Offering your own libraries in the CODESYS Store: Creation, marketing, benefits

CODESYS Users' Conference 2014, Boris Schuster
Agenda

1. What is the CODESYS Store?
2. How can you create libraries for the CODESYS Store?
3. Product marketing in the CODESYS Store
4. Why offer libraries in the CODESYS Store?
Motivation

- **Strong CODESYS community:**
  - CODESYS Forum: > 20,000 members, ~ 20,000 posts
  - CODESYS Downloads: >> 20,000 CODESYS V3 per year

- **Strong demand for CODESYS add-on products:**
  - Libraries
  - Connection to other software tools
  - Libraries supporting certain devices (e.g. I/O link gateway)
  - Plug-ins, development tools...

- **High willingness to offer such add-on products:**
  - By 3S-Smart Software Solutions → no strategy for this market
  - By other companies → limited or no access at all to this market

➤ **There is a demand for a special sales channel!**
What is the CODESYS Store?

Concept of the CODESYS Store

3S-Smart Software Solutions  
Independent suppliers  
Device manufacturers  

Online shop "CODESYS Store"  

CODESYS end users
What was realized?

- An **online store** accessible via standard web browser
- An **integrated online store** directly accessible from the CODESYS Development System
- An **integrated installation and update concept**
- A **license mechanism** to protect products and know-how and time-restricted demo versions
- An **rating system** for the products offered, integrated in CODESYS
License purchase (for commercial products)

1. Purchase of the (demo) license in the CODESYS Store
2. Saving the license on the license server
3. Sending the license ticket (ticket number)
4. Download and installation of the software (independent of the purchase)
5. Activating the license on a license container (e.g. dongle)

In case the buyer and the user are the same person, the items 2 to 5 are directly executed.
Available license options

Hardware licensing (dongle)

- **Per workstation**

**CODESYS Security Key**
- For protecting CODESYS products and projects
- Available as USB Standard or compact key

**CODESYS Runtime Key**
- For protecting CODESYS products and the boot application on the controller
- Available as USB compact key, SD card or CF card

**Minimum version:**
- Workstation licenses and project encryption: CODESYS Development System 3.5.2.0
- Protecting the boot application: CODESYS Runtime System 3.5.1.0 on Windows, WinCE or Linux

Software licensing

- **Per device**

**CODESYS Software Key**
- For protecting CODESYS products based on devices
- Available as pure software component of CODESYS runtime systems

**Minimum version:**
- CODESYS Runtime System 3.5.4.0 on Windows or Linux (VX Works in development)

Per device
What is the CODESYS Store?

Possible products for the CODESYS Store

- Only CODESYS V3 products
- Plug-ins for application support
- Sample projects
- Device descriptions
- Connectors to other software tools
  - ECAD, SCADA etc.
- Support for external devices
  - Robots, visualization systems, cameras, RFID readers, fieldbus cards, device configurators etc.
- Industry-specific libraries, protocols, visualization elements or CODESYS Application Composer module libraries
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How can you create libraries for the CODESYS Store?

Project format and license protection

- In order to protect intellectual property, libraries are only sold in *.compiled-library format (pre-compiled code).
How can you create libraries for the CODESYS Store?

Project format and license protection

- The licence protection is integrated in CODESYS via user interface.
- Third party suppliers in the CODESYS Store are granted access to the licence server of 3S-Smart Software Solutions.
How can you create libraries for the CODESYS Store?

Creation of packages with the CODESYS Package Designer

- Download of the CODESYS Package Designers from the CODESYS Store
- Easy creation of a package with the help of a sample library
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Basic requirements

- Contract between third-party-supplier and 3S-Smart Software Solutions

- Third-party-supplier:
  - Provide the product and the necessary service - in accordance with the CODESYS Store development guidelines
  - Offer product support

- 3S-Smart Software Solutions:
  - Carries out a formal product test:
    - Is the package complete and installable?
  - Protects commercial products through a licence mechanism
  - Is responsible for delivery and accounting
  - Provides support for the creation of packages
  - Procures the software in the CODESYS Store.
Recommended price range for commercial products: 50 - 2,000 € per license

Third-party-suppliers:
- Receive 80% of product turnover
- Quarterly accounting
- Order cancellations / product returns => debited in the next quarter
- Receive a free of charge license dongle (for development and test)

Limiting factors:
- 20 € minimum cost per transaction (for 3S-Smart Software Solutions)
- Single device licensing only as of CODESYS V3.5 SP4 (sw-based)
Additional options

- New products are placed on the welcome page of the CODESYS Store - attract the customers' attention at once.
- The provision of demo versions makes it easier for the customer to make a decision: Most products are purchased after testing a demo version.
- Targeted mailings and indications on the CODESYS Homepage can be used to point out the new products to the customers.
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Why offer libraries in the CODESYS Store?

Competitive edges

- Access to a platform with thousands of users
- Advantage of a new marketing platform
- Enhanced attractiveness of devices
- Extension of your own product range
- Extension of the CODESYS product range
- Access to industry-specific markets

The CODESYS Community needs additional products.

➤ Numerous add-on products make CODESYS even more attractive to end users!
Nowadays, the support of integrated add-on products ("apps") is state of the art (cf. mobile end devices).

Shows the openness of the platform CODESYS and the willingness to provide an all-round infrastructure for solving application tasks.

The necessary infrastructure (for purchase, installation, dispatch etc.) is provided by 3S-Smart Software Solutions.

The support of application specific add-on products on the devices is of strategic importance to the endusers' device selection.

The functionality of the devices can be extended anytime by the end user.
Thank you for your attention.
Спасибо за внимание.