

Google™



# Google™ Apps Marketplace

## Launch and Grow Your Business App on the Google Apps Marketplace

Scott McMullan, Google Apps Partner Lead

Cameron Henneke, Founder GQueues

Jim McNelis, CEO Dito

Matt Trifiro, SVP Marketing Assistly

May 10, 2011



Feedback: <http://goo.gl/Cq7P7>

# Google Apps: messaging & collaboration



Gives every employee powerful messaging and collaboration tools without the usual IT hassle and cost

Free

or

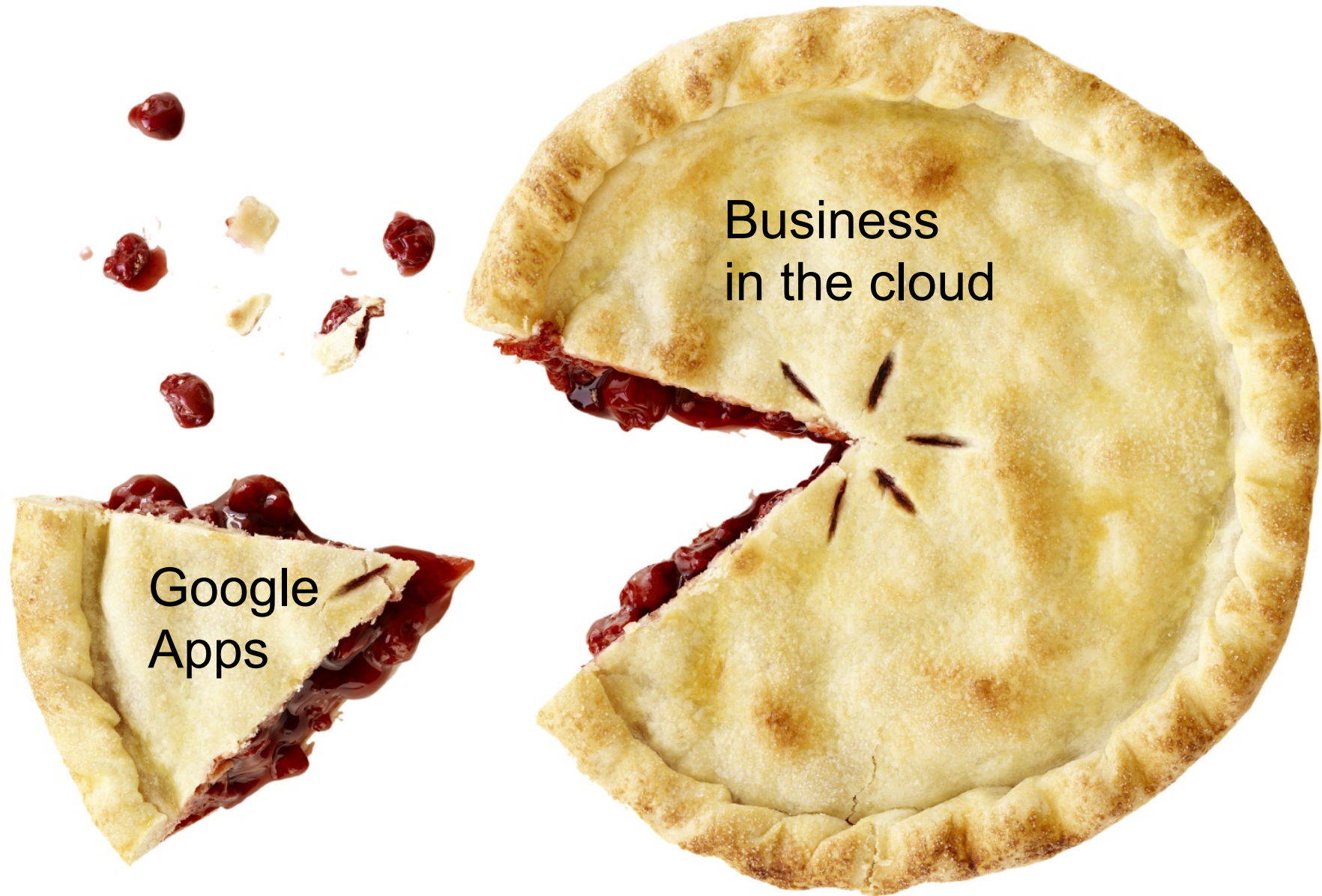
\$50/user  
per year

# 30M users from 3M businesses use Google Apps

3,000 more sign-up every day



# Our customers want more apps



Business  
in the cloud

Google  
Apps

# Google Apps Marketplace

For users:  
More apps for Google Apps



- Project Management
- Accounting & Finance
- Sales & Marketing
- CRM
- Productivity
- Admin Tools
- Collaboration
- Document Management
- Vertical Applications

# A Pillar of 100% Web





# Marketplace adoption is growing

- 300+ business & education apps
- Top apps are signing up 1000+ new business customers per week

Customer Installs



# DEMO:

How do customers  
add apps from the  
Marketplace?

# Google™ Apps Marketplace

Steps to sell your app to Google Apps customers

## 1. Build your app:

- with any tools and hosting provider you want



# Google™ Apps Marketplace

Steps to sell your app to Google Apps customers

1. Build your app:

- with any tools and hosting provider you want

2. Integrate your app with Google Apps:

- add Single Sign On using OpenID

- access over a dozen integration points using OAuth (optional)



# Google™ Apps Marketplace

Steps to sell your app to Google Apps customers

1. Build your app:

- with any tools and hosting provider you want

2. Integrate your app:

- add single sign on using OpenID

- access over a dozen integration points using OAuth (optional)

3. Sell your app:

- to 3M+ businesses & 30M+ users

- engage Google Apps resellers

**One-time fee of \$100, 20% recurring rev share (2H'11)**



How does this work for  
developers?

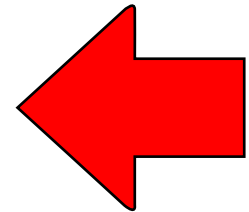
# Here's How



1. Build



2. Integrate



Google Apps Marketplace

3. List and Sell

# Complete Manifest

```
<ApplicationManifest>
```

```
<Name>Hello World</Name>
```

```
<Support>
```

```
<Link rel="setup" href="http://example.com/${DOMAIN_NAME}/setup"/>
```

```
<Link rel="manage" href="http://example.com/${DOMAIN_NAME}/admin"/>
```

```
</Support>
```

```
<Extension id="navlink" type="link">
```

```
<Name>Hello World!</Name>
```

```
<Url>http://example.com/helloworld/index.php domain=${DOMAIN_NAME}</Url>
```

```
<Scope ref="calendar" />
```

```
</Extension>
```

```
<Extension id="realm" type="openIdRealm">
```

```
<Url>http://example.com/helloworld/</Url>
```

```
</Extension>
```

```
<Scope id="calendar">
```

```
<Url>https://www.google.com/calendar/feeds/</Url>
```

```
<Reason>Displays next calendar appt</Reason>
```

```
</Scope>
```

```
</ApplicationManifest>
```



# How to actually get in the Marketplace?

# Step 1. Become a vendor, create a listing

Create a new listing

## Listing Information

All fields below are required.

