



Profit from the growth of Autodesk Exchange Apps

Leverage New Capabilities



Jim Quanci
Senior Director
Autodesk Developer Network



Stephen Preston
Senior Manager
DevTech

Autodesk Exchange Apps

- iPhone App Store experience
- Quick, easy, delightful
- Free, Trial and Fee apps
- Find New Customers
- Sell your Products



Autodesk Exchange Apps



The growing Exchange opportunity:

- Large growing user base
- Global
- Trusted
- Easy



★★★★★ Great App, Response Developer

Bret Smith | April 23, 2014

This functionality is desperately needed in Civil 3D. You'll save \$25 in productivity in half a day of pipe modeling. While using the app I ran into a couple bugs and emailed Steve. He is extremely responsive, and worked out the bugs. A+ App A+ Developer.

★★★★★ Brilliant!

Shawn Ryan | March 05, 2014

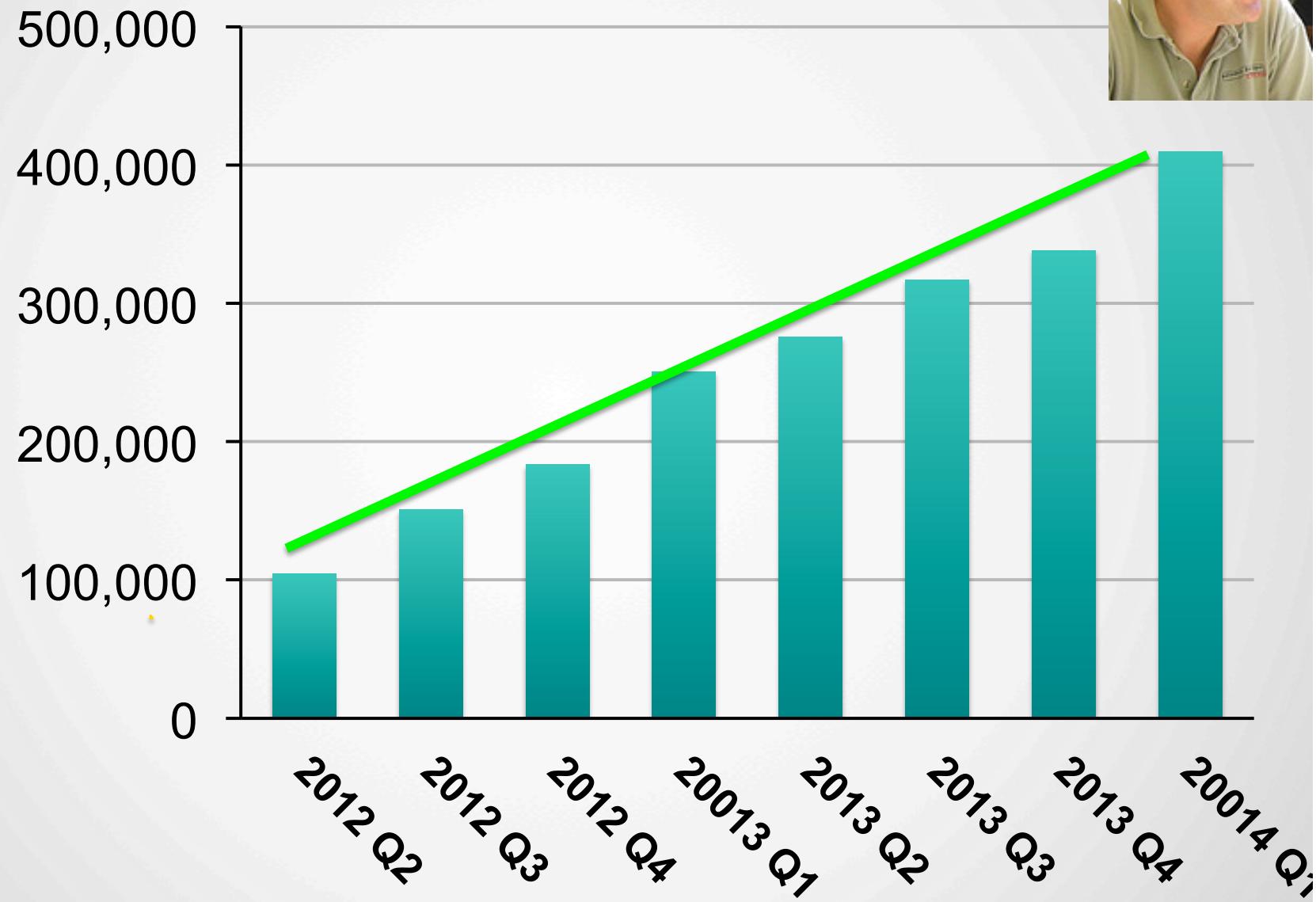
Clean, simple, and very effective at clearing out a bunch of extra junk the standard purge won't grab. We had hundreds of linetypes that we couldn't clean but this app got em all first pass! Definitely worth downloading!

