

Liferay Platform: Marketplace

James Falkner

Community Manager, Liferay, Inc.

Liferay East Coast Symposium

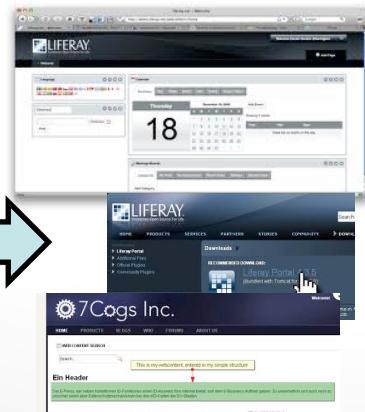
2011



Why?



- Liferay: Solid, Pluggable Enterprise Platform
- liferay.com upgrade timing
- High community interest
- ISVs interest
- IDE Maturity



11 Comments | Share | Print | Facebook | Twitter | Recomm.

Home / News & Blogs / Enterprise Web 2.0

The app store: The new "must-have" digital business model

By Dion Hinchcliffe | January 21, 2010, 12:14pm PST



Why?



- Drupal: 8k Plugins,
~1M usage
pingbacks/month

Drupal™

Drupal Homepage Login / Register

Search

Download & Extend

Download & Extend Home Drupal Core Modules Themes Translations Installation Pr

7493 Modules match your search

Modules categories: - Any -

WORDPRESS.ORG

Home Showcase Extend About Docs Blog

Username Password

Plugin Directory

Extend Home Plugins ■ Developer Center Themes Mobile Ideas

Plugins can extend WordPress to do almost anything you can imagine. In the directory you can find, download, rate, and comment on all the best plugins the WordPress community has to offer.

13,368 PLUGINS. 157,818,787 DOWNLOADS, AND COUNTING

Search Plugins

- Wordpress: 13k Plugins, 158M Downloads

Liferay Community Plugins: 218



Concept

2011



LIFERAY EAST COAST SYMPOSIUM



Basic Participation

2011



Cost: Free

LIFERAY EAST COAST SYMPOSIUM



Basic Participation



You get:

- Marketplace Developer Guide
- Marketplace Profile
- Right to publish your App as a free App
- App SDK
- Liferay IDE



Liferay Developer Program



Cost: \$99 per year

Liferay Developer Program



You get:

- 1 year developer license to Liferay Portal EE (including App SDK)
- 1 license for Liferay Developer Studio
- Marketplace Developers Guide
- Right to get your App “EE Certified”
- Right to publish your App with a price
- Third-party security validation

You will **NOT** get:

- EE source code



Royalties

2011



- 20% to Liferay, 80% to you
- No royalties for free Apps

Purchasing Models



- Liferay will provide different purchasing models
 - Per number of users in the system
 - Per number of active users (sessions)
 - Per server
 - Per CPU (no ability to audit this)
 - All-you-can-eat



Featured App



- Less than 10 visible on the page
- For main listing - \$1,500 per month
- For category listing - \$750 per month

Featured Products



Treasure Chest
Mark Brown
 2,403 Ratings
\$4.99 [BUY](#)



The B...
Jack S...

\$35.9...



Davey Jones' Locker
Davey Jones



Treas...
Mark ...



“EE Certified” Branding



You get:

- Listing in EE Certified section
- Validation by our engineering team of compatibility with an EE release and its respective service packs



You will **NOT** get:

- Validation by our engineering team of compatibility with a CE release



Compatibility



Backward compatibility

- If a plugin works with a specific CE GA release, Liferay will guarantee its compatibility with future maintenance releases



No forward compatibility

- No guarantee that a plugin works with a particular maintenance release will work with a previous maintenance release



Marketplace Themes



- **Easy to Use**
 - Easy to publish, find, and buy items
 - Intuitive interfaces
- **Build out Ecosystem**
 - Fill in “The Last Mile”
 - Unique and compelling selling point
- **Connect the Community**
 - Marketplace users have a unique relationship
 - Socialization and smart suggestions



