

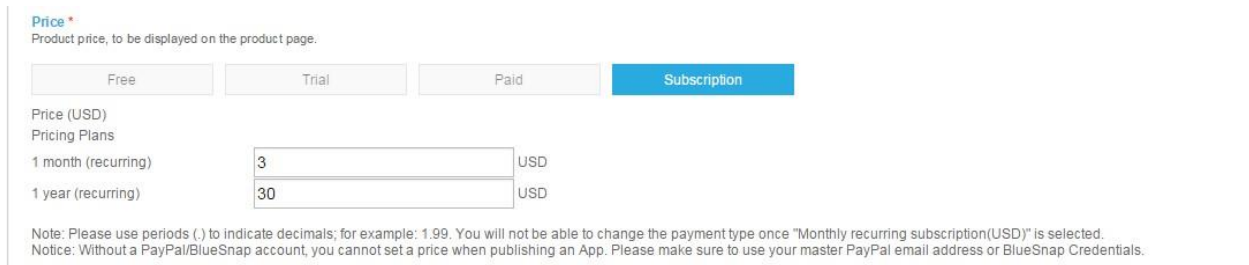
Autodesk App Store: Selling a desktop App on a monthly or yearly subscription

This document explains how to sell your app on subscription on the Autodesk App Store. This requires two steps:

1. Setup your app listing on the Autodesk App Store as a paid App.
2. Architect your app and/or backend webserver so it can correctly handle IPN notifications.

Setting up your Autodesk Apps Store App listing:

To enable monthly or yearly subscription while submitting your App, you need to select “subscription” as the price type, as shown below.



The screenshot shows the 'Price' configuration section. At the top, it says 'Price * Product price, to be displayed on the product page.' Below this are four buttons: 'Free', 'Trial', 'Paid', and 'Subscription'. The 'Subscription' button is highlighted in blue. Underneath, there are two rows for pricing plans. The first row is '1 month (recurring)' with a text input field containing '3' and a 'USD' label. The second row is '1 year (recurring)' with a text input field containing '30' and a 'USD' label. At the bottom, there are two lines of small text: 'Note: Please use periods (.) to indicate decimals; for example: 1.99. You will not be able to change the payment type once "Monthly recurring subscription(USD)" is selected.' and 'Notice: Without a PayPal/BlueSnap account, you cannot set a price when publishing an App. Please make sure to use your master PayPal email address or BlueSnap Credentials.'

Depending on the method you choose to handle subscription (see below) you may also need to enable PayPal or BlueSnap Instant Payment Notifications.

You can enter your web service IPN handler in the “Publisher Corner” section as shown below. Activate your IPNs by pressing the Active IPNs button.



The screenshot shows the 'Instant Payment Notifications' configuration page. It has a title bar 'Instant Payment Notifications' and a sub-header 'Instant Payment Notification (IPN) is a message service that automatically notifies you of events in your PayPal or BlueSnap transaction flow. You can use them to automate back-office and administrative functions, like fulfilling orders and providing customers with order status.' Below this, there is a label 'Your IPN Listener URL:' followed by a text input field containing 'http://adodamizacmsing.cloudapp.net/'. Underneath, there is a label 'I also want to receive IPN for:' followed by two checked checkboxes: 'Free Apps' and 'Trial Apps'. At the bottom, there are two buttons: 'Save' and 'Cancel'.

Handling Subscription in your App:

We have provided two mechanisms that you can use to allow your App to respond correctly to subscription renewals, non-payment or termination. However, because it is your App, there is some coding required by you to achieve this – whichever approach you take. Your two options are:

1. Use the Autodesk App Store entitlement web service (the Entitlement API)
2. Use your own custom built web service that consumes BlueSnap or PayPal Instant Payment Notifications relayed to your server by the Autodesk App Store server.

Using the Entitlement API:

This is your simplest option for handling subscription, and is your only option if you want to handle subscription entirely in your (add-in) App and not have to create your own webserver.

Your App will make a simple HTTP (REST) call to the Entitlement API, passing in the unique ID of your App, and the unique Id of the customer currently signed in to their Autodesk Id from the Autodesk product in which your add-in App is running. The Entitlement API response will tell you whether the user has an 'entitlement' to use your App (i.e. whether that user has purchased your App).

Please refer to [this separate document](#) for detailed instructions on using the Entitlement API in your App.

