



Sitecore App Center 2.0

Getting Started with the Sitecore® App Center

How to access and use the Sitecore App Center.

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Overview

Before you can use the Sitecore App Center (SAC), you must:

Contact your local Sitecore representative and request the appropriate access rights for the Sitecore App Center.

Install the Sitecore App Center Loader if it is not part of your default installation.

- Ensure that TCP port 443 is open.

The Sitecore App Center uses the HTTPS protocol and TCP port 443 is the default port for HTTPS.

To use the Sitecore App Center, you must run versions of the Sitecore CMS and ECM that are compliant with the Sitecore App Center 2.0 or later.

Prerequisites

Sitecore CMS 6.5 or Later

The Sitecore App Center is included in the installation.

Sitecore ECM v1.3 or later. Available on the SDN.

Sitecore 6.4 or Earlier

On Sitecore CMS 6.4 or earlier, you must install the Sitecore App Center Loader. The loader is distributed as a Sitecore package.

Sitecore CMS 6.4

Sitecore ECM v1.2 Update 1 (rev.110708) for Sitecore CMS 6.4. Available on the SDN.

- Sitecore App Center Loader version 1.0 or later. Available on the SDN.

Sitecore CMS 6.3

Sitecore ECM v1.1 Update 1 (rev.110725) for Sitecore CMS 6.3. Available on the SDN.

- Sitecore App Center Loader version 1.0 or later. Available on the SDN.

Sitecore CMS 6.2

Sitecore ECM v1.0 Update 2 (rev.110714) for CMS 6.2. Available on the SDN.

- Sitecore App Center Loader version 1.0 or later. Available on the SDN.

Sitecore CMS 6.1 or Earlier

- The Sitecore App Center is not supported.

The Sitecore App Center

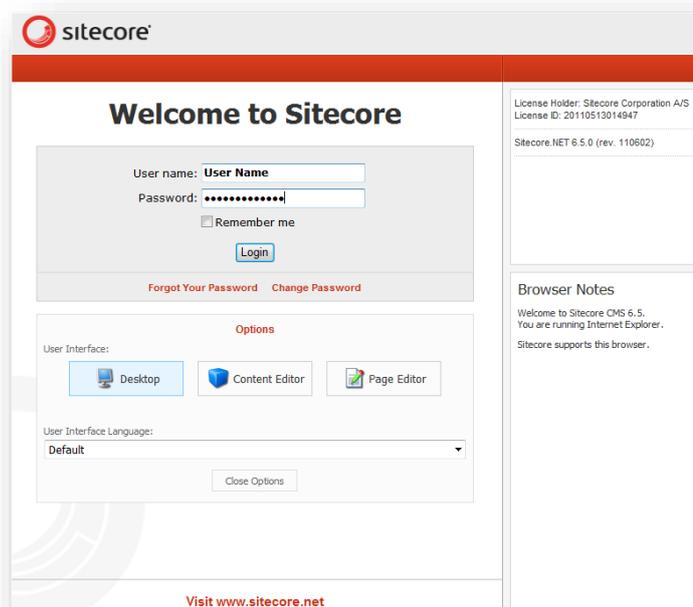
The Sitecore App Center is a portal that lets you sign up for various apps. These apps generally provide specific services, such as email delivery. You can sign up for an app for a limited — depending on your specific business needs.

Logging In to the Sitecore App Center for the First Time

You must log in to the Sitecore App Center before you can sign up for an app.

To log in to the Sitecore App Center:

1. Start your Sitecore solution and open the log in page.

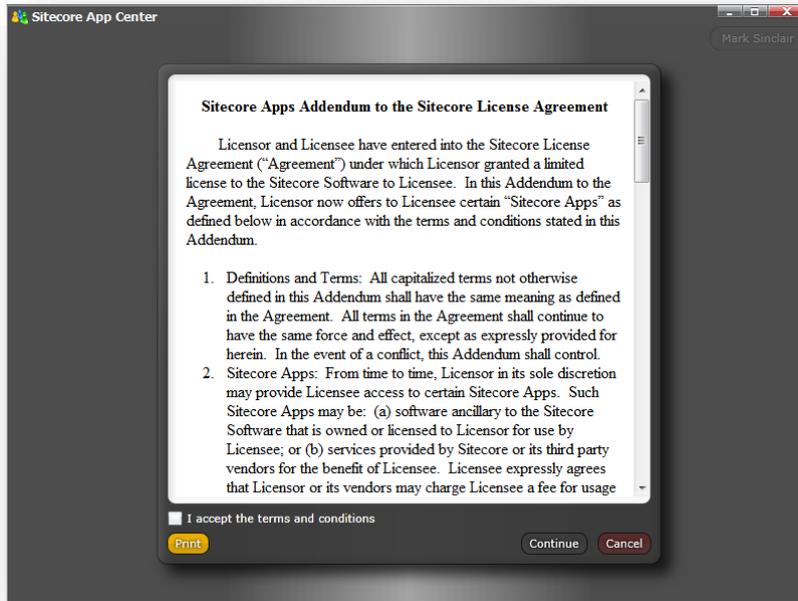


2. On the log in page, enter your user name and password and log in to the **Sitecore Desktop**.



3. In the **Sitecore Desktop**, click the Sitecore start menu, then click **Sitecore App Center**.

- The first time you log into the **Sitecore App Center**, you are asked to accept the license and conditions.