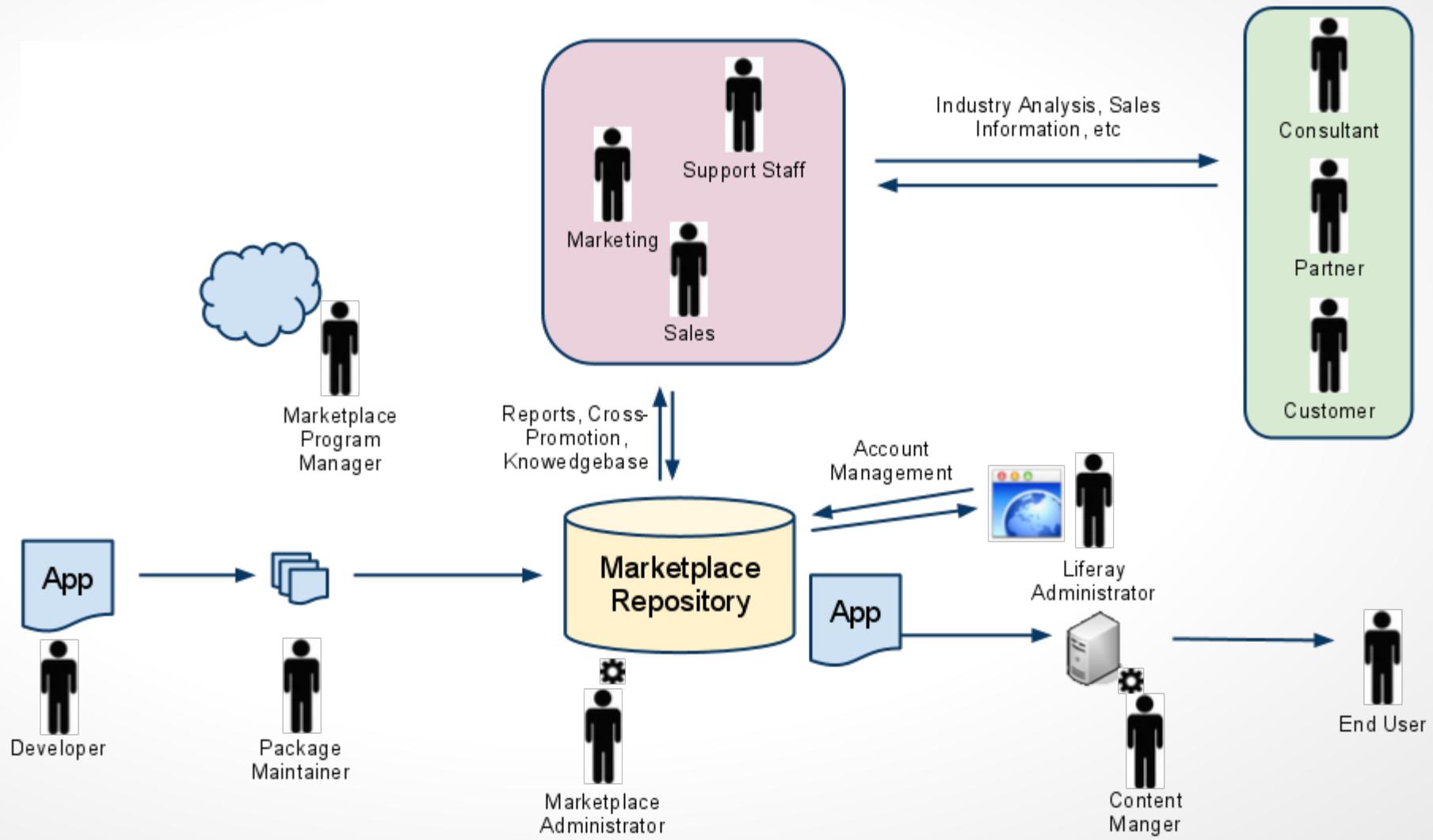
Marketplace Features



- Website
- In-Product
- E-Commerce
- Cross-Promotion
- Social
- IDE Support
- Simple Packaging
- Smart Suggestions
- Certifications
- Licensing
- Offline Apps
- Verticals



Marketplace Flow



Marketplace Landing Page



LIFERAY. Enterprise. Open Source. For Life.

