note: You can represent only one Contributor.

2.4.2. Managing Contributor Representatives

The users with a role of Contributor Administrator can manage the list of Contributor representatives. To do so, go to the **Contributor Representatives** tab in your profile. Here you can find a list of users that represent your Contributor. By clicking the **Edit** button in the line with a name of each representative, you can set a user role, his or her public title and whether this user name will be displayed in the Contributor representatives section on a public Contributor's page visible to all users of the Marketplace.

Those who have applied to become a representative will appear in the **Join Requests** section. You can **Approve** or **Reject** join requests by clicking the corresponding buttons in the list.

You can delete existing Contributor representatives by clicking the button on the right from **Edit**, and choosing a **Remove** option. In this case, removed user will no longer be able to add and edit the assets on behalf of your Contributor, but will keep his or her usual user account on the Marketplace.

3. Creating an asset for the ABBYY Marketplace

3.1. Asset types

The ABBYY Marketplace offers a variety of different assets to support citizen developers on their digital transformation journey.

- **Classification Skills** are used to classify documents by type, region, or other parameters.
- **Demo Apps** are ready-to-use assets which are available as web applications and also include the source code. Documentation for such assets should describe how to deploy the app.
- **Document Skills** understand a specific document type and extract key insights. A Document Skill is considered “production” when it has been trained on a large training set; otherwise, it is considered a “framework” providing a quick-start basis.
- **Connectors** can be Production, Framework, and Demo and enable seamless integration between ABBYY Digital Intelligence solutions and third-party applications and platforms such as RPA, BPM, ECM, and more. Connectors developed by partners will be listed on the ABBYY Marketplace, but we recommend that these be provided for download on the partner site or upon request. Otherwise, stricter controls will be required to provide the connector for direct download through the ABBYY Marketplace.
- **Process Skills** classify documents by type and combine a number of Document Skills to extract key data from each document type.
- **Solutions** combine Document Skills, classification, custom activities, and business rules to solve a specific use case (e.g., customer onboarding) and automate a process from end to end.
- **Custom Activities (coming soon)** create custom Vantage activities that add custom business logic or connect to a third-party service that addresses specific business process requirements.

3.2. Asset maturity

- **Production Asset** is a connector, skill, or other asset ready to be deployed into production. In the case of a skill, it is pre-trained for a specific document type, including classification and extraction of key data and validation rules for relevant data fields. These skills have been trained on a large document set and can be adjusted to

specific business requirements and further trained based on documents typical for the company using them to further increase accuracy.

- **Framework Asset** provides a starting point where the skill asset has been setup (e.g., fields, business rules, classes, etc.) and trained based on a small training set of documents, or other assets like a connector may require some further customization to use in production.
- **Demo Asset** (skill, connector, or custom activity) is for demonstration purposes only and would require further customization to use in production.

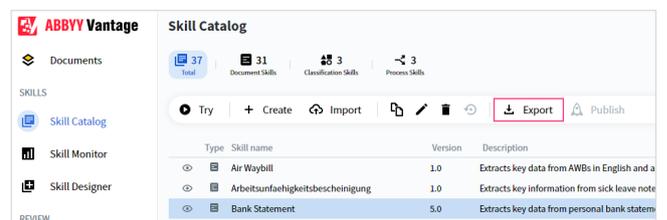
3.3. How do I prepare a skill in Vantage for publication in the ABBYY Marketplace?

3.3.1. Exporting skills from Vantage

Once your skill is ready to go, export it from Vantage to provide it for download in the ABBYY Marketplace.

In the Skill Catalog, select the skill(s) you would like to export and click the **Export** button. The skills will be exported as .zip files, which you can upload to the ABBYY Marketplace when publishing a skill.

