



Guidebook

# The Freshworks Paid Apps Program guidebook



# Explore Freshworks and its products.

A man on a mission incorporated Freshworks to provide businesses with world-class customer service software for the globe. We at Freshworks make ridiculously easy software for businesses to delight their customers and employees. We do this by taking a fresh approach to building and delivering software-as-a-service that's affordable, quick to implement, and designed for the end user. Unlike legacy software, Freshworks builds tech that works for everyone, making it easy for IT, customer service, sales, marketers, and HR to do their job and delight their customers.

More than 60000 companies use Freshworks' SaaS solutions to enable a better customer experience (CX, CRM) and employee experience (ITSM, HRSM).

## **Freshdesk**

Delight your customers with effortless customer service using Freshdesk. No more cluttered inboxes, lost emails, and manual workarounds. Freshdesk helps simplify customer support with ridiculously easy software. Want to know more? [Click here](#)

## **Freshservice**

Right-Size Your IT Service Management with Freshservice. Freshworks's intelligent, right-sized, cloud-native service management solution. Freshservice provides an out-of-the-box, end-to-end consumer-grade experience that empowers employees to work anywhere, anytime. Check out Freshservice [here](#).



Accelerate your revenue with context-driven sales through Freshsales. Built on the next-generation customer engagement platform, Freshsales suite helps break internal silos and deliver personalized experiences across marketing and sales. Know more [here](#).

## What is Freshworks Paid Apps program?

If you are a developer looking to build innovative solutions in the SaaS ecosystem, you have come to the right place. With the revamped Freshworks paid apps program, you can now build world-class applications that our 58k+ global Freshworks customers can download in exchange for a small fee. Get an opportunity to grow with our exciting revenue model and taste our revamped app development and publishing experience.

The paid apps program is designed to let any developer interested in the SaaS ecosystem build extensions and integrations for use cases demanded most by our global customers. With our new development experience and updated support documentation, anyone can build paid apps and publish it on the Freshworks marketplace which already has more than 1300 apps live. If you are a developer or want to develop apps for Freshworks as a partner, refer to the 'How to get started' and resources section below.

## Why should you get started?

- **Best-in-class development experience** - Build apps easily, leveraging comprehensive documentation, potential use cases, and dedicated support!
- **Attractive pay-out structure** - Enjoy the rewards of building for our customers with an

attractive revenue-sharing model. Also, get an opportunity to earn more with our limited-period incentive program!

- **Faster time to market** - With a smooth app review and publishing process get your apps published on the Freshworks marketplace faster than ever.
- **Get greater visibility** - Make your app easy to discover through our periodic blogs, customer emails, and Freshworks events globally.

## How to get started

### — Steps to create your developer account

Freshworks developer account aims at providing a unified experience to a developer for login, product account management, and app management.

### — Benefits of setting up the Freshworks developer account

- Ease of access to all developer resources
- Sign-up for product trials from within Freshworks Developer Account
- View all the apps mapped to the organization account on the App Management Portal
- Navigate quickly to developer support systems from your account

Kindly explore [detailed steps](#) to create and get started with a Developer account.

## Build your first paid app

Freshworks platform offers one to build 3 types of apps.

### — Freshworks Apps (aka Public apps)

- These apps are built by the developers on the Freshworks Dev Platform with a broader use case in mind to enhance the capabilities of Freshworks products.
- These are the only type of apps that can be monetized on the Freshworks platform

- .For example, **Instagram integration** with Freshdesk is a paid app (subscription basis), and **Slack integration** is a free app.
- A Freshworks app is installed from the Freshworks Marketplace.
- These apps are subject to review and is not available for installation as soon as it is submitted

#### — Custom Apps

- These apps address specific customer requirements and are available only to that customer.
- A custom app is not subject to review and is available for installation as soon as it is submitted.

#### — External Apps

- These apps use the Freshservice methods and integrate the Freshservice functionalities with a third-party product.
- An External App is listed in the Freshworks Marketplace but is installed from the third-party's URL

## Steps to build a paid app

The steps to build paid apps and custom apps are similar to each other. Please refer to this link, **Introductory guide to Freshworks App development**, for more details. You can refer to these **platform solutions** to get started and better understand our platform.

