

Siemens Xcelerator Seller Guide

This Seller Guide is for companies interested in listing their Offerings through the Seller Portal, Promoting and/or Transacting through the Siemens Xcelerator Marketplace. At the respective sections in this Seller Guide, it will become clear which statements are directed at Promotional Sellers and what applies for Transactional Sellers.

This Seller Guide applies to the Siemens Xcelerator Marketplace operated by Siemens and Siemens Industry Software Inc. ("SISW Inc."). SISW Inc. a US-based entity, is the Marketplace Operator for sales to Buyers located in USA.

In this Seller Guide, "Publishers" under the Siemens Xcelerator [Publishing Terms](#) are called 'Promotional Sellers' and "Sellers" under the Siemens Xcelerator [Marketplace Seller Agreement](#) are called 'Transactional Sellers'.

This Seller Guide does not apply to the Chinese Siemens Xcelerator Marketplace.

Capitalized terms are defined [at the end of the document](#).

Agreement structure



The Seller Guide

1. Introduction

1.1. Scope

This Seller Guide explains how to become a Seller to Promote and Transact Offerings on the Marketplace. It provides step-by-step guidance for both Promotional and Transactional Sellers throughout the onboarding process.

Additionally, the guide outlines how to update, sell, order and offboard Seller Offerings on the Marketplace. It also covers post-order activities such as order acceptance, delivery/ fulfillment/ provisioning, billing, and invoicing, which fall under the Transactional Seller's responsibility. Exceptions might apply in certain tax jurisdictions, e.g., USA.

Finally, the guide offers essential guidelines on legal, compliance, export control, tax, financial value flow, cybersecurity and marketing topics to ensure Sellers operate in alignment with Marketplace standards.

2. Siemens Xcelerator Marketplace and its Ecosystem

Summary

- The Marketplace is publicly accessible via <https://xcelerator.siemens.com>.
 - The Marketplace showcases the Siemens Xcelerator Ecosystem and its Offerings towards its Buyers.
 - The Marketplace Sellers joining the Siemens Xcelerator Ecosystem receive increasing benefits and rewards depending on their value contribution.
 - The Siemens Xcelerator Ecosystem is structured into three motions: Build, Service, Sell.
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The Marketplace provides Buyers, Sellers and Developers a space to converge, exchange, collaborate, and Transact scalable industry Solutions and Products that accelerate digital transformation.

The Marketplace includes Solutions, Products and Services from industries, e.g., such as food and beverage, healthcare, and commercial buildings, as well as topics such as sustainability, cybersecurity, additive manufacturing, and others¹. It also provides professional Services to help Buyers to configure, install and maintain the Offerings.

To recognize and reward the contributions of Sellers to Siemens Xcelerator Marketplace, a range of Seller benefits & rewards is available. This includes advantages that can help enhance visibility, drive business growth, and foster deeper engagement within the Marketplace Ecosystem, alongside free Community participation. Further information is set forth in a Seller Benefits & Rewards guide which can be found and downloaded once logged into the Seller Portal in its "Resource" section.

The Siemens Xcelerator Ecosystem is structured into three motions: Build, Service, Sell.

Build Motion: As a Seller you can Promote your Offering (software, hardware) that you have built on Siemens technology or that is not built on Siemens technology, that is a valuable add-on to the Siemens portfolio on the Marketplace.

Service Motion: As a Seller you can Promote your Services, e.g. consulting, implementation, installation and setup help for Siemens Xcelerator portfolio.

