

Marketplace Management

IndiQus Technologies Pvt. Ltd.

Table of Contents

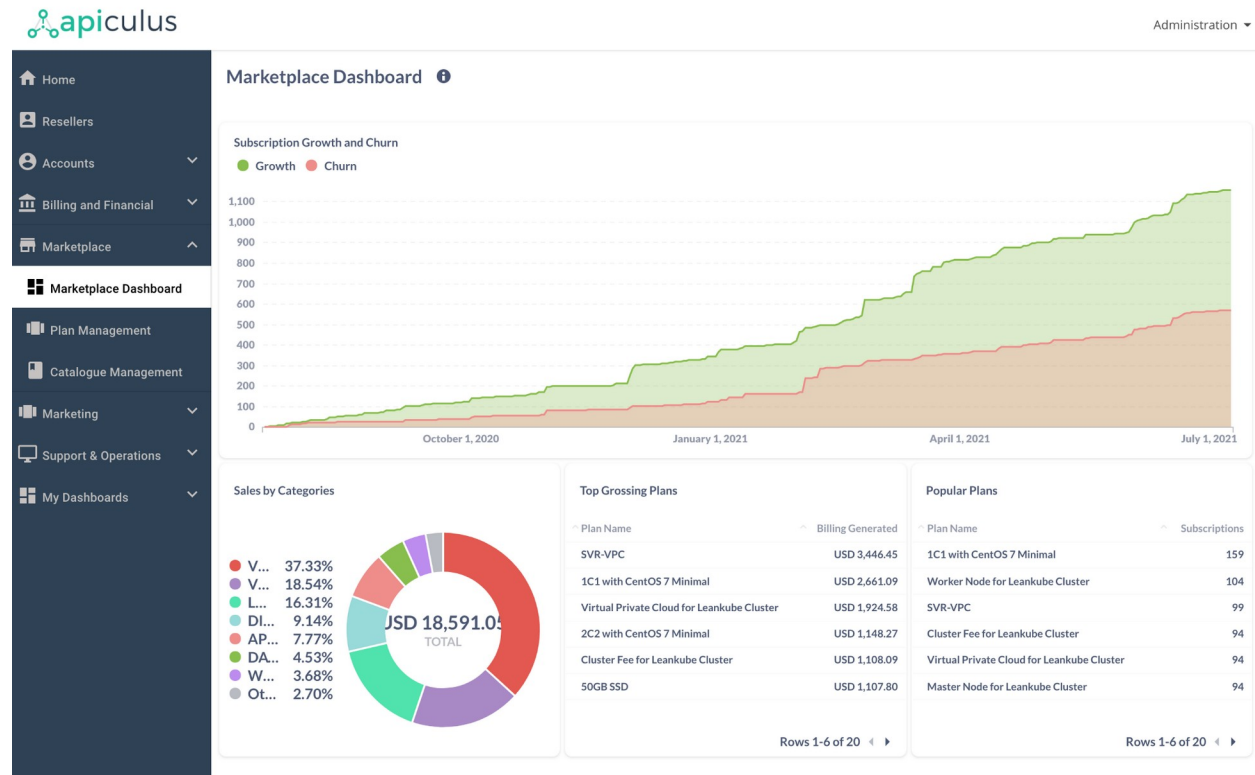
| | |
|---------------------------------|----|
| About Marketplace Management | 3 |
| Plan Management | 4 |
| Viewing Plans | 4 |
| Creating Plans | 5 |
| Publishing Plans | 9 |
| Catalogue Management | 10 |
| Viewing Catalogues | 10 |
| Creating Catalogues | 11 |
| Publishing Catalogues | 13 |
| Tips, Tricks and Best Practices | 14 |

About Marketplace Management

The apiculus Cloud Marketplace is a one-stop shop for purchasing and provisioning cloud services and resources being offered by apiculus. The apiculus Cloud Marketplace can be configured to offer virtual compute, storage, network and value added services.