If another user wants to access the **Sitecore App Center** and someone else in your organization has already accepted the most recent agreement, this step is skipped.

- Select the **I accept the terms and conditions** check box, and click **Continue**.

The first time you access the **Sitecore App Center** with your license ID, your Sitecore solution and the Sitecore App Center server must set up the server credentials.

This is similar to setting up the Sitecore App Center credentials in the `config.sys` file of a solution. However, this is performed automatically, and is stored inside the **Sitecore Core database**.

While the servers are communicating and the credentials are being set, the Sitecore App Center displays a message.

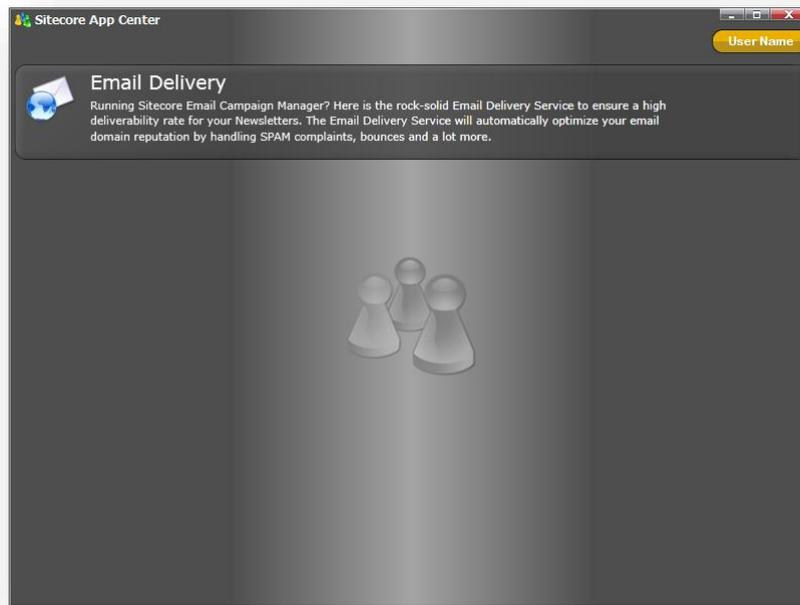


Important

If your browser displays a message about only showing secure content, click **Show all content**. This will ensure that this process is completed successfully.



6. When the server password is set, click **Continue** to access the **Sitecore App Center**.



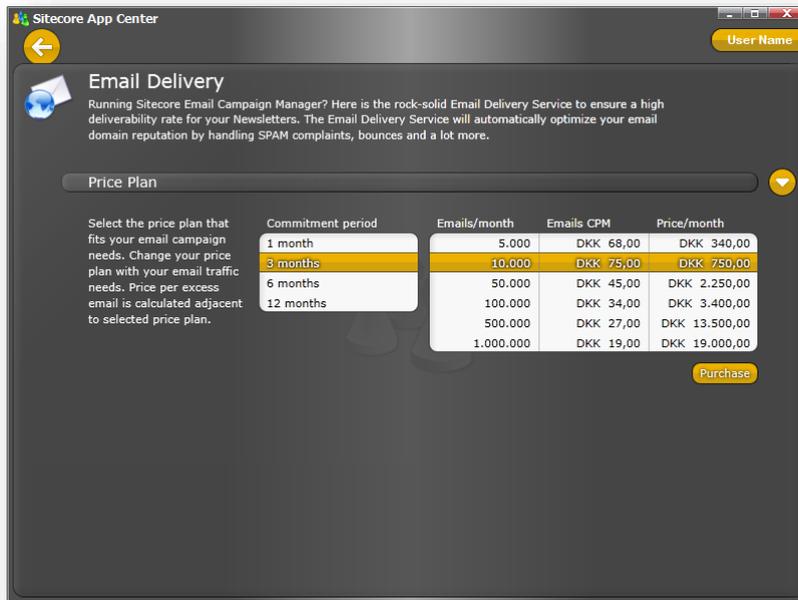
Signing up for an App

The following example describes the sign up process for the Email Delivery app. To sign up for the Sitecore IP Geolocation service, see Appendix B.

The Email Delivery app lets the Sitecore Email Campaign Manager deliver emails through a third-party email delivery service called MTA — Mail Transfer Agent.