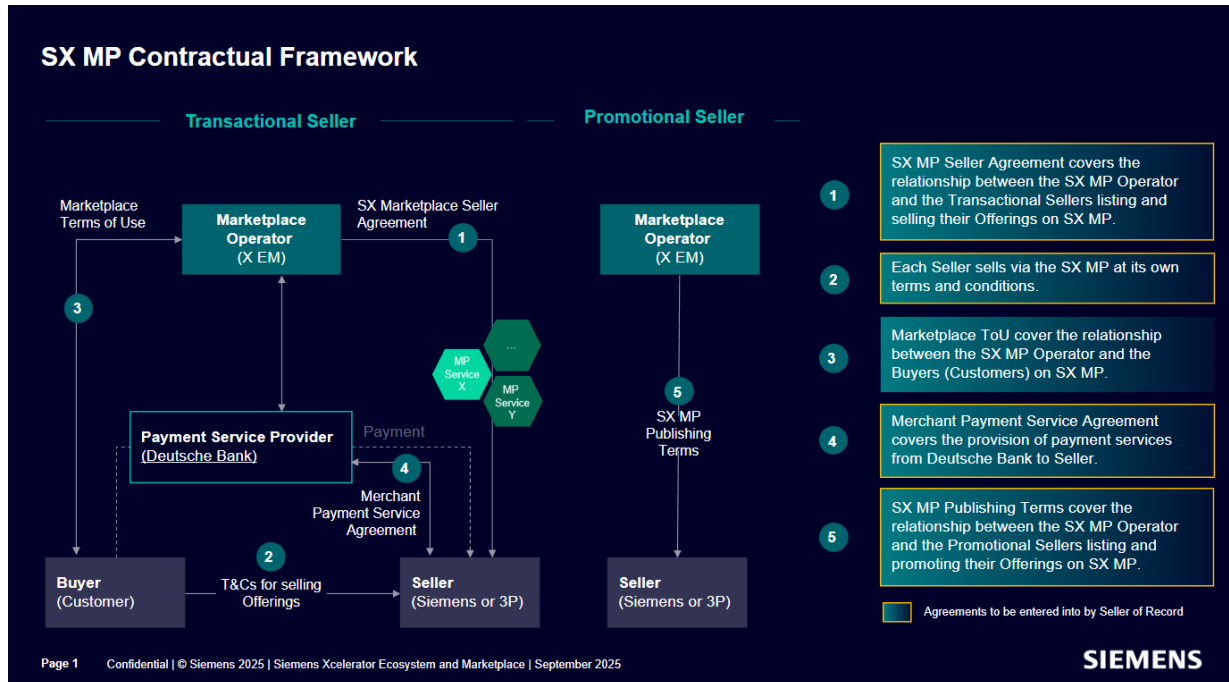
Sell Motion: In this motion you have an established sell and go-to-market relationship with Siemens and would like to use Marketplace as an additional digital channel.

¹ An overview of currently available [industries](#) and [horizontal topics](#) can be found on the Siemens Xcelerator Marketplace.

3. Becoming a Seller to Promote and to Transact Seller Offerings

Summary

- To become a Seller to Promote Offerings on the Marketplace, the Siemens Xcelerator [Publishing Terms](#) must be accepted.
- To become a Seller to Transact Offerings on the Marketplace, the following agreements must be signed:
 - Standard Order Form referencing the Siemens Xcelerator [Marketplace Seller Agreement](#)
 - Merchant Payment Service Agreement (incl. fulfillment of Payment Service Provider (PSP) requirements).



Caption 1: Contractual setup for the Marketplace

3.1. Becoming a Seller to Promote Seller Offerings

To become a Seller to Promote Offerings on the Marketplace, the Siemens Xcelerator [Publishing Terms](#) must be accepted.

The Siemens Xcelerator Marketplace [Publishing Terms](#) are an agreement between the Promotional Seller and the Operator that governs participation for Promotional reasons only in the Siemens Xcelerator Marketplace. This agreement must be accepted in the Seller Portal where it will be available for download.

The Siemens Xcelerator Marketplace [Publishing Terms](#):

- Establish ground rules for Promoting Offerings, ensuring all information is accurate, up-to-date, and meets Siemens' quality standards.
- Designate Promotional Sellers as fully responsible for their promotional content and any business relationships that may develop outside the Marketplace.
- Define Promotional Sellers' obligation to indemnify the Marketplace Operator against losses, liabilities, or damages arising from their showcased Offerings, recognizing that Siemens acts purely as a platform facilitator providing visibility without any involvement in any business relationships that may develop outside the Marketplace.

3.2. Becoming a Seller to Transact Seller Offerings

To become a Seller to Transact Offerings on the Marketplace, the following agreements must be signed:

- Standard Order Form referencing the Siemens Xcelerator [Marketplace Seller Agreement](#)
- Merchant Payment Service Agreement (incl. fulfillment of Payment Service Provider (PSP) requirements)

The Marketplace Seller Agreement is an agreement between the Seller and the Operator that governs participation in the Siemens Xcelerator Marketplace.

The Marketplace Seller Agreement:

- Establishes guidelines for listing and managing Offerings, ensuring consistency with Marketplace quality standards.
- Designates Sellers as the "Seller of Record," making them fully responsible for their Offerings' compliance with applicable laws and regulations.
- Defines Sellers' obligation to indemnify the Operator against losses, liabilities, or damages arising from their Offerings.
- Specifies the Marketplace Services and available payment options for transactions.