To access the apiculus Cloud Marketplace Management section, navigate to **Marketplace** on the main navigation panel.

1. **Marketplace Dashboard:** Powered by Metabase, the Marketplace Dashboard can be configured to show intelligent reports and insights on cloud commerce. To configure more reports to be shown on the Marketplace dashboard, contact support@indiqus.net.
2. **Plan Management:** Plans are the original SKU that can be purchased from the marketplace. Creating a plan requires knowledge of the connected provisioning system.
3. **Catalogue Management:** Catalogues can be created as distribution rules based on one or more logical criteria. E.g., retail vs enterprise, customer-specific price lists, currency-based price lists etc.



Plan Management

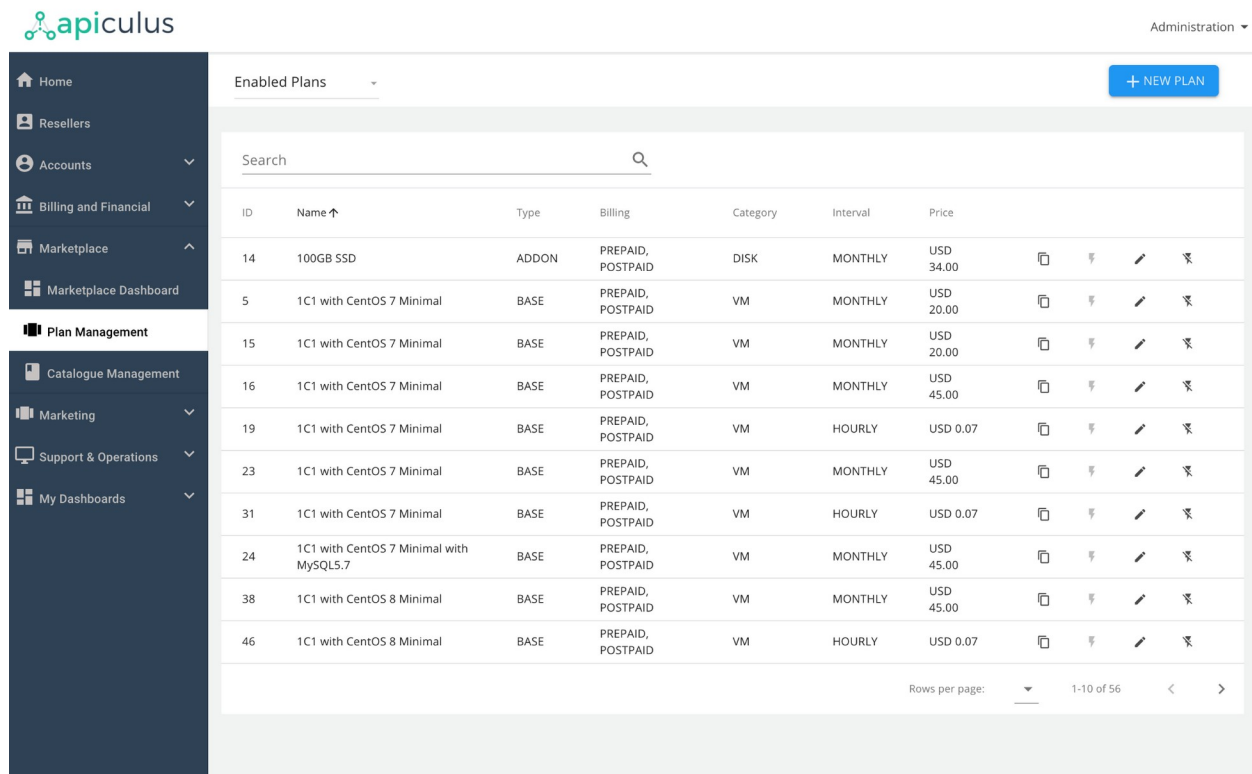
Plan management on apiculus Admin Console allows administrators and users with product manager roles to create SKU bundles. A plan consists of the following macro aspects:

- Plan details
- Components
- Integration properties

It is important to note that creating a plan successfully requires knowledge of the underlying provisioning systems. While apiculus offers a guided method for creating and publishing plans, the method can result in errors if adequate care is not taken.

