

# Creating Effective ADP Marketplace Listings

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## Introduction

This guide is designed to help you create the most effective listing on the ADP Marketplace so that you can clearly communicate to our audiences about your solution and its business benefits.

## Audience

The typical audience for ADP Marketplace is ADP clients and ADP sales and service teams. The only people who can complete an eCommerce transaction on the ADP Marketplace are ADP clients who have admin rights for their ADP HCM Platform. Nobody other than the admin can purchase for a client, however ADP sales and service teams may recommend solutions. Therefore it is critical that your listing be easy to understand and easy for our admins to understand what it is that they are purchasing and exactly how it will help them in their business.

## ADP HCM Platforms

ADP has four HCM Platforms. An ADP Client administrators will have logon credentials to one of the following platforms:

- Run – this is the Small business platform and generally services clients up to 50 employees.
- Workforce Now – the current version of Workforce Now is for Mid Market clients in the Major Accounts Division. Typically clients have fewer than 1000 employees, but there are clients who are quite larger who are on this platform.
- Vantage or Enterprise – Both the Vantage and Enterprise platforms are for are National Accounts clients who typically have over 1000 employees.

The credentials that ADP administrators use to logon to these platforms is the same for the ADP Marketplace. When a user is signed on to their ADP platform, they can Single Sign on to the Marketplace to view pricing and to procure solutions.

The APIs that you use to integrate with the HCM Platforms are all detailed in the [Developer Area](#) of the Marketplace.

The type of integration that you choose to adopt will determine the type of listing and will determine the type of content that you will need to create for your listing.

## Application Integration

There are four different ways that you can make your solution available to the ADP clients. All listings should highlight and explain, in detail, your value proposition and how your partnership with ADP is valuable to ADP clients.

Depending on the type of listing, you may highlight different value points. Further in this guide, you will see examples of what is required for each listing type.

## Ecommerce Only

Solutions that are Ecommerce only are integrated into the App Direct platform and current ADP clients can purchase your solution through eCommerce where they are billed on the ADP invoice or by their credit card. Once an ADP client purchases your solution, it will be available to them on the ADP Marketplace, under My Apps. In addition to implementing Ecommerce, you may also choose to integrate with ADP Platforms using Single Sign on and with Data.

## Single Sign on for ADP Users

Once ADP clients have used Ecommerce and purchased your solution, you may also want to integrate with ADP and implement Single Sign on so that the ADP credentials are used to log on ADP users without needing to create another set of logons.

ADP Clients can access and logon directly to your solution from the ADP Marketplace, under My Apps.

## Data Connector

Data connectors connect data from your solution to ADP HCM solutions. When you make a data connector available, this can be done in one of 2 ways:

- Existing clients – you may have existing clients who are also ADP Clients. These clients can now access the connector that you have created and seamlessly integrate data between ADP and your solution.
- New clients – for clients who are existing ADP clients but new to your solution, you may offer a data connector to integrate the data between your solution and ADP.

Clients who are able to make purchases can use eCommerce and purchase a data connector that you make available. The pricing of your connector is entirely up to you – it must be acquired by ADP clients through eCommerce and you may reduce the price to \$0.00.

## Data Integrated

The most comprehensive type of integration involves integration to the ADP Marketplace App store using eCommerce, Single Sign on and Data integration to connect your solution with an ADP HCM solution. In this type of integration, the data is integrated seamlessly and real time without the need for a separate data connector listing.

## Creating your Listing

Following are guidelines to create your Marketplace Listing. Regardless of the type of integration you have implemented, you must clearly clarify what the integration entails. This is essential for:

- ADP sales and service teams as they will position the value of your solution and the value of the integration.
- ADP clients can easily understand what data they are moving so that they can get through the consent process faster.

## Marketplace Listings

**The Intro paragraph** – In this paragraph, do not use your boiler plate product text. Modify this text to speak directly to ADP Clients. Also, clearly indicate how your solution can be purchased and how it is integrated as well as where our clients can find more details.

If your integration type is.....	Your intro paragraph must contain.....
Ecommerce	<p>An explanation of how your solution can be purchased and if you offer an annual fee, a monthly fee. For example, Free Trial or Buy Now allows ADP clients to use their credit card or be billed on the ADP Invoice.</p> <p>If you have a video demonstrating how to acquire your solution, then state where it can be viewed. For example, “ To see a video demonstrating how easy it is to purchase &lt;&lt;your solution&gt;&gt;, click the Resources tab.</p>
Single Sign On	<p>An explanation of how your solution can be purchased and accessed. For example, “once you purchase &lt;&lt;your solution&gt;&gt; you may be able to access it in the My Apps area of the marketplace. When you are logged onto your ADP system, your credentials will be used to log you on to &lt;&lt;your solution&gt;&gt;, eliminating the need to remember another set of user IDs and passwords.</p> <p>If you have a video demonstrating how to acquire and access your solution, then state where it can be viewed. For example, “ To see a video demonstrating how easy it is to purchase and use &lt;&lt;your solution&gt;&gt;, click the Resources tab.</p>
Data Connector	<p>An overview of how the connector should be used and which ADP platforms you are integrated with. For example, “This connector is for existing ADP Workforce Now clients who currently have an active subscription to &lt;&lt;your solution&gt;&gt; . This connector will automate the transmission of data between the two systems, eliminating the need for duplicative data entry. For more information about the fields that are shared between &lt;&lt;your solution&gt;&gt; and Workforce Now, click the Resources tab.”</p> <p>If you have a video demonstrating how to acquire and access your solution, then state where it can be viewed. For example, “ To see a video demonstrating how easy it is to purchase and use &lt;&lt;your solution&gt;&gt;, click the Resources tab.</p>
Data Integrated	<p>A brief statement describing the type of data that is integrated, the ADP Platform that you integrated with, and where in your listing the details can be</p>

found.

If you integrate with Workforce Now, YOU MUST state “Current Version of Workforce Now” we have an older version of Workforce Now and we don’t want clients to inadvertently purchase your solution if it is not compatible with their version.

## Benefits Tab

### Focus on the Direct Benefit to ADP Clients

If your solution has Single Sign on or data integration your first benefit must be “Integration with ADP Data” and your description should use the following format (adjust the wording to be relevant to your solution):

<<PRODUCT NAME>> is seamlessly integrated with <<ADP Platform(s)>> This means that you get:

- **Secure integration**
- **Real time data updates.** You only have to input the data once and it will immediately update the other system
- **Bi-Directional:** Automatic updates on the system when data is inputted

This integration means that the following data is shared between <<PRODUCT NAME>> and ADP:

- LIST THE FIELDS & use terms that user understand like:
  - Employee First and Last Name
  - Manager Last Name
  - Email address

*Note: use the User friendly names, not database names, E.g. eeFName.*

## Features Tab

This is your opportunity to highlight where you offer unique value to ADP Clients through your integration and your core feature set. If possible, provide a section dedicated just to the Integration with ADP where you can highlight which data fields are synched, when, and how often. This is your place to showcase your integration using any type of infographic or other visual aids.

## Reviews Tab

We have several partners who are actively soliciting reviews from clients and we have found that this has increased the activity on their page.

Reviews will help your position in the searches and we encourage you to ask clients to provide positive reviews. If you have a client who can participate in a case study or who would be willing to be interviewed, ADP can help facilitate and will create the assets for you to use in your listing.

If you help facilitate a **client testimonial**, we will leverage that in our marketing campaigns and this will give you added exposure to ADP sales, clients, and prospects. Keeping you and your solution top of mind is easy when you give us amazing content that is relevant to our ADP users.

## Support Tab

Please provide detailed information here about support. ADP does not support partner's products, and from many listings, that is not obvious. Please add the relevant and helpful to help our clients and sales reps understand how to reach you. For example:

*Support for <<PRODUCT NAME>> is provided by<<PARTNER NAME>> and not ADP. For the fastest support, please contact us at..... during the hours of .....*

Be sure to include support hours and time zone. If you have a link to a knowledge base or user community page, this would a good place to list that information.

## Resources Tab

If you have any material that is unique to your partnership with ADP, please include that here. Examples include:

- Video – you **MUST** have a video or explainer asset to show ADP clients how to purchase your product on the Marketplace and access your solution. This should be :60 or less.
- Case Studies – Case studies that show case how your solution and an ADP client is benefiting from your solution that was acquired from the Marketplace.
- One Pagers – If you have any sales assets, ensure that the Call to Action or contact information contains links to your ADP Marketplace listing. You can use the Partner Badges without any prior approval. However, if you want to use the ADP logo, you must fill out a request to use the logo and submit that request with a draft of how it will be used.
- Infographics – any other industry relevant information that can help ADP clients quickly understand the value proposition you bring to them.

Partners who have created detailed information about the integration have been well received by our clients.

## Editions/Pricing Tab

Clearly describe your solution pricing model. For example, is there a one time set up and an annual fee? Is the price based on Users or Employees? IF you have different tiers of offerings, be sure to explain the different features. If you are offering a connector you must state that an existing implementation of <<your solution>> is required for the connector to work and that purchasing the connector does not also include your core solution.

Some common questions that you might want to make sure you answer are:

- Are users the same as employees? Are admins the same as employees?
- Is the entire employee population counted in pricing model or just those who are eligible (e.g., are having data transferred)
- If you have multiple tiers of solutions with many common features, consider adding some information that states: "All plans include: ....."
- If you have a solution that requires a separate data connector make sure that is clear on this page. Also, if you offer a solution for Workforce Now clients, state that this integration is for "Current version Workforce Now clients."
- Do not abbreviate