Sign In

Home Products Services Partners Community Documentation About Us Downloads GO

Search Marketplace GO

Filter By

MARKETPLACE

Apps

- Communication
- Productivity
- Workflow
- Utility
- Education
- News & Weather
- Blogging
- Developer Tools

People

- Liferay Consultants
- Freelance Developers

Services

- Support
- Projects
- Sponsored Development

Developer Team's App Pick of the Week

Save 10% today only!

VIRTUAL TOOLBOX

New to the Marketplace

Show All

Treasure Chest Mark Brown 2,403 Ratings \$4.99 BUY	The Black Pearl Jack Sparrow 14,114 Ratings \$35.99 BUY
Davey Jones' Locker Davey Jones 453 Ratings \$8.99 BUY	Treasure Chest Mark Brown 2,403 Ratings \$4.99 BUY
The Black Pearl Jack Sparrow 14,114 Ratings \$35.99 BUY	Davey Jones' Locker Davey Jones 453 Ratings \$8.99 BUY

Meet this Month's Featured Developer [FRANK FREEMAN >>](#)

Read About Liferay's Featured App... [GOODNIGHT MOON >>](#)

Learn how to build better projects with Liferay at [EUROPE SYMPOSIUM >>](#)

Top 10 Downloads

1. The Black Pearl
Jack Sparrow

2. Chinese Takeout
Happy S. Thewok

3. Easter Basket version deux
PJ Funnybunny

4. Horse Depot
John Wayne

5. Garden in a Hat
Lilly Bloom

6. Puppies Dressed as Cats
Conan O'Brien

7. The Black Pearl
Jack Sparrow

8. Chinese Takeout
Happy S. Thewok

9. Easter Basket version deux
PJ Funnybunny

10. Horse Depot
John Wayne

Featured Products

Show All

Treasure Chest Mark Brown 2,403 Ratings \$4.99 BUY	The Black Pearl Jack Sparrow 14,114 Ratings \$35.99 BUY
---	--

Most Activity

1. The Black Pearl
Jack Sparrow

2. Chinese Takeout
Happy S. Thewok

Productivity News Contacts Productivity Flickr Portlet Polis Social Portlet Polis

Forms News Contacts Blog Forms Portlet Polis Social Portlet Graphing Blue

News Contacts Blog Forms Portlet Polis Social Portlet Graphing Blue

© 2009 LIFERAY INC. ALL RIGHTS RESERVED.

- Main Navigation
- Faceted Search
- Tag Cloud
- Marketplace Buzz

Productivity News Contacts Productivity Flickr Portlet Polis Social Portlet Polis

Forms News Contacts Blog Forms Portlet Polis Social Portlet Graphing Blue

News Contacts Blog Forms Portlet Polis Social Portlet Graphing Blue

© 2009 LIFERAY INC. ALL RIGHTS RESERVED.

LIFERAY EAST COAST SYMPOSIUM



Browsing Marketplace



LACE

cts Services Partners Community Documentation About Us Downloads

Home > Apps > Communication

Featured Communication Apps

- Treasure Chest by Mark Brown
- The Black Pearl by Jack Sparrow
- Davey Jones' Locker by Davey Jones
- Treasure Chest by Mark Brown

Show All

Meet this Month's Featured Developer [FRANK FREEMAN >>](#)

Liferay East Coast Symposium [MAKE YOUR CONNECTION | MAY 2011](#)

Help us help you with training! [Learn more >>](#)

Top 10 Downloads

1. The Black Pearl by Jack Sparrow
2. Chinese Takeout by Happy S. Thewok
3. Easter Basket version deux by PJ Funnybunny
4. Horse Depot by John Wayne
5. Garden in a Hat by Lilly Bloom
6. Puppies Dressed as Cats by Conan O'Brien
7. The Black Pearl by Jack Sparrow
8. Chinese Takeout by Happy S. Thewok
9. Easter Basket version deux by PJ Funnybunny
10. Horse Depot by John Wayne

