

# APP MARKET



**A first of its kind online marketplace for retailers providing applications, reports, customizations, and interfaces that are available for all Retail Pro users**



## Overview

Successful retailers, like those who depend upon Retail Pro to power their business, are well known for their ingenuity. In fact, retailers must constantly innovate to thrive as the business climate changes. Further, each retail vertical market has subtle nuances that may not be addressed directly in any core retail management solution. Both of these situations demand that retailers have a product, like Retail Pro, that can be easily be tailored to accommodate these dynamic needs.

Over the years, Retail Pro's community of professional developers has produced many extensions to the Retail Pro product, addressing the diverse needs of a growing global network of premier retailers that span the breadth of specialty retail. The Retail Pro App Market™ harnesses this body of work and provides all of our customers with affordable and convenient access to these extensions.

Through the Retail Pro App Market™, Retail Pro provides our customers with access to a diverse library of Apps (Plugins, customizations, tools/utilities, and interfaces) that our developer community has created. And, since our developers have the ability to reach our global customer base through the App Market™, this economy of scale reduces the cost of these Apps for our customers.

## What the App Market is...

The App Market showcases the Retail Pro App library through an online catalog with convenient searching and filtering options, enabling our customers to quickly find solutions

that fit their needs. Once the desired App has been identified, our customers can then purchase the App using an online shopping cart, arranging for delivery, installation, and other services as needed from the App developer or their local authorized Retail Pro Business Partner.

The diversity of Apps available clearly demonstrates the extensibility of Retail Pro, as well as the experience of our developer community. In addition, the App Market provides a glimpse into the breadth of retail niches that Retail Pro and its Authorized Business Partners readily service.

## How do Apps make it to the App Market?

Our developer community produces Apps to meet the needs of our diverse global customer base, and many of these make sense to be reused by other customers that have shared interests with the original customers. Since these Apps are built for real-world use by our customers, they have all been proven to be useful and are often currently in use by Retail Pro customers.

Once a developer decides to share an App, they submit the App to the App Market Manager, using an online process, requesting that it be posted on the App Market. The App Market Manager then reviews the App Registration Form, verifying the submitted information as well as any user references the developer has provided for each specific App, and the App is either accepted or rejected for posting on the App Market. It is important to note that Retail Pro does not specifically test each App submitted, but rather the developer is responsible



## Serious software for serious retailers™

for the App's quality as well as its conformance to the description in the App Market catalog.

### What can you expect from an App?

The App Market was designed to encourage our developer community to provide the widest variety of Apps for our customers. These Apps represent varying degrees of sophistication, complexity, and cost. Additionally, Retail Pro understands that useful Apps can come in many shapes and sizes – as well as degrees of generality (i.e., usefulness for audiences beyond the original customer the App was designed for). As a result, it's important that expectations for our customers be carefully set to ensure the App meets their needs and that any additional tuning or associated services are well understood prior to the App's purchase and implementation.

We try to set these expectations via App's description and App Level, as provided in the App Market catalog. App Levels help to distinguish between those Apps that were designed for a general audience, and as a result could be expected to be more likely to be used "out of the box", in contrast to those that were specifically tailored to the needs of an individual

customer and may require additional tailoring and/or other services to be useful for all customers.

### Who can purchase Apps?

The App Market catalog is available for the general public to browse, and we encourage Retail Pro customers as well as anyone interested in learning more about Retail Pro to use the App Market to better appreciate the breadth and depth of the Retail Pro offering, and its applicability for various retail niches. However, only Retail Pro end users and authorized Business Partners may actually purchase Apps from the App Market.

### Installation, training and support?

Depending on the App Level, as described in the App Market catalog, a varying degree of post-sale services may be available for a given App. These services can range from installation, training, maintenance, and ongoing technical support. Please keep in mind that there may be additional fees for these services beyond the initial cost of the App.

### About our company

Retail Pro International, LLC, is a global leader in Point of Sale, Store Operations, and Back-Office software applications for the specialty retail industry. Through its highly-specialized provider network, Retail Pro is delivered locally and supported regionally through approximately 90 offices worldwide. More than 35,000 retail stores in 63 countries using 18 different languages trust Retail Pro® to manage their operations; from single stores to prestigious, multinational retailers, Retail Pro is the proven global solution for serious retailers worldwide.

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### Your Authorized Retail Pro® Business Partner

Big Hairy Dog Information Systems



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