For Buyers who pay via credit card, the payment processing services will be provided by the PSP. The Seller is required to provide different information to Siemens for the "Know Your Customer" (KYC) validation process conducted by the PSP. The requested information is subject to local requirements but typically includes personal IDs of signatories, company address and registration IDs/documents, and tax-relevant IDs/certificates. The PSP validates and registers the Seller as the account holder for payout by performing the KYC process. They verify the information provided and, upon approval, set up the payment account for the Seller's legal entity. If the verification is unsuccessful, the Seller will be notified of the rejection, and the credit card payment method for Selling the Seller Offerings cannot be offered.

Once approved, the Seller must also sign the Merchant Payment Service Agreement with the PSP. This agreement covers the special conditions for merchant acquiring services, including the processing of payment transactions for which the PSP acts as an acquirer, available payment methods, terms of use for the payment methods (Visa, MasterCard, etc.), payout dates, and currencies. The agreement also specifies the sign-up process for a merchant.

The Merchant Payment Service Agreement with the PSP can be signed digitally. The PSP initiates the signature process via DocuSign once the KYC process is completed. The two designated signatories provided by the Seller receive the agreement via DocuSign for signature.

After the Merchant Payment Service Agreement is signed, the PSP sets up the payment account for the Seller's legal entity.

4. Onboard Seller Offerings

Summary

- For now, only Promotional Offerings can be created in self-service via the Seller Portal; all Transactional Offerings need to be created via email correspondence with the Marketplace Ops Team.
 - All Sellers need to apply with their Offering (s) and go through an approval process.
 - In the future, Seller Portal will be used to onboard all Offerings (Promotional and Transactional) in the Marketplace.
 - To navigate, understand, and effectively utilize the features and functions of the Seller Portal, please refer to the Seller Portal Tool Manual available in the "Resource" section once you log in. The manual provides a comprehensive overview of the portal's structure and interactive behavior, helping you manage Marketplace operations efficiently.
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4.1. Onboard Promotional Offerings

To create an Offering for Promotional purposes only, the Seller can log into the Seller Portal once they have been approved as a Seller. In the "Offerings" section, the Seller can click on "Create New" and select whether they wish to create a Product, Service, or Solution Offering for the Marketplace. The Seller is then required to input the necessary information. Once the data has been entered, the Seller can submit the Offering. The Offering will then undergo an internal approval process, which includes the following steps:

Step 1: Initial Offering information submitted

- Technical governance compliance check
- Content evaluation regarding relevance and portfolio
- Commercial governance aspects considered in several process steps

Step 2: Full Offering information submitted

- Check of company profile
- Review of export control standards
- Final quality and content assessment

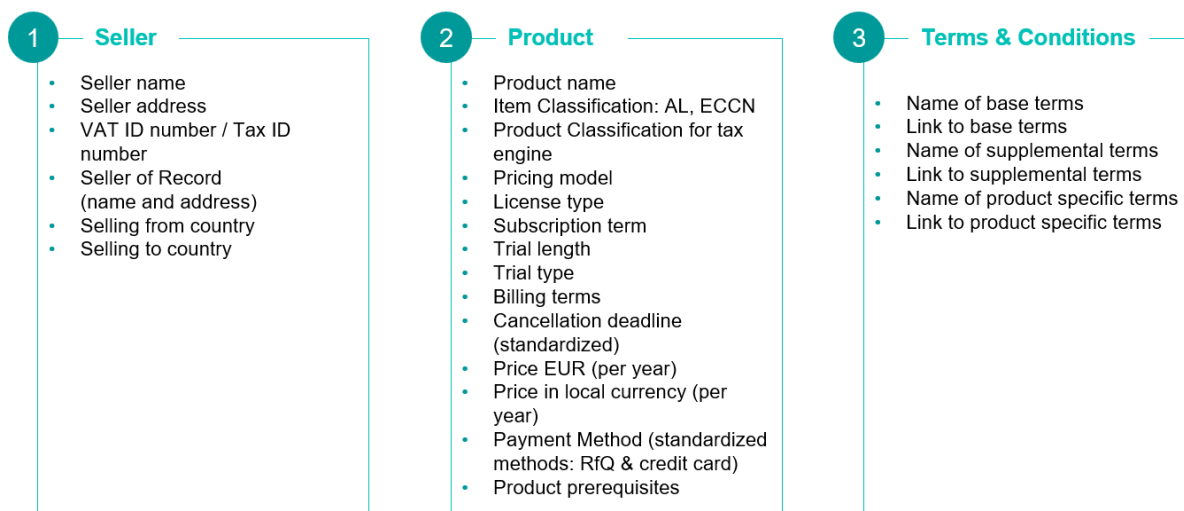
Once submitted, the Seller will not be able to modify the provided data so long as the approval process is ongoing. Once the Offering has been published, the Seller may make changes and submit a change request. This will then undergo an additional review. The status of the approval process can be tracked in the "Offerings" section. Upon successful approval, the Offering will be published on the Marketplace, and the Seller will receive an email notification confirming the successful publication.