Viewing Plans

All plans can be viewed by navigating to **Marketplace > Plan Management**. The list can be switched between enabled, disabled and draft by using the dropdown on top-left.



The screenshot shows the Apiculus Plan Management interface. On the left is a dark sidebar with navigation links: Home, Resellers, Accounts, Billing and Financial, Marketplace, Marketplace Dashboard, Plan Management (selected), Catalogue Management, Marketing, Support & Operations, and My Dashboards. The main content area has a top bar with 'Enabled Plans' (a dropdown), a '+ NEW PLAN' button, and a search bar. Below is a table of plans with columns: ID, Name, Type, Billing, Category, Interval, Price, and four action icons (copy, flash off, pencil, flash on). The table lists 11 plans, mostly '1C1 with CentOS 7 Minimal' VMs. At the bottom right, it shows 'Rows per page: 1-10 of 56' with navigation arrows.

| ID | Name | Type | Billing | Category | Interval | Price | Copy | Flash Off | Pencil | Flash On |
|----|-----------------------------------------|-------|-------------------|----------|----------|-----------|------|-----------|--------|----------|
| 14 | 100GB SSD | ADDON | PREPAID, POSTPAID | DISK | MONTHLY | USD 34.00 | | | | |
| 5 | 1C1 with CentOS 7 Minimal | BASE | PREPAID, POSTPAID | VM | MONTHLY | USD 20.00 | | | | |
| 15 | 1C1 with CentOS 7 Minimal | BASE | PREPAID, POSTPAID | VM | MONTHLY | USD 20.00 | | | | |
| 16 | 1C1 with CentOS 7 Minimal | BASE | PREPAID, POSTPAID | VM | MONTHLY | USD 45.00 | | | | |
| 19 | 1C1 with CentOS 7 Minimal | BASE | PREPAID, POSTPAID | VM | HOURLY | USD 0.07 | | | | |
| 23 | 1C1 with CentOS 7 Minimal | BASE | PREPAID, POSTPAID | VM | MONTHLY | USD 45.00 | | | | |
| 31 | 1C1 with CentOS 7 Minimal | BASE | PREPAID, POSTPAID | VM | HOURLY | USD 0.07 | | | | |
| 24 | 1C1 with CentOS 7 Minimal with MySQL5.7 | BASE | PREPAID, POSTPAID | VM | MONTHLY | USD 45.00 | | | | |
| 38 | 1C1 with CentOS 8 Minimal | BASE | PREPAID, POSTPAID | VM | MONTHLY | USD 45.00 | | | | |
| 46 | 1C1 with CentOS 8 Minimal | BASE | PREPAID, POSTPAID | VM | HOURLY | USD 0.07 | | | | |

The following actions are available on each plan view:

- All plans can be edited (using the *pencil* icon)
- Enabled plans can be disabled (using the *flash off* icon)
- Disabled plans can be enabled (using the *flash on* icon)
- All plans can be duplicated (using the *copy* icon)
- Draft plans can be deleted (using the *dustbin* icon)

Creating Plans

New plans can be created by clicking on the **+ New Plan** button on top-right. This will open up a view with the following sections for creating the plan:

1. **Plan Details:** This section includes categorisation and classification details for the plan to be created.

