SAP Concur App Center Listing Form

Please complete the following form to populate your App Center listing and return to [concur\_AppCenterMarketing@sap.com](mailto:concur_AppCenterMarketing@sap.com). Please plan for a 1-2 week lead-time to accommodate any edits required.

**Listing updates:** Any requests for updates to your App Center listing require a new form to be submitted, please send to [concur\_AppCenterMarketing@sap.com](mailto:concur_AppCenterMarketing@sap.com).

**Collateral (brochures, videos, etc.):** Any partner collateral materials you would like to include in your App Center listing must be reviewed by [concur\_AppCenterMarketing@sap.com](mailto:concur_AppCenterMarketing@sap.com) prior to posting. Please review the [App Center Partner Marketing Toolkit](https://developer.concur.com/manage-apps/go-market-docs/app-center-partner-marketing-toolkit.html) for tips and brand guidelines.

**Questions?** Email us at [concur\_AppCenterMarketing@sap.com](mailto:concur_AppCenterMarketing@sap.com) or attend our [monthly office hours](https://developer.concur.com/manage-apps/go-to-market.html).

|  |
| --- |
| **Listing Language** (What is the language that the following details are written in?) |
| **Listing Type** (User (Apps for Me) or Enterprise (Apps for My Business)) |
| **Listing Name** (Company and/or specific product name.)  *Limit: 32 characters including spaces* |
| **Headline** (Short heading describing the application.)  *Limit: 100 characters including spaces (shorter recommended)* |
| **Short Description** (Will act as an introduction to your application and entice the reader to learn more. Briefly explain what the integration with SAP Concur does.)  *Limit: 180 characters including spaces* |
| **Long Description** (Longer descriptionof the application and SAP Concur integration. This will appear in the details tab of your application.)  *Limit: 2500 characters including spaces* |
| **Partners Listing URL** (URL to partner website.) |
| **Datasheet or Collateral URL** (Required for Enterprise partners. Speaks to SAP Concur integration. Content hosted on partner website.) For assistance, view the [App Center Partner Marketing Toolkit](https://developer.concur.com/manage-apps/go-market-docs/app-center-partner-marketing-toolkit.html). |
| **Video URL** (Speaks to the application and SAP Concur integration. Recommended, but not required.) |
| **Twitter Handle** (Provide you social handle to stay engage with @SAPConcur.) |
| **Lead/Inquiry Report Email Address** (Only required for enterprise/Apps for My Business. Lead inquires will be sent to this email address.) |
| **Lead/Inquiry IT Set Up (**Provide your IT team the following details to place Concur on the safe sender list.  Leads will be sent from Concur marketing automation tool Marketo. To ensure receipt of all leads complete the following:   1. Provide IT team the following details to whitelist the Concur IP address and place Concur on the safe sender list.    1. Email From Address: [appcenterreferral@concur.com](mailto:appcenterreferral@concur.com),    2. From Sender: Concur App Center Referral    3. Subject: AppCenter Inquiry Submission    4. Domain: et.concur.com, concur.com, sap.com |
| **Partner Name** |
| **Partner Support URL** (Partner hosted page that has all of your contact information for product support.) |
| **Partner Contact Phone Number** (Provide a phone number for product support) |
| **Partner Terms and Conditions URL** (Provide a link to the Terms and Conditions page on your website) |
| **Partner Privacy Policy URL** (Provide a link to the privacy policy page on your website.) |
| **Connect URL** (URL provided must include sign in/up or sign up flows, URL must be in production and certified prior to the app launch date.) |
| **Connection Workflow** (One Time Password Flow unless otherwise specified) |
| **Mobile App Center (Currently only for user connection apps/Apps for Me).**   * **iOS App Store URL:** (URL that takes user to the mobile page to begin the connection process. Example: https://www.partnerapp.com/concur/redirect) * **Android Package ID and App Launch URL and Parameters:** (URL that opens the app once installed on the user's mobile device. Example: me.partnername.android) * **Any additional parameters for either mobile platform.** |
| **Keywords** (Used for key word search in the App Center**.** Available in the future and will be helpful if you name and describe your product in a way that drives traffic to your listing.)  *100 characters* |
| **App works with these Concur offerings** (Must choose at least one.)  \_\_\_\_\_Expense - Standard \_\_\_\_ Expense - Professional \_\_\_\_ Invoice - Standard \_\_\_\_ Invoice - Professional \_\_\_\_Travel - Standard \_\_\_\_Travel - Professional \_\_\_\_ Travel Request - Professional |
| **Listing Category: (Highlight Functional Role):**   * Air & Hotel * Cars & Trains   + Rides   + Mileage   + Parking * Food * Other Expenses * Compliance & Risk * IT Solutions * Finance & HR   + Client Billing   + ERP Integrations   + Audit   + Tax Management |