To sign up for the app:

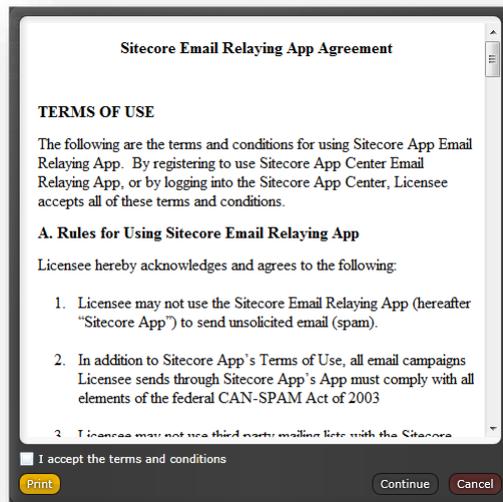
1. In the **Sitecore App Center**, select the app that you are interested in and it expands to display the price plan for that app.



2. Select the commitment period and price plan that you want and then click **Purchase**.



3. In the **Purchase Confirmation** dialog box, click **Confirm** and the license agreement for the app you selected is displayed.



4. Select the **I accept the terms and conditions** check box, and click **Continue**.

After you sign up for the app, all of the necessary services are tested and activated.

This process is displayed in the top-right hand corner of the app.

The status for the app changes from *Uninitialized* to *Initializing* and finally to *Running*.



The way that you sign up for apps can differ from app to app.

In general, to sign up for an app, you must:

1. Select an app.
2. Select a price plan.
3. Approve the purchase.
4. Accept the agreement.

The Start Date of the Commitment Period

When you sign up for a commitment period, you must pay for the remainder of the current month plus the selected commitment period.

For example, if you sign up for 10,000 emails with a three months commitment on August 15th, you must pay for the remaining 16 days of August plus the three months of September, October, and November.

The total number of emails available in that period is 35,161 emails — equivalent to the remaining 16 days of August — 5,161 emails, plus 10,000 emails per month for September, October, and November.

The following 3 months will be at the normal price and volume. The renewal period starts on December 1st — this is also known as the renewal date.

Important

If you only want to pay for the commitment period, you must sign up on the last day of the previous month. For example, if you only want to pay for September, October, and November, you must sign up on August 31.

Logging Out of the Sitecore App Center

When you are finished in the Sitecore App Center, you can log out.

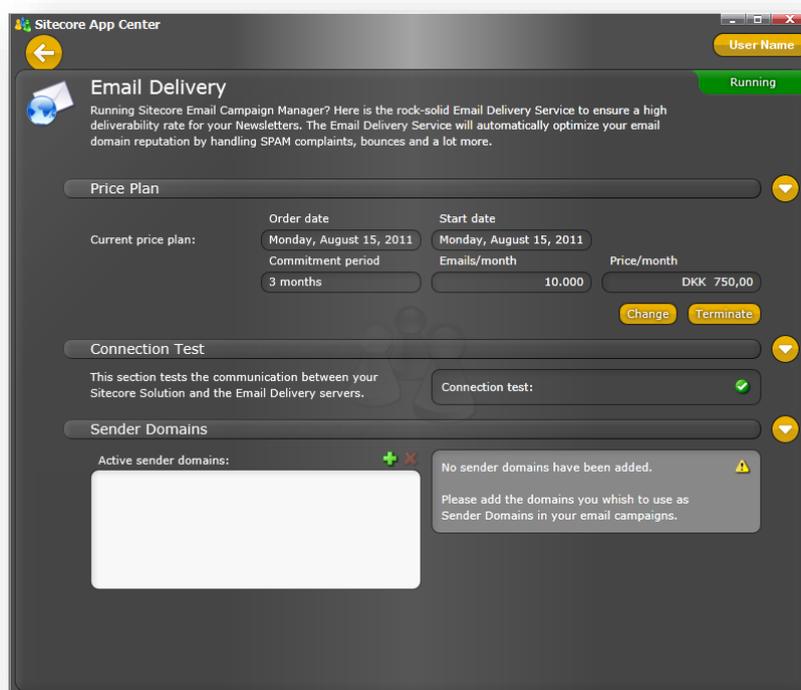
To log out:

1. In the **Sitecore App Center**, click your user name in the top right corner, then click **Log Out**.

Changing the Price Plan

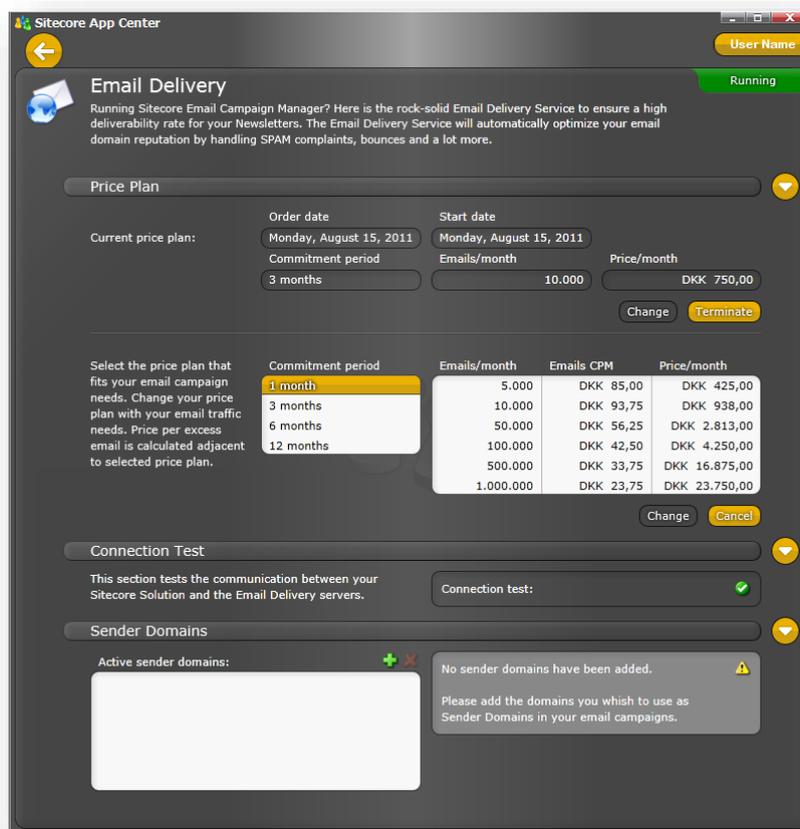
To change the price plan:

1. Log in to the **Sitecore App Center** and select the app you are interested in.



2. In the **Price Plan** section, you can see the details of your current price plan.

- Click **Change** and in the relevant section, select the options that you want to change..



- Select the options that you want to change to and click **Change** and then confirm your selection.

You can change the price plan for the app anytime you want. If the new price is higher or equal to the remaining price, the new price plan will take effect immediately. If the price is lower than the remaining price, the new price plan will take effect after the current commitment period has ended.

Example 1:

Changing to a lower price plan:

You current price plan looks like this:

- 3 months with 50,000 emails per month @ EUR 300 per month.
- Your total commitment is EUR 900.

After one month, your remaining commitment is EUR 600.

You decide to change to a lower price plan.

- 6 months with 5,000 emails per month @ EUR 38 per month.

Your future commitment is now EUR 228.

Because your future price plan is now lower than your current price plan, the future commitment will be activated after the current commitment ends — in 2 months' time.

Changing to a higher price plan:

You current price plan looks like this:

- 2 months with 50,000 emails per month @ EUR 300 per month

- Followed by 6 months with 5,000 emails per month @ EUR 38 per month.
- You total commitment is EUR 828.

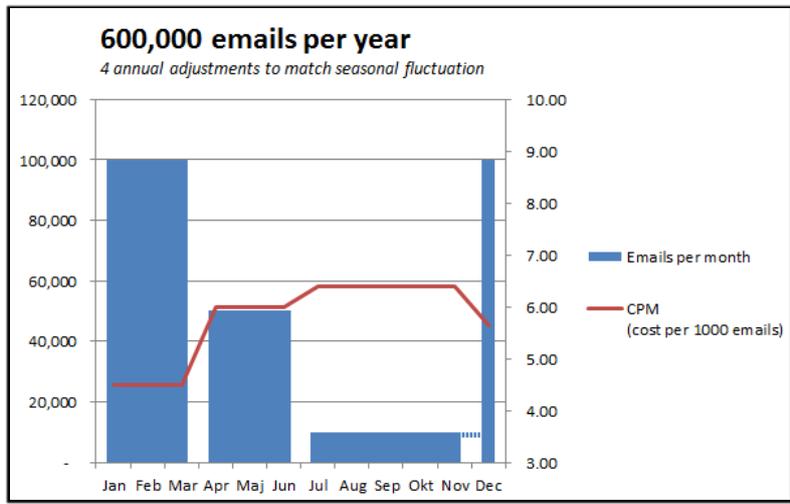
You decide to change to a higher price plan.

- 1 month @ 500,000 emails per month (EUR 2,188).
- Your future commitment is now EUR 2,188.

Because your future price plan is higher than your current price plan, the future price plan is activated immediately. Your current prepaid commitment is deducted from your future payments.

Example 2:

Your business wants to send out email campaigns with seasonally fluctuating volumes of email. To match the changing volumes, you adjust the volumes four times a year as shown in the following chart.



Note how the CPM (cost per 1000 emails) changes with the email volume and commitment in months.

The width of the blue boxes in the chart represents the commitment in months. From the chart you can see that your commitment plan is:

- 3 months commitment at 100,000 emails per month.
- 3 months commitment at 50,000 emails per month.
- 6 months commitment at 10,000 emails per month.

Before the beginning of December, you select a commitment plan of 100,000 emails for one month.