- a. **Category:** choosing the correct plan category is the first step to creating a plan. This also applies the correct template to the subsequent sections for ease of adding information. *Please note that the BACKUP_QUOTA and BACKUP_FEATURE categories require Ahsay as the backup service provider.*
- b. **Name and Description:** these are used for defining the title and description when the plan is shown on the marketplace. Existing names and descriptions can be chosen, or new ones can be added while creating a plan.
- c. **Interval:** this is the billing interval for the plan. apiculus supports hourly, daily, weekly, monthly, quarterly, half-yearly and annual billing intervals, with hourly and monthly being the most commonly used intervals.
- d. **Currency:** if multiple currencies are set up on your deployment, then choosing any one currency will only make the plan available to your customers who are tagged on that currency. For single-currency deployments, this doesn't make any difference.
- e. **Billing Type:** to make the plan available for retail customers, choose Prepaid. For enterprise, choose Postpaid. This determines the default catalogue(s) that this plan will be published to.
- f. **Region:** for deployments across multiple regions, you can choose which regions you want this plan to be available in.
- g. **Subscription Type:** this lets you choose whether this is a fair use, fixed or usage based subscription. Typically, monthly billing intervals will be defined as fixed subscription type, while hourly billing intervals will be defined as usage-based subscriptions.
- h. **Proration:** you can specify whether subscribing to (entry) or unsubscribing from (exit) this plan should have a proration effect. Enabling proration will automatically adjust the unused days of a month during bill run.
- i. **Type:** for all IaaS plans, choose IaaS. For any other type of plan, choose BaaS.
- j. **Network Type:** any plan can be specified as a default plan, which means the subscription will be applied to all accounts. Basic plans are usually used for EC or Basic networking zones, while Advanced plans are usually used for VPC or Advanced networking zones.
- k. **Plan Type:** allows you to specify whether the plan is a base or an addon. Certain plans require a base subscription before any other can be added on.
- l. **Subscribable:** if set to false, this plan will be available for provisioning, but not to the customer. Currently, configuring non-subscribable plans is disabled on apiculus.

- m. **Account:** plans are made available to all accounts. Overrides or individual visibility can be controlled using catalogues.
- n. **Profiles:** this is the service provider profile that's configured for your deployment. This will typically be listed as your organisation's name.

The screenshot shows the Apiculus Marketplace interface. On the left is a dark blue sidebar with navigation links: Home, Resellers, Accounts, Billing and Financial, Marketplace, Marketplace Dashboard, Plan Management, Catalogue Management, Marketing, Support & Operations, and My Dashboards. The main content area is titled 'Back' and features a '+ NEW PLAN' button. Below this is a 'Plan Details' form with the following fields:

- Category***: VM
- Name***: 1C1 with CentOS 7 Minimal
- Description***: 1 vCPU Cores 1 GB RAM 10 GB Bundled Storage with ...
- Interval***: MONTHLY
- Currency***: USD
- Billing Type***: POSTPAID
- Region***: NOIDA
- Subscription Type***: FIXED

At the bottom of the form, there are two toggle switches: 'Pro rate on Entry' (checked) and 'Pro rate on Exit' (unchecked).

2. **Plan Components:** Each plan consists of further components that are used for actual rating and defining the SKU breakdown. Choosing a Category under Plan Details will automatically show the relevant components. *Please note that the + Add Components function should only be used if any of the components got deleted by accident.*

Components can be edited for the following:

- a. **Type:** this allows you to choose the correct component type based on the plan category. E.g., RAM.
- b. **Name and Description:** this allows you to specify a display name for the component, which will be shown on the marketplace as well as on the invoice line items. Existing names and descriptions can be used or new ones can be added.
- c. **Measurement Unit:** this will automatically show the most relevant units based on the component type chosen above. E.g., GB of RAM.

- d. **Units:** this allows you to specify the number of units of this component to be bundled in the plan. E.g., 4 GB of RAM.
- e. **Rate:** this lets you specify the rate for the bundled component. E.g., 4 GB of RAM at USD 10.