6.0 Communication Apps

- Treasure Chest by Mark Brown (★★★★★ 2,403 Ratings) \$4.99 [BUY](#)
- The Black Pearl by Jack Sparrow (★★★★★ 14,114 Ratings) \$35.99 [BUY](#)
- Davey Jones' Locker by Davey Jones (★★★★★ 453 Ratings) \$8.99 [BUY](#)
- Treasure Chest by Mark Brown (★★★★★ 2,403 Ratings) \$4.99 [BUY](#)
- The Black Pearl by Jack Sparrow (★★★★★ 14,114 Ratings) \$35.99 [BUY](#)
- Davey Jones' Locker by Davey Jones (★★★★★ 453 Ratings) \$8.99 [BUY](#)

Show All

5.1 Communication Apps

Show All

Login | Account Info

- Cross Promotion
- Categories View
 - Functionality
 - Certified
 - Price

LIFERAY EAST COAST SYMPOSIUM



Viewing Apps



ACE

Services Partners Community Documentation About Us Downloads

Home > Apps > Utility > The Black Pearl

Login | Account Info

The Black Pearl



The Black Pearl
Jack Sparrow | Follow
★★★★★ 14,114 Ratings
\$35.99

A treasure chest is a common element in modern fiction, gaming and video gaming. The primary idea behind the treasure chest is a romantic one, that pirates and other idealized criminals faced constant persecution and lived such fast-paced lives that they sometimes had to quickly dispose of their ill-gotten gain to return to and reclaim later.

Tags: treasure, game, pirates, fiction, video game, gaming

Customer Ratings

Customer Ratings

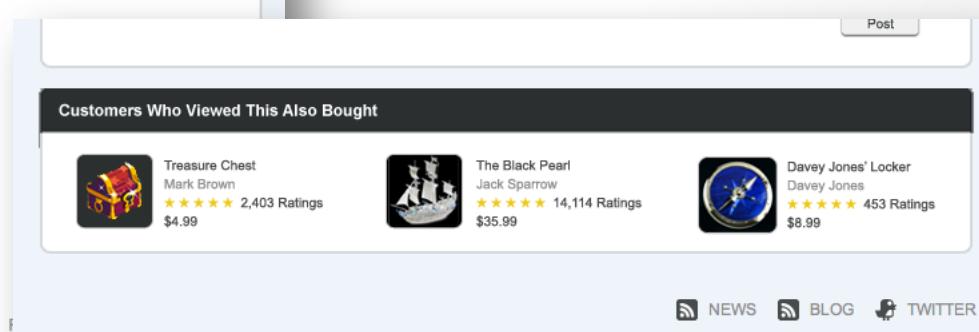
Average rating for the current version: ★★★★☆ 5,123 Ratings

Rating	Count
★★★★★	2,123
★★★★☆	1,123
★★★☆☆	700
★★☆☆☆	400
★☆☆☆☆	123

Customer Reviews

★★★★★
billy 1 day ago See all my reviews Mark as spam
it made me like chess, really XD
0 out of 11 people found this review helpful.

★★★★★
JonathanMAST 1 day ago See all my reviews Mark as spam



GO

2011

NEWS BLOG TWITTER

HOME PRODUCTS SERVICES PARTNERS COMMUNITY DOCUMENTATION ABOUT US DOWNLOADS

LIFERAY EAST COAST SYMPOSIUM

- Ratings and Reviews
- One-Click Buy
- Social Sharing
- Following
- Smart Suggestions

Purchasing Apps



• Enterprise. Open Source. For Life.