## Review

For building a Freshworks app alone (free or paid), the app needs to be built and tested thoroughly with **guidelines of respective products** and **code coverage** guidelines.

Post-building, the app needs to be submitted for the **app review process** by following the

**app submission steps for Freshworks Apps**. Refer **post submission** section for the next steps. During the development process, if you face any issues, you can always refer to our **community wiki** section for solutions to some common issues. If you don't find any suitable articles, you can raise a query on our **community forum** by creating a new topic. Further, we have a dedicated developer assistance channel for specific use cases such as trial extensions, app rate-limit changes, etc. The details of the same can be found **here**.

## Publish

Once the app passes the review process it will be live on marketplace within 24 hours. Refer **post submission** section for the next steps. Post publishing the app if a developer wishes to delist or hide the app from marketplace gallery, the same can be done from App Management Portal (AMP) of app by following steps listed below.

**UPDATE:** App deprecation can be handled by the developers themselves now.

**Steps to follow:**

1. Navigate to the AMP of the account in which the app is published
2. Open the App detail page.
3. At the bottom of the page, there is an option to deprecate the app (Refer to screenshot).
4. Once it's deprecated, the app will be immediately reflected in the gallery
5. It will take one day for the app to be removed from the website



**App Sharing Settings**

**Hide from gallery**  
Your app would not be visible to marketplace users

**Note:** The app can be made available by enabling it from the AMP.

## Get onboarded as a developer partner

When you are a new developer partner getting the 1st paid app published (only after the app is published), you can write an email to **shreyanshi.shah@freshworks.com** to register as a developer partner.

Ensure you put details of the app link on the marketplace and the email id with which you want the process to begin with. This is critical to process your payments smoothly.

As the next steps, you will be getting an email from Freshworks to submit the following details. This will get you onboarded as a partner, an essential step for your revenue to come in,

- Product Information
- Company Location
- Tax Information
- Payment Information
- Banking Approval
- Diversity Certification
- Data Privacy
- Information Security

Please Note: It is mandatory to submit the above details to get you on board as a partner and your monthly payments getting processed on time.

**After a successful onboarding and getting your app live on the marketplace, you will receive monthly emails with the following details:**

- Total app MRR
- Total customer
- Total active installs
- Net MRR receivable
- New installs
- Uninstalls

Total Apps MRR (USD)	\$2558.22 8.44%
Total Customers	46 4.55%
Total Active Installs	48 4.35%
Net MRR Receivable (USD)	\$2046.57 8.44%
New Installs	2 0.0%
Uninstalls	0 -100.0%

# Resources to help you get started

## Case studies:

- [FinChoice improves first-response time to 90% with easy messaging integrations within Freshdesk Omnichannel, powered by the Neo platform](#)
- [Trainline engineers a seamless customer support journey with Freshdesk & Freshchat](#)
- [Customer Spotlight – Certified Languages International, LLC](#)

**Use case document** - provide email or insert form link (to be set up with FM)

## Best practices to get your app published

[Code review guidelines and best practices](#)

## Video Library

- The app building process for a Marketplace or a custom app is the same. Kindly refer to [the introductory guide to Freshworks app development](#) for more details.
- After you have built the app keeping in mind the best practices, upload the packed zip version of the app as an external app using the [app submission workflow](#). Be mindful of the following things.
  1. To submit as a paid app, in the Freshworks App section, select Mark as paid app (After you submit an app as a paid app, you cannot modify the app to be a free app. To make the app available as a free app, resubmit the app as a Freshworks App with a different app name).
  2. In the pricing details section, provide appropriate information by using the following fields:

### Set Pricing Method

- a. Select a pricing plan based on which customers are charged to use the app:
  - **Agent Per Month:** Customers are charged the price specified in the Set Price field for every agent using the app.

- **Account Per Month:** Each unique customer account is charged a fixed price specified in the Set Price field, irrespective of the number of agents using the app.

### **Set Price**

- a. Enter a price for app usage. Ensure to enter values in all supported currencies such as AUD, BRL, EUR, GBP, INR, USD, and ZAR. You can charge different amounts for different regions using currency values entered (say \$12 for USD and ₹399 for INR)
- Refer **post submission** section for the next steps.
  - **App submission process** for FCRM.



[freshworks.com](https://freshworks.com)