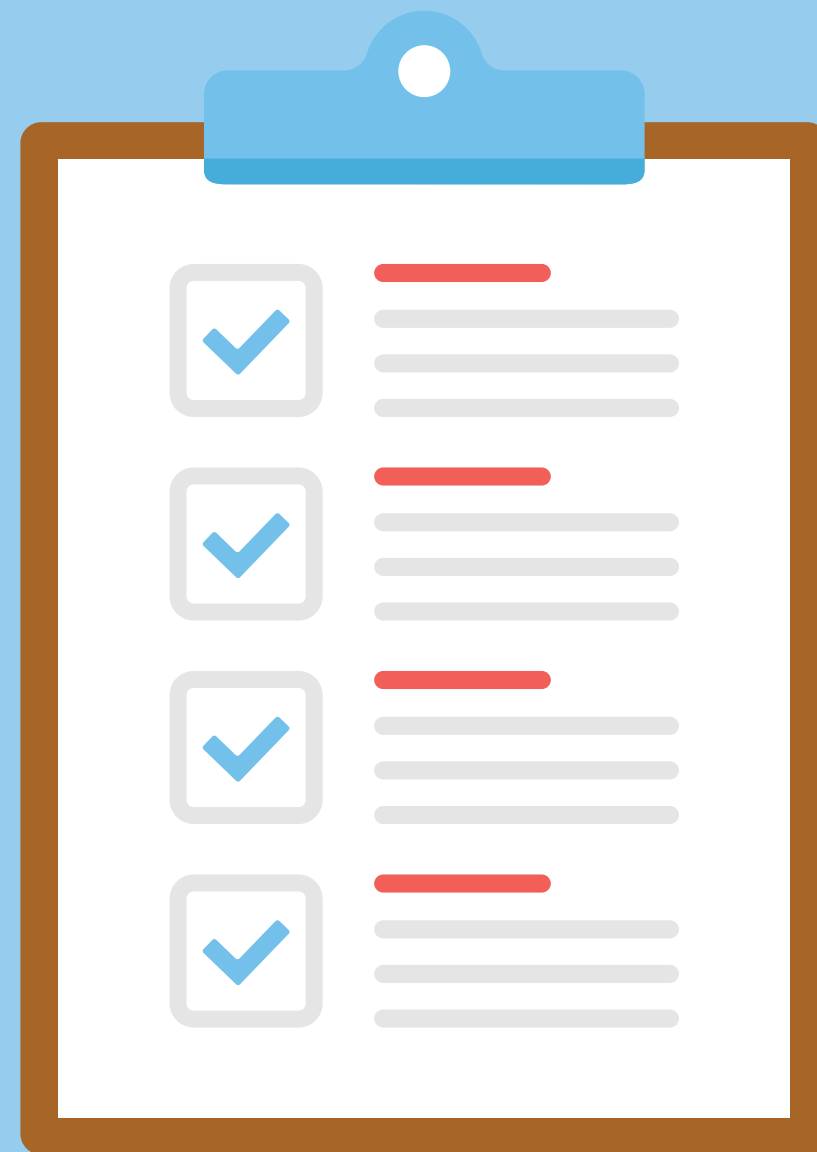


SALESFORCE COMMERCE

# ISV Partner Onboarding Guide



# Introduction

Welcome to the Salesforce Commerce partner onboarding guide. Here, you'll find each step you'll need to take to become a Salesforce Commerce ISV partner and create your AppExchange listing.

Please note that this guide is specifically for Salesforce Commerce partners that are not in a revenue-sharing model with Salesforce.

*In this guide, "solution" refers to the application or integration you are developing to list on the AppExchange.*



The onboarding journey consists of six steps with three milestones shown below:



Ready to begin?  
Let's dive in.



# Estimated Onboarding Timelines

Below are the estimated times to complete each step. The overall onboarding process from signing up to listing your solution on the AppExchange should take approximately 5 weeks, plus the time needed for app development (varies by partner).

For your reference, we have indicated in the table below the role(s) that will find the information in each section most applicable.

If at any point in the process you are experiencing delays, contact your Salesforce business representative or log a case in the Partner Community.

