

The Autodesk Certified Apps Program

Program Guide

I. Program Overview and Structure

The Autodesk Certified Apps Program Guide provides a summary of the Autodesk Certified Apps Program, its benefits, requirements, and the certification process.

The Autodesk Certified Apps Program provides a framework for select software developer partners to collaborate with Autodesk in delivering applications that offer the highest level of quality, integration, and compatibility with select Autodesk products.

The goals of the program include:

- Enabling the Autodesk channel and customers to find the right partner app quickly, easily, and with confidence
- Providing select partners with enhanced access to Autodesk customers to promote, sell, and distribute their apps
- Extending and complementing the Autodesk portfolio to enable our customers to get more value from their investment in Autodesk technologies by streamlining, extending and automating Autodesk solutions with high-quality integrated solutions from Autodesk partners

The Autodesk Certified Apps Program is offered to Autodesk Developer Network (ADN) members who have developed high-quality apps that are highly integrated with select Autodesk products and that also meet the certification criteria.

Benefits to select partners include:

- Enhanced visibility and differentiation for their app(s)
- Enhanced access to Autodesk customers and sales channel
- Enhanced sales, marketing, and technical support

ADN members are invited to submit their app to undergo the certification process. The process includes validating that the app meets certain requirements around functionality, quality, integration and user experience. Apps that successfully pass the certification process receive a certification logo, and qualified partners receive the program benefits as described below in the [Program Benefits](#) section.

Certified apps may be sold directly by the partner, through the Autodesk Exchange Apps Store, and/or through Autodesk sales and the reseller channel. Autodesk will provide marketing tools such as press release templates, quotes from Autodesk Executives and highlighting in various Autodesk web properties - depending on how the app is sold -- as well as enhanced technical support, such as prioritized handling of enhancement requests and defect reports.

App certification is reviewed every year and is renewed if the app continues to meet the program requirements.

The program includes, but is not limited to, the following types of apps and example categories:

Type of Apps	Example Categories
Apps that leverage the APIs of Autodesk products and act as extensions of the Autodesk platform	<ul style="list-style-type: none"> • Design automation • Translators • Document management • CAM • CAE • Web/cloud solutions
Apps that share data with Autodesk products or complement the customer workflow	<ul style="list-style-type: none"> • Connectors to ERP/MRP/PLM systems • Some CAM • Some CAE • Visualization (viewers, rendering, etc)
Content and learning tools for Autodesk products	<ul style="list-style-type: none"> • Tutorials and training videos • Materials and parts libraries
Specialized Hardware devices	<ul style="list-style-type: none"> • 3D mouse

Apps or products that are currently not a focus of the program include: PCs, graphics boards, and web services.

Below are the Autodesk products currently associated with in the Autodesk Certified Apps Program. Other products may be added at a future point in time.

Autodesk Products
<ul style="list-style-type: none"> • Autodesk® Inventor®, Autodesk® Inventor® Professional, and Inventor for Factory Design Suites • Autodesk® Vault Basic, Vault Workgroup, Vault Collaboration, and Vault Professional • Autodesk® Simulation CFD, Autodesk® Simulation Mechanical and Autodesk® Simulation Multiphysics, and Autodesk® Simulation Moldflow®

Refer to the [Autodesk Certified Apps Program Frequently Asked Questions](#) for more information. For questions or inquires about the Autodesk Certified Apps Program, please send an email to: CertifiedAppsProgram@autodesk.com

II. Program Benefits

The Autodesk Certified Apps Program provides select partners with greater access and visibility to Autodesk customers and differentiation for their apps within the Autodesk Developer Network.

Apps that successfully complete the certification process demonstrate the highest level of quality, integration, and compatibility with a relevant Autodesk product. Autodesk highlights the distinction of certification to customers and sales channel. Partners in the program also receive additional resources and support to help promote their apps to a broader audience and in a more visible way.

