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

CODESYS Users' Conference 2014, Boris Schuster

Agenda

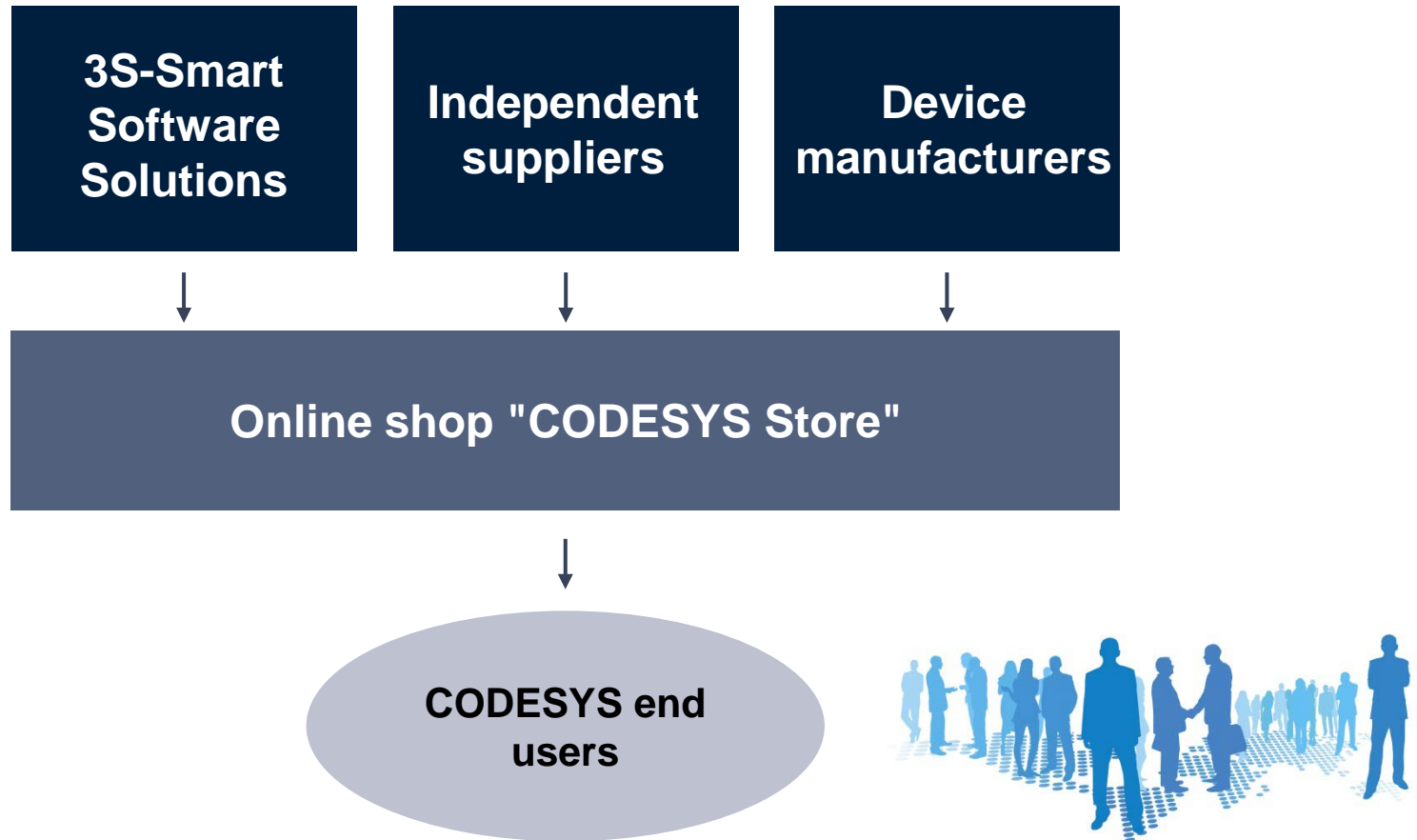| 1	What is the CODESYS Store?
2	How can you create libraries for the CODESYS Store?
3	Product marketing in the CODESYS Store
4	Why offer libraries in the CODESYS Store?