My product may be directly installed into Google Apps domains

[How do I know if my product is installable?](#)

Category

Name

*e.g. Productivity Builder or ACME Quickstart*

Summary Overview

*200 character(s) remaining*

Full Overview

*1500 character(s) remaining*

Manifest

## Listing Notes and Collateral

### [Add benefit points / external links](#)

Key benefits 

- 
- 
-

*Enter up to 3 feature/benefit statements of your solution*

Try it! link

*URL to a demo or trial*

Listing homepage

*URL to listing's existing web page*

### [Add a screenshot / logo](#)

Upload a screenshot

*Choose a gif, png, or jpeg image file*

*After uploading an image you might have to refresh the page for the new image to be displayed.*

### [Add screencast / video or success story collateral](#)

### [Add version information](#)

# Step 2. Publish the listing so customers can discover and then 'Add it now'

Google Apps Marketplace

Marketplaces ▾

[Google Apps](#) > [Productivity](#)



[Demo video](#)

[View customer success stories](#)

## Altostrat Time Management



Product by [Altostrat, Inc.](#)

Altostrat Time Management makes your employees more effective by streamlining meetings with Google Calendar and Contacts integration.

[Add it now](#)

**Pricing Details**  
\$20/user/year

[Vendor Product Homepage](#)

Altostrat Time Management is a SaaS application for tracking employee time. Employees tag their Google Calendar entries to classify them in particular categories:

- \* meetings with co-workers
- \* meetings with customers and partners
- \* work time
- \* email time

Employees can then see who in their organization they meet with the most and where they spend their most time by accessing Altostrat Time Management from Google's universal navigation.

Altostrat Time Management then compiles reports for individuals, teams, organizations and the entire company on how time is spent. Reports are uploaded to Google Docs for easy sharing and analysis.

### Recent Customer Reviews

2 reviews | [Sign in to write a review](#)

★★★★★ **The integration is great!**

### Specifications

#### Data access requirements

- Calendar (Read/Write, does ...)
- Contacts (Read/Write, does ...)
- Docs (Read/Write, does not ...)

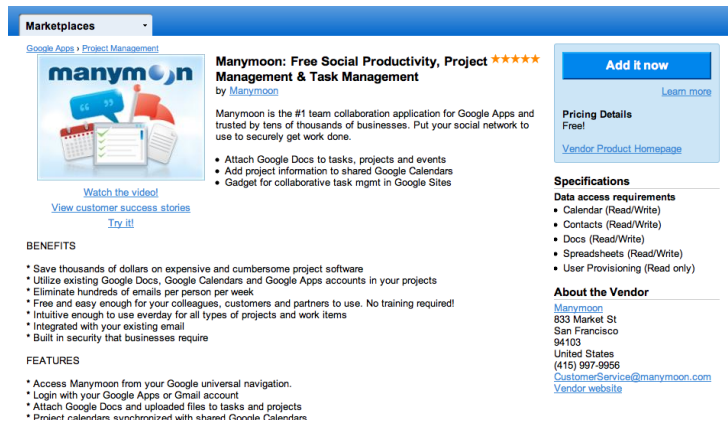
### About the Vendor

[Altostrat, Inc.](#)  
1600 Amphitheatre Parkway  
Mountain View  
94043  
United States

# Step 3. Launch!

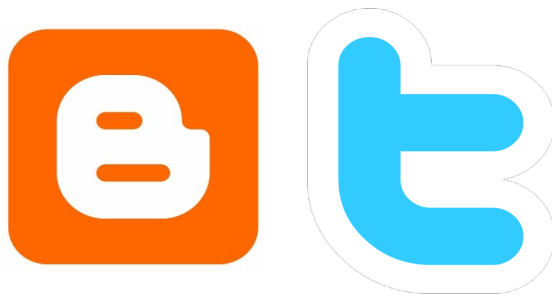


# Don't skip your launch marketing!



1. High quality listing page

2. High quality landing page



3. Blog post + tweet



4. PR + press outreach

Post-launch, what's the  
customer acquisition  
lifecycle?

# It's a funnel, just like on your site

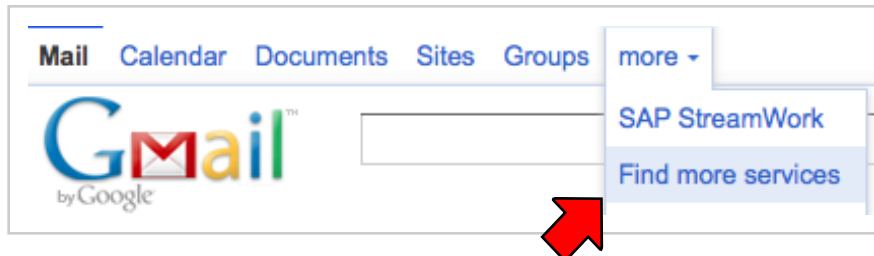


1. Listing pageviews
2. "Add it now" action
3. Drive app usage & convert to paid

How does Google  
promote the Marketplace  
to customers?



# Inside our products...



## Google Apps setup wizard for 13idiots.com

To help your organization get started with Google Apps, we will guide you through the steps for activating your new services.

- First things first ✓
- Users and groups ✓
- Choose your Apps ✓
- Set up other apps ✓
- ▶ Add Marketplace apps ✓
- User training and support ✓

### Get more Apps from the Google Apps Marketplace

You can extend your Google Apps service by adding apps from the Google Apps Marketplace. You'll find business apps for project management, finance, CRM, and much more. See our recommendations below, or visit the Marketplace for more options.

- Mavenlink: Project and Task Management**  
A custom-branded project management solution that helps you track time, and make or receive payments. Works with Calendar, and Contacts.
- Mailchimp: Email Marketing**  
Send email newsletters to your customers, manage your contact lists, and track campaign performance. Works with Calendar, and Docs.
- Capsule CRM**  
A simple, flexible CRM for small businesses and startups that help you keep track of your customers and other contacts, manage sales opportunities and follow-ups.