Benefits to qualified partners may include:

- Certified logo. Each logo specifically references the Autodesk product and release. Refer to [Appendix A](#) for details on certified logos.
- Inclusion of the app in the Autodesk Certified Apps catalog which is distributed to Autodesk sales channel, and is available from Autodesk.com
- Highlighting the app in various Autodesk web properties
- Preference in promoting the app through social media and community (ex: Facebook, blogs, Twitter, YouTube) and the Autodesk Exchange Apps Store
- Support for a partner-issued press release including providing quotes from Autodesk Executives, and in some cases a joint Autodesk and partner press release. Other PR benefits may include newsletters and speaking engagement opportunities.
- Priority at Autodesk-sponsored events such as Autodesk University (AU) and One Team Conference (OTC)
- Creating awareness for the app to Autodesk sales and resellers through webinars and presentations, and in some cases, facilitated introductions to Autodesk resellers
- Direct Autodesk Developer Network support contact

The following table provides a summary of the benefits of the Autodesk Certified Apps Program as compared to benefits provided to standard Autodesk Developer Network members. Benefits marked with a “✓” symbol are included in the program. All benefits are administered at Autodesk’s discretion.

Development / Support Benefits	ADN	Certified Apps
ADN Membership	Fee	No incremental fees above ADN
Access to Autodesk Software	✓	✓
Access to Technical Support	✓	✓ (direct)
Access to Technical Autodesk Product Training	✓	✓
Marketing Benefits		
Autodesk Certified App logo		✓
App inclusion in the Autodesk Certified Apps Catalog (available on Autodesk.com and in Autodesk Sales Toolkit)		✓
App qualifies for inclusion in the Autodesk Exchange Apps store	✓	✓
Preference in promoting app through social media & community		✓

App highlighted in various Autodesk web properties including Autodesk Exchange Apps store, Autodesk Partner Products and Services web catalog, and more.		✓
Included in customer case study (requires partner-contributed win and reviewed on a per-case basis)		✓
Partner-issued press release with Autodesk Exec quote. Joint press release available on a per-case basis		✓
Speaking opportunities and interviews (on a per-case basis)		✓
Opportunity to exhibit and teach class at AU (priority to teach class given to Certified Apps partners)	✓	✓
Opportunity to exhibit at One Team Conference		✓
Sales Benefits		
Inclusion in Autodesk internal and external sales team newsletters (Autodesk sales representatives and Autodesk Authorized Resellers)		✓
Opportunity to present, or for partner app to be included in, Autodesk sales and Authorized Reseller webinars		✓
Introduction to Autodesk sales and Autodesk Authorized Resellers (if applicable)		✓

Benefits may vary from country or region due to product localization and geographic constraints. In addition, the use of all listed benefits may not be applicable depending on the type of partner app.

III. Program Requirements

For inclusion in the Autodesk Certified Apps Program, partners need to meet certain requirements and their relevant apps need to undergo and pass the certification process. All program requirements are at Autodesk's sole discretion.

Requirements for app certification fall into three areas – Partner, App and Sales & Marketing:

Partner Requirements:

- Partner is a member in good standing of the Autodesk Developer Network program and has a commercially available app (desktop or web service).
- Partner has expertise and presence in one of the Manufacturing industry segments that Autodesk is targeting, including Automotive, Industrial Machinery, Consumer Products, and Building Products & Fabrication.
- Partner can provide several strong customer references (including at least one publishable customer success story that includes how the app and Autodesk product worked together).
- Partner has sales strategies and practices that are compatible with and complementary to Autodesk sales strategies and practices.

- Partner provides responsive customer support for the app.