★★★★★ Essential

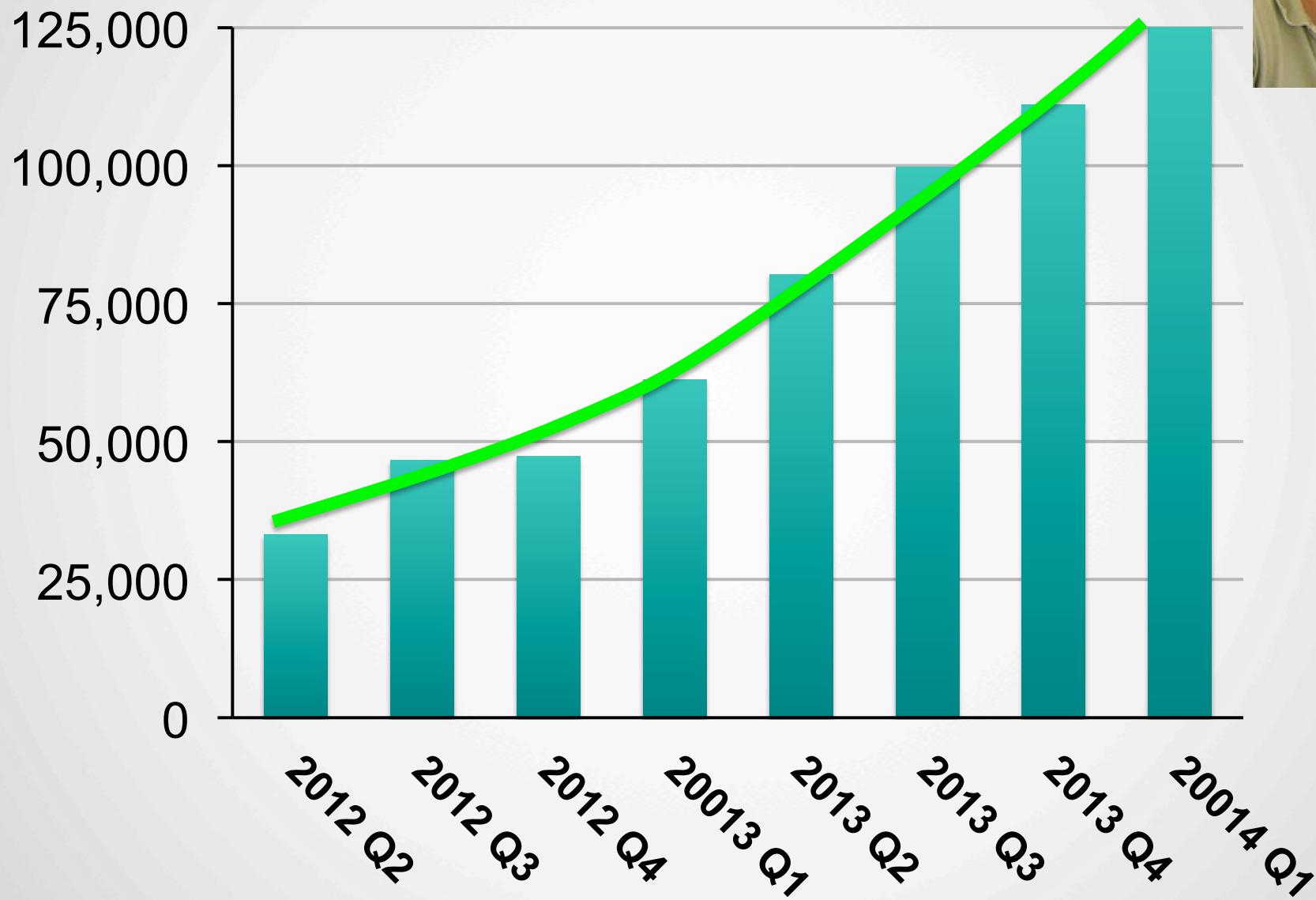
tim Alatore | October 28, 2013

I don't know how you can use the keynoting system in Revit without Keynote Manager. Steve has been developing this program for years and with each new version it just gets better and better. This program has saved me hundreds of hours of frustration and hassle in the years I've been using Revit.

