Ocean Partner Program

Ocean Store
Publishing Guidelines

Version 1.0

Being an Ocean Store Partner means your organization has decided to sell and distribute some or all of your Ocean plug-ins on the Ocean Store. Information on the process and requirements for listing a plug-in on the Ocean Store is available below.

Publish a plug-in on the Ocean Store in three steps:

① Plan a plug-in strategy   ② Develop your plug-in   ③ Publish your plug-in

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Actions

Branding Guidelines

① PLAN A PLUG-IN STRATEGY

We recommend that consideration is given to the following elements:

- **Customer needs and verification**. Define your customers' needs and from an early stage and verify your ideas with appropriate customers.

- **Value proposition**. Capture the value proposition of your plug-in in the form that you would like to see it appear on the Ocean Store

- **New functionality**. Verify that your idea is not duplicating significant existing functionalities within the software platform (customers continually comment that they do not like this), but rather extends capabilities in an integrated manner. Wherever possible, Ocean will liaise with proactive partners to provide guidance on whether extended capabilities are likely to appear in an upcoming software platform release or not.

- **Business plan**. Build a business plan with a realistic model of your estimated revenue stream and total costs (include development, testing, marketing, support and sustaining).

- **Development roadmap**. Make a development roadmap for your plug-in to include upgrading to future versions of the software platform and any new functionality you envision. Be prepared for customers to request enhancements once they start using your technology and remember that timely upgrades to the latest platform releases and commitment to future support will often be an evaluation criteria for customers prior to their purchase decisions. Schlumberger requires new versions of all plug-ins to be available no later than 3 months after a major commercial release of the software platform.

- **Documentation for evaluation**. Think carefully about the documentation and dataset required to help customers to make a successful evaluation and focus on this throughout your development and testing.

- **Following up on leads**. Be prepared to follow-up on sales leads once your plug-in appears on the Ocean Store. Although Schlumberger Information Solutions Account Managers will assist customers when they request help, and can process sales transactions for them, they will not have time to proactively follow-up with customers to qualify or stimulate their potential interest levels.

- **Review acceptance criteria.** Understand the plug-in acceptance criteria and aim for a smooth journey and minimum rework before publishing your plug-in.

② DEVELOP YOUR PLUG-IN

As a registered Ocean Developer you have access to various online and electronic resources to support you during your software development effort:

- **Pre-releases of the Ocean Framework**. Several months prior to a release of Ocean and the software platform, the Ocean Framework will be available to partners from the Developers site. Several iterations of the Ocean Framework may be made available prior to the official release. Normally, the upgrade process should be simple, but accessing the pre-release enables partners to test the upgrade of their plug-in(s) to the latest version of the software platform and submit issues with Ocean prior to the release. This process enables partners and SIS to release high quality products to their clients at the same time.

- **Ocean Framework releases and patches**. Partners can find and download Ocean Framework releases and patches on the Developers site. This allows partners to get the software version(s) they need when they need them, requiring no direct interaction with SIS.

- **Ocean Developers Guide**. All volumes of the Ocean Developer's Guide are available to Partners from the Developers site. These cover Core & Services, Data Access and Customization.

- **Training Videos**. Partners can access the full set of training videos that cover the Introductory Ocean Training course. The videos contain lectures and exercises on using the Ocean Framework for plug-in development. Coming soon.

- **Ocean Framework support and issue tracking**. Partners have access to the SIS issue tracking system through the Developers site. The issue tracking system allows developers to submit new issues on Ocean, and track the issues submitted by either themselves, or other developers in their company.

- **Ocean Framework best practices**. Through the Developers site, partners have access to documents and white papers on various topics to help enhance their Ocean development experience. Topics covered under Best Practices include code protection, plug-in deployment and coding guidelines.

- **Developer Forums**. There are many developer forums available in which registered partners can participate. These forums allow developers to ask questions and share ideas with other developers. Developers can also request private forums to be created. Access to private forums is controlled by the requesting developer.

- **Licensing**. All Ocean Store plug-ins use Ocean Store licensing, with every plug-in license tied to a software platform dongle ID.

3 PUBLISH YOUR PLUG-IN

Preparing your plug-in's page

Plug-ins published on the Ocean Store are scrutinized by customers for a number of different attributes depending on their specific approach to the balance between process and creativity. Examples of attributes to be addressed on your plug-in's details page include the following:

- Fit versus requirements

- Commercial (and legal) terms and evaluation of the business case

- Multiple dimensions of quality (ease of use, degree of integration, computer science integrity, workflow efficiency, functional accuracy, acceptance of scientific principles, performance, documentation and reporting, support, ease of deployment and many more)

- Future plans

- Implementation of audit trails

- Adherence to standards

- Security of access

- IT requirements

- Change management

- Company reputation and track record

- Potential workflow duplication or proliferation of multiple methodologies

Prospective customers seek increasing amounts of supporting documentation to reach a corporate purchasing decision and the absence of clear information can jeopardize a prospective sale.

In order for companies to understand and mitigate business risk associated to their software platform, we have introduced a set of minimum standards that must be complied with prior to publication of any plug-in on the Ocean Store. These criteria cover the following aspects of your plug-in:

- Business commitment

- Technical integrity and test programs

- Documentation

- End user support

All details of the criteria and the minimum standards that will be applied are contained within the [Acceptance Criteria Checklist](#), which should be sent together with your plug-in when you are ready to publish it on the Ocean Store. Please include as much information as possible to assist end users in adopting your technology and to ensure these minimum standards are met.

In addition to the specified minimum criteria, our acceptance process will perform a number of additional integrity checks. These will primarily look for any potential conflicts between plug-ins, spot any problematic or detailed naming conflicts and ensure that the plug-in runs smoothly in various general use case scenarios.

Actions

- At least 45 days prior to your planned release date, you need to contact the Ocean Partner Program (OceanPartnerProgram@slb.com) to request a feature name to establish software licensing for your plug-in installer.

- Go to the acceptance testing page and fill out the acceptance checklist. This page contains information about the acceptance testing process, including typical plug-in issues, that you will find useful to review.

- Send your acceptance checklist, together with all the associated materials to OceanPartnerProgram@slb.com. Assuming all mandatory materials are properly delivered, it normally takes between 7-14 working days to validate your plug-in, review all collaterals and publish onto the Ocean Store.

If you have any further queries, please, contact OceanPartnerProgram@slb.com.

Branding Guidelines

The Ocean Brand Guidelines document provides the necessary detail regarding plug-in naming conventions, wordmark and trademark usage and marketing FAQs.

- Ocean Identity Guidelines

- Ocean Software Development Framework — Branding Guidelines

- Logo Usage and Guidelines — Software

- Logo Usage Guidelines

Image Downloads:

- Ocean Image Library for Partners

- Developer logo (TIFF format) — For Ocean developer who has purchased and Ocean Framework license but doesn't have commercial plug-in on the Ocean Store.

- Partner logo (TIFF format) — For Ocean partner who has commercial plug-in on the Ocean Store.

- Certified Partner (TIFF format) — For Ocean Certified Partner who has passed the eligibility criteria and pays the annual fee.