App Requirements

- App extends Autodesk's products or services capability and complements key customer workflows.
- Partner app provides a clear value proposition to customers and is positioned appropriately with the Autodesk offering.
- App demonstrates an enhanced integration experience with the Autodesk product with which it is designed to work. This experience varies depending on the type of app and Autodesk product but includes at least one of the following–
 - Ease-of-use via in-window integration –the app has a full or part in-window presence within the product (beyond just launching from the ribbon)
 - The ability to directly open native Autodesk product files and maintain associativity between the native Autodesk product files and app specific data. Maintaining associativity means that the app informs the user of changes to the original Autodesk product file to assist the user in managing updates.
- App maintains compatibility with the latest annual release of the Autodesk product within 60 days of release, in addition to compatibility with the prior release (support for two releases – current and prior).
- App leverages the Autodesk APIs as consistent with the documentation for the relevant Autodesk product, if and when applicable.
- App behaves and functions as expected for the primary workflows specified by the partner.
- App is of high quality (stable, no corruption of Autodesk product data).
- App does not contain any harmful materials (such as software viruses, worms or other malicious code) or inappropriately collects or misuses customer data.
- There may be additional requirements for specific Autodesk products.

Marketing & Sales Requirements

- Success story of app working with Autodesk product on the partner's web site
- Partner provides a technical contact and marketing contact, and in some cases sales contact as appropriate.
- Partner provides community-based support (blogs, forums, etc.) for their app
- YouTube video on how the app and Autodesk product work together
- Support for development of joint press releases and success stories
- To maximize app awareness to Autodesk customers, Autodesk strongly encourages partners with a certified app to have a presence in the Autodesk Exchange Apps store – whether with a Trial, "light", or full version of the app.

IV. Certification Process

Interested members of ADN are welcome and encouraged to apply to have their relevant app certified. A prospective partner starts the process by filling out the on-line app certification application accessed through the ADN extranet. .

The following table summarizes the steps involved in obtaining certification under the Autodesk Certified Apps Program along with a “✓” indicating the owner to complete the step.

Step	Partner	Autodesk
Submits certification application, which includes accepting the Autodesk Certified Apps Program Participation Agreement	✓	
Reviews the app and conducts the certification process. The process may require the partner to conduct a remote meeting to demonstrate the app working with the Autodesk product	✓	✓
Evaluates and informs the partner of the outcome of the validation. Partners have the option to make necessary corrections to meet certification		✓
Sends a certification approval letter to the partner along with the certification logo. The partner app is now certified for the designated Autodesk product.		✓

Again, qualified partners participating in the program are expected to provide the below assistance on an on-going basis:

- Technical, sales, and marketing support as necessary to support, promote, sell, and distribute the app.
- Marketing content such as YouTube video demonstrating the workflow integrating the app into the Autodesk product as well as publishable customer success stories.
- Support for marketing events, speaking engagements, press releases, customer success stories.

Certification Review

Autodesk has the right to review the certified apps from time to time. Autodesk may, in its discretion, remove or relocate any of the certified apps from/on its certification list at any time as needed.

Apps undergo the certification process annually to ensure that they are compatible with the latest annual release of the Autodesk product. Partners with apps that do not meet the certification requirements for the latest release will be notified with a grace period to address the requirements issues. If the required issues are not resolved by the end of the period, partner apps may be dropped from the certified program along with associated benefits such as marketing support and logo license.

Program Changes

This Autodesk Certified Apps program may change from time to time. Autodesk reserves the right to alter the program, including without limitation the program benefits, program requirements and review process, at its sole discretion. Although Autodesk attempts to assure the accuracy of the information contained in this Program Guide, occasional corrections or updates may be necessary by Autodesk.

Appendices:

Appendix A: Autodesk Certified Apps Program Logos

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Appendix A – Autodesk Certified Apps Program Logo

Guidelines for using the Autodesk Certified Apps Program Logo

- Partner should not use the logo in materials that are not specifically in the context of the certified app.
- The logo must not be modified in any way.

Updated Logos TBD

Additional guidelines on the usage of Autodesk logos and trademarks, as provided or made available by Autodesk from time to time, shall apply.

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