4.2. Onboard Transactional Offerings

To create a Transactional Offering that can be transacted directly through the Marketplace, the Seller should contact the Marketplace Ops Team via the following email address: marketplace-operations.x@siemens.com.

The Seller is required to (1) complete the Excel file template with all commercial data needed to onboard the Product in the backend (e.g., pricing, supported countries, currency/VAT details), and (2) create an Offering Detail Page (ODP) (extract of required information — see caption below) for marketing purposes. Please note that the creation and approval of Transactional Offerings will not take place via self-service in the Seller Portal; instead, they will be coordinated via email outside the Seller Portal.

The Seller is responsible for the Terms and Conditions (T&Cs) of their Seller Offerings. The Seller must provide the T&Cs for each Offering in the form of a link to a website where the current version of the T&Cs can be accessed and downloaded. It is recommended that former versions of the T&Cs are also made available on that website.



Caption 2: Required information for onboarding Transactional Offerings

5. Managing Seller Offerings

Summary

- As of now, only Promotional Offerings can be managed in self-service in the Seller Portal; Transactional Offerings need to be managed via email correspondence with the Marketplace Ops Team.
 - In the future, the Seller Portal will be used for updating all onboarded Seller Offerings (Promotional and Transactional).
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5.1. Managing Promotional Offerings

To manage or edit a Promotional Offering, the Seller can log into the Seller Portal. In the "Offerings" section, the Seller can select the specific Offering to be modified and update the relevant information, such as media assets, Offering descriptions, benefits, and features. Once the necessary changes are made, the modified Offering must be submitted for review. The Offering will then undergo an internal approval process (see chapter 4.1). The status of this approval can be monitored in the "Offerings" section of the Seller Portal. Upon successful approval, the changes will be published, and the Seller will receive an email notification confirming the update.

5.2. Managing Transactional Offerings

To manage or edit a Transactional Offering, the Seller needs to contact the Marketplace Ops Team via the following email address: marketplace-operations.x@siemens.com. To make the changes, the Seller must provide the previously submitted Excel file template and must indicate in the Excel template the necessary changes. Once submitted, the Offering will undergo an internal approval process (see chapter 4.1). Managing and editing a Transactional Offering is handled via email correspondence outside of the Seller Portal. Upon successful approval, the changes will be published, and the Seller will receive an email notification confirming the update.

6. Selling and Ordering Transactional Seller Offerings

Summary

- This chapter only applies to Transactional Sellers.
 - The Marketplace supports selling the following software business models: SaaS and subscriptions on-premises.
 - As of now, supported pricing models are subscription and free trials. Sellers can offer free trial Offerings to test the Offering.
 - SaaS and on-premises Offerings can be offered through the Marketplace as a software subscription with a fixed duration of 1, 12 or 36 months (subscription term) incl. auto-renewal.
 - The Marketplace supports the following payment/check-out methods: credit card and Request for Quote (RfQ). Customer also has a "Request quote" option on the ODP, which triggers a contact form.
 - The Seller decides on discounts. To grant a discount, the Seller contacts the Marketplace Ops Team.
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6.1. Supported business models and pricing models

As a go-to-market channel, the Siemens Xcelerator Marketplace will support a variety of business models and pricing models for its Sellers.

As of now the following software business models are supported:

- SaaS and
- Subscriptions on-premises

As of now, the following pricing models are supported:

- Subscription
- Free

Support for usage-based pricing models is currently not available.