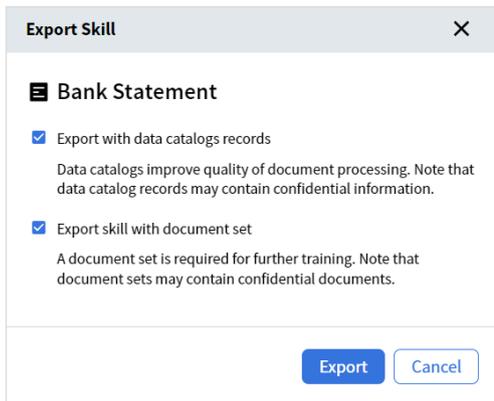
The most recently published version of a skill is exported by default. You may also export any previous version of a skill. To do so, you should copy the desired version and then export it.



3.3.2. Exporting skills with or without a document set and data catalog records

When you export a Skill, Vantage will prompt you to select whether you want to include the document set used to train this skill or the skills it's referring to.

- **Exporting a Skill with the document set** – In this case, users can use the document set for further training of the Skill in other environments where the skill will be used. Users of this skill will have the ability to access the documents used for training the skill.
- **Exporting a Skill without the document set** – Use this option if the documents used to train the skill include confidential or personal information and cannot be shared outside your organization. In this case, users of the skill will need to accumulate a completely new training set of documents if further training is required.
- **Exporting a Skill with or without data catalog records** - The structure of data catalogs linked to a skill is always exported with the skill. Including data catalog records will improve the quality of document processing. However, these records may include information which cannot be shared outside your organization. In this case you may prefer to export a skill without data catalog records.



3.3.3. Licensing and protection

Skills published to the Marketplace are restricted by a trial or production license volume a customer has purchased. In the future, ABBYY plans to introduce the ability to license and restrict partner developed skills in the customer environment. Currently all partner developed skills require a Vantage core cognitive skill license volume skills in the customer environment. We encourage partners to start by publishing Production, Framework, or Demo Skills, Connectors, and other assets that a Vantage user can download and use based on their trial or production licenses.

Later, ABBYY plans to introduce the ability to protect skills with a license in order to be able to offer these as a yearly subscription based on ABBYY Vantage.

4. Publishing an asset to the ABBYY Marketplace

4.1. Required documentation

To publish an asset to the ABBYY Marketplace, you need a set of required documentation and accompanying materials:

- Short and long descriptions
- List of asset benefits
- Demo documents that the skill can process and screenshots
- A short video demonstrating the asset functionality
- Technical documentation:
 - For Document Skills, include extracted data types, supported languages, possibilities for further training, limitations, etc.
 - For Connectors, include guidelines for installation, configuration, and integration, limitations, etc.

See further details on required documentation under [section 4.2, Creating an asset page](#).

Note: only registered visitors of the Marketplace will be available to download documentation.

4.2. Creating an asset page

You have to have a contributor account to create an asset page. See [section 2.2, How do I become a Contributor](#) for details.

If you already have an account, click the **Publish asset** link at the top of the page and fill in the information about the skill.

Complete the information about the asset.

Once you have completed your Contributor profile, you can proceed with publishing an asset, which you can do by completing a simple form (see descriptions and requirements for each field below).

General	Asset name	This name will be displayed in the Marketplace catalog and on the asset page. The version number of your asset will be added by the Administrators upon approval. See also section 4.2.1, Asset naming convention .
	Asset type	Here you can select the type of your asset: <ul style="list-style-type: none"> • Document skill • Connector • Classification skill • Process skill • Solution • Custom activity (coming soon).
	Asset version	Here you can fill in the number of your asset's version.
	Business process	Select one or more business processes in which your asset would typically be used.
	Industry	Select one or more verticals in which your asset is commonly used. If your asset can be used in any industry, select Horizontal .
	Keywords	Add tags to your asset so that users can find it faster and easier. Please check and use already existing tags before creating new ones. The tags will appear as filters in the Marketplace catalog.
	Benefits	Describe the benefits users will achieve by implementing your skill or other asset into their automation and digital transformation workflows. You can add a new benefit as a bullet point by clicking Add a benefit point .
	Short description	This description will appear on the asset card in the Marketplace catalog overview. Describe briefly what the asset does. Maximum length is 140 characters.
	Long description	This description will appear on the asset page. Describe what problems your asset solves and what exactly it offers. Maximum length is 900 characters.