Onboarding Journey	Est. Time to Complete Required Steps for Partner	Est. Time for Salesforce Review	Applicable Roles
Explore App Development with Salesforce Commerce	1 hour	N/A	Business Leader, Technical
Join the Partner Program	1 day	1 business day	Business Leader, Alliances + Ops
Build Your Solution	Varies by partner	3-5 business days (trial and DE org requests)	Technical
Prepare Solution Documentation	1 hour	3 business days	Alliances + Ops
Complete Security Review	2.5 hours	< 3 weeks	Technical
Design and Publish Your AppExchange Listing	1 hour + design time (varies by partner)	N/A	Marketing
Appendix			
AppExchange Partner Program Benefits	30+ minutes	Varies based on selection	Business Leader, Alliances + Ops, Marketing, Technical



**Alliances + Ops:** Manage your organization’s partnership with Salesforce (*i.e. Alliances Director/ Manager, Sales, Partner Account Manager, Practice Lead, Strategic Alliances*)



**Business Leader:** Oversee company strategy and your relationship with Salesforce, drive revenue growth (*i.e. Managing Partner, CXO, President, Sales*)



**Marketing:** Build brand awareness and drive demand through marketing activities (*i.e. Marketing Director/ Manager, CMO, Partner Marketing*)



**Technical:** Drive customer success by building software solutions on the Salesforce platform (*i.e. Architect, Developer, Solution Engineer*)

# 1. Explore App Development with Salesforce Commerce

## What is Salesforce Commerce?

Salesforce Commerce is designed to deliver world class eCommerce solutions to B2B (Business to Business) companies and B2C (Direct to Consumer) companies natively built on the Salesforce Lightning Platform. We have also added Salesforce Order Management to our mix of Commerce offerings built on the Salesforce Lightning Platform. Salesforce Order Management which helps connect commerce, orders, and services seamlessly so merchants can have a global view of the vendor order life cycle across all selling channels.





## Why develop a Salesforce Commerce application?

Our agile commerce platform enables you to integrate with our B2B, B2C, and Order Management products and deliver a connected customer experience at scale. Becoming a partner allows you to be part of commerce-led digital transformations across most of our industries portfolio—from Retail to Healthcare to Financial Services and more.

## How can I learn more about building an AppExchange solution?

For app development resources, explore the [Salesforce Commerce Education Page](#) to review:

- Product Documentation
- Developer Guides
- Connect Rest API Developer Guide
- Licensing
- Trial Orgs & Developer/Packageable Orgs
- FAQs
- Best Practices
- and more!

## How can I get started with app development?

Review the [Salesforce Commerce Education Page](#)  
Review the [AppExchange Partner Program Benefits](#)

Visit Trailhead and complete:

- [Building Apps as an AppExchange Partner](#)
- [Get Started with Salesforce Commerce for B2B and B2C \(for ISVs\)](#)
- [Get Started with Salesforce Order Management for ISVs](#)

## How do I obtain a Salesforce Developer Edition Org?

Sign up for a free Salesforce Developer Edition Org [here](#). It comes with all the Commerce licenses that can be enabled as needed.

**For Salesforce Commerce for B2B or Salesforce Commerce for B2C**, follow the corresponding [setup guide](#) to get your org ready.

**For Salesforce Order Management**, follow this [implementation guide](#) to understand, set up, and use Salesforce Order Management.



# 2.

## Join the Partner Program

The first step to becoming a Salesforce Commerce ISV Partner is to join the [Partner Community](#), which is the Salesforce hub for prospective and existing partners.

Within the Partner Community, you can discover resources and collaborate. It's also the place where Salesforce Commerce ISV partners manage their listings and solutions, and request support.

Follow the steps below or reference the [Partner Community User Guide](#) to join the Partner Community.

1. Create a Salesforce username.
2. Log in to the Partner Community and select Partner Type.
3. Accept Salesforce Partner Program Agreement (SPPA).



## 1. Create a Salesforce username.

- a. From the [Partner Community homepage](#) select the **Become a Partner** button and follow the steps to create a Salesforce username.

💡 **Tip:** We recommend creating new Salesforce credentials. Using any existing Salesforce credentials may prohibit access to necessary partner tools.

- b. Once you have created your unique username you will receive an email confirmation to the email address that you provided.
- c. Use the link within the email confirmation to create a permanent password and verify your Salesforce account.
- d. You will be logged into a new Enterprise Edition of Salesforce known as your Partner Business Org (PBO). This is a 12-month trial edition of Salesforce with two free licenses.