Overview of currently supported software business and pricing models and their characteristics:

	Software Business models	Pricing models	Check-out methods	Payment terms	Trial	Cancellation deadline for trial	Contract duration & set-up for subscription	Cancellation deadline for subscription
Characteristics	▪ SaaS ▪ Subscription on-premises	▪ Subscription ▪ Free (only for trial)	Credit Card <i>(scheme varies by country)</i>	Full at point of delivery	30-day or 90-day trial duration	30-day trial: t – 3 days	1- month, 12-month or/and 36-month contract duration (based on standard T&Cs) incl. auto-renewal	1-month subscription: t – 3 days
			Request for Quote	Negotiated between Seller & Buyer		90-day trial: t – 14 days		12-month subscription: t – 60 days
								36-month subscription: t – 60 days

Caption 3: Overview of supported software business models and their characteristics

SaaS and subscription on-premises can be purchased using credit card as the payment method (availability may vary by country). Buyers may also RfQ. Credit card payments require full payment at the point of delivery. For RfQ, the due date for payment is negotiable between Seller and Buyer.

Software subscriptions are offered through the Marketplace as a subscription with a fixed duration (subscription term). The subscription duration can be either 1, 12 or 36 months for paid subscriptions, aligned with standard terms and conditions, and include an auto-renewal feature. This can be determined by the Seller.

Auto-renewal with opt-out via the Buyers' "My Account" section is the standard for all Marketplace software subscriptions.

The cancellation deadline for a one-month software subscription is three days before expiration. Longer subscriptions (12-month and/or 36-month) must be canceled 60 days before expiration.

Sellers can choose to either offer a free of charge trial Offering as a free entry point or directly Sell their Offering to Buyers.

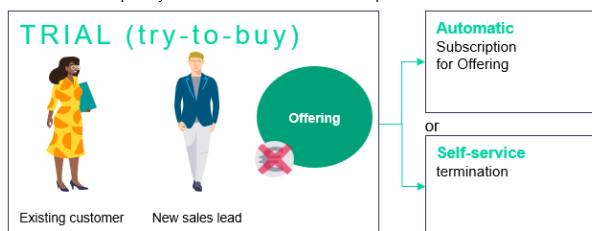
The figure below shows that with a trial Offering, Buyers can explore Offerings free of charge prior to purchase. This can be done either via the try-to-buy version or via the trial only version. This can be determined by the Seller.

Trial: Key characteristics

- Sellers may decide to offer their Product in a free trial version
- The free trial period can be 30 days or 90 days depending on the specific Product

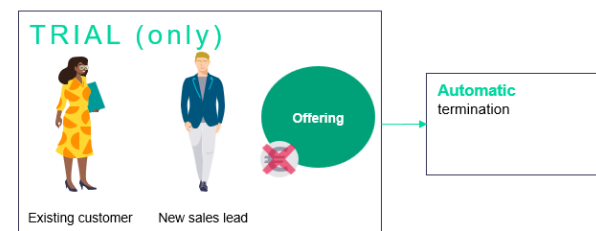
1) Try-to-buy

- Single SKU for trial and paid version
- Trial automatically converts into a subscription of the Product, unless Buyer terminates at least 3 days (for 30-day trial) or 14 days (for 90-day trial) before end of the trial period
- Provides temporary access as a standard subscription



2) Trial only

- Different SKUs for trial and paid version
- No automatic transition of the trial subscription; Buyer must purchase the paid version separately
- Typically comes with preconfigured content



Caption 4: Overview of trial options

For the try-to-buy version, after the specified trial period—either 30 days or 90 days, depending on the Offering, an automatic conversion to a paid subscription will occur. However, through "My Account", the Buyer has the option to cancel the trial subscription within the permitted cancellation period, thereby

preventing automatic conversion to a paid subscription. For a 30-day trial, the cancellation must be made at least 3 days before expiration. For longer trials (90 days), cancellation is required at least 14 days prior to expiration.

The trial only version does not have an automated conversion into a paid subscription.

Selling software subscriptions via the Marketplace is currently only supported in selected countries, with country availability continuously expanding.

6.2. Commercial options for Buyers on ODPs

Buyers interested in a Seller Offering on the Marketplace may choose to purchase the Offering, Request for Quote, or request a quote. Accordingly, Buyers will select different options on the ODP. Depending on the selection, a different process is triggered. The cases behind these processes are described below.

Case 1: “Buy”

In this case, the Buyer clicks on the “Add to cart” button on the ODP.

The “Buy” use case allows the Buyer to check-out using a credit card as the payment method (other payment methods may be offered in future).