| **Industry:** (Select an industry if the application is specific to one of the following. If application is NOT industry-specific, do not select an industry below.)   * Healthcare and Life Science * Legal * Professional Services |
| **Global Capabilities**  Please read the definitions below carefully and highlight the appropriate countries with a note of the capabilities you support today. See example.   * *Availability*: What countries is your app available in? (App must be fully functional) * *Language Support*: What languages is your app translated into? (Must include translation for the listing content and any other marketing assets you utilize for the app) * *Local Presence*: What countries do you have local support in? (Physical presence, offices) Please provide the address and contact number for each.   Examples:   * United States – Availability/Language/Local * France – Availability/Language   **If a specific country you support is not listed below please include it separately.**   |  |  |  |  |  | | --- | --- | --- | --- | --- | | **North America**  Canada  Mexico  United States of America | **Latin America**  Argentina  Bolivia  Brazil  Chile  Colombia  Ecuador  Paraguay  Peru  Uruguay  Venezuela | **Europe, Middle East, & Africa**  Afghanistan  Armenia  Austria  Belgium  Croatia  Czech Republic  Denmark  Egypt  Ethiopia  Finland  France  Germany  Greece  Greenland  Hungary  Iceland  Iran  Iraq  Ireland  Israel  Italy  Jordan  Kenya  Netherlands  Norway  Pakistan  Poland  Portugal  Russia  South Africa  Spain  Sweden  Switzerland  Turkey  Ukraine  United Arab Emirates  United Kingdom | **Asia Pacific**  Australia  Bangladesh  Cambodia  China  Fiji  Guam  Hong Kong  India  Indonesia  Japan  Korea, South (Republic of Korea)  Malaysia  Myanmar  Nepal  New Zealand  Palestine  Singapore  Taiwan  Thailand  Vietnam | **Other**  Antarctica | |
| **Localization**  Below, you will find a list of Concur-supported languages.  If your application is available in a country where one of the following languages is spoken, please translate your listing into that language.  Use this form, and insert translations for the short description, long description, and insert links to any localized landing pages. For example, if your listing is available in France, please translate the listing to French.  *Also, please be sure that all of the assets that your listing links to are also localized, including the inquiry link*.  **Here are several translation companies that SAP Concur has used in the past:**   * Lionbridge: <http://www.lionbridge.com/> * MotionPoint: <http://www.motionpoint.com/> * Jonckers: <http://www.jonckers.com/>   We understand that there is a cost associated with localization.  To bring that cost down, consider abbreviating the length of your listing to include only the key points about the integration with Concur and your application.  **Concur-supported languages:**   |  |  | | --- | --- | | **Tier 1:** | **Tier 2:** | | EN-US / English US (default) | CS / Czech | | ZH / Chinese Simplified | DA /  Danish | | ZH / Chinese Traditional | FI / Finnish | | NL / Dutch | EL /  Greek | | EN-AU / English Australian | KO / Korean | | EN-GB / English UK | LV /  Latvian | | FR-CA / French Canadian | LT / Lithuanian | | FR / French | NO /  Norwegian | | DE / German | PL / Polish | | HU /Hungarian | RU / Russian | | IT / Italian | SK / Slovakian | | JA / Japan | TR /  Turkish | | PT-BR / Portuguese Brazil |  | | ES / Spanish European |  | | ES / Spanish Latin America |  | | SV / Swedish |  | |
| **Please submit the images below for approval:**   * App Icon: **(Required)** Partner app logo (larger version of the thumbnail). 600x600px / 8px corner radius / max 700 KB / jpg or png * High Resolution App Logo: (Print quality logo to be used in future marketing activities.) high resolution, eps or ai format * App Screenshots (Max 5):   + Web: Recommended aspect ratio 4:3 or 16:9. Maximum width 1176 / max 700 KB / jpg or png   + Mobile: 9:16 ratio, 640x1138 px / max 700 KB / jpg or png   **If you plan to be listing in the Mobile App Center, please submit these required images (Apps for Me only at this time):**   * Small Image (Icon): 300x300px, jpg or png format * Large Image: 600x600px, jpg or png format * Screenshots (Max 6): 920x1742px, jpg or png format * Featured App Image: 1080x576px, jpg or png format   Note: Please avoid images with very fine or small text in them as these high resolution images will be down scaled for use on lower resolution devices. |

**Example App Center Listing**

Summary View



Short descript. shows when hovering over icons

Listing Name

600x600 px Icon Image

Headline



Additional support info/resources appear here when provided

Screenshots

Inquire Button

Long Description

Listing Name

Headline

Website

Icon