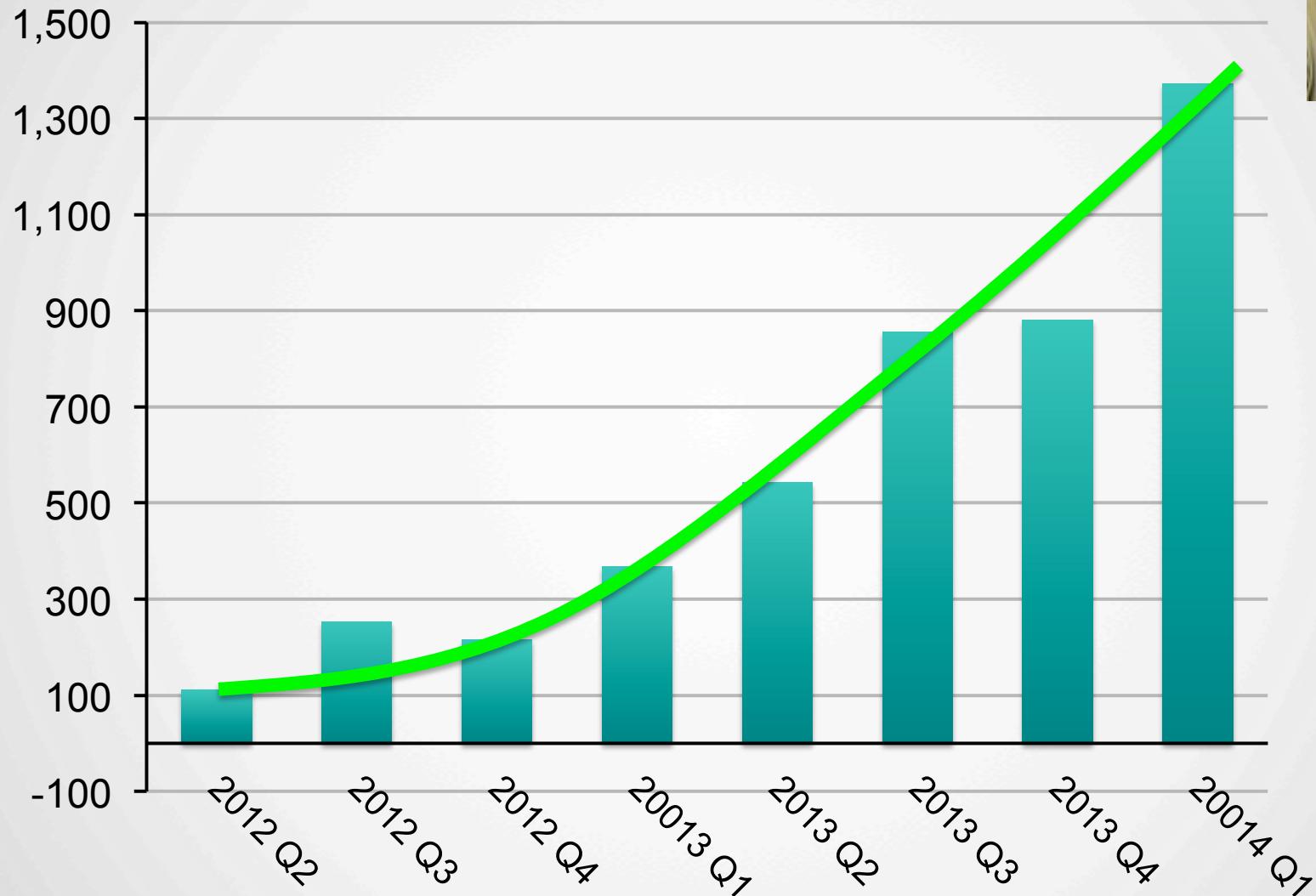
Visitors (per quarter)



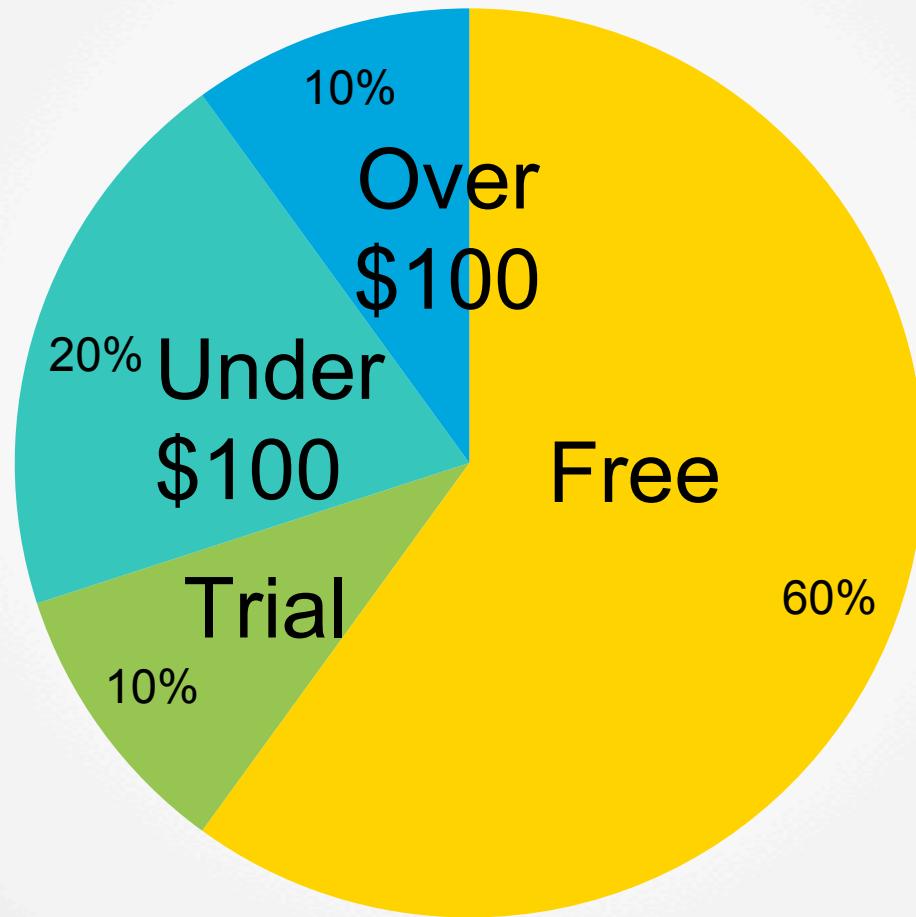
Downloads (per quarter)



Paid App Sales (units per quarter)