General	Asset file	Upload the asset file or the .zip file of the skill as it was exported from ABBYY Vantage. In some cases, it is possible to create an asset page on the ABBYY Marketplace without uploading an asset file and instead refer customers to your own website for download (this option will be required for Connectors initially).
	Documentation	Upload PDF files of the technical documentation of your skill or other asset.
	Demo Set	Upload examples of documents that can be processed by your asset or other screenshots that demonstrate the use of your asset. Note: Demo documents should not contain any confidential or personal information, as these documents will be publicly accessible.
	Add YouTube link	Add a link to a video demonstrating what the asset does.
Technical details	Vantage versions compatibility	Indicate here which versions of ABBYY Vantage your asset is compatible with. Note: Please make sure to update your assets in alignment with ABBYY Vantage releases. Assets that are incompatible with any currently supported version of ABBYY Vantage will be deemed outdated and may be removed from the ABBYY Marketplace by the administrators.
	Supported countries	Select the countries for which your skill supports regional settings, such as tax rules.
	Supported languages	Select the document languages that your skill can process.
	Asset maturity	Available options are Production, Framework, and Demo. See section 3.1, Asset types , for more information.
	Asset cost	Paid – Select this option when your asset is fully trained, production ready and you would like to charge for it. Free – This option can be used when you would like to provide your asset to ABBYY Marketplace users free of charge, for example a Framework Skill or a Connector. See section 4.4, Free vs. paid assets .
Asset terms	Open source	You can select an open source license for your asset. Please note that these licenses are very permissive for users and basically do not contain any restrictions as long as users comply with the terms of the license (e.g. these licenses allow users to modify an asset, make derivative works based on an asset, distribute an asset on any other website).
	Commercial	If you wish to impose stricter typo on the use of your assets here you can provide your unique license text.
Support information	By developer	This option is required for all Production skills and other assets that are provided at cost. This means that you, as the developer of this asset, are responsible for providing customer support to the users of this asset.
	By community	This option is available for all Framework and Demo Skills or other assets. By selecting this option, you inform customers that they can ask the ABBYY community for help. If you prefer to provide customer support for a Framework and Demo/free asset published by you, you can select the By developer option.
	Support terms	Here you can provide a link to specific support terms for your asset (optional).
	Privacy policy	Here you can provide a link to detailed information about your organization's privacy policy if necessary (optional).
Publication Information	Internal notes for ABBYY	Internal notes that will be only seen by the Marketplace Administrators. Also, Administrators can leave their comments for you in this section.

You can always preview how the page for your asset will look by clicking **Save and preview** button at the bottom of the page.

You can make changes to the asset you're previewing by clicking **Back to editing**. You can also open the editing window for any draft asset by clicking **Edit** on the **My Assets** page.

When you are ready, click **Publish Asset**, which will send the asset to the Marketplace administrator for review.

You can see the status of the assets you have submitted for review under **Profile>My Assets**



Once the Marketplace administrators change the status of your asset, you will also receive a notification via e-mail.

- If the asset status is **"Approved"**, it will be immediately visible to all ABBYY Marketplace visitors.
- If the asset status is **"Rejected"**, you will see the reason for the rejection in the comments, or you will be contacted separately.

4.2.1. Asset naming convention

In order to ensure unified structure and a clear overview for visitors, we ask all Contributors to follow some simple naming rules for their assets:

- Use American-English spelling
- Document Skill names should contain the document type
- Document types should not be abbreviated
- All words except prepositions should be capitalized
- All words should be separated by spaces
- Use ISO standard abbreviations for countries and languages
- The name should be identifiable by users from other countries and industries.
- Assets must not contain the name of the contributor or any other references not pertaining to the asset itself.
- For a connector asset, use the destination system as the name of the asset. If that system has multiple versions or variations, append the specific version for which the connector is built.