What is 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!**
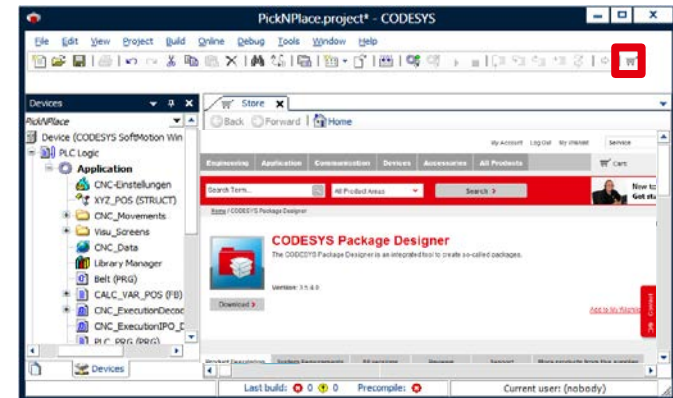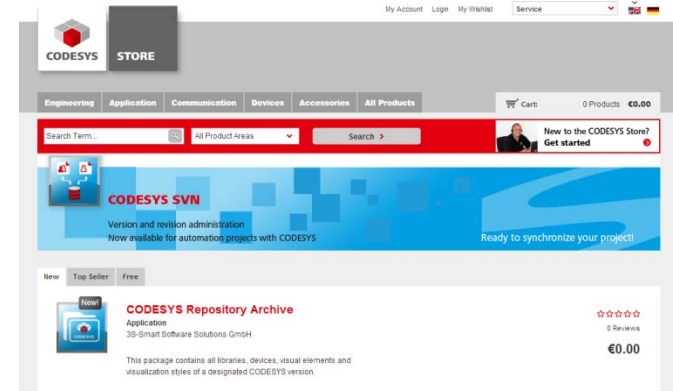
What is the CODESYS Store?

Concept of the CODESYS Store

| 3S-Smart Software Solutions | Independent suppliers | Device manufacturers |

Online shop "CODESYS Store"

CODESYS end users

What is the CODESYS Store?

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
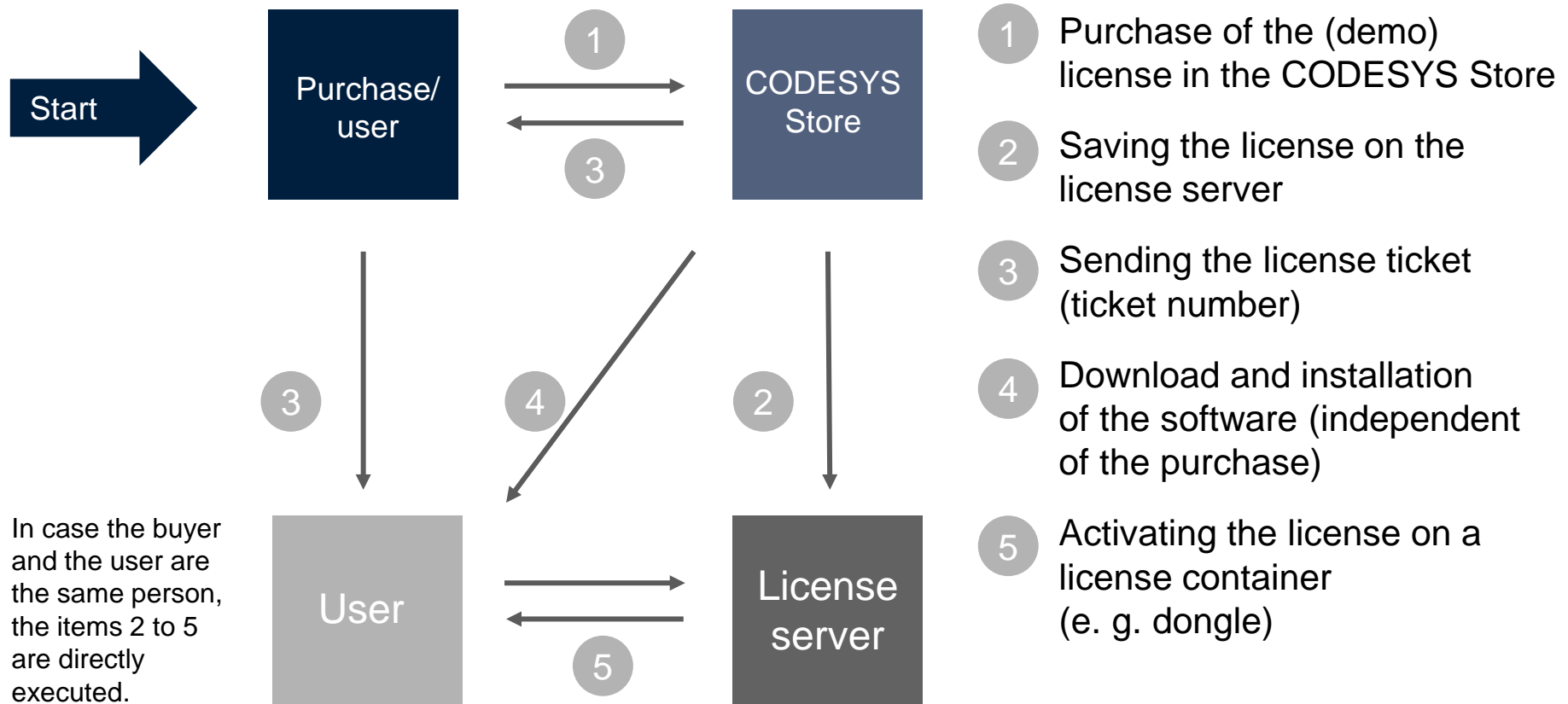 offered, integrated in CODESYS