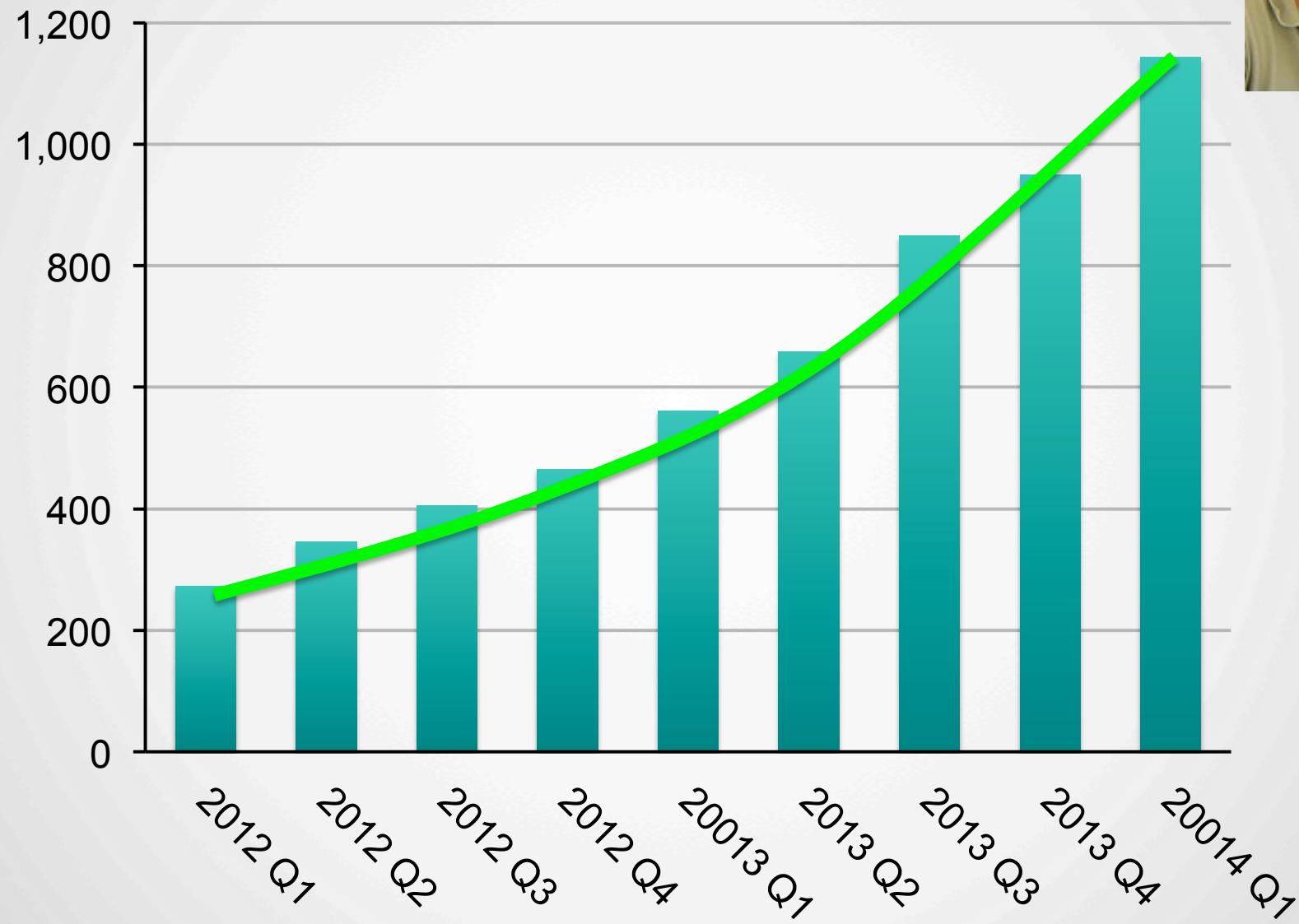
Number of Apps – Free, Trial, Fee



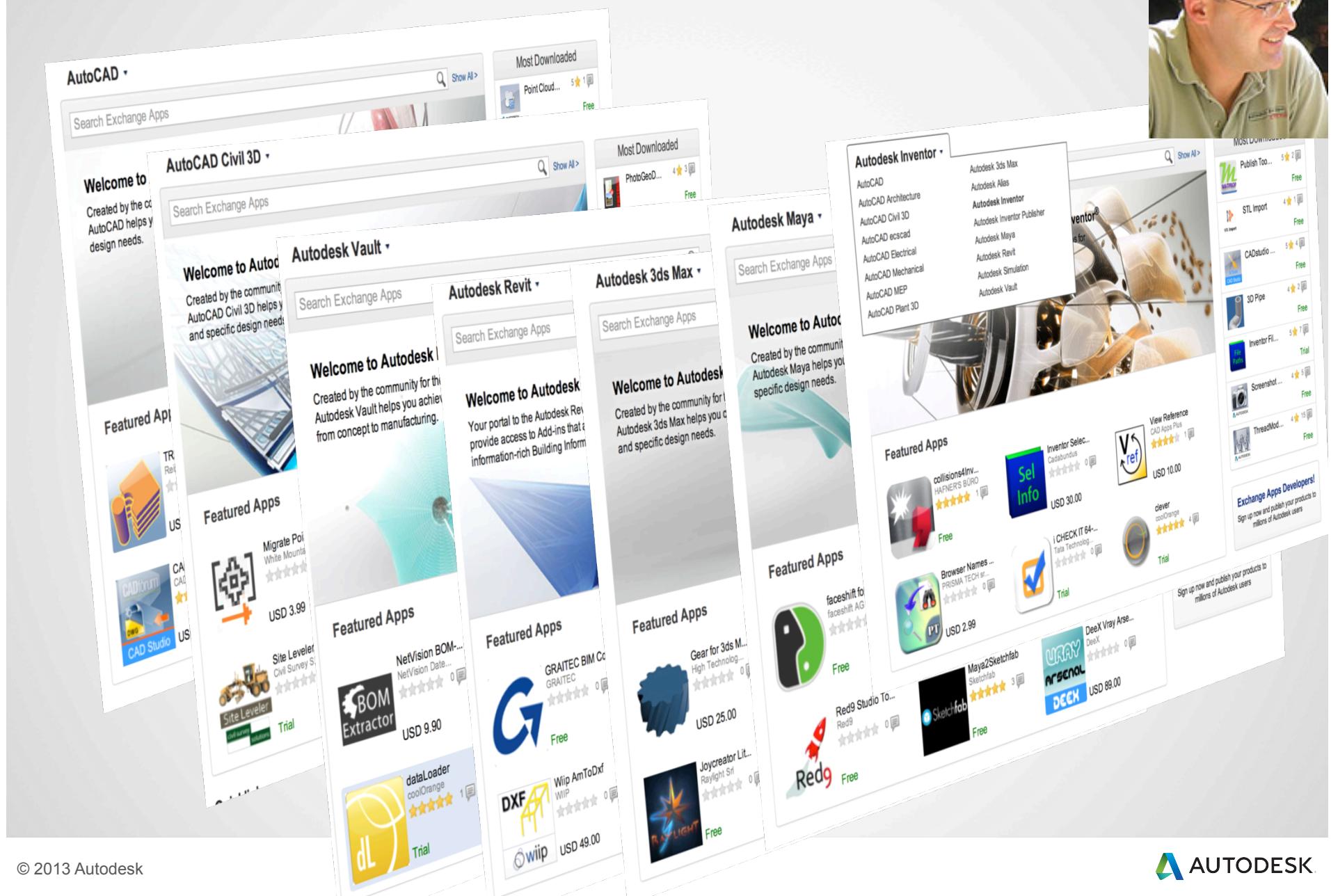
What we need from you



Number of Apps



18 Stores and Growing



© 2013 Autodesk

AUTODESK

Big Successes





What's NEW?

Quantity



MyTools - Minimum Wall Thickness Check (M...) ★★★★★

Progetti Srl

Thickness

Win32 and 64 ▾ English ▾ USD 20.00 ▾

Qty Purchased: 0 Maximum 200 copies

Unit Price: USD 20.00 Qty to Purchase 25 ▾

Sub total: USD 500.00

Purchase Cancel

The screenshot shows a software interface for a tool named "MyTools - Minimum Wall Thickness Check". At the top, there's a logo consisting of three yellow pencils with red knobs, and the word "Thickness" below it. The title bar includes the product name and a five-star rating. Below the title, it says "Progetti Srl". There are dropdown menus for "Win32 and 64" and "English", and a price of "USD 20.00". The main area displays purchase information: "Qty Purchased: 0" with a note "Maximum 200 copies", "Unit Price: USD 20.00", and "Qty to Purchase 25" with an up/down arrow. A large red circle highlights the "Maximum 200 copies" note. Another red circle highlights the "Unit Price: USD 20.00" and "Qty to Purchase 25" fields. A third red circle highlights the "Sub total: USD 500.00" text. At the bottom are "Purchase" and "Cancel" buttons.

Term (Rental)



No FEAR



Perpetual



Month 1



Month 2



Month 3



Month 4



Month 5



Month 6



Month 7



Month 8



Month 9



Update App Information and Pricing in Real Time



The screenshot shows a product page for the 'File Paths' app. At the top left is a large red 'X' over a blue button labeled 'File Paths'. To its right is a red circle around the title 'File Paths' and the developer name 'Cadabundus'. Below the title are dropdown menus for 'Win32 and 64' and 'English'. A red circle highlights the price 'USD 20.00' in a blue button. A large red oval encircles a descriptive text block: 'Easily find the full path to your files with a convenient right click menu. If the trial version is installed, please remove it before running the full version.' Below this is a link to a trial version: 'You can try the trial version on Exchange Apps here, [Inventor File Paths - Trial](#)'. A 'Read Help Document' link follows. A red oval at the bottom encircles three screenshots showing the software's interface: 'Menu options for si...', 'Menu options for mu...', and 'The results of find...'. At the bottom of the page is a note: 'No reviews of this product yet. | [sign in to write a review](#)'.