Services Partners Community Documentation About Us Downloads



GO

Home > Apps > Utility > The Black Pearl > Purchase

Login | Account Info

Purchase



Treasure Chest
Mark Brown | [Follow](#)
 2,403 Ratings

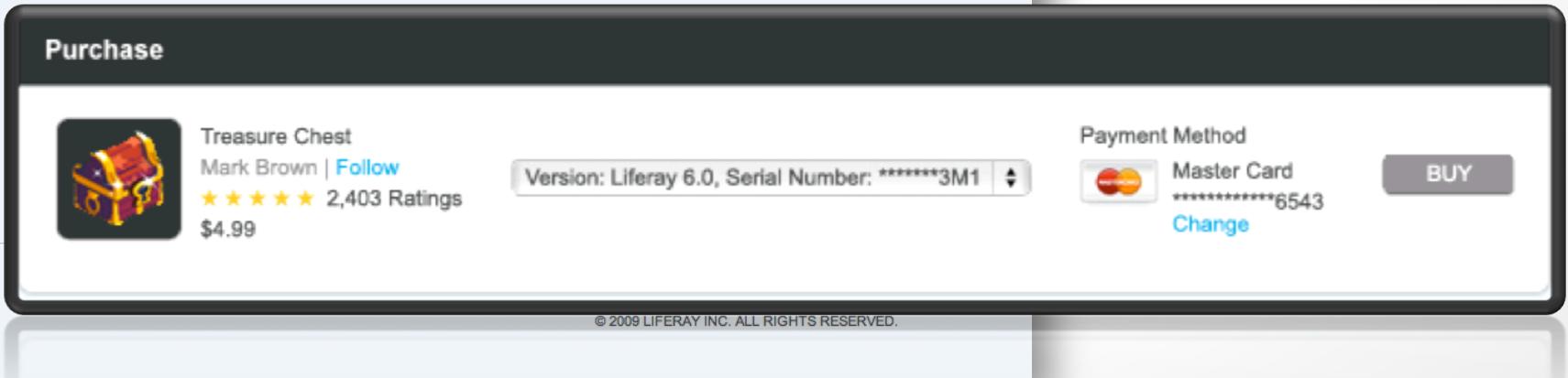
\$4.99

Version: Liferay 6.0, Serial Number: *****3M1

Payment Method
 Master Card
*****6543
[Change](#)

BUY

- License Details
- Billing Information



The slide features a large, semi-transparent watermark of the previous purchase screen centered over the bottom half of the slide content. The watermark displays the same product details: 'Treasure Chest' by 'Mark Brown', a 5-star rating, and a price of '\$4.99'. It also shows the payment method as 'Master Card' with the last four digits '6543' and a 'BUY' button. The background of the slide is dark gray, and the overall design is clean and professional.



Integrated Profile



Your Recent Assets

Asset	Rating	Downloads	Lifetime Revenue	Price
The Black Pearl Jack Sparrow	★★★★★ 14,114 Ratings	\$35.99		
The Black Pearl Jack Sparrow	★★★★★ 14,114 Ratings	\$35.99		
The Black Pearl Jack Sparrow	★★★★★ 14,114 Ratings	\$35.99		

Marketplace Manager

My Assets | Purchased | Account Info | Upload Asset

Asset Info	Downloads	Lifetime Revenue	Price
Treasure Chest v. 2.0.1 Update ★★★★★ 2,403 Ratings	3,135 Total downloads	\$13,234	\$25.99 change
Treasure Chest v. 2.0.1 Update ★★★★★ 2,403 Ratings	3,135 Total downloads	\$13,234	\$25.99 change
Treasure Chest v. 2.0.1 Update ★★★★★ 2,403 Ratings	3,135 Total downloads	\$13,234	\$25.99 change

- Integrated with liferay.com
- Asset Management
- Account Management

Marketplace Manager

My Assets | Purchased | Account Info | Upload Asset

Asset Info	Downloads	Lifetime Revenue	Price
Treasure Chest v. 2.0.1 Update ★★★★★ 2,403 Ratings	3,135 Total downloads	\$13,234	\$25.99 change

FRANK FREEMAN > GOODNIGHT MOON > EUROPE SYMPOSIUM > ICE CREAM SOCIAL >

LIFERAY EAST COAST SYMPOSIUM



Technical Discussion



- **Certification**
 - Liferay certifies against EE
 - Developer responsible for certifying against CE
 - No guarantee of forward compatibility (e.g. 6.0.11 -> 6.0.6)
- **Licensing Keys / Copy Protection**
 - Each downloaded app will be keyed to only run on specific Liferay nodes (as specified by purchaser) and instrumented to comply with licensing requirements (as specified by publisher)
- **Packaging**
 - At a low level, Marketplace apps consist of one or more plugins (portlets, webs, hooks, layout templates, or themes)
 - An app is packaged to contain plugins and metadata, and can be hot-deployed