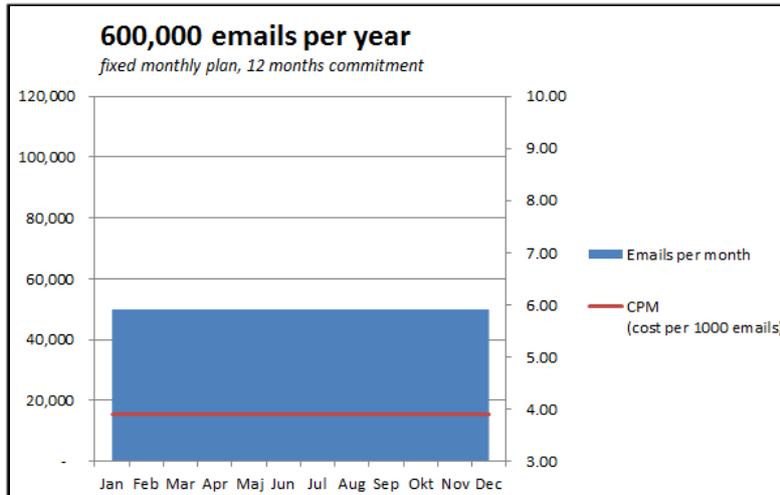
The new commitment plan for December is more expensive than the remaining commitment (one month was left of the 6 months commitment of 10,000 emails. This is illustrated by the dotted line in the chart between November and December. The new commitment plan is therefore activated before the current plan is completed.

- Before the 1 month commitment is automatically renewed, you change this to a 3 month commitment from the start of the new year.

By the end of the year you can calculate the total cost for sending the 600,000 emails to EUR 3,133 — an average CPM of 5.22 (5.22 EUR per 1,000 emails).

It is a lot of work to maintain this kind of seasonal fluctuation. In this case, it makes sense for you to select an annual price plan that meets the total volume that you require.

Here is a chart that represents a monthly plan of 50,000 emails at CPM 3.9. The total annual cost is only EUR 2,340 — saving almost EUR 800 compared to the previous plan. Furthermore, you don't have to maintain the plan.



With this price plan, excess emails are also cheaper — CPM 3.9 — whereas the CPM for the previous price plan varies from 4.6 to 6.0.

If you are unsure of the total annual volume that you need, a 12 month commitment plan would still be cheaper — even if the actual volume was 25% lower than expected. Alternatively, you could select a 6 month commitment plan with the same volume or a 12 month commitment plan with a lower volume to minimize the risk but still get a good price on excess emails.

Logging In to the Sitecore App Center Again

When you log in to the Sitecore App Center the second time, the procedure is slightly different.

To log in again:

1. Log in to the **Sitecore Desktop**, and click the **Sitecore** start menu, and then click **Sitecore App Center**.
2. In the **Sitecore App Center** the log in screen appears.



3. In the **Email** field, enter your e-mail address.
4. In the **Password** field, enter the password that you use to log in to SDN or SPN.

If you have already signed- in to SPN or SDN, this step is skipped and you are taken directly to the Sitecore App Center.

New User

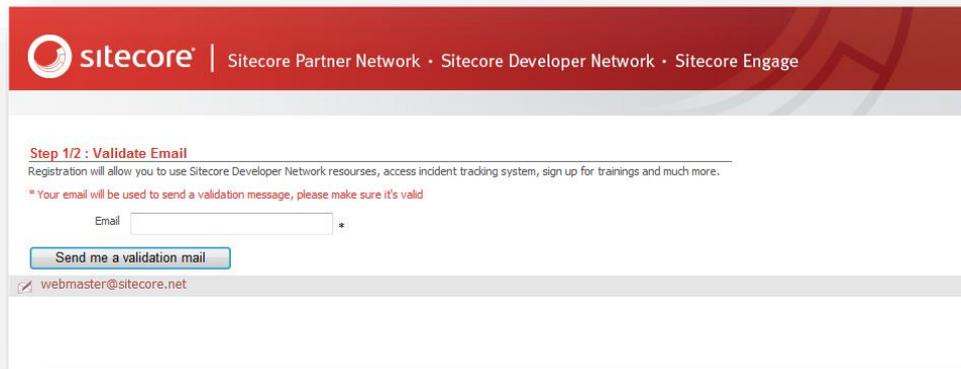
If you do not have a login to the Sitecore Developer Network (sdn.sitecore.net) or the Sitecore Partner Network (spn.sitecore.net), you can create a new account.

To create a new account:

1. In the Sitecore App Center log in dialog box, click **New User**.



2. In the new browser window that opens, create a new account.



You will receive an email that validates the address you entered.

Forgotten Password

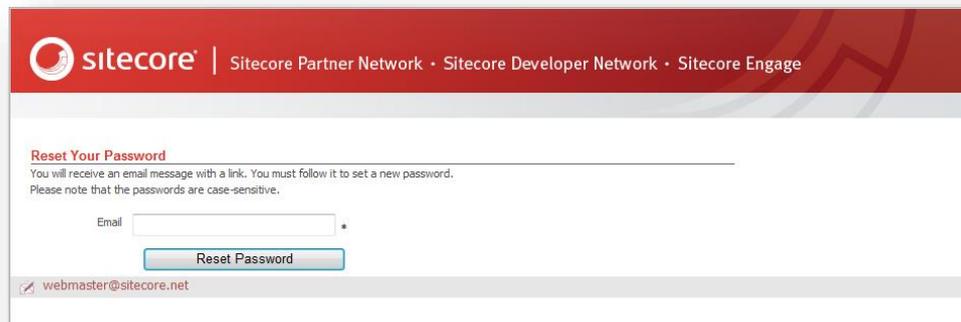
If you already have a Sitecore portal (SDN/SPN) account but have forgotten your password, you can reset it.