Google apps

Search accounts

Search Help Center

Dashboard

Organization & users

Groups

Domain settings

Advanced tools

Setup

Support

Settings

### Recommended Apps from the Google Apps Marketplace <sup>NEW!</sup>

Extend Google Apps with our recommended apps below, or shop the Marketplace for over 200 more options

[Shop the marketplace »](#)



**Triplt** Free  
Triplt helps employees travel smarter by organizing their...

Add



**Capsule CRM** Free  
Capsule is a simple, flexible CRM for small businesses and...

Add



**Mavenlink** Free  
Mavenlink provides a comprehensive, custom-branded project...

Add



**Outright** Free  
Outright is a no-hassle, online accounting solution for...

Add

On our  
product  
site...

# Google Apps for Business

Solutions

Products

How it works

Get started

Customers

Support

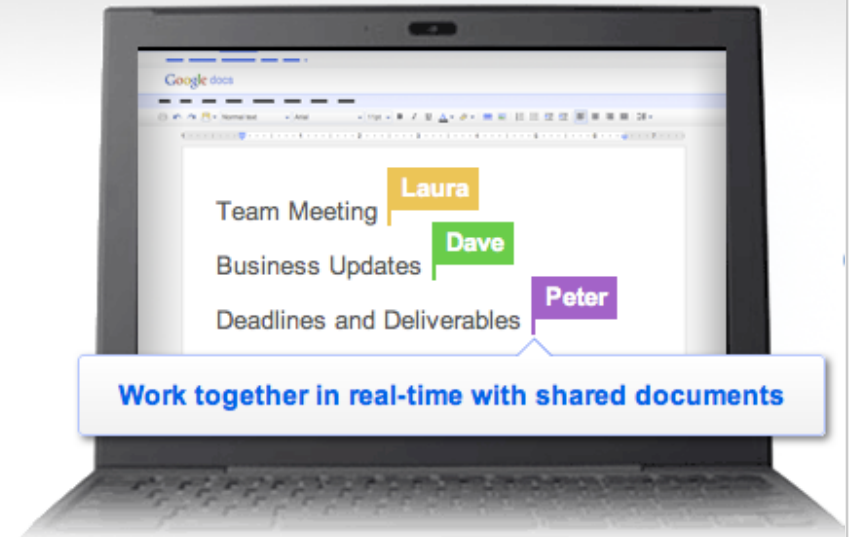
## Web applications that increase productivity

### Collaborate More

Share ideas, work faster and innovate at speed.



*"81% correlation between collaboration & innovation"*  
(source: the Future Foundation, 2010)



Work together in real-time with shared documents



### Want more apps?

Extend Google Apps with the [Google Apps Marketplace](#).



### Google Apps + Postini

Get [email archiving](#) and [e-discovery](#) services.



### Google Cloud Connect

Bring [multi-user collaboration](#) to your familiar office software.

# Using Adwords...

[Advanced Search](#)

Web [+ Show options...](#)

Results 1 - 10 of ab

## [Google Apps CRM](#)

Sponsored Links

[google.com/enterprise/marketplace](http://google.com/enterprise/marketplace)

Integrate your **CRM** with **Google Apps** with the **Google Apps** Marketplace.

## [CRM Integration](#)

[www.LoopFuse.com](http://www.LoopFuse.com)

Affordable and Easy to Use Free Demo and Free Trial

## [Free CRM Deployment Guide](#)

[www.Oracle.com/SiebelCRM](http://www.Oracle.com/SiebelCRM)

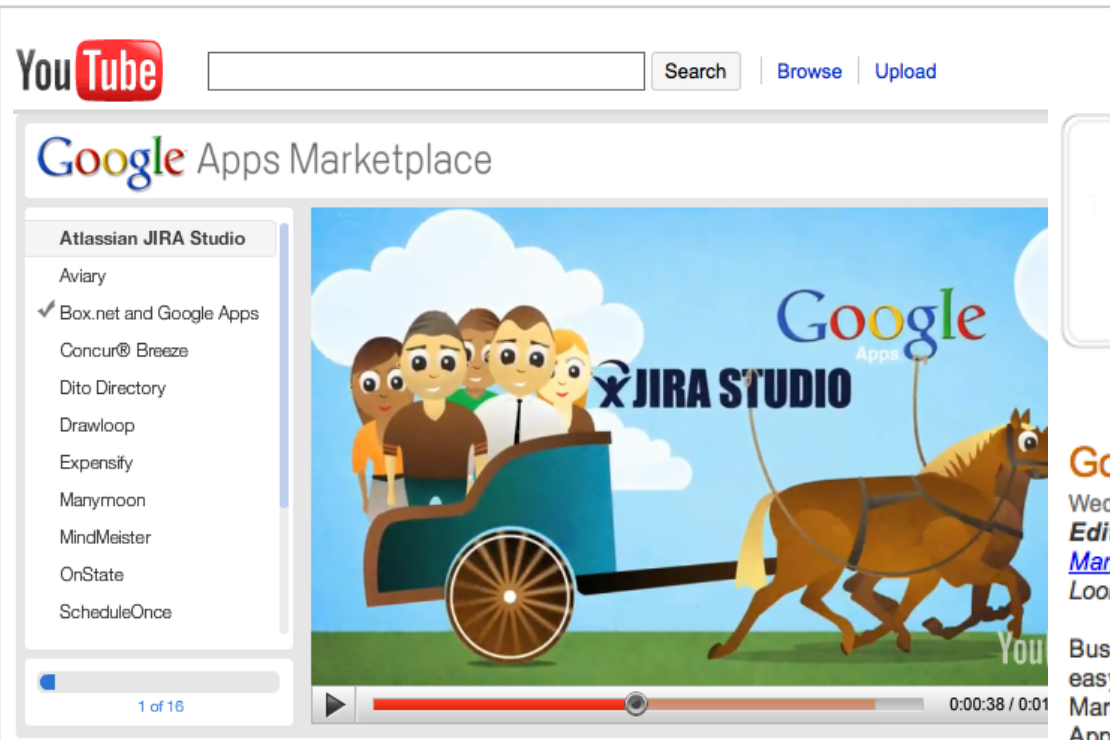
Match your business needs to the best **CRM**. Get Oracle's guide here!

## [Google Apps | CRM FYI](#) ☆

It seems that Salesforce and Google are happy to give stuff away. Your company can get **Google Apps** Standard Edition for up to 100 50 users absolutely for ...