License purchase (for commercial products)

Start

Purchase/ user

1

3

CODESYS Store

3

4

2

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

User

5

License server

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)

What is the CODESYS Store?

Available license options

Hardware licensing (dongle)

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

Minimum version:

- CODESYS Runtime System 3.5.4.0 on Windows or Linux (*VX Works in develpment*)

Per workstation

Per device

Per device

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

CODESYS Software Key

- For protecting CODESYS products based on devices
- Available as pure software component of CODESYS runtime systems
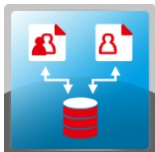
What is the CODESYS Store?

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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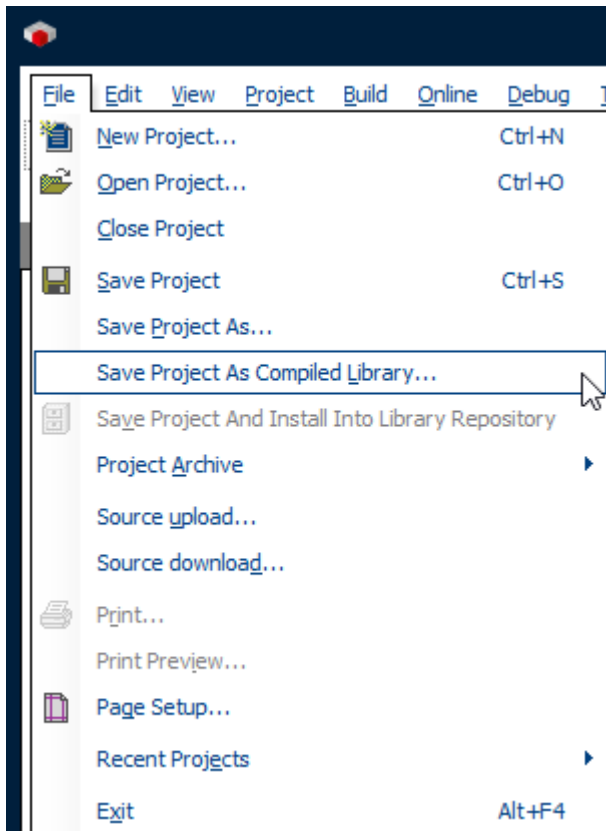| 1	What is the CODESYS Store?
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How can you create libraries for the CODESYS Store?
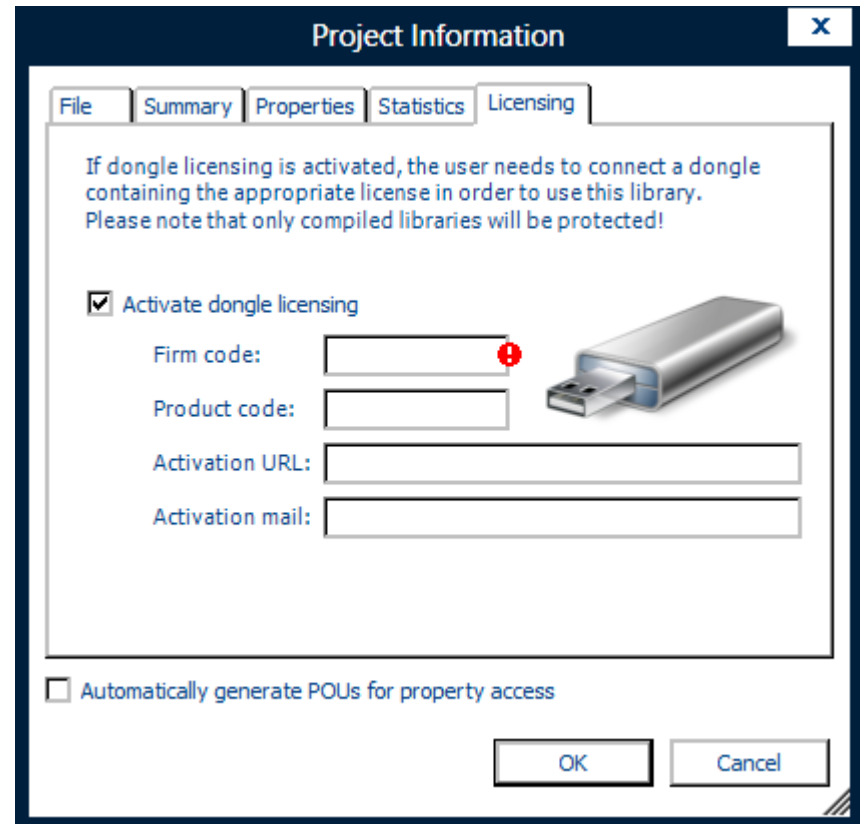
Project format and license protection

- 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.
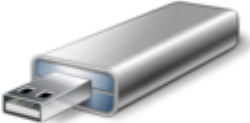
How can you create libraries for the CODESYS Store?