## 2. Log in to the Partner Community and select Partner Type.

- a. Log in to [Partner Community](#) with your new Salesforce credentials.
- b. Once logged in, you will be prompted to select one of three options:
  - i. My company is already a partner.
  - ii. Join Partner Program.
  - iii. I want to learn more about the Partner Program before joining.
- c. Select **Join the Partner Program**.

## 3. Begin enrollment process.

- a. From your home screen, select **Start** to begin the enrollment process.
  - i. Fill out the information requested to create your profile.
  - ii. When prompted, under Partnership Interest, select **Commerce Cloud ISV Partner**.

## 4. Accept Salesforce Partner Program Agreement (SPPA).

- a. Review and agree to the Salesforce Partner Program Agreement (SPPA) and complete the Compliance Certification.

## 5. Submit the application.

- a. Review the information in your partner application and hit **Submit**.

### MILESTONE #1

You have now completed the first milestone. Your access to the Partner Community should be granted soon. Once access is granted you can begin preparing for Security Review and designing your AppExchange listing.

# 3. Build Your Solution

We strongly recommend taking advantage of the following resources to develop your Salesforce Commerce solution. You will require access to the Partner Community in order to utilize most of the following AppExchange Program benefits and resources.





## Request Salesforce orgs and tools.

### a. Obtain a Salesforce Developer Edition Org:

Sign up for a free Salesforce Developer Edition Org [here](#). It comes with all the Commerce licenses that can be enabled as needed.

For Salesforce Commerce for B2B or Salesforce Commerce for B2C, follow the corresponding [setup guide](#) to get your org ready.

For Salesforce Order Management, follow this [implementation guide](#) to understand, set up, and use Salesforce Order Management.

### b. Partner Business Org (PBO):

Log a case to convert your trial PBO into an active PBO (production instance of Salesforce with no expiration).

When [logging the case](#), select:

- Product – Partner Programs & Benefits
- Topic – Requesting speciality orgs (Partner Business Orgs, Marketing or Commerce Cloud Demo orgs)

### c. Salesforce Technologies for ISVs:

Get immediate access to technology to help you grow your business – including Partner Intelligence, Trialforce, Scratch Orgs, Apex and ISV debugger, and so much more.

- [Log a case](#) to request access



## Learn about Security Review.

Complete a Trailhead module on [Building Apps as an AppExchange Partner](#)

- Take this trail to learn how to get the tools you need to build and sell your app with the AppExchange Partner Program.

Return to Trailhead and complete:

- [Get Started with Salesforce Commerce for B2B and B2C \(for ISVs\)](#)
- [Get Started with Salesforce Order Management for ISVs](#)



## Collaborate and get support.

Join the Partner Community Chatter Group, [Commerce Cloud ISV Technical Enablement](#)

- Collaborate with product experts and access Salesforce Commerce partner enablement resources.

Take advantage of Platform Expert Consultations

- Get access to 1:1 technical consultations with Salesforce experts for architectural guidance to maximize your use of Salesforce technology.

Utilize Premier Success for Partners

- Deliver exceptional customer experiences with unlimited technical support for partners

## Review technical and program documentation.

Explore the [Salesforce Commerce Education Page](#)

Watch the [Salesforce Commerce Cloud: H1 2022 Product Roadmap \(January 2022\)](#) presentation

Take advantage of [AppExchange Partner Program Benefits](#)



# 4.

## Prepare Solution Documentation

You're almost there! This step includes providing listing and pricing information as well as sharing insights into your solution's go-to-market strategy and technology use cases.

The solution documentation process consists of three steps:

1. Start initial AppExchange listing process.
2. Save listing price information.
3. Complete and submit the business and product questionnaire.



### 1. Start initial AppExchange listing process.

To create a new AppExchange listing, log in to the [Partner Community](#) and click on the **Publishing** tab in the homepage navigation bar.

- Within the **Publishing** tab, click the **New Listing** button
- Provide a listing title which should be the name of your solution
- Select **App** under the “What are you listing?” field

### 2. Submit listing price information.

Within the **Pricing** tab, you will need to identify whether your solution is “free,” “paid, with Checkout,” or “paid, without Checkout.” Follow the steps below.