The screenshot shows the Apiculus Marketplace interface. On the left is a dark sidebar with navigation links: Home, Resellers, Accounts, Billing and Financial, Marketplace, Marketplace Dashboard, Plan Management, Catalogue Management, Marketing, Support & Operations, and My Dashboards. The main content area has a 'Back' link and a '+ NEW PLAN' button. Below this is a 'Plan Components' section with a '+ Add Components' link. A table lists the components:

| Component Type | Name | Measurement | Units | Rate |
|----------------|---------------------------|-------------|-------|-----------|
| cpu | vCPU Cores | | 1 | USD 13.33 |
| disk | Root Disk | GB | 10 | USD 0.00 |
| ram | RAM | GB | 1 | USD 6.67 |
| template | CentOS Linux Distribution | | 1 | USD 0.00 |

At the bottom of the table are buttons for 'UPDATE', 'Cancel', 'PREV', and 'NEXT'.

3. **Integration Properties:** For each plan to talk to the underlying provisioning system, it requires certain key-value pairs that allow the handshake. Further, these integration properties are also used to define certain billing entities like taxation logic, charge type etc. For ease of use, apiculus shows all relevant integration properties as pre-filled fields. Only external information (e.g., compute offering name on CloudStack) needs to be specified.

Administration ▾

Home

Resellers

Accounts ▾

Billing and Financial ▾

Marketplace ▴

Marketplace Dashboard

Plan Management

Catalogue Management

Marketing ▾

Support & Operations ▾

My Dashboards ▾

Back

Details

Components

Integrations

Integrations + Add Integrations

| # | Integration Level | Integration Type | Key | Value | | |
|----|-------------------|------------------|---------------------|-------------------------|--|--|
| 1 | cpu | iaas | serviceofferingname | IN_NOI_1C_1R | | |
| 2 | cpu | billing | usage_type | CPU | | |
| 3 | cpu | billing | charge_type | FIXED | | |
| 4 | disk | billing | usage_type | DISK | | |
| 5 | disk | billing | charge_type | FIXED | | |
| 6 | ram | billing | usage_type | RAM | | |
| 7 | ram | billing | charge_type | FIXED | | |
| 8 | template | monitoring | template | IQ-Linux-Active-Agent | | |
| 9 | template | monitoring | hostGroup | Virtual Machines | | |
| 10 | template | iaas | templatename | IN_NOI_LIN_10G_CENTOS_7 | | |
| 11 | template | billing | usage_type | TEMPLATE | | |
| 12 | template | billing | charge_type | FIXED | | |
| 13 | PLAN | iaas | zone | IQ_NOI_XEN_VPC | | |

A complete mapping of category-wise list of components and integration properties is available on [am1a-planComponentsIntegrations](#)(click to open the file in a new browser window/tab)

Publishing Plans

All plans go into the default retail and enterprise catalogue(s). Publishing a plan on the marketplace requires the following steps:

1. Fill up the plan creation forms (details, components and, integration properties)
2. Click on **Publish** or **Update** button at the bottom. This will enable the plan for publishing.
3. Navigate to **Marketplace > Catalogue Management** and click on **Sync Catalogues**. This will sync all the plans and catalogues and reflect any changes on the marketplace.

Catalogue Management

Catalogue management on apiculus Admin Console allows administrators and users with product manager roles to create custom price books based on one or more distribution criteria. A catalogue consists of the following macro aspects:

- Catalogue details
- Included plans
- Integration properties

Rules defined in a catalogue override the same rules defined for the included plans, if any. This includes prices, regions, billing type and currency.

Viewing Catalogues

All catalogues can be viewed by navigating to **Marketplace > Catalogue Management**. The list can be switched between enabled, disabled and draft by using the dropdown on top-left.