[crmfyi.com/tag/google-apps/](http://crmfyi.com/tag/google-apps/) - [Cached](#)

# In Google blog posts, Tweets, and YouTube...



The image shows a YouTube video player interface. At the top left is the YouTube logo. Below it is a search bar and buttons for 'Search', 'Browse', and 'Upload'. The video title is 'Google Apps Marketplace'. The video content shows a blue cart pulled by a brown horse, with several people inside. The text 'Google Apps' and 'JIRA STUDIO' is overlaid on the video. A progress bar at the bottom indicates the video is at 0:00:38 / 0:01. On the left side, there is a sidebar with a list of apps: Atlassian JIRA Studio, Aviary, Box.net and Google Apps (checked), Concur® Breeze, Dito Directory, Drawloop, Expensify, Manymoon, MindMeister, OnState, and ScheduleOnce. A '1 of 16' indicator is at the bottom of the sidebar.



**Official Google Enterprise Blog**  
A blog about enterprise information, search, apps, and the users that live there.

## Google Apps Marketplace highlights – 4/21/2010

Wednesday, April 21, 2010 at 9:05 AM

**Editor's note:** This is the first in a series of posts on new apps in the [Google Apps Marketplace](#) that have caught our eye here at Google. We'll do this every couple weeks or so. Look for the label "marketplace highlights" and subscribe to the series.

Businesses that use Google Apps not only get access to Google's applications, they also get easy access to some of the best business apps on the web through the Google Apps Marketplace. These Marketplace apps are easy to try and buy, and integrate with Google Apps "out of the box", making it even easier for businesses to run more of their systems in the cloud.



Home Profile Find People Settings Help Sign out

Tungle.me scheduling app now in the Google Apps Marketplace, so u can easily deploy it to all your users:  
<http://bit.ly/d5hLOc>

12:33 PM Apr 15th via Google  
Retweeted by 3 people

Reply Retweet



GoogleAtWork

apps for creating diagrams and charts, CRM and project management, and personal scheduling. Google Apps admins can easily deploy their domain via the Google Apps Marketplace. Many of the apps offer free trials. You can learn more about the Marketplace and watch a short video [here](#).

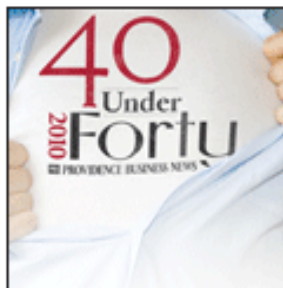
Programming and Design

# In the press...!

**PBN** PROVIDENCE BUSINESS NEWS SEARCH LOGIN Get access to PBN PREMIUM CONTENT  
Last Update: May 13 @ 4:31 PM LEARN MORE SUBSCRIBE

[HOME](#) | [NEWS TOPICS](#) | [OPINION](#) | [TOP LISTS](#) | [EVENTS](#) | [PHOTOS/VIDEO](#) | [SPECIAL SECTIONS](#)

[Buy a Book of Lists](#) | [Download a Digital Top List](#) | [Submit/Update Your Company Information](#)



From the March 29, 2010 edition

[SHARE](#)

**TECHNOLOGY MONTHLY**

## BatchBlue lands on Google's radar screen

By Ted Nesi  
PBN Web Editor

# lifehacker

[FAQ](#). Includ  
#openthre

## Top 10 Google Apps Marketplace Apps

By Kevin

409  
diggs

Enough from the  
Google guy.

Let's hear from some real  
Marketplace developers...

# GQueues™

Lists. Prioritized. Simple.

Tell Your Friends | Feedback | Blog | Calendar test13@example.com | [New: Revised Subtasks](#) | [Settings](#) | [Help](#) | [Sign out](#)

## GQueues™

[Quick Add](#)

**▼ My Queues**

- Cases
- Schuester**
- Renaldi
- Daniels
- + Projects

**▼ Smart Queues**

- Inbox
- Assignments
- Overdue
- Due Today
- Due in a Week

**► Schuester** [Refresh](#) [Open](#) [Completed](#)

[Add Item](#) [Reorder by Date](#) [All](#) [Share](#) [Publish](#) [Print](#)

- 1 **Draft suit**
- 2 **Expert witness - Dr. Stevens**  
medical witness [+ add tag](#)  
Racine Medical
- 1 **schedule phone conference**
- 2 **gather presentation materials**
- 3 **obtain signed letter**
- 3 **Confirm suit served** Mar 10
- 4 **materials**

Cameron Henneke

# GQueues™



(python)