- Select the **free** option under “How do you want to price this product?”
- In the section, “Tell us more about the product,” select **The product is free but requires a paid subscription to an external service**
- In the “Additional Pricing Details” box, you should clarify that the solution is “Free for existing customers of (partner company)” or “Free for subscribers to (partner service),” so customers understand this solution has technical dependencies on a paid offering

### 3. Complete and submit the business and product questionnaire.

- Navigate to the **Business Plan** tab
- Click **Business & Product Information**
- Provide insights into your solution’s go-to-market strategy and technology use cases by completing all required questions

Note: Free solutions **do not trigger a requirement** to complete Due Diligence and Compliance information. You can disregard this section if **Free** is the option selected in Step 2, Save Listing Price Information.

### 4. Obtain approval.

The AppExchange team will validate all information provided within the solution documentation that you submitted. Once approved, you will see a message stating **Your business plan has already been approved by Salesforce** in the bottom right corner of the Business Plan tab.



App developers can start preparing for Security Review and proceed to **Step 5**. Marketers can start designing the AppExchange listing and proceed to **Step 6**.



# 5. Complete Security Review

You are now ready to submit your solution for Security Review. Security Review ensures that the solution you publish on the AppExchange meets Salesforce's strict security requirements and provides the highest level of protection to customer data.

You can expect the Security Review process to take approximately three weeks from the time the app is submitted. However, it is not uncommon for apps to fail Security Review on the first attempt. Therefore, we highly recommend reviewing the below resources to thoroughly prepare for your Security Review submission.



## Review the Security Review guide.

Read through the [Security Review Overview Page](#) in the Partner Community for a step-by-step view of the entire process and how to prepare. This page also includes information about signing up for office hours. Additionally, you can learn more about the Security Review process in the [ISVforce Guide](#).

## Complete the AppExchange Security Review trail.

The [AppExchange Security Review trail](#) walks through the following:

- Understand the Need for Solution Security
- Devise Your Security Strategy
- Prepare for Security Review
- Submit Your Solution for Security Review
- Complete the Review Process and List Your Solution


## Submit your solution.

You can now initiate your Security Review by following the below steps:

- Navigate to the **Publishing** tab in the Partner Community
- Click on the **Packages** tab
- Navigate to the managed package you want to submit for security review and then click **Start Review**
- Fill out the fields requested at each progress stage and submit


In order to complete your Security Review submission, provide all required information on the following tabs:

- Contact Information (see following tip)
- Compliance
- Questionnaire
- Documents
- Test Environments
- Summary
- Payment

 **Tip:** We recommend using a team email that is actively being monitored. We will be reaching out to this email with any necessary updates or questions. It is important to respond in a timely manner to avoid delaying the review process.

## Disclaimer: Security Review Fees

Salesforce is waiving Security Review fees for free Salesforce Commerce partners up until Dreamforce (September 20, 2022). This is subject to change and the standard fee (currently \$2,550) will be applicable for future submissions after the promotion ends.

 **Tip:** After submitting your solution for Security Review, log a case to convert your trial PBO into an active PBO (production instance of Salesforce with no expiration).

When [logging the case](#), select:

- Product – Partner Programs & Benefits
- Topic – Requesting specialty orgs (Partner Business orgs, Marketing Cloud or Commerce Cloud Demo orgs)



It can take up to three weeks to receive your Security Review results after submission, so we recommend you proceed to **Step 6** to begin designing your AppExchange listing while you wait.

**Review your Security Review results.**

You will receive your Security Review results via the email address you provided when submitting your solution for Security Review. See below for further instructions based on your solution’s result.

**Pass Result**

Congrats! You’ve completed the second milestone, Complete Security Review and are now able to [Publish Your Listing](#) on the AppExchange!

**Fail Result**

If your product doesn’t pass its first Security Review, don’t fret! Half of all submitted offerings fail their first Security Review. Security isn’t easy! If it were, we wouldn’t actually need the Security Review process.

If your product doesn’t pass its Security Review, you’ll receive feedback as a report that lists the vulnerabilities that the security team found. The email you receive also has detailed instructions on how to fix these vulnerabilities.