The screenshot shows the apiculus Admin Console interface. The sidebar on the left contains navigation links: Home, Resellers, Accounts, Billing and Financial, Marketplace, Marketplace Dashboard, Plan Management, Catalogue Management (highlighted), Marketing, Support & Operations, and My Dashboards. The main content area is titled 'Enabled Catalogue...' and features a search bar and two buttons: 'SYNC CATALOGUES' and '+ NEW CATALOGUE'. Below these is a table listing catalogues.

| # | Catalogue Name ↑ | Catalogue Description | Customer | Bill Type | Geo Location | Currency | | | | |
|---|------------------|------------------------|---------------|-----------|--------------|----------|--|--|--|--|
| 1 | Noida-Postpaid | Noida-Postpaid | All Customers | POSTPAID | NOIDA | USD | | | | |
| 2 | Noida-Postpaid | Noida-Postpaid | 89 - Indiqus | POSTPAID | NOIDA | USD | | | | |
| 3 | Noida-Postpaid | Noida-Postpaid | All Customers | POSTPAID | NOIDA | USD | | | | |
| 4 | Noida2-Postpaid | Noida2-Postpaid | All Customers | POSTPAID | NOIDA2 | USD | | | | |
| 5 | Noida2-Prepaid | Noida2-Prepaid | All Customers | PREPAID | NOIDA2 | USD | | | | |
| 6 | Noida-Prepaid | Noida-Prepaid | All Customers | PREPAID | NOIDA | USD | | | | |
| 7 | Wipro Edge | Wipro Edge Marketplace | All Customers | POSTPAID | NOIDA | USD | | | | |

At the bottom right of the table, there is a 'Rows per page:' dropdown menu and a pagination indicator '1-7 of 7' with navigation arrows.

The following actions are available on each plan view:

- All catalogues can be edited (using the *pencil* icon)
- Enabled catalogues can be disabled (using the *flash off* icon)
- Disabled catalogues can be enabled (using the *flash on* icon)
- All catalogues can be duplicated (using the *copy* icon)
- Draft catalogues can be deleted (using the *dustbin* icon)

Creating Catalogues

New catalogues can be created by clicking on the **+ New Catalogue** button on top-right. This will open up a view with the following sections for creating the catalogue:

1. **Catalogue Details:** This section includes categorisation and classification details for the catalogue to be created.


The screenshot shows the 'Catalogue Details' form in the Apiculus application. The form is titled 'Catalogue Details' and includes the following fields and options:

- Region*:** NOIDA
- Billing Type*:** POSTPAID
- Currency*:** USD
- Profile*:** apiculus
- Account:** All
- Catalogue Name:** Noida-Postpaid
- Description:** Noida-Postpaid

At the bottom of the form, there are buttons for 'UPDATE', 'Cancel', 'PREV', and 'NEXT'.

- a. **Region:** choosing one or more regions will make the catalogue available in the selected region(s).

- b. **Name and Description:** these are used for identifying the catalogue. Existing names and descriptions can be chosen, or new ones can be added while creating a catalogue.
 - c. **Billing Type:** to make the catalogue available for retail customers, choose Prepaid. For enterprise, choose Postpaid. This determines the default catalogue(s) that this plan will be published to.
 - d. **Currency:** if multiple currencies are set up on your deployment, then choosing any one currency will only make the catalogue available to your customers who are tagged on that currency. For single-currency deployments, this doesn't make any difference. *It is important to note that in case of multiple currencies available on the deployment, choosing different currencies at the plan and catalogue levels will convert the plan's pricing to the catalogue's currency.*
 - e. **Account:** catalogues can be made available to all accounts or individually selected accounts. This is useful when you want to offer special prices and offerings for individual customers.
 - f. **Profiles:** this is the service provider profile that's configured for your deployment. This will typically be listed as your organisation's name.
2. **Included Plans:** Each catalogue consists of a custom selection of plans. Plans can be added to a catalogue by using the **+ Add More Plans** function. This will let you choose from all available plans to add to the catalogue. Once added, a custom price can be defined for the added plans.