After ordering the Offering via the Marketplace, the Operator sends the order receipt confirmation to the Buyer and informs the Seller about the ordered Offering/Offerings. If the Seller accepts the order, the Seller will deliver the purchased Offering to the Buyer, if not automated. For further information, refer to chapter 7.1.

Case 2: “Request for Quote” (RfQ)

In this case, the Buyer clicks on the “RfQ” button on the ODP.

RfQ checkout method means that the Buyer will generate a lead which is forwarded to the Seller. The Seller is responsible for reaching out to the Buyer outside of the Marketplace (within 24 hours on business days after receiving the RfQ), if not agreed otherwise.

The Seller informs the Operator without undue delay whether a contract has been concluded and provides the order volume amount by sending an email to: marketplace.gbs@siemens.com.

RfQ orders are also created when there is an error in the credit card checkout process, such as,

- Customer’s credit card validation failure,
- Invalid tenant input (depending on the Offering),
- Customer’s VAT ID validation failure.

Case 3: Non-commercially enabled Offerings

In this case, a prospect is interested in a non-Transactional Offering on the Marketplace. These Offerings have the option to generate a lead via a contact form, which is triggered via a click on the “Request quote”-button directly on the ODP. Unlike Transactional Offerings, the prospect does not need to have an account or to be logged in. For required input fields please caption below. The prospect can also include specific details in a free text field.

* Required

First Name * Last Name *

Email * Company Name *

Industry * Country / Region *

Phone (+49 123 456-78) Job Role *

What are you looking for? *

Please tell us more in detail *

☐ Yes, I would like to receive marketing information from Siemens based on my personal interests and give my consent (for details see the full consent statement)

Send

Caption 5: Lead generation form

The completed lead generation form is then forwarded to the Operator.

6.3. Discounting for Transactional Sellers

The Transactional Seller Offering responsibility remains with the Seller, therefore the Seller decides upon discounts. If the Seller wishes to grant a discount to a Buyer, the Seller contacts the Marketplace Ops Team via email marketplace-operations.x@siemens.com asking for the discount code. The Marketplace Ops Team sends the Seller an Excel template with a request to fill out the required information such as coupon name, coupon type, discount amount, start and end date, etc. Once the Marketplace Ops Team receives the completed Excel template, a coupon code is created, and the code is communicated to the Seller. Sellers must decide internally who within their organization is authorized to request coupon codes or assign them to Buyers.

7. Post-order activities for Transactional Sellers

Summary

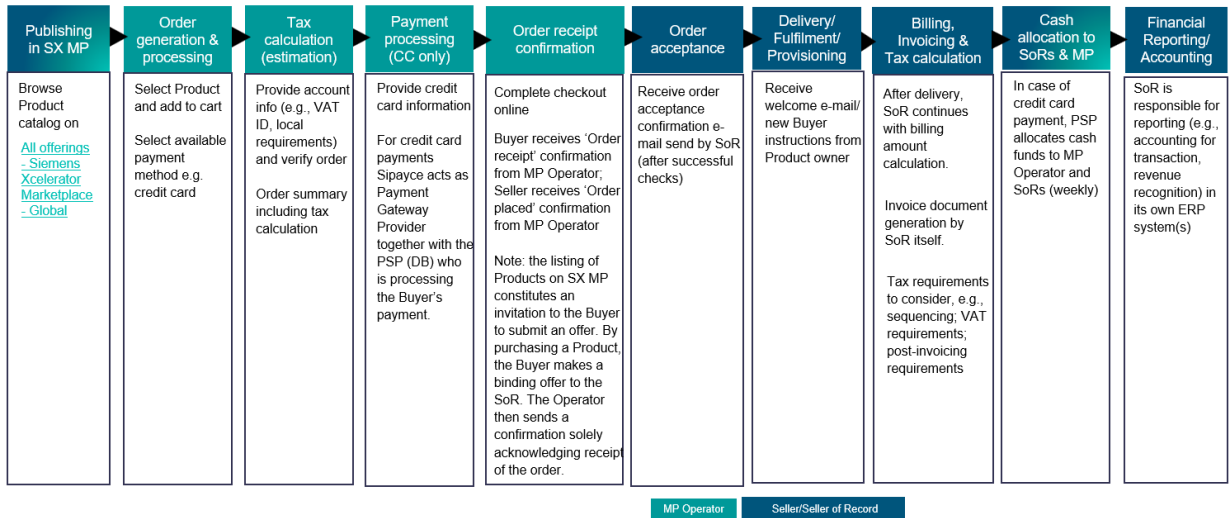
- This chapter only applies to Transactional Sellers.
- The Seller is responsible for several post-order activities, e.g. order acceptance, delivery/fulfillment/provisioning, billing, invoicing, financial reporting/accounting, Product-related support etc.
- The Seller will be provided with regular reporting from the Operator within the Seller Portal.

