

**SERVICE CONTENT FORM FOR THE MARKET PLACE**

All service page content to be provided in English

Last update: March 2020

**Step 1:   
SERVICE CONTENT**  
Before filling the form, please read the [online documentation](https://developer.veracity.com/doc/onboarding-a-service#how-to-best-present-your-product-in-the-marketplace) for onboarding a service

- Fill-in the following Content Form with your product/service content information.

- Content should be provided in English only

- Be sure you already have a service created through [Veracity for Developers](https://developer.veracity.com/doc/onboarding-a-service)

**Step 2:**

**SERVICE MEDIA / ILLUSTRATIONS**

* Indicate in the form the different media reference.

**Step 3:**

**SEND THE CONTENT FORM AND IMAGES**

* Send back this document by mail to [Robert.Andreas.Havn.Andresen@dnvgl.com](mailto:Robert.Andreas.Havn.Andresen@dnvgl.com) with the filled form and the media/images attached to the mail.

If you need any assistance or information, please contact: Robert.Andreas.Havn.Andresen@dnvgl.com

1. **SERVICE CONTENT**

Please fill-in the central columns below.

*Refers to* [*online documentation*](https://developer.veracity.com/doc/onboarding-a-service) *for guidance*

**Service Information**

|  |  |  |
| --- | --- | --- |
| Service name don`t use only abbreviations |  |  |
| Service owner contact  name and e-mail | Write Name and email |  |
| Indicate if the service is: (check the correct option) | **Ready for online sales.** Prices can be displayed for customers and the customer can complete an online purchase process (Only available for internal DNV GL services yet. For 3rd party services, we will contact you for more information on license and price plans options and timeline – indicate your interest here!)  **Free.** The service or dataset as such can be made available for free. The page will get a “Free access” button  ☐ **For free but** we want to validate everyone who gets access (not recommended)  **Paid service but not ready for online sales.** Cannot display prices easily or not perform an online sale yet, so we only want to capture leads for now. The page will get a “Get a price quote” button  **OTHER** (specify):\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Note:  A “**Contact provider”** button will be displayed on product pages for all services, so customers have the possibility to contact you with their questions. |  |
|  |  |  |
| Indicate the  **type of service**:  (one or more choices) | Software (downloadable software)  Online service (SaaS)  Dataset  APIs  Advisory service |  |
|  |  |  |
| **Service industry**  (one or more choices) | Energy and renewables  Maritime  Oil and gas  All industries  Other (specify) :\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |
|  |  |  |
| **Service category**  (Please think “minimum category” when applying them - we suggest to not check more than 5 categories) | Analytics / insights  Building and engineering  Certification and approval  Communication and Collaboration  Cost management  Cyber Security  Data management  Data quality assessment  Emissions  Fleet Management  Forecasting  Fuel efficiency  Maintenance  Monitoring  Operational efficiency  Performance  Pipeline  Predictive maintenance  Quality, health and safety  Remote services  Risk Management  Rules and standards  Sensors and connectivity  Ship efficiency  Supply chain management  Sustainability  Wells and drilling |  |
|  |  |  |

**SERVICE/PRODUCT TERMS & CONDITIONS OF USE**

*If you have a service with specific Terms & Conditions of use that the user must accept please write them below. If relevant, please include a privacy statement where you describe how you monitor the usage of the service, how you collect and process personal information and if your service is using cookies. The service Terms & Conditions must be approved by DNV GL Group Legal*

*The Veracity platform terms will not refer to your service. Any terms related to the use of your service should be mentioned (if not handled when logging into the service).*

|  |
| --- |
|  |

1. **SERVICE MEDIA** (text, video, images and illustration)

**WIDGET on Marketplace**

|  |  |  |  |
| --- | --- | --- | --- |
| **Service description** | *100 characters’ maximum (with space).  The description needs to include a Value Proposition.  Helping question: What is the product about? What the user will get? (see example on the side)* |  | |
| **Service picture** | *You have three options for creating your widget image:*  *Representative image (recommended)*  *Own service logo*  *Icon or pictogram* |
| *If image* | *Please provide us with a high resolution jpg.* |  | |
| *If icon or pictogram (we can help create one) WarningNOTE: we are transitioning away from this option as we would like services to have a good representative images that will also follow the service tile in My service page)* | | | | |
| Choose a colour for Icon background  (*DNVGL services will get a Sky blue*): |  | |  | | |

**PRODUCT PAGE**   
The service will have a own product page showing the main key benefits and describing what the service is about. Follow the table below and insert text and images where needed.