The nice thing about the report is that it gives you specific descriptions of the issues it finds. It provides a hyperlinked table of contents at the top of the report that looks something like this:

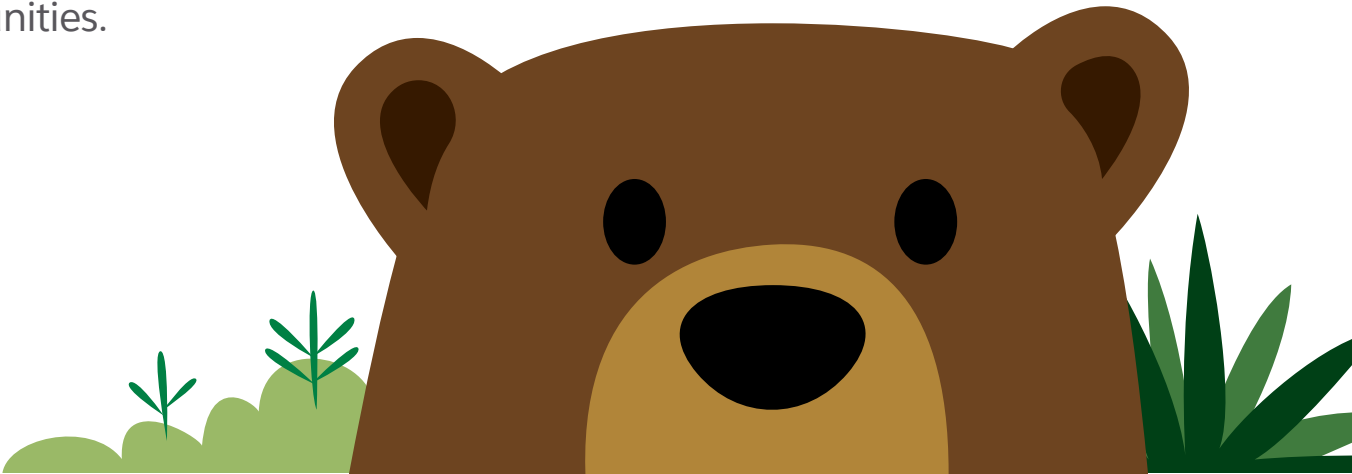
- a. SOQL Injection Vulnerability...
- b. Sensitive Information in Debug Vulnerability...
- c. Information Disclosure Vulnerability...
- d. CRUD/FLS Enforcement Vulnerability...

Each entry is a type of security vulnerability. Beneath each entry is the name of the component where the vulnerability was discovered. Below the table of contents are detailed descriptions of each vulnerability. Clicking an entry takes you to the corresponding description.

The report lists every kind of vulnerability found in your product, but not every instance. If you see a SOQL injection vulnerability on the list, review all your code—not solely the component mentioned—for SOQL injection opportunities.

We can also alert you to the types of vulnerabilities we exploited to break into your solution, but we can’t make an exhaustive list. Your team has a lot more expertise in your codebase anyway. So you can find these vulnerabilities faster than we can once you know that they exist.

We can only spend a limited amount of time finding vulnerabilities in your product. Sometimes when a solution is re-reviewed, we find some new kinds of vulnerabilities we didn’t see the first time. Testing isn’t comprehensive, either in width or depth. So when you review your codebase, keep your eyes peeled for all kinds of vulnerabilities, even those not in the report.



## Resubmit for Security Review.

If you changed the code that runs on the **Salesforce platform**, you must upload a new version of your managed package. If you also made changes external to the package, add that information when you go through the Security Review submission interface:

1. From the Publishing Console, click the **Listings** tab.
2. Click your **listing**.
3. Click your **solution type** tab, such as App.
4. Upload your new managed package to your listing by clicking **Select Package**.
5. Click **Start Review** next to the Security Review field on your package.
6. Click through the Security Review submission interface.

If you only fixed code that runs externally to **Salesforce**, edit your existing Security Review submission information:

1. From the Publishing Console, click the **Listings** tab.
2. Click your **listing**.
3. Click Edit Review next to the Security Review field on your package.
4. Go through the Security Review interface and update any information that has changed.
5. To let the Product Security team know you're resubmitting your product for review, [log a support case](#) in the Salesforce Partner Community. For product, specify Partner Community & AppExchange. For topic, specify Security Review. Include your package name, ID, and version in the comments.



### MILESTONE #2

Once you receive a pass result for Security Review, congratulations! You've completed the second milestone. If you haven't already, [log a case](#) to convert your trial PBO into an active PBO.





# 6.

## Design and Publish Your AppExchange Listing

Once your solution passes Security Review, you can list your solution on the AppExchange. It is important to take the necessary steps to ensure your AppExchange listing is optimized from a design and content perspective to drive the highest level of engagement and conversion.