After a Seller Offering is ordered on the Marketplace and all required checks on the Buyer are completed, the Seller will be informed accordingly. The Seller is responsible for deciding if the order is accepted, informing the Operator and Buyer and taking care of delivery/fulfillment/provisioning, billing, invoicing etc. Additionally, if necessary, the Seller is responsible for providing Seller Offering-related support and all other obligations under the purchase contract.

The illustrations below show the Marketplace checkout flow, and which activities the Seller is responsible for and which activities the Operator is responsible for. The first checkout flow applies to the Siemens Xcelerator Marketplace operated by Siemens AG. The second checkout flow applies to Siemens Industry Software Inc. (the Marketplace Operator for sales to Buyers located in the USA).

SX MP Checkout Flow for EU & Rest of World (w/o USA)

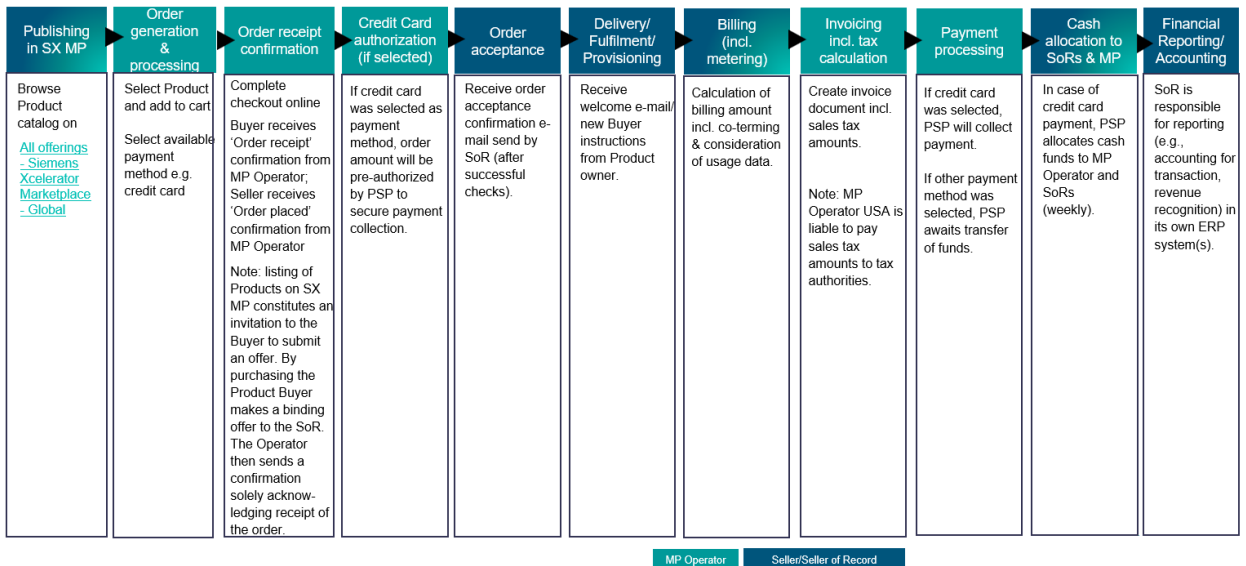
Different Roles of MP Operator and Seller/Seller of Record (SoR)



Caption 6: Marketplace checkout flow for EU & RoW

SX MP Checkout Flow USA

Different Roles of MP Operator and Seller of Record (SoR)



Caption 7: Marketplace checkout flow for USA

7.1. Order acceptance and provision of an Offering

After placing an order for an Offering through the Marketplace using a credit card as payment method, the Operator sends the order receipt confirmation to the Buyer and notifies the Seller about the ordered Offerings.

The Seller must accept or reject the offer within 24 hours on business days, excluding public holidays. If the offer is accepted, the Seller is required deliver/provision the purchased Offering to the Buyer. The Seller notifies Marketplace Ops Team (via email marketplace-operations.x@siemens.com) that provisioning is completed.

7.2. Billing and invoicing

Unless otherwise required by law, the Seller is responsible for issuing invoices to Buyers in compliance with applicable laws. Exceptions might apply in certain tax jurisdictions, e.g., USA.