Administration ▾

Home

Resellers

Accounts ▾

Billing and Financial ▾

Marketplace ▴

Marketplace Dashboard

Plan Management

Catalogue Management

Marketing ▾

Support & Operations ▾

My Dashboards ▾

Back

Details

Plans

Integrations

Plans In Catalogue + Add More Plans

| Plan Name | Plan Category | Plan Family | Currency | Plan Interval | Rate | | |
|-------------------------------|-------------------|-------------|----------|---------------|-------|--|--|
| Data Transfer | DATA_TRANSFER | DEFAULT | USD | HOURLY | 10.00 | | |
| Secondary Storage | SECONDARY_STORAGE | DEFAULT | USD | HOURLY | 0.00 | | |
| 1C1 with CentOS 7 Minimal | VM | BASIC | USD | MONTHLY | 20.00 | | |
| 1C1 with Ubuntu Server 18 LTS | VM | BASIC | USD | MONTHLY | 20.00 | | |
| 1C2 with CentOS 7 Minimal | VM | BASIC | USD | MONTHLY | 30.00 | | |
| 1C2 with Ubuntu Server 18 LTS | VM | BASIC | USD | MONTHLY | 30.00 | | |
| 2C2 with CentOS 7 Minimal | VM | BASIC | USD | MONTHLY | 40.00 | | |
| 2C2 with Ubuntu Server 18 LTS | VM | BASIC | USD | MONTHLY | 40.00 | | |
| 2C3 with CentOS 7 Minimal | VM | BASIC | USD | MONTHLY | 50.00 | | |
| 1C1 with CentOS 7 Minimal | VM | ADVANCED | USD | MONTHLY | 20.00 | | |

< Prev

Viewing 1-10 of 71 results

Next >

UPDATE

Cancel

PREV

NEXT

- Integration Properties:** Like plans, catalogues also require integration with the underlying billing system. This, in most cases, follows the same logic and integration property values from any existing catalogue can be copied to new ones.

The screenshot shows the Apiculus Administration interface. On the left is a dark blue sidebar with a menu containing: Home, Resellers, Accounts, Billing and Financial, Marketplace (expanded), Marketplace Dashboard, Plan Management, Catalogue Management, Marketing, Support & Operations, and My Dashboards. The main content area has a top bar with the Apiculus logo and 'Administration' dropdown. Below this is a 'Back' button and a tabbed interface with 'Details', 'Plans', and 'Integrations' (selected). The 'Integrations' tab shows a table with columns: #, Integration Type, Key, and Value. There is one row with #1, Integration Type 'iaas', Key 'domain', and Value 'APICULUS'. Below the table are 'UPDATE' and 'Cancel' buttons. To the right of the table are 'PREV' and 'NEXT' buttons. A '+ Add Integrations' link is also present.

| # | Integration Type | Key | Value |
|---|------------------|--------|----------|
| 1 | iaas | domain | APICULUS |

Publishing Catalogues

All plans go into the default retail and enterprise catalogue(s). Publishing a plan on the marketplace requires the following steps:

1. Fill up the catalogue creation forms (details, plans and, integration properties)
2. Click on **Publish** or **Update** button at the bottom. This will enable the catalogue for publishing.
3. On the catalogues list, click on **Sync Catalogues**. This will sync all the plans and catalogues and reflect any changes on the marketplace.

Tips, Tricks and Best Practices

The current feature set for creating plans and catalogues is restrictive and an upgraded system is being developed. To use the existing system, the following pointers should be considered:

1. It is recommended that existing plans and catalogues be duplicated and updated with new values, rather than creating from scratch.
2. Catalogues intended for individual conditions (e.g., individual region, individual customer etc.) supersede those defined for 'all' conditions.
3. Each different classification on a plan requires a new plan to be created. E.g., the same VM configuration having monthly and hourly prices requires separate plans to be created.
4. For any plan or catalogue creation request, contact support@indiquis.net.
5. Category-wise list of plan components and integration properties is available on [am1a-planComponentsIntegrations](#) (click to open the file in a new browser window/tab).