+

and

+

Google Apps





# Why the Marketplace?



Very easy integration



Customers ready to buy



30+ million users

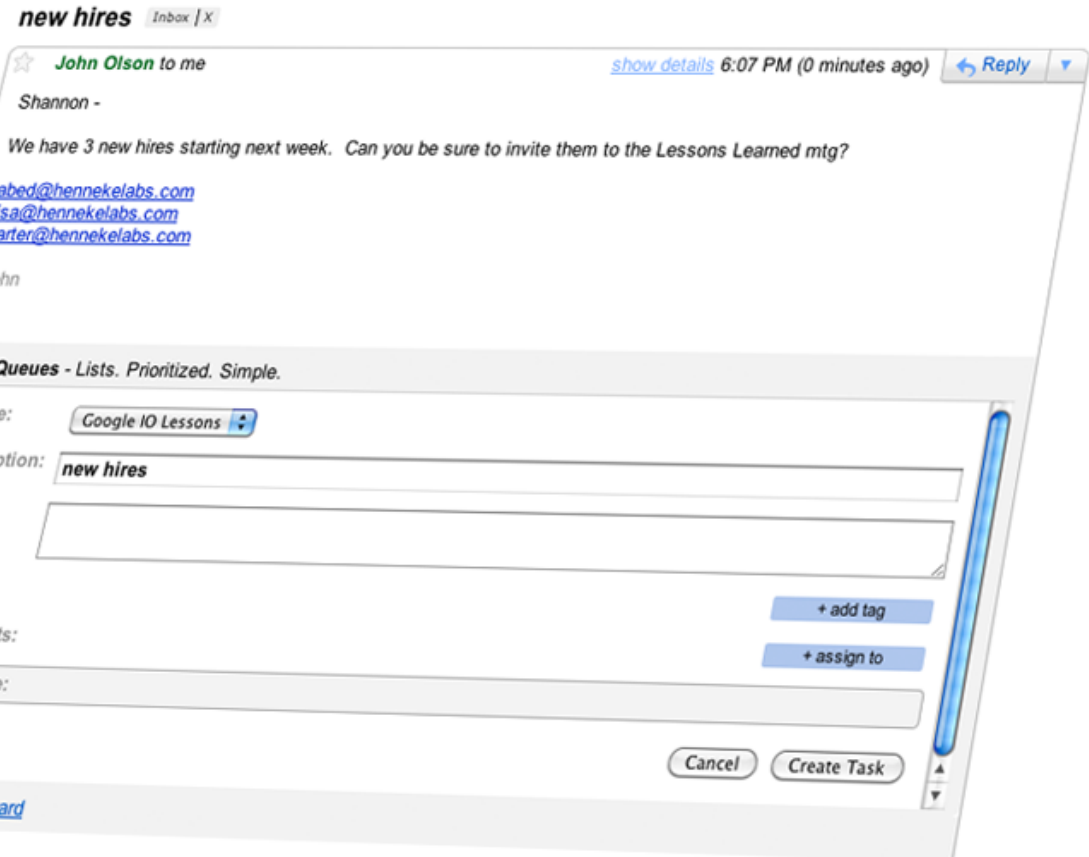
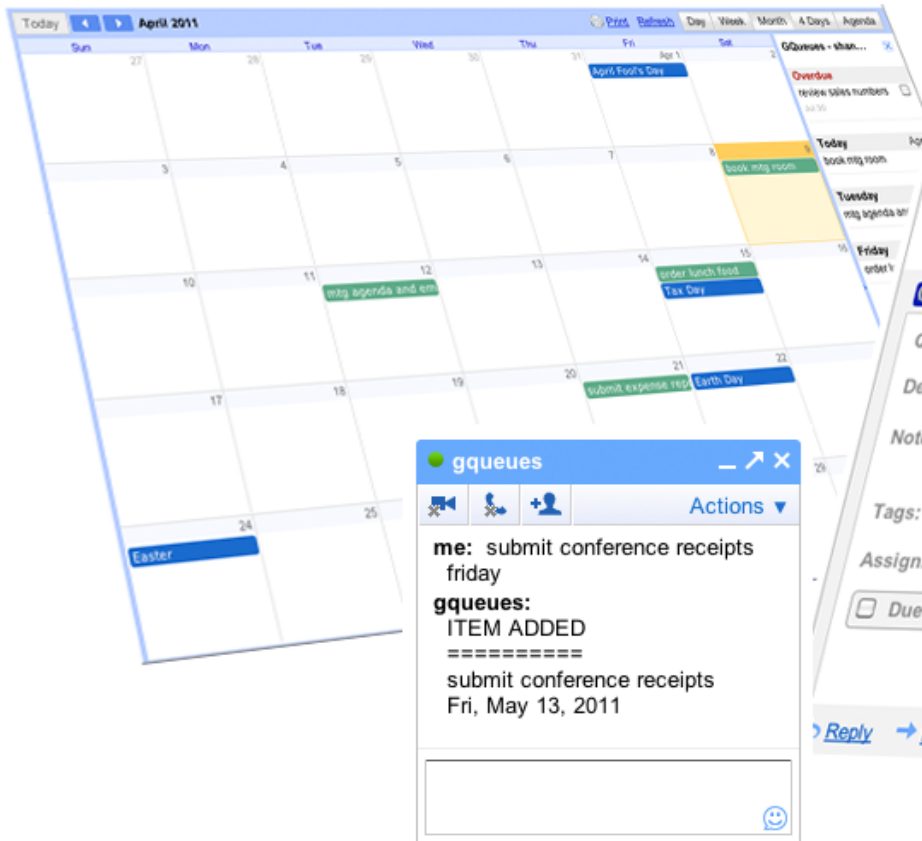
GQueues™

Demo

# Top Marketplace Tip:

## Have several points of integration

### 1. Good for the user



# Top Marketplace Tip:

## Have several points of integration

	GQueues Lite	GQueues
Google Account & Google Apps Login	✓	✓
Tagging	✓	✓
Subtasks	✓	✓
Repeating Tasks	✓	✓
Smart Queues	✓	✓
Publish	✓	✓
Gadgets (iGoogle & Calendar)	✓	✓
Google Calendar Integration		✓
Reminders		✓
Sharing (collaboration)		✓
Assignments		✓
Gmail Gadget for Google Apps		✓
Google Chrome Extension		✓

# Top Marketplace Tip:

## Have several points of integration

1. Good for the user
2. Good for your listing

The screenshot displays the Google Apps Marketplace interface. At the top, there is a search bar and a filter for 'Productivity'. Below this, a sidebar on the left offers options to 'Sort listings' (Highest rated, Newest, Most reviewed) and 'Refine listings' (All listings, Installable products, Professional Services). A red circle highlights the 'Refine by features' section, which includes checkboxes for Mail integration, Calendar integration, Universal navigation, Single Sign On, Docs integration, and Contacts integration. The main content area shows a list of apps, each with a logo, title, description, and review information. A red circle highlights the integration icons for the 'GQueues' app, which include icons for Mail, Calendar, Universal navigation, Single Sign On, and Contacts.

Google Apps Marketplace  Search Marketplace Productivity

Marketplaces

Sort listings

- > Highest rated
- Newest
- Most reviewed

Refine listings

- > All listings
- Installable products
- Products
- Professional Services

Refine by features

- Mail integration
- Calendar integration
- Universal navigation
- Single Sign On
- Docs integration
- Contacts integration

Search [reset](#)

Google Apps > Productivity

1 - 10 of hundreds in Productivity

**Aviary** [Aviary Design Suite \(Free\)](#) Product by Aviary

Free design tools and templates to create, modify and share images, logos, presentations, audio tracks, podcasts & more. Teams can collaborate on multimedia projects. Works directly in Google Docs.

★★★★★ 20 reviews

**Triplt - Free Travel Organizer** Product by Triplt, Inc.

Triplt helps employees travel smarter by organizing their travel plans no matter where they booked. With Triplt for Google Apps, there are many things employees can do to improve their travel...

★★★★★ 11 reviews

**Socialwok: Free Team Collaboration & Project Management** Product by Socialwok

Socialwok is the #1 business team collaboration and project management app for Google Apps and used by tens of thousands of businesses. "Adds a great social layer over Google Apps"- Techcrunch

★★★★★ 70 reviews

**GQueues** Product by GQueues LLC

A full-featured task manager for Google Apps with tagging, assignments, recurring tasks, reminders, calendar integration, subtasks, mobile access and real-time collaboration.