For example: Bill of Lading; Purchase Order; Invoice JP; IRS Tax Form 1040, U.S. Individual Income Tax Return. Please review the existing assets in the marketplace for examples of how to best name your assets for submission.

Note: ABBYY Vantage has a general classifier, which is capable of identifying known document types when uploaded and assigning the appropriate skill. If you wish that your skill can also be automatically assigned to documents, please [submit](#) a set of 10-100 documents for training the general classifier in Vantage.

4.3. Editing or updating an already published asset

All Contributors can update their currently published assets. To do so, go to **My Assets** tab in your profile, find the asset that needs to be updated in the list, and click the **Update** button at the corresponding line of the list. The new asset version will be created. All the fields will be pre-filled with information that you filled in for your previous version, so you do not need to fill out the form all over again. Just make changes to the information that has changed since the previously published version of your asset, such as version number, update notes for your users and internal notes for the Marketplace Administrators, etc.

Note: Your public notes will be visible to all the Marketplace visitors and can be viewed in Update log on your asset page.

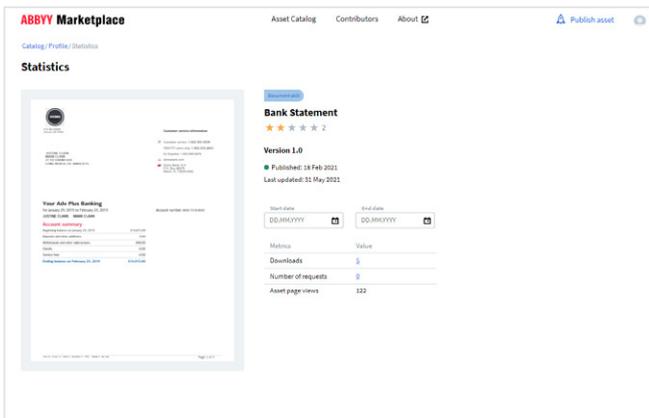
Click **Save and Preview** button to preview your asset description. You can edit this description later (it will be in the list of your assets with a Draft status), or publish it right away by clicking **Publish Asset** button.

Updated version will replace the current published version in the Asset Catalog after it is reviewed and approved by the Marketplace Administrators. The previous published version will be deleted.

Also, you can revoke your assets that are currently under review by clicking the **Revoke** button at the corresponding line of your asset list. In this case, your asset status will be changed to Draft, all the fields will remain as they were at the moment of sending an asset for the review. You can make all necessary changes and re-submit your asset for review whenever you are ready to do so.

4.4. Reviewing Statistics of your assets

Contributors and its representatives can view the Statistics by their published assets. To do so, go to **My Assets** tab in your Profile and click the  button on the left from the rating of required asset. On the **Statistics** page, you can find information about the date of last publication, number of downloads, how many times the Marketplace visitors requested information about your asset and visited the asset page. You can set different time periods and review these characteristics for different time periods. Clicking on the number of downloads or requests, you will see the log with the names and e-mails of the Marketplace users that interacted with your asset, and the date of such events. Statistical data is stored for 6 months.



4.5. Free vs. paid assets

It is up to your discretion whether you want to provide your assets in the ABBYY Marketplace free of charge or as paid assets with a possibility for users to test functionality.

- **Free assets**

Generally, free assets can be Framework Skills, connectors, or other future assets, which require further training on the user side in order to be used in production environment. Framework skills can simply offer a starting point or a demonstration of a concept, but still require a valid Vantage trial or production license to use. When a Framework Skill is used in production, the usage will consume the Vantage core page subscription volume license. Connectors between ABBYY Vantage and other automation platforms also are generally offered free of charge.

- **Paid assets**

Production Skills typically provide a quick path to production, having been trained on a large document set with the option to be further trained on the customer's documents. Production Skills are typically offered on a yearly subscription basis. These can be Document Skills or Process Skills, which offer an end-to-end solution to a business process by combining multiple Document Skills with classification and business rules. A Production Skill will often require an additional page volume subscription license in order to use.