To reset your password:

1. In the Sitecore App Center log in screen, click **Forgot Password**.



2. In the new browser window that opens, enter your email address and then click **Reset Password**. A new password will be emailed to you.

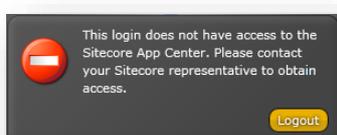


Appendix A: Troubleshooting

Problems when Connecting to Sitecore App Center

Incorrect User Credentials

If the user's CRM credentials have not been set up correctly, the Sitecore App Center will deny access.



Resolution

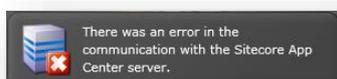
1. Another user may have used single sign-on to log in to a Sitecore portal from your computer. That user might not be associated with your Sitecore license, click **Logout** and log in with your own Sitecore Portal credentials.

If you still cannot access the Sitecore App Center, log in to the Sitecore Portal (<http://portal.sitecore.net>). If you can log in successfully to the Sitecore Portal, you might have entered your username or password incorrectly when you tried to log in to the Sitecore App Center.

2. If you still have no access, contact your Sitecore partner.

Error Communicating with the Sitecore App Center Server

If you are having problems communicating with the Sitecore App Center Server, you will receive a Sitecore App Center Server connection error. This is a catch-all web service communication error, and has no generic error codes. The error is simultaneously reported to the Sitecore App Center technical team, who will start investigating the problem immediately.

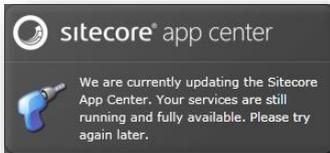


Resolution

The problem is already reported to the Sitecore App Center technical team. If the problem is not solved within a short time, please contact Sitecore Customer Service.

Sitecore App Center Server is Currently Updating

If the Sitecore App Center server is being updated, the user will receive a Sitecore App Center Server connection error. The apps and services are still running, but the Sitecore App Center server interface is unavailable.



Resolution

The Sitecore App Center should be available again shortly. If the error message persists, please contact Sitecore Customer Service.

Appendix B: Sitecore IP Geolocation Service

Sign up and Invoicing

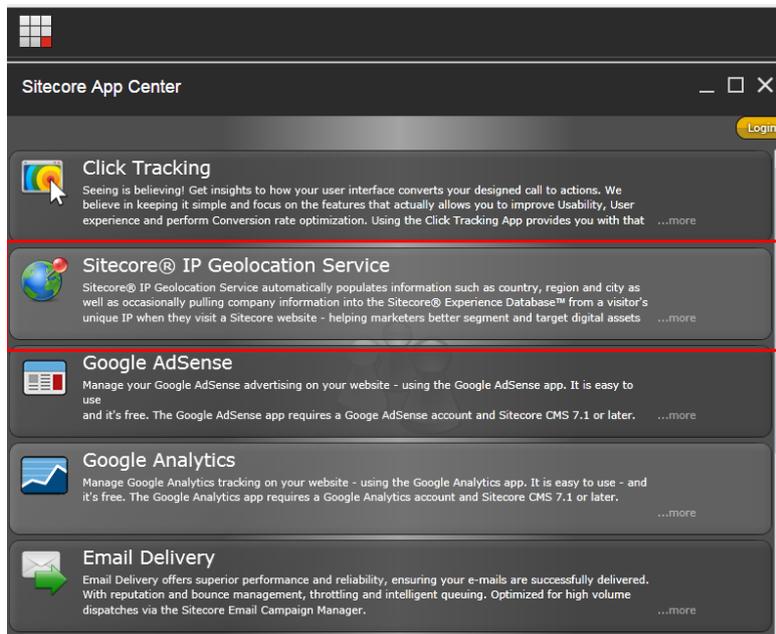
What Is the Sitecore IP Geolocation Service?

The Sitecore IP Geolocation Service uses website visitors' unique IP addresses to automatically populate the Sitecore Experience Database with location details when they visit a Sitecore website, for example, country, region, and city. Depending on the IP address, company information may also be available. This information helps you personalize a customers' experience and optimize your campaigns through segmentation, personalization, and profiling strategies.

For more information, refer to the [Set up guide for the Sitecore IP Geolocation Service](#) on the [Sitecore Developer Network](#).