★★★★★ 35 reviews

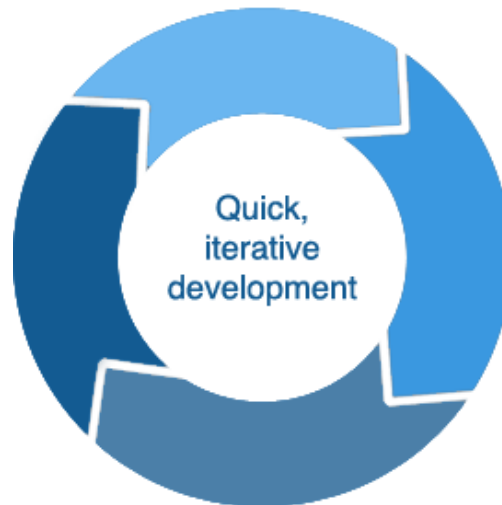
**Gist Gadget - Rich Business Profiles** Product by Gist, Inc

Get latest contact details, news, and updates about anyone in your inbox right inside Gmail. The Gist

# Top Marketplace Tip:

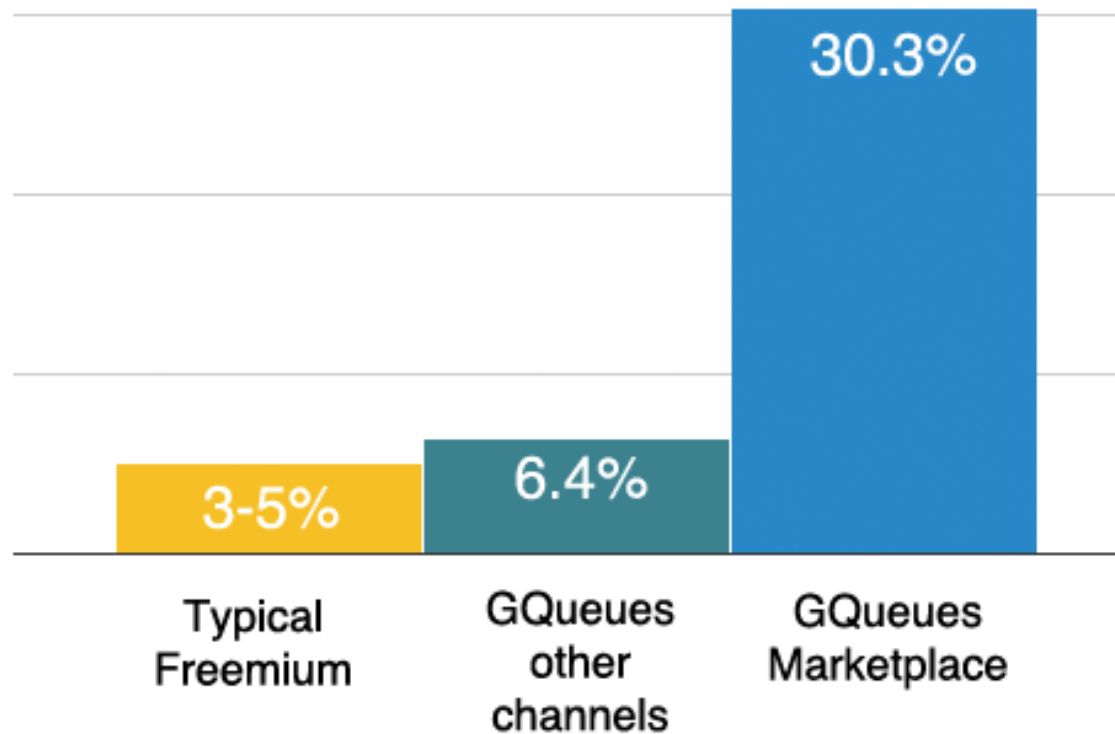
## Have several points of integration

1. Good for the user
2. Good for your listing
3. Good for development



# Marketplace Impact

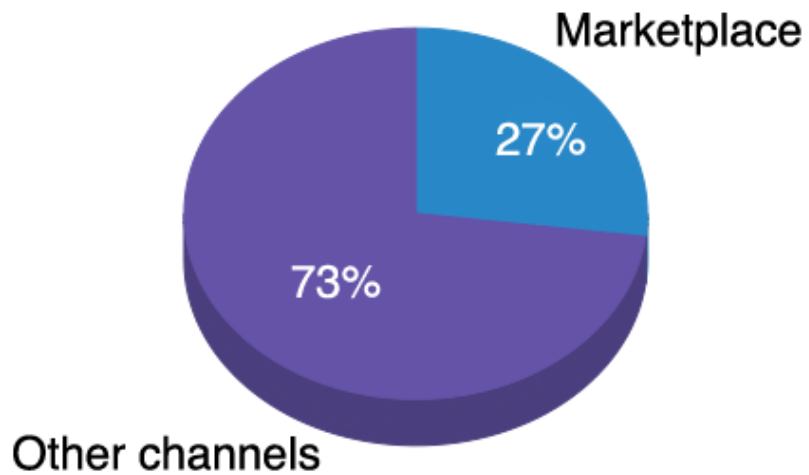
## Conversion Rates



avg conversion rate from free user to paid subscriber  
data from Jun 2010 - Mar 2011