|  |  |  |
| --- | --- | --- |
| **PRODUCT PAGE** |  |  |
| **Service Tagline** (1):  (A brief, one-sentence statement explaining the product's core value proposition. This will appear on top of the product page) | 100 characters’ maximum (with space)  Eg. Latest requirements and guidance for marine warranty based on DNV GL experience |  |
| **Banner image** (2) | **Please provide us with a high-resolution jpg or tiff image (size: 1200x350 px)** |  |
| **Video link on banner** (3) optional | Allowed locations for videos are:  **Youtube**: [https://www.youtube.com/**embed**/oV4g6dm74\_E](https://www.youtube.com/embed/oV4g6dm74_E)  Embed URL format required.  **Vimeo**: [https://**player**.vimeo.com/video/289631805](https://player.vimeo.com/video/289631805)  Player URL format required  **DailyMotion**: [http://www.dailymotion.com](http://www.dailymotion.com,/)  **Wistia**: [https://fast.wistia.net](https://fast.wistia.net/)  **PressToGo**: [https://production.presstogo.com](https://production.presstogo.com,/)  For DNV GL products the videos can also be located at:   * + https://\*.dnvgl.com   + https://\*.azureedge.net   + https://\*.veracity.com   + https://\*.dnv.com |  |
| **Product key benefit (4)** | Key benefits, are shown with an icon that we will select from our archive. You provide the text.  *Be short and to the point what is the value proposition of your product?*  *why should the buyer come to you first instead of a competitor?* |
| 1st key benefit: | *60 characters’ maximum (with space)* |
| 2nd key benefit: | *60 characters’ maximum (with space)* |
| 3rd key benefit: | *60 characters’ maximum (with space)* |

**SERVICES DESCRIPTION**   
*You can write 1 to 5 description paragraphs. (note: if you also have another product page on your internet site make sure to write the text a bit differently. This is to avoid duplicating content as this can affect ranking in search engines)*

|  |  |  |
| --- | --- | --- |
| **Paragraph description** | |  |
| 1st Paragraph Title: | *70 characters’ maximum (with space)* |
| 1st Paragraph Text: | *550 characters’ maximum (with space)* |
| Video link (optional): | *For allowed video locations see Video link on banner above* |
| Required media (6): 1 illustrative picture for 1st paragraph in .jpg (please provide high resolution) | |
|  |  |
| 2nd Paragraph Title: | *70 characters’ maximum (with space)* |
| 2nd Paragraph Text: | *550 characters’ maximum (with space)* |
| Video link (optional): | *For allowed video locations see Video link on banner above* |
| Required media (6): 1 illustrative picture for 2nd paragraph in .jpg (please provide high resolution) | |
|  |  |
| 3rd Paragraph Title: | *70 characters maximum (with space)* |
| 3rd Paragraph Text: | *550 characters maximum (with space)* |
| Video link (optional): | *For allowed video locations see Video link on banner above* |
| Required media (6): 1 illustrative picture for 3rd paragraph in .jpg (please provide high resolution) | |
|  |  |
| 4th Paragraph Title: | *70 characters maximum (with space)* |
| 4th Paragraph Text: | *550 characters maximum (with space)* |
| Video link (optional): | *For allowed video locations see Video link on banner above* |
| Required media (6): 1 illustrative picture for 4th paragraph in .jpg (please provide high resolution) | |
|  |  |
| 5th Paragraph Title: | *70 characters maximum (with space)* |
| 5th Paragraph Text: | *550 characters maximum (with space)* |
| Video link (optional): | *For allowed video locations see Video link on banner above* |
| Required media (6): 1 illustrative picture for 5th paragraph in .jpg (please provide high resolution) | |

**CUSTOMER TESTIMONY** (optional)

|  |  |  |
| --- | --- | --- |
| Testimony author name: |  |  |
| Testimony author role and company |  |
| Testimony text | *500 characters’ maximum (with space)* |
| Required media (7): 1 Testimony author picture, if available (please provide .jpg in high resolution) | |

**Learn More content** (optional) *You can add 2 to 4 additional links. We have a set of icons that we will select to better communicate your “learn More” content*

|  |  |  |
| --- | --- | --- |
| Learn more |  |  |
| 1st Additional link - Title |  |
| 1st Additional link - Text | *190 characters maximum (with space)* |
| url link |  |
|  |  |
| 2nd Additional link - Title |  |
| 2nd Additional link - Text | *190 characters maximum (with space)* |
| url link |  |
|  |  |
| 3rd Additional link - Title |  |
| 3rd Additional link - Text | *190 characters maximum (with space)* |
| url link |  |
|  |  |
| 4th Additional link - Title |  |
| 4th Additional link - Text | *190 characters maximum (with space)* |
| url link |  |

**SERVICE PROVIDER INFORMATION**

|  |  |  |
| --- | --- | --- |
| Service provider name/company |  |  |
| Service provider description | *(for DNVGL you do not need to enter a content)* |
| **Required media (11): Company Logo in high resolution** | |