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**
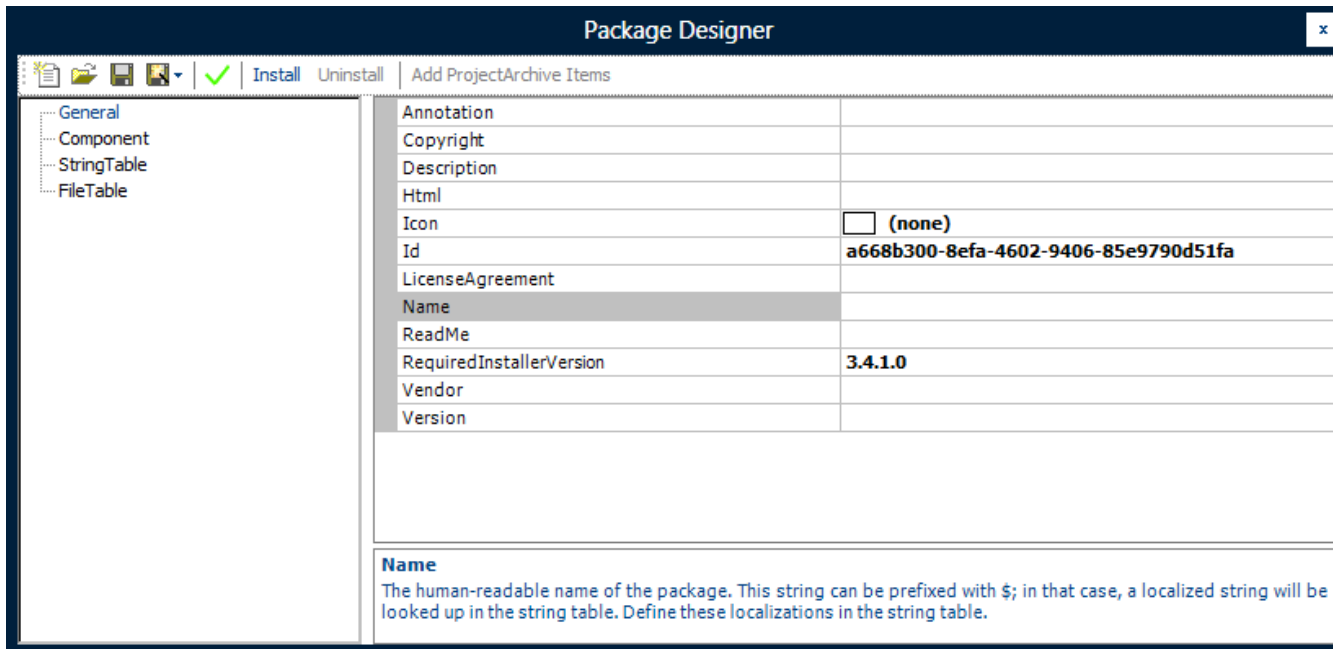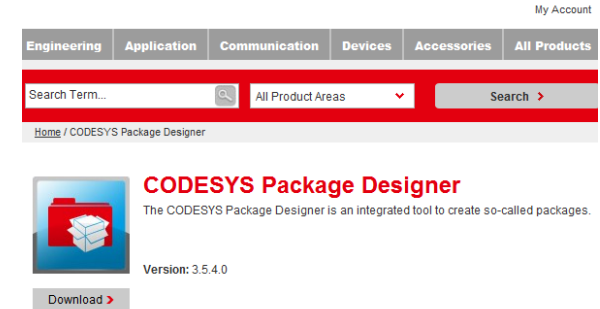
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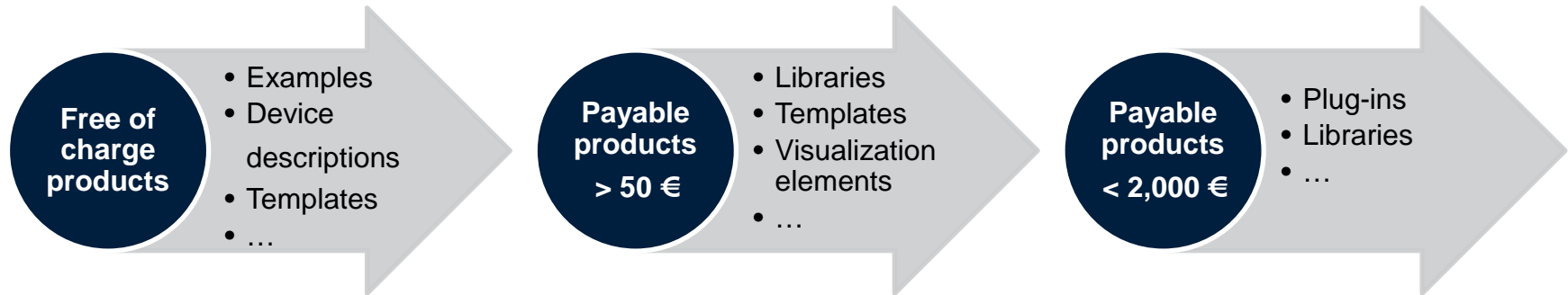
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Product marketing in the CODESYS Store

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.

Product marketing in the CODESYS Store

Terms and conditions

Free of charge products	• Examples • Device descriptions • Templates • …
Payable products > 50 €	• Libraries • Templates • Visualization elements • …
Payable products < 2,000 €	• Plug-ins • Libraries • …

- 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)

Product marketing in the CODESYS Store

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

+ Enhanced attractiveness of devices

+ Extension of the CODESYS product range

The CODESYS Community needs additional products.

+ Advantage of a new marketing platform

+ Extension of your own product range

+ Access to industry-specific markets

➢Numerous add-on products make
CODESYS even more attractive to end users!

Why offer libraries in the CODESYS Store?

- 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.

Inspiring Automation Solutions

Thank you for your attention.
Спасибо за внимание.