# Marketplace Impact

## New User Signups

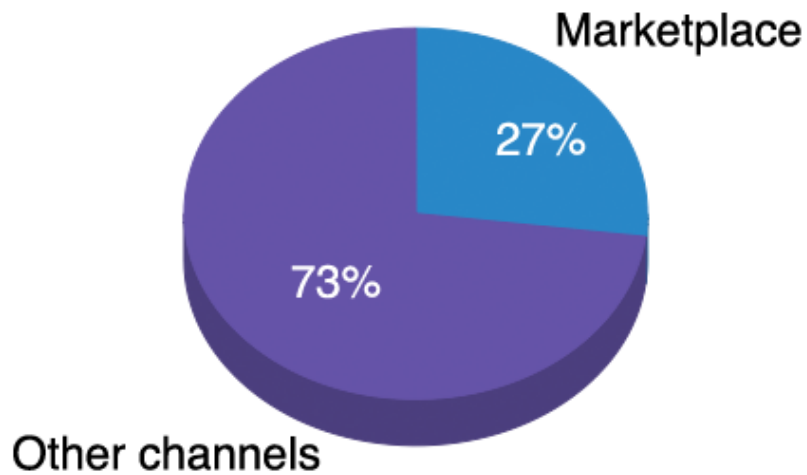


source of new users for GQueues  
data from Jun 2010 - Mar 2011



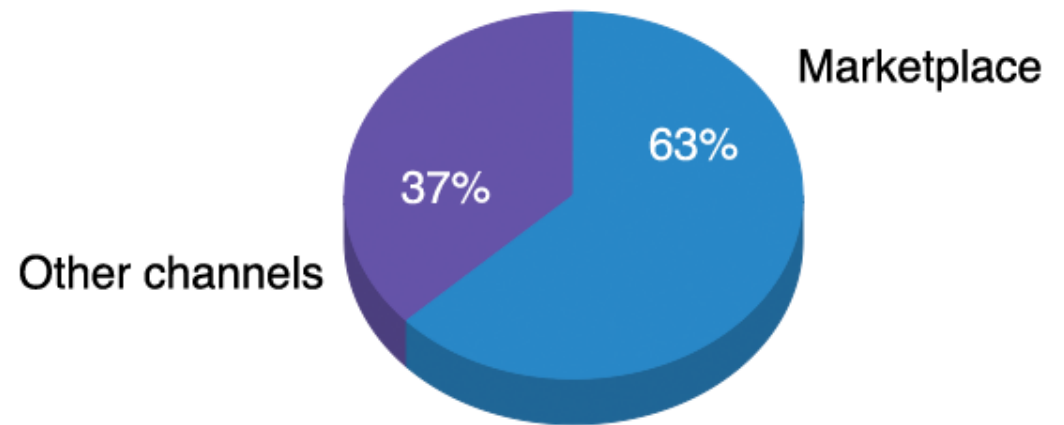
# Marketplace Impact

## New User Signups



source of new users for GQueues  
data from Jun 2010 - Mar 2011

## Paid Subscribers



source of paid users for GQueues  
data from Jun 2010 - Mar 2011

# How we got here?

1. Solve a real problem
2. Integrate with existing tools
3. Join Marketplace!

GQueues™

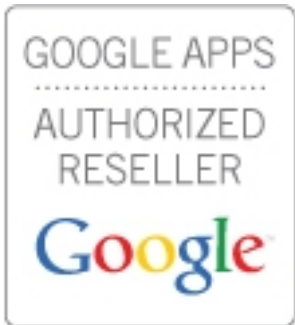
[www.gqueues.com](http://www.gqueues.com)



The Google Apps Experts

Jim McNelis, Founder

# About Dito



## Google Apps Authorized Reseller since 2008

- One of the first, now there are thousands
- 100% Google Certified Deployment Team



## Google Apps Marketplace Launch Partner

- Google I/O Sandbox 2010 & 2011

Google™  
Apps



directory



# Google Apps Integration Demo

# Tips for Newbies to the Marketplace



Ratings & Reviews

# Ratings & Reviews Tell a Story

## Dito Directory Sales vs. Rating





# Managing Your Reviews

- Manage Negative Reviews
  - Reach out to customers who leave negative reviews
  - Solve their problem
  - Ask them to amend their review
- Remind your customers to review your app
  - After purchasing your app
  - After providing support to the customer
  - After receiving positive feedback via phone or email

★★★★★ **Great Product and Outstanding Customer Support**

by Dave Owings ✓ Verified user

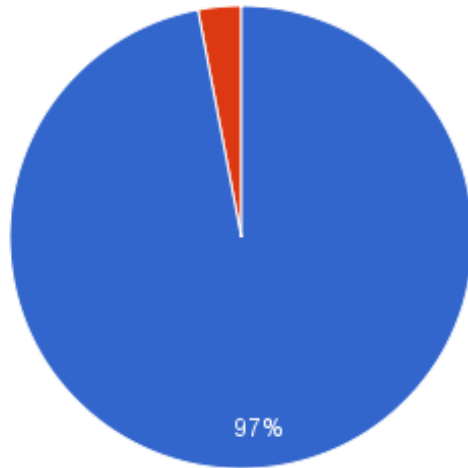
February 22, 2011

After moving to Google Apps we started searching for a group directory that would allow us to efficiently share contacts, establish group lists and better leverage our Google accounts. For too long we had duplicate contact lists with (often) conflicting information. Dito hit the nail on the head and is proving to be the right ... [read more](#)

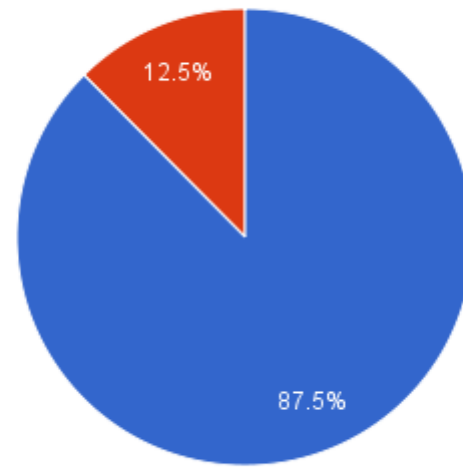
[Report this](#)

# Reasons we like the Marketplace

12.5% of active customers pay for Directory.