Technical Discussion (Con't)



- **App Isolation**
 - Deploy-time warning on plugin conflict
 - Per-Community plugins in Liferay 6.1 and Social Office 2.0
 - Longer-Term: true App Isolation / Sandboxing
- **In-Product Interfaces**
 - Control Panel
 - Hot Deploy
- **Marketplace APIs**
 - In-App Purchases
- **Developer Documentation**
 - Plugins
 - Marketplace-specific
- **Hosting**
 - Liferay Hosts Apps

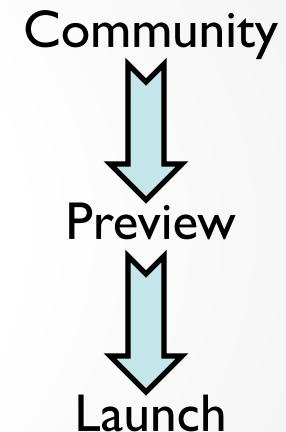
The screenshots demonstrate Liferay's developer tools and integration capabilities. The Control Panel shows the platform's modular architecture. The Marketplace provides a central hub for finding and deploying third-party applications. TweetRay illustrates how Liferay can be extended to include social networking features.

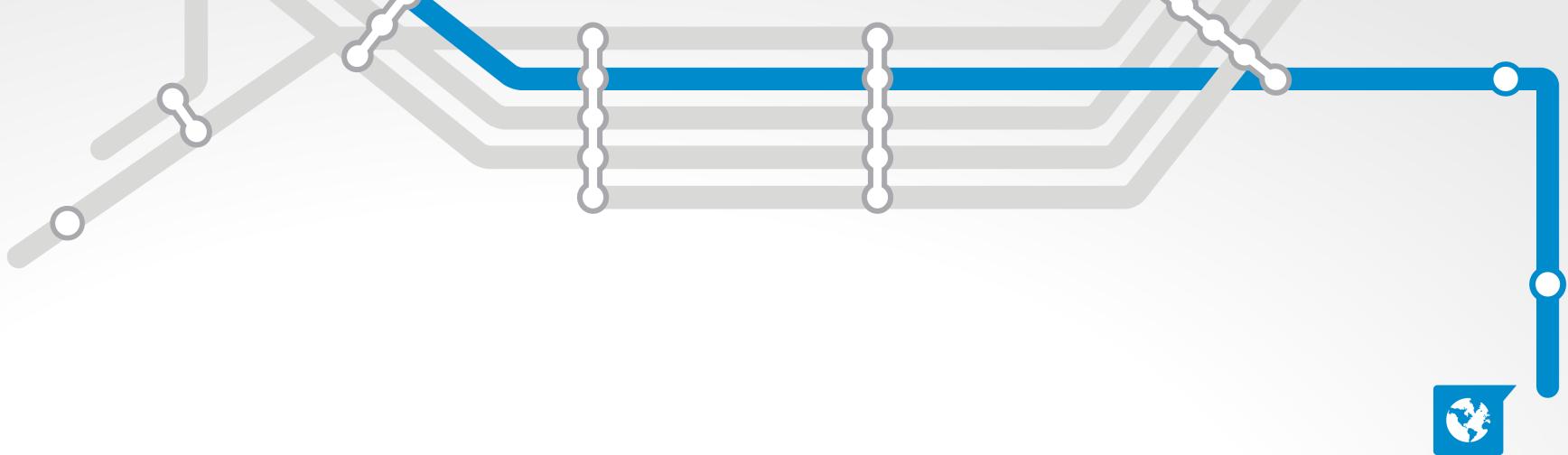


Roadmap



- **Early Q3 - 2011**
 - Liferay Marketplace Community
 - Marketplace Developer's Guide
 - Forums
 - Roadmap Information
 - Developer Questions and Answers
- **Late Q3**
 - Marketplace Preview
 - Profile Integration
 - App Publishing Beta
 - Engineering Feedback
- **Q4**
 - Marketplace Launch (on 6.1 EE)





Liferay Platform: Marketplace

James Falkner

Community Manager, Liferay, Inc.

Liferay East Coast Symposium

2011