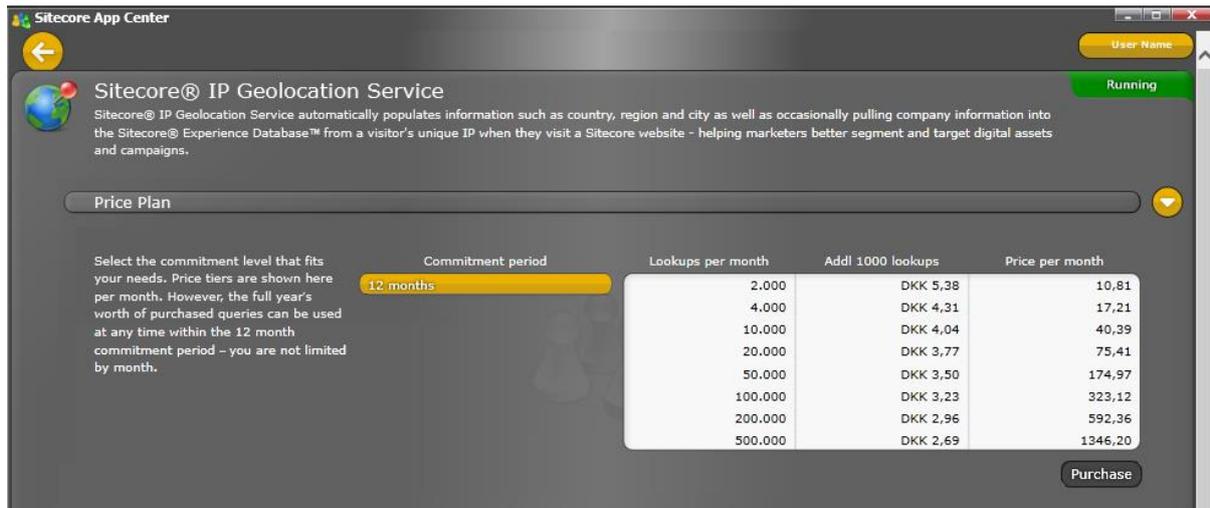
Access the Sitecore IP Geolocation Service

In the Sitecore App Center, click Sitecore® IP GeoLocation Service.



Choose a Price Plan

When you choose a price plan, you must select both the commitment period and the number of lookups per month. The only commitment period available for the Sitecore IP Geolocation Service is 12 months.



1. In the **Price Plan** section, select the number of lookups per month suitable for your needs, and click **Purchase**. Click **Confirm** to continue. Refer to the following table for prices in USD.

IP Geolocation Service price plan (in USD)

Lookups per month	Addl 1000 lookups (CPM)	Price per month
2,000	\$1.00	\$2.00
4,000	\$0.80	\$3.20
10,000	\$0.75	\$7.50
20,000	\$0.70	\$14.00
50,000	\$0.65	\$32.50
100,000	\$0.60	\$60.00
200,000	\$0.55	\$110.00
500,000	\$0.50	\$250.00

2. Read and accept the **Terms of Service Agreement** for the Sitecore IP GeoLocation Service.

Note

In the App Center, the price plan lookups are displayed per-month. However, you can purchase lookups for a full year. The lookups can be used at any time within the 12-month commitment period.

Additional Commitment Period

When you sign up for a commitment period, you must pay for the remainder of the current month in addition to the selected commitment period. This is known as the *Additional Commitment Period*.

For example, if, on May 15th 2015, you sign up for 10,000 lookups per month over a 12 month commitment period beginning June 1, 2015:

- You must pay for the Additional Commitment period, which are the remaining 16 days of May, plus the next 12 months beginning June 1st 2015.

- The total number of lookups available in that period (May, 15 2015 – May 31, 2016) is 125,161 lookups. This calculates as: 5,161 lookups for the remaining 16 days of May, plus 10,000 lookups per month for each of the following 12 months.
- The total cost of the order is \$93.75 USD. This calculates as \$3.75 USD for the Additional Commitment Period, plus \$90 USD for the 12 month Commitment Period.

If you don't upgrade your plan (to increase the number of monthly lookups) or terminate it, the plan will automatically renew on June 1, 2016. This date is also known as the *Renewal Date*.

Note

If you only want to pay for the commitment period, you must sign up on the last day of the previous month. For example, if you only want to pay for the 12 month period running from June 1, 2015 through the end of May 2016, you must sign up on May 31, 2015.

Additional Consumption (Overages)

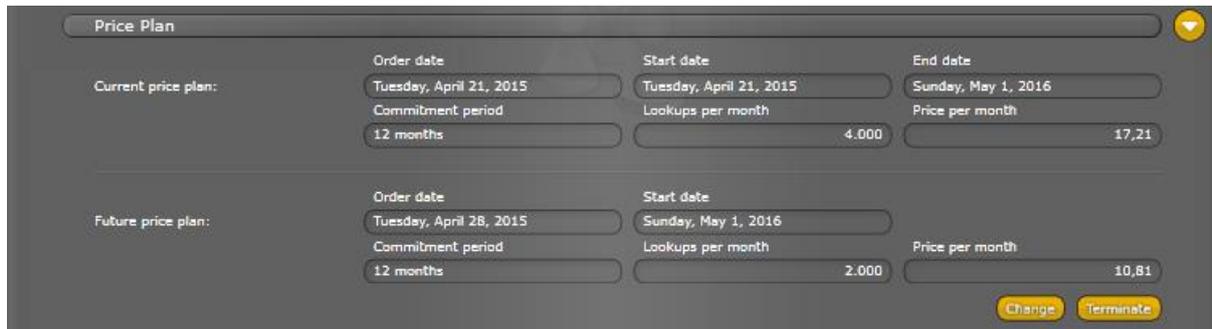
If, at any point during the commitment period, your usage exceeds the pre-paid number of lookups (125,161 lookups in the above example), this will be invoiced as *Additional Consumption (overage)*. Additional consumption is invoiced in the month following when the overage occurred.