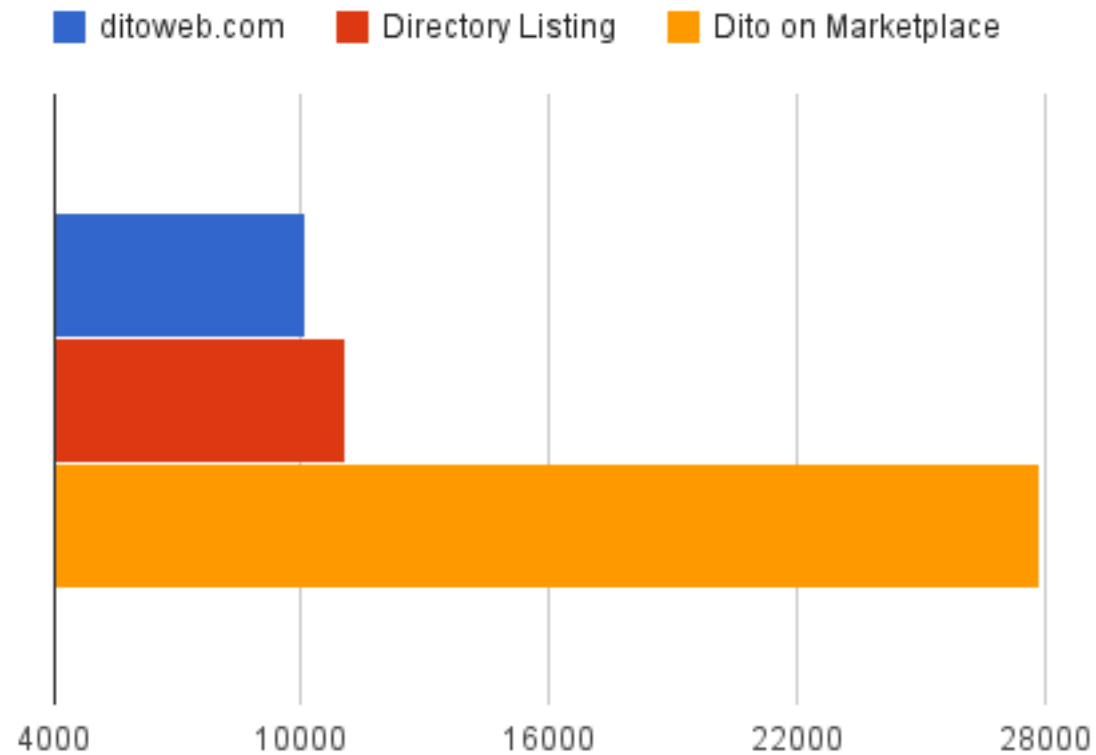
Typical Freemium



Dito Directory

# Reasons we like the Marketplace

Lots of traffic





Presenting

# **Assistly™ for Google Apps**

*Turning Customer Service into  
Customer Wow*

***Matthew Trifiro***

SVP Marketing





# What is Assistly?

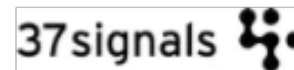
**All-in-One Customer Support Center**

**That Lets Your Whole Company Wow Customers**



**Via Gmail,  
Web,  
Phone,  
Live Chat,  
Twitter,  
Facebook,  
etc.**

*Check out who uses it:*





# Why Google Apps Marketplace?

- **Fish Where the Fish Are**

- 3MM+ Businesses

Highly-Targeted, High-Quality, Ready to Buy

- **Gmail, Gmail, Gmail**

- 70+% of our customers already on Gmail\*

- **Company-Wide Mindset**

- You can often sign up an entire company with one sale

\* *Your results may vary!*

# DEMO



# My Two Best Tips

- **Study the winners and adopt best practices**
  - Browse the marketplace; Install some apps
  - Study listing pages of others
  - Tap the community; interview successes
- **Don't forget analytics**
  - Add Google Analytics to your page
  - Add UTM tracking to your links
  - Where's the money: figure out where you get value





# Where's The Money Button?

Google Apps Marketplace

Search Marketplace

Marketplaces

[Google Apps](#) > [Customer Management](#)



## Assistly: Customer Support Help Desk for Delivering Customer Wow



by [Assistly](#)

Assistly makes it easy for teams and Whole Companies to support customers right from the helpdesk. Tame overflowing inboxes and support customers via email, phone, chat, web, Facebook and Twitter.

- Delight your customers with awesome service
- Save time & money with high-performance tools
- Involve your Whole Company in customer support

- Seamlessly integrates with Google Apps
- Sign in with your Google credentials; no additional login required
- Easily add users to Assistly in a few clicks
- Reach Assistly from Google's universal navigation, alongside Calendar, Docs, & Gmail
- Connect Gmail directly to Assistly to tame your overflowing support inboxes

### BENEFITS

1. Consolidate Support in One Place: Support and engage customers everywhere, including on Facebook and Twitter.
2. Help Customers Help Themselves: Built-in knowledge base and self-service portal helps customers get answers on their own, 24/7.
3. Whole Company Support™: Team-based collaboration lets every employee participate in support.
4. Weave Support into Social Networks: Monitor social networks (e.g., Twitter, Facebook) and solve problems where customers need you.
5. Happy Agents = Happy Customers: Give your front-line service stars awesome tools to help them love their jobs.
6. Don't Let Customers Fall through the Cracks: Work in confidence, knowing Assistly's airtight case management system has your back.

Add it now

[Learn more](#)

### Pricing Details

Free 30-day trial, plans starting at \$39/mo

[Vendor Product Homepage](#)

### Specifications

#### Data access requirements

- Email (Read/Write/Send)
- User Provisioning (Read only)

### About the Vendor

[Assistly](#)

171 2nd Street, Suite 300  
San Francisco  
94105

United States  
(877) 226-9212  
[info@assistly.com](mailto:info@assistly.com)  
[Vendor website](#)




# Where's The Money Button?

Yes, of course

Google Apps Marketplace  Search Marketplace

Marketplaces

Google Apps > Customer Management

 **Assistly**

[Watch the Assistly video \(1:55\)](#)  
[View customer success stories](#)

**Assistly: Customer Support Help Desk for Delivering Customer Wow** ★★★★★  
by [Assistly](#)

Assistly makes it easy for teams and Whole Companies to support customers right from the helpdesk. Tame overflowing inboxes and support customers via email, phone, chat, web, Facebook and Twitter.

- Delight your customers with awesome service
- Save time & money with high-performance tools
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United States  
(877) 226-9212  
[info@assistly.com](mailto:info@assistly.com)  
[Vendor website](#)

**BENEFITS**

1. Consolidate Support in One Place: Support and engage customers everywhere, including on Facebook and Twitter.
2. Help Customers Help Themselves: Built-in knowledge base and self-service portal helps customers get answers on their own, 24/7.
3. Whole Company Support™: Team-based collaboration lets every employee participate in support.
4. Weave Support into Social Networks: Monitor social networks (e.g., Twitter, Facebook) and solve problems where customers need you.
5. Happy Agents = Happy Customers: Give your front-line service stars awesome tools to help them love their jobs.
6. Don't Let Customers Fall through the Cracks: Work in confidence, knowing Assistly's airtight case management system has your back.



# Where's The Money Button?

Yes, of course

Google Apps Marketplace  Search Marketplace

Marketplaces

Google Apps > Customer Management

**Assistly: Customer Support Help Desk for Delivering Customer Wow** ★★★★★  
by Assistly

Assistly makes it easy for teams and Whole Companies to support customers right from the helpdesk. Tame overflowing inboxes and support customers via email, phone, chat, web, Facebook and Twitter.

- Delight your customers with awesome service
- Save time & money with high-performance tools
- Involve your Whole Company in customer support

[Watch the Assistly video \(1:55\)](#)  
[View customer success stories](#)

**Specifications**

**Data access requirements**

- Email (Read/Write/Send)
- User Provisioning (Read only)

**About the Vendor**

[Assistly](#)  
171 2nd Street, Suite 300  
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94105  
United States  
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- Seamlessly integrates with Google Apps
- Sign in with your Google credentials; no additional login required
- Easily add users to Assistly in a few clicks
- Reach Assistly from Google's universal navigation, alongside Calendar, Docs, & Gmail
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**Add it now**

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**Pricing Details**  
Free 30-day trial, plans starting at \$39/mo

[Vendor Product Homepage](#)

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**Requirements**  
Write/Send  
Read only

**Vendor**  
Suite 300

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3. Whole Company
4. Weave Support customers need yo
5. Happy Agents =
6. Don't Let Custom system has your back

But also here

And here

= Another +30%



# Marketplace is Good Business

- **Great channel, qualified buyers**
  - Within 30 days: a top-performing channel
- **Supportive Community**
  - Great developer relations
- **Indirect Benefits**
  - Traffic
  - Visibility
  - Organic sign ups