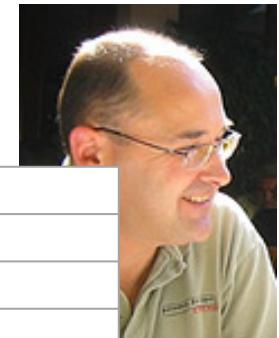
**COMING
SOON**

Purchase Orders



CC	Computer Central Inc. 3030 Harbor Lane Suite 225 Plymouth, MN 55447 Voice: Fax:	Purchase Order Purchase Order # 3-1025 Page 1 of 1 Order Date: 8/14/2006																																							
Vendor Compaq 200555 HWY 249 Houston, TX 77070 ATTN: Jim Elliot		Ship To Computer Central - St Louis Pa 3710 Hwy 100 St. Louis Park, MN 55416 ATTN: Bill Young																																							
Voice: (888) 555-9890 Fax:		Voice: (952) 823-9800 Fax: (952) 823-9801																																							
<table border="1"><tr><td>Terms</td><td>Tax Exempt/Tax ID</td><td>Ship Via</td><td>FOB</td><td>Prepaid/Collect</td></tr><tr><td>1% in 10 Days - Net in 30 Days</td><td>Yes ID: 98-9827837</td><td>UPS</td><td>Vendor</td><td>Collect</td></tr></table>		Terms	Tax Exempt/Tax ID	Ship Via	FOB	Prepaid/Collect	1% in 10 Days - Net in 30 Days	Yes ID: 98-9827837	UPS	Vendor	Collect																														
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<table border="1"><thead><tr><th>Ln</th><th>Qty</th><th>Item</th><th>Description</th><th>Each</th><th>Freight</th><th>Extension</th></tr></thead><tbody><tr><td>1</td><td>3</td><td>362484</td><td>Compaq Presario 6320US</td><td>\$650.00</td><td>\$0.00</td><td>\$1,950.00</td></tr><tr><td>2</td><td>4</td><td>392837</td><td>Compaq Presario 6350US</td><td>\$850.00</td><td>\$0.00</td><td>\$3,400.00</td></tr><tr><td>3</td><td>4</td><td>723601</td><td>Compaq iPaq 1910</td><td>\$199.00</td><td>\$0.00</td><td>\$796.00</td></tr><tr><td></td><td>1</td><td>398878</td><td>Compaq 3955</td><td>\$400.00</td><td>\$0.00</td><td>\$400.00</td></tr></tbody></table>							Ln	Qty	Item	Description	Each	Freight	Extension	1	3	362484	Compaq Presario 6320US	\$650.00	\$0.00	\$1,950.00	2	4	392837	Compaq Presario 6350US	\$850.00	\$0.00	\$3,400.00	3	4	723601	Compaq iPaq 1910	\$199.00	\$0.00	\$796.00		1	398878	Compaq 3955	\$400.00	\$0.00	\$400.00
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	1	398878	Compaq 3955	\$400.00	\$0.00	\$400.00																																			
Ordered By: anonymous TOTAL: \$6,946.00																																									

More Payment Options



Payment Method	Description and Supported Countries
Secure Online Credit Card	All
PayPal	All
Local Bank Transfer	All
Wire Transfer	All
Real-Time Bank Transfer	All. You can now use this payment method for subscriptions.
Electronic Check (ECP)	EU
Skrill (Moneybookers)	All
Purchase Orders	All
PaySafeCard	EU, Argentina, Canada, Cyprus, Latvia, Malta, Mexico, Norway, Romania, Slovakia, Slovenia, Sweden, Swiss, Turkey, USA.
Ukash	EU, Algeria, Australia, Bahrain, Bolivia, Canada, China, Columbia, Cyprus, Czech Republic, Egypt, Finland, Ghana, Jordan, Kuwait, Libya, Mexico, New Zealand, Russia, Slovenia, South Africa, Sweden, Switzerland, Ukraine, Uruguay
CashU	EU, Algeria, Australia, Bahrain, Cambodia, Cameron, Canada, China, Egypt, Gambia, Ghana, Guinea Bissau, India, Iraq, Israel, Jordan, Kenya, Korea, Kuwait, Lebanon, Libya, Malaysia, Mauritania, Morocco, Nepal, Nigeria, Oman, Pakistan, Qatar, Russia, Saudi Arabia, Sierra Leone, Switzerland, Tanzania, Tunisia, Turkey, UAE, USA, Yemen
Boleto Bancario	Brazil
WebMoney	Argentina, Armenia, Azerbaijan, Belarus, Brazil, Chile, Columbia, France, Kazakhstan, Kyrgyzstan, Mexico, Moldova, Peru, Russia, Spain, Ukraine, Uruguay, Tajikistan, Turkmenistan, Uzbekistan
Alipay	China



BlueSnap[®]



Simple “Unified” License Management



AUTODESK EXCHANGE | APPS

Jim W.

My Downloads

Apps/Desktop based									
Name	Description	Company	Store	Price	Purchase Date	Copies Purchased	Status	Action	
 3D ハンドブック 	Autodesk® AutoCAD® 2014 の 3D モデリング機能とプレゼンテーション機能を網羅的に解説する PDF ファイル形式の電子ブックです。 (more)	オートデスク株式会社	AutoCAD	Free	1/29/2014	N/A	 Update Available	Download	
 CADtoEarth 	CADtoEarth is a family of innovative add-in applications for the most popular CAD packages that link modeling environment with Goo... (more)	AMC Bridge LLC	Autodesk Revit	Free	1/14/2014	N/A	 Update Available	Download	
 Blocks Smart E... 	This product allows AutoCAD® users to explode unexplodable block references (more)	PRISMA TECH srl	AutoCAD	USD0.99	12/1/2013	1	 Update Available	Download	
 Spiro 	This plug-in can be used with AutoCAD to create Spirograph (TM) - like patterns. Turn AutoCAD into an educational toy that will pr... (more)	JTB World	AutoCAD	Free	11/30/2013	N/A	 Update Available	Download	
 Revision Polylin... 	Turns a polyline into a revision cloud while maintaining the original polyline geometry, allowing easy modification (more)	Mark Dubbelaar	AutoCAD	USD0.49	11/27/2013	1	 Update Available	Download	