Note

Additional Consumption prices are displayed as cost per thousand (CPM) in the App Center. Sitecore invoices for Additional Consumption on a per-unit basis, and not in blocks of 1000. In the previous example, where the CPM is \$0.75, the per-unit cost is \$0.00075. If the customer had an overage of 200 lookups, they would be invoiced for \$0.15.

Changing a Price Plan

You can change the price plan for the application at any time during the commitment period. After purchasing your plan you can upgrade or downgrade by clicking **Change** and editing your plan.



Price Plan			
Current price plan:	Order date	Start date	End date
	Tuesday, April 21, 2015	Tuesday, April 21, 2015	Sunday, May 1, 2016
	Commitment period	Lookups per month	Price per month
12 months	4,000	17,21	
Future price plan:	Order date	Start date	
	Tuesday, April 28, 2015	Sunday, May 1, 2016	
	Commitment period	Lookups per month	Price per month
12 months	2,000	10,81	
			<input type="button" value="Change"/> <input type="button" value="Terminate"/>

Upgrading your plan

At any point during the commitment period, you can upgrade your order and can change it to a higher number of lookups per month. To upgrade, click **Change**.

When you upgrade a plan:

- The new price plan immediately takes effect.
- The previous commitment is cancelled.

- Unused lookups do not carry over from the old price plan to the new.
- An invoice is issued the following month, which includes a charge for the price of the new upgraded commitment.
- You receive credit for the balance of the previous commitment.

Example:

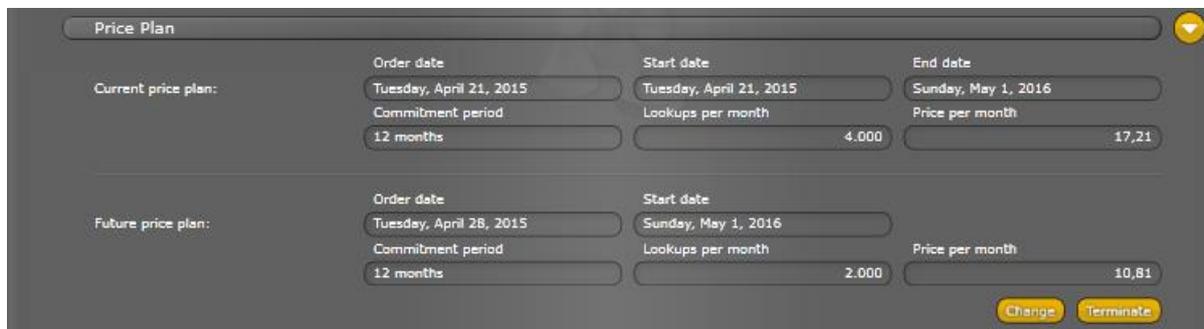
A customer purchased a 12-month commitment plan that consisted of 10,000 lookups per month (at a yearly cost of: \$90 USD). However, six months later the customer upgrades to 20,000 lookups per month (at an annual cost of: \$168 USD). The following month, the customer will be invoiced for \$123USD (\$168 USD for the cost of the new commitment, minus a credit of \$45 USD (which is a refund for the remaining 6 months of the initial commitment)).

Downgrading your plan

At any point during the commitment period, you can downgrade your order and change it to a lower number of lookups per month. To downgrade, click **Change**.

When you downgrade a plan:

- The current order is displayed in the Price Plan section as the **Current price plan** and the new, downgraded order is displayed as the **Future price plan**.
- On the end date of your current price plan the order auto-renews to the lower, downgraded, price plan.



Price Plan			
Current price plan:	Order date	Start date	End date
	Tuesday, April 21, 2015	Tuesday, April 21, 2015	Sunday, May 1, 2016
	Commitment period	Lookups per month	Price per month
12 months	4,000	17,21	
Future price plan:	Order date	Start date	
	Tuesday, April 28, 2015	Sunday, May 1, 2016	
	Commitment period	Lookups per month	Price per month
12 months	2,000	10,81	
			<input type="button" value="Change"/> <input type="button" value="Terminate"/>

Example:

A customer purchased a 12 month commitment plan that consisted of 10,000 lookups per month. However, six months later the customer downgrades to 4,000 lookups per month. The 10,000 lookups per month commitment remains in place until the end of the commitment period, at which point the order is renewed at the downgraded rate, and an invoice for \$38.40 USD (\$3.20 USD x 12 months) is issued.

Auto-renewal and termination

Your plan renews automatically at the conclusion of the commitment period. If you did not downgrade your plan, it is renewed with the same price plan. If you downgraded your plan, the order renews at

the future, (lower) price plan. If you want to cancel the renewal process, click **Terminate** in the **Price Plan** section.