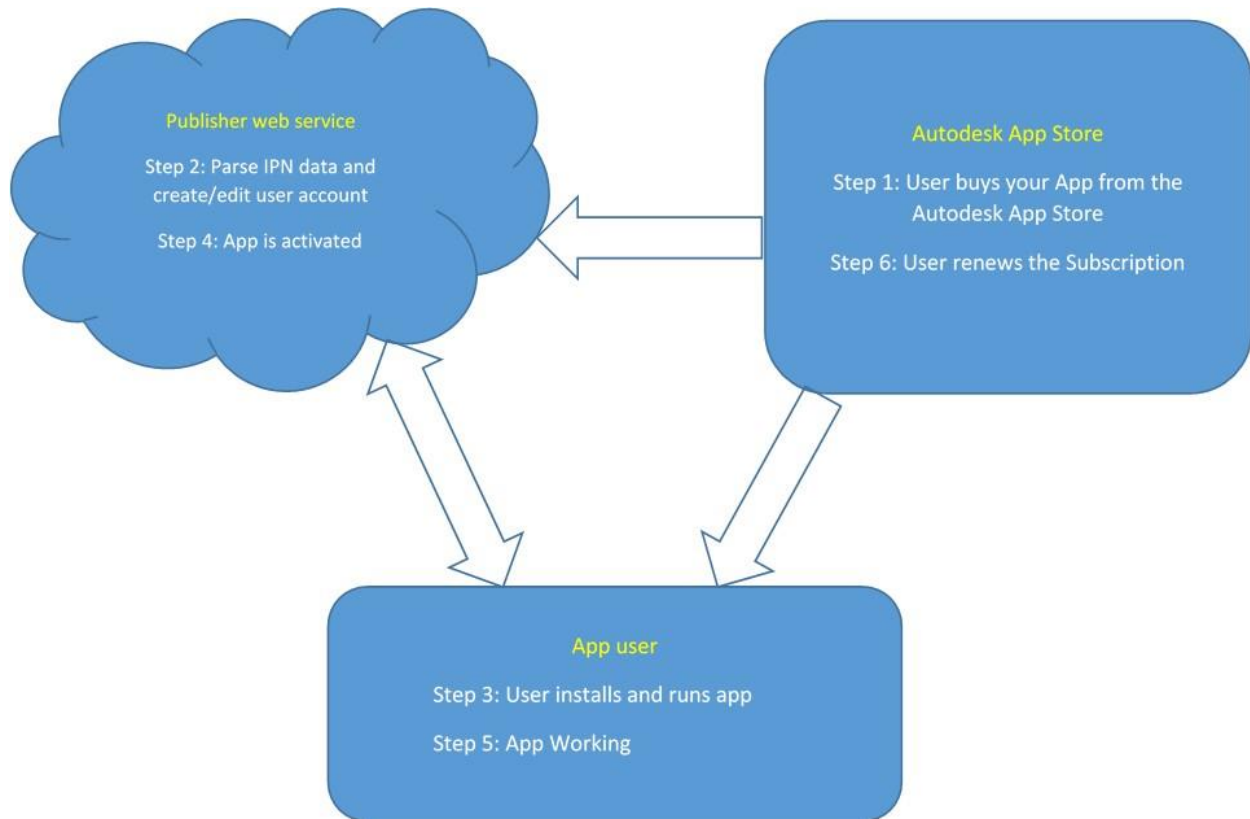
Using a custom built web service:

The advantage of your creating your own web service is that it allows you greater control in handling and tracking usage of your App, locking the App to a specific computer, or gathering additional information from your customers (with their permission). For example, you can monitor usage patterns or errors. And, of course, if your App includes a web service component anyway or you're selling website access, then you will already have your webserver up and running.

To sell your App on a monthly or yearly subscription using your own web service, you will need to

1. Create a web service, which
 - a. Interprets the [IPN notifications](#)
 - b. Manages Computer/User accounts
 - c. Manages subscription end dates
 - d. When requested, returns the correct subscription status
2. Implement the required logic of contacting the web service (created in step 1) from your App to get the subscription status for a given User/Computer.

Sample workflow of a custom built web service:



1. User buys your App from the Autodesk App Store

When a user buys your App, the Autodesk App Store relays the IPN notification to the web service you registered during the App publishing workflow.

2. Parse IPN data and create/edit user account

Your web service will extract the information it needs from the IPN notification – e.g. email id, App name, subscription Id, payment Id, payment date.

You will generate a unique activation Id (GUID) and send it to the user (who has purchased the App) in an email. Your web service will add a new entry to the database table you use to store your user data. The data you store will include the user's email address, a unique activation Id, and the user's unique machine's lock code and subscription end date.

3. User installs and runs App

When a new customer first uses your App, it displays a dialog box requesting publisher the unique activation Id provided by the publisher in stage 2. Once provided, the App captures unique machine lock code (such as network port Id) and sends it to the publisher web service along with unique activation Id.

4. **App is activated**

On receiving the unique activation id and machine lock code (Step 3), your web service updates its database with the machine lock code. A success message is sent to the App from the web service. On receiving a success message, the App is activated and starts working.

If the machine lock code is already present for the user (in case the user is trying to activate the App in a second computer), the request for registration is rejected and a failed message is returned to the App. The App immediately shows an error message and stops working.

With this step you can lock your App to a particular computer.

5. **App working**

As the App is being used, it periodically contacts your web service with its activation Id and machine lock code to get the subscription status. Your web service verifies the received data against its database and returns the appropriate status (subscription to this App still valid or not) by comparing the subscription end date with the current date/time.

6. **User renews the subscription**

When a user renews their subscription to your App, the Autodesk App Store relays the renewal IPN notification to the web service you registered during the App publishing workflow. Your web service then extracts the information it needs from the IPN notification (user email Id, subscription Id etc) and updates its database with the new subscription end date.

Refer <https://github.com/ADN-DevTech/Termlicensing> for sample code for above workflow.

More information

The ADN team is here to help you be a successful publisher on the Autodesk App Store. If you have any questions/doubts about selling a desktop App on a monthly or yearly subscription, then please email to appsubmissions@autodesk.com