Before you publish your listing, we encourage you to read the [Partner Field Guide](#) (ISV AppExchange Listing section) to learn how to create the perfect AppExchange listing for your Salesforce Commerce app. Your app will need to pass Security Review prior to publicly listing your solution on the AppExchange.



## Design your listing.

Navigate to the **Text** tab in the publishing console on the Partner Community.

- Input all listing information such as title, description, and solution highlights to grab your customer's attention. All of this information will be posted on your app listing on AppExchange.
- Click **Save**.

Navigate to the **Media** tab in the publishing console on the Partner Community.

- Upload all the media to be displayed on your listing such as logos, images, screenshots, videos, and so on.

## Publish your listing.

Once you have finished inputting your listing information, it is time to publish.

- Click the **Publish Listing** button.



**Congratulations!** You have successfully published your listing (**Milestone #3**) and completed the Salesforce Commerce ISV onboarding journey. Your app is now live on AppExchange – the world’s leading enterprise marketplace!

Don’t forget to leverage AppExchange Partner Marketing benefits to continue growing your business.

[Learn more](#)



# APPENDIX AppExchange Partner Program Benefits

## Design & Develop

Benefits focused on providing partners with tools and resources to build innovative apps and solutions.

**Platform Expert Consultations:** Consultation to help maximize your use of the Salesforce Platform.

- [Submit a case](#) to request a consultation.

**License CRM Enterprise Edition Licenses (PBO):** AppExchange Business Org production environment with AppExchange tools and two licenses of Enterprise Edition Sales Cloud.

- [Submit a case](#) to request your PBO.

**Einstein Analytics for AppExchange App Analytics:** Use 2 free licenses to create interactive views of complex data and gain new insights into how your customers are using your applications.

- [Submit a case](#) to access licenses.



## Sell & Market

Benefits focused on providing partners with tangible advantages to help them position themselves in the market and win more deals.

**Inclusion in enablement materials for Salesforce customer account teams:**

- As part of our Selling Together initiative, Salesforce Commerce AEs will be directed to an AI-powered recommendation engine that matches their opportunities to AppExchange partner apps.
- If your app meets their customers' needs, the AE will be encouraged to connect with you to learn more. Expect communication on Slack, email, or phone.

**AppExchange Marketing Program:** AMP offers co-marketing opportunities as an extension of Salesforce corporate marketing (Note: This is a paid offering). Salesforce Commerce partners are eligible to apply for AMP opportunities in the August 1 – January 31, 2022 window. Apply for these Q3/Q4 promotions starting June 6, 2022.

- Access via the [Partner Community AMP Landing Page](#)

**AppExchange Chat:** Connect live with visitors to your AppExchange listing (Note: This is a paid offering). Salesforce Commerce partners are eligible to apply for AppExchange Chat starting June 6, 2022, with Chat eligible to go live on a listing after August 1, 2022.

- Access via the [Partner Community AppExchange Chat Page](#)

**Salesforce Accelerate:** An accelerator program designed to help companies strategically align and grow on AppExchange

- Access via the [Accelerate Page](#)

**Press Releases:** Leverage our press release templates (in the Partner Community) and share AppExchange-related news. All partner press releases have to be submitted for review to Salesforce's PR team.

- Access Salesforce Partner PR Guidelines via [Partner Community here](#).

**Note:** Many Partner Program Benefits require Partner Community access.



# APPENDIX AppExchange Partner Program Benefits

## Service & Support

Benefits focused on helping Partners connect with their customers and deliver on the promise of success.

**Premier Success for Partners:** Deliver exceptional customer experiences with unlimited developer support for partners. Log a case via the [Partner Community](#).

**Partner Advisory Board:** Have the opportunity to be considered for Salesforce's exclusive Partner Advisory Board positions. These positions give you the chance to influence future changes and enhancements to the AppExchange Partner Program. [Learn more.](#)

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Additional benefits can be found on the [AppExchange Partner Program Benefits Page](#).

If you have additional questions about the partnership program or building an app with Salesforce Commerce, visit the Salesforce Commerce Recruitment page and get in contact with a Salesforce representative via the Contact Us button at the bottom of the page.



## Why partner with Salesforce now?

Salesforce is offering a new partnership model for partners who build Salesforce Commerce apps that does not require revenue sharing.

Salesforce is waiving Security Review fees for this partnership model up until Dreamforce (September 20, 2022). This is subject to change and the standard fee (currently \$2,550) will be applicable for future submissions after the promotion ends.