The Seller must send an invoice to the Buyer within five business days after provisioning of Seller Offerings and a copy to the Marketplace Ops Team via email marketplace-operations.x@siemens.com.

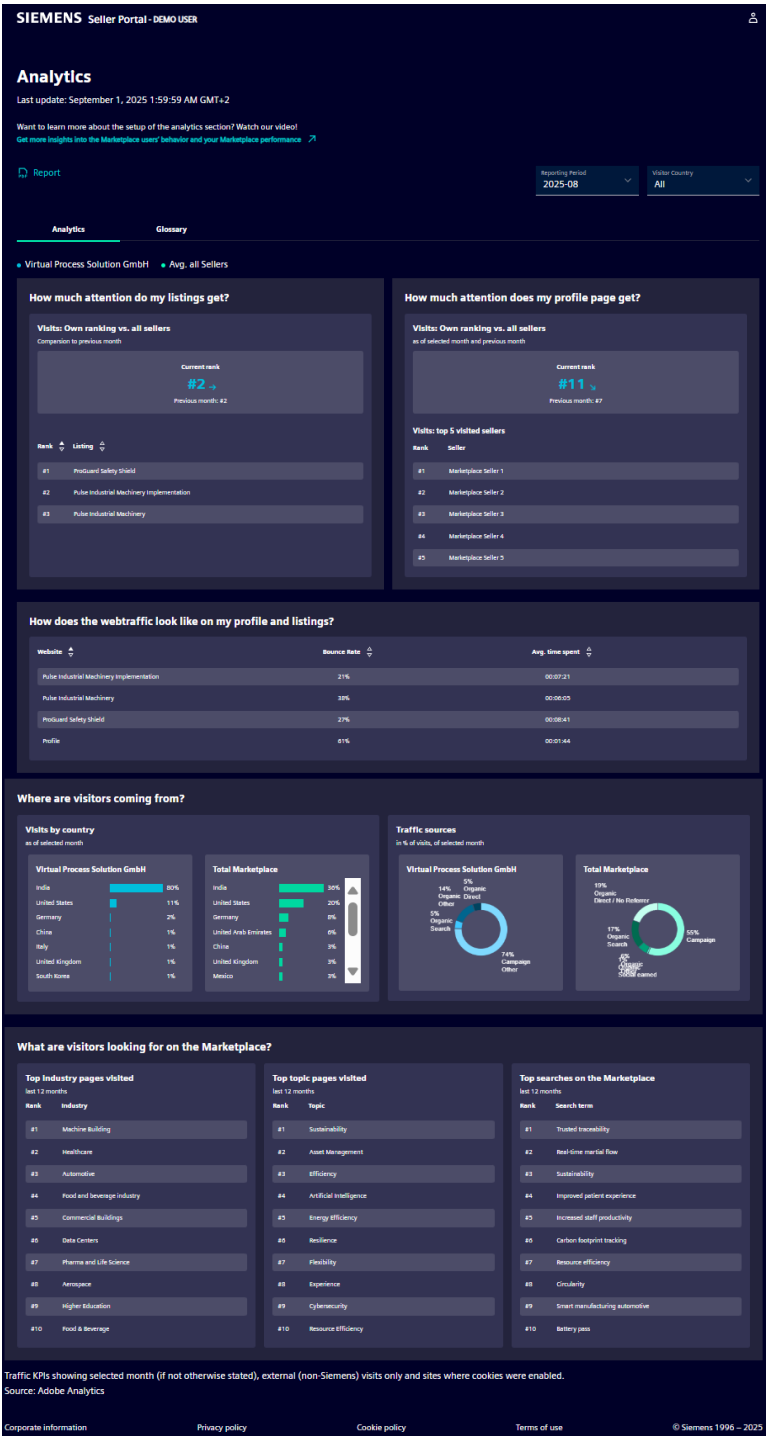
The Buyer will be able to see all orders (which are placed via the Marketplace) and invoices under “My Account” section on the Marketplace.

7.3. Aftersales

Product-related support e.g. troubleshooting and maintenance remains the responsibility of the Seller. Seller Offerings that have been purchased obligate the Seller to continue providing these services to Buyers with active subscriptions until the end of the subscription term.

7.4. Reporting Service

The Operator will provide the Seller (Transactional and Promotional) with monthly analytics reporting. For example, Sellