

Listing a referral offering in the Bluemix Catalog

To list offerings in the Bluemix Catalog:

1. Request Approval

Partners must be approved for strategic fit with the Bluemix ecosystem. Please send an email to joinnow@us.ibm.com and include how your service matches the following criteria:

1. Your service must be useful within the context of an application running in Bluemix, and with other Bluemix services. You must be able to clearly describe multiple scenarios for how your service will be useful to cloud users of Bluemix, and also how it will use other Bluemix services.
2. Your service must support a composable business pattern. The most common deployment pattern is an exposed, public API that can be invoked programmatically from within an application that runs on Bluemix. Another is having the ability to attach to a service, without direct integration, like with load testing services. Exceptions to this criterion will be considered.
3. Your service can scale. Back-end operations must seamlessly handle volume changes, or must provide appropriate warnings and actions to users.
4. Your website must include an English version.
5. You must permit your service to be published in all Bluemix regions, and be available to all Bluemix end-customers worldwide.

2. Submit Listing Information

After approval, an offering manager will connect you to the appropriate contacts to begin onboarding, documentation, and marketing requirements.

3. Publish

After your review and mutual approval of your Bluemix tile, it will be published in the Bluemix catalog

Information requirements for creating a User-Provided Catalog Page in Bluemix (aka Referral)

Your service will be made visible to Bluemix developers by adding a 'referral' catalog entry in the Bluemix Public catalog. A referral catalog entry does not implement a full

service broker interface. It merely passes on credentials supplied by the developer, who has obtained the credentials externally to Bluemix.

Your catalog entry will inform users where and how to generate account credentials for your service, and will provide fields to accept the credentials, such as user ID and authorization token, required by the Bluemix application to call out to your service instance. When the user enters this information, they will be available to the application in the VCAP_SERVICES environment variable.

The VCAP_SERVICES environment also includes at least one other static piece of information, the URL for your service's endpoint. It may be the case that there is a separate URL endpoint for non-Demo accounts, in which case it might make sense to have two plans for this service, one for Demo accounts and the other with the production end point.

The following information is required to create a referral catalog entry:

Catalog Integration

1. Service Description for the Bluemix console

(Ensure users can easily find and understand the value of your service in context of Bluemix.)

Third parties must include a short service description shown in the Bluemix catalog (255-character limit) and long service description shown when the tile is opened.

2. A Service Provider display name for the Bluemix console

3. A service display name and service plan display name for the Bluemix console

4. Desired Category for the Bluemix console

(Choose from the list currently visible in the Bluemix catalog. Bluemix reserves the right to add, delete, change categories names and a service's category selection at any time.)

5. Transparent (no) background png images: 24x24, 32x32, 50x50, 64x64. All for the Bluemix console.

6. An external public URL where the partner's service can be created and credentials are available after creation. As well as instructions about where and how to generate account credentials, and other information as necessary outside the documentation url, etc. Provide html links for these.

7. Parameters which need prompting for the console including name and description. Highly Recommended: Read-only URL. If some parameters are also fixed (read only) like a URL, provide those, too. One way to look at this is what would be

presented to a Bluemix application in terms of credentials in the VCAP_SERVICES environment variable.

Bluemix Documentation

8. To engage customers, it is critical that they can quickly and easily begin to use your service. Therefore, we provide you with a "Getting Started" template that then provides customers with a consistent "Getting Started" experience. All services use the "Getting Started" template. This template is a single topic created in Markdown, an easy-to-use and collaborative tool. From the getting started template, you can link to your own content and you can add as much content in our repository as you like.

The 'View Docs' button/URL in the Bluemix console must point to content that illustrates how to use in Bluemix, should follow the standard documentation template and will reside on Bluemix itself. This URL is the final published location in the Bluemix doc app where your content will live.

To start documentation:

1) Register at <https://github.com/>

2) Provide the following information:

* Your GitHub ID, and any team member GitHub IDs that will need access to the docs repository

* The official name of your Bluemix service

* The catalog category for your service (Devops, Mobile, Web & application, Integration, Data management, Big data, Security, Storage, Network, Business analytics, or Internet of Things)

3) After you have been authorized to our 3rd party service repository, <https://github.com/IBM-Bluemix/docs-services>. A folder will be created for you and in the repository, you will find a README with detailed information on using GitHub-flavored Markdown, as well as a template you can use to get started creating content.

Support Information

9. Support Contact Information

The Bluemix Support team would like to make sure all the Support contact information they have for you is correct and up-to-date. They will use this information to direct customers who come to Bluemix Support, but the issue is identified as not Bluemix specific.

Please provide the following information for Bluemix Users:

- Your support site URL
- Your support email address / phone #
- Any special support agreement that IBM has with the vendor (i.e., gold accounts, hi-touch ticketing)

- Technical contact(s), if possible to provide –name, email, telephone

Please provide the following information for internal IBM:

- Service primary and secondary point of contact name, email, and phone number, and job role

Marketing Activities

10. The how-to blog article is for the Bluemix blog so that we can begin educating our community of developers about your service. Here's a couple of good examples:

<https://www.ibm.com/blogs/bluemix/2015/09/getting-started-pubnub-and-bluemix/>

<https://www.ibm.com/blogs/bluemix/2017/02/getting-started-att-m2x/>

The idea here is to get some initial blog content in place so we can begin marketing efforts. It can be similar to the get-started documentation you'll push to GitHub, just be sure to introduce the service and give our developers an idea of what kind of service it is.