Generally, Contributors are required to provide technical support for paid assets. See further details in [section 7, Support and maintenance](#), as well as in the [Additional Terms of Services for Contributors](#).

Using marketplace Vantage Skills requires a customer to have either an active Vantage Trial or a Production License. All skills that have Asset Maturity as "Production" require a Vantage Production Skill License.

5. Approval process for assets

Assets submitted to the ABBYY Marketplace are subject to quality assurance and approval from the ABBYY Marketplace administrators. Assets submitted to the ABBYY Marketplace must fulfill the following requirements:

- Directly related to or an extension of an ABBYY product
- Compatible with a currently supported version of an ABBYY product
- Relevant to the Intelligent Automation concept
- Fulfill basic quality requirements and match the functionality (i.e. extracted fields) in the provided documentation
- Do not include any potentially harmful code or intentions

- Do not contain any personal or confidential information, including the demo or training documents included in the asset
- Have complete asset information and documentation (see [section 4, Publish an Asset to the ABBYY Marketplace](#))
- Undergo additional testing (for assets such as Connectors and Custom Activities).

ABBYY may reject the asset you have submitted if it does not fulfill one or more of the above requirements or if it shows other unexpected issues. Upon rejection, the ABBYY Marketplace administrators will provide additional information within the comments section, and/or they will contact you directly.

The review and approval/rejection of assets should happen in not more than 10 business days.

6. Support and maintenance

The assets you publish to the ABBYY Marketplace should always be compatible with at least one of the [currently supported versions of the ABBYY product](#) they interact with or are intended for.

If the asset you have published is paid, you are required to provide customer support to its users.

If the asset you have published is free, you can select the **Community support** option, which means the user will be able to pose any questions to the [ABBYY Community](#) to seek help.

You should respond to customer support requests regarding assets you have published to the ABBYY Marketplace within a reasonable time, i.e. within 2 business days.

If you decide to discontinue an asset you have published to the ABBYY Marketplace, provide ABBYY and all users of this asset with a 30-day notice.

7. Access to user data

Depending on your Contributor type, ABBYY may provide you with information regarding users who have demonstrated interest in the assets you have published to the ABBYY Marketplace. This may include information about who downloaded your assets, who is currently using your assets as a trial version or as a paid subscription, etc.

Inquiries (requests for information) regarding skills and assets published by you will be sent directly to the public e-mail address you provided on your Contributor webpage.

You should respond to customer inquiries regarding assets you have published to the ABBYY Marketplace within a reasonable time – i.e. within 2 business days.

Initially, such information may be provided manually in form of monthly reports.

Later, ABBYY plans to provide such information automatically within the Contributor account.

8. Opportunities to monetize assets

8.1. Promoting the services and expertise of your organization

By publishing assets on the ABBYY Marketplace, you get a unique opportunity to present your solutions and services to the broad community of ABBYY customers and partners.

8.2. Generating interest through Framework Skills

Providing Framework Skills to ABBYY Marketplace visitors means not only serving the community, but also connecting with users who may be interested in your solution, providing you with the opportunity to deliver additional services or other solutions.

8.3. Converting free assets into paid

Framework Skills (free) that have matured over time can be converted into Production Skills (paid) with a future update. In the event that a Framework Skill is converted to a Production Skill, users interested in receiving the latest update to that Production Skill will be required to convert

to a yearly subscription. Users who prefer to use the free version of the skill can continue using the last free version of the Framework Skill.

As a partner, you have the opportunity to start off with offering Framework Skills and later transition them to Production Skills.

8.4. Providing easy integration between an ABBYY product and your platform

Providing a Connector to your automation platform enables your users to easily connect and integrate cognitive skills from ABBYY Vantage into their automation workflows, which increases business value and ROI.

8.5. Promoting trained out-of-the-box assets, ready for use

Publish ready-to-go assets to the ABBYY Marketplace, where users can easily find them, try them out, and contact you when they are ready to purchase.



If you have questions, require support, or have feedback about the ABBYY Marketplace, please contact us at marketplace-support@abbyy.com.

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