Demo – Entitlement API



- A simple copy protection system for your apps



Best practice



- Allow a grace period
- Provide authorization ‘backdoor’
- Don’t check Entitlement on every launch
- Entitlement API doesn’t yet support bulk purchase

Call to action – Entitlement API



- Looking for early adopters
- Email me (stephen.preston@autodesk.com) if you'd like to use the Entitlement API in your app
- More information
 - [Entitlement API Part 1](#)
 - [Entitlement API Part 2](#)
 - [Entitlement API Part3](#)

Demo – Term based payment

- Use PayPal IPN notifications to track subscriptions to your application



Exchange Store Emulator

localhost:36911/IPNTestHelper.aspx

Apps Autodesk Viewer De... SimpleModelwithBl... All Drawings - Auto... Autodesk Tools Plat...

This is an simplest eumulator of Exchange Store, just to help testing your IPN Listener

IPN Listener URL :

AppId:

Buyer Email:

When customer buy an app/webservice, an IPN notification send to IPN Listener.

For local test/debug, set the IPN validation URL to following url in your IPN Listener :
<http://localhost:36911/ValidateIPN.aspx>

Call to action – Term based payment



- Looking for early adopters
- Email me (stephen.preston@autodesk.com) if you'd like to sell your apps by monthly subscription
- More information
 - [How to create an IPN listener](#)
 - [Term based apps](#)



Best Practices

- Think like a customer
- Quality and value
- Give customers options
 - Free: showcase your technical skills
 - Trial: let customers try first
 - Buy: publish mix of paid apps



Best Practices

www.autodesk.com/developapps



- Use Autodesk “bundle” format
 - Customer ease of use, consistent experience, confidence
- Use standard installer
- Keep current – support latest versions



Professional Icons are Essential

- Icon is your first impression
 - Quality matters
- Icon reflects the app



AutoDraw



Vault Mirror



ProPlanner Flow Planner

Professional Icons are Essential

Black



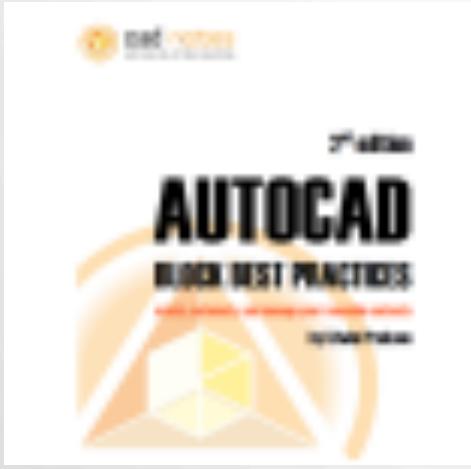
- Develop a theme
- Use a concept
- Make icon eye catching



Professional Icons are Essential



- Follow our icon guidelines
- Avoid box shots and screenshots
- Minimize white space
- Avoid duplication – e.g. name
- Poor icons:
 - Slow down the approval process
 - Not accepted for placement as Featured App



How to get on the storefront

Most Downloaded (free and paid): based on Google Analytics stats (30 days)

Featured:

- Great apps
- New Apps
- Updated Apps – 2015
- Paid apps – easier to be featured with paid apps
- Good icons

The screenshot shows the Autodesk App Store storefront with three main sections:

- Featured Apps:** Displays two free apps: "BatchInDatabase..." (5 stars, 11 reviews) and "UDS Tools Bloc..." (5 stars, 1 review).
- Featured Paid Apps:** Displays two paid apps: "TRIMSLIT" (5 stars, 0 reviews, USD 3.00) and "VBCAD Attachme..." (5 stars, 0 reviews, USD 10.00).
- Featured New/Updated Apps:** Displays four apps: "Cloud Renderer" (5 stars, 0 reviews, Free), "Text Case Tool..." (5 stars, 2 reviews, USD 4.99), "Selection Mast..." (5 stars, 0 reviews, Trial), and "Imported Line ..." (5 stars, 0 reviews, USD 3.00).

App Description

- Full descriptions – they drive customer decisions.
Don't leave them guessing.
 - Benefits
 - Key features
 - Presentation – use formatting
 - Include URLs
 - Call to action e.g. “see video” or “visit mywebsite.com”
 - Link Trial and Paid pages
- For complex app, create a tutorial – a YouTube video



Family Loader Pro ★★★★★
Shanghai YeahSo Software Co., Ltd. 7/18/2012

Family Loader Pro provides a better way for you to manage and use families in Revit. Now you don't need to remember all the complex folder structures at all. You could be able to find family based on several frequent use search conditions like category, name etc. and use it by dragging and dropping which is the most natural way of using family. With this app, you could:

1. Index all your families in order to be found easily later;
2. Perform dynamic and runtime search when search condition is changing;
3. Visually view the family preview like preview in windows explorer;
4. Show/hide family name in the search UI to choose the way of showing search result as you want;
5. Easily drag and drop to use family;
6. Predefine sets of families and batch load in one click.

This is a full-functional 30-day trial app. After it's expired, you can buy it in <https://www.revitapp.com/buy> and you will receive the serial number then register the app in the about dialog.
Get more usage help from our wiki help: <https://www.revitapp.com/wiki/FamilyLoaderPro>.
APP DEMO: <https://www.revitapp.com/products/familyloaderpro>.

Trial



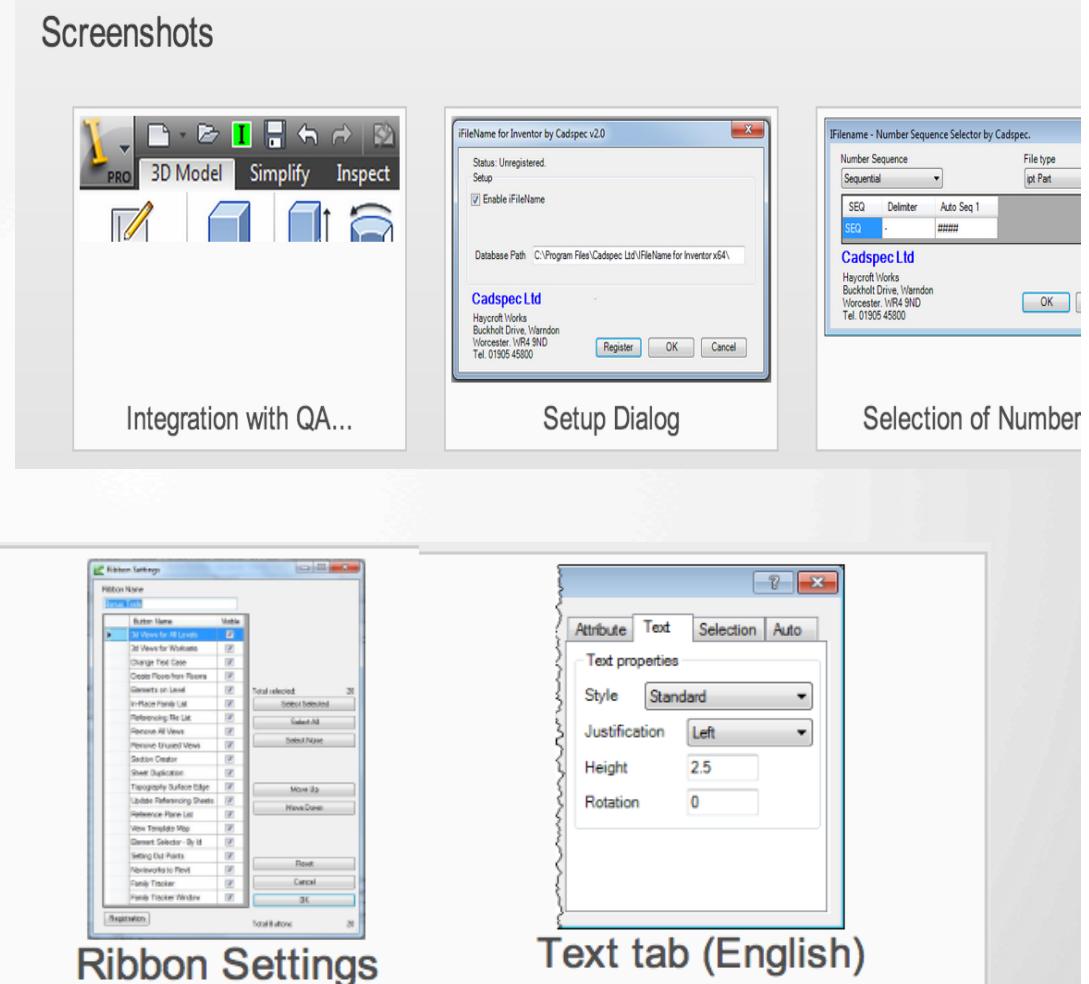
Curve Text ★★★★★
Hi-Tech Company Software Solutions (Chennai) Pvt. Ltd. 2/25/2012

This command is used to create a text over the arc, circle, and elliptical arc.

Trial

Screenshots

- Focus on quality – show customers what they'll get
- Use the description space
- Use up to 6 screenshots.
- Images expand to size of browser window when clicked.
- Customers look at screenshots.



Use the Help File to Promote your Company

- Help File is viewable online – the quality reflects on your app.
- Give clear, detailed information.
- Use Author/Company Information space – tell customers what you do, the services you offer.

Contact

Company Name: Red Transit Consultants, LLC

Company URL: www.redtransitconsultants.com

Support Contact: steve@redtransitconsultants.com

Author/Company Information

Red Transit Consultants, LLC is a small business offering customized workflow applications for use within Autodesk's AutoCAD®, AutoCAD® Civil 3D®, and AutoCAD® Map 3D software. With advanced technical knowledge in Autodesk software and a strong understanding of the day to day design workflows, we strive to provide apps, training, and other custom tools that will help speed up daily design workflows.

Support Information

At any time, simply email steve@redtransitconsultants.com, and provide the application plugin name or command name and a detailed description of the error that occurred. We will get back with you as soon as possible and determine a solution to the issue.

Follow Up, Follow Up, Follow Up



Download csv file from “my uploads” by clicking on the number – these are your leads

Do follow up, but don’t spam – ask for feedback, seek to improve, give useful information



Cherry pick key customers from their email domain names

Downloads	Price	Status	Action
333	USD 0.01	Published	Edit
N/A	Free	Draft	Edit



More Info

www.autodesk.com/developapps
apps.exchange.autodesk.com

Questions

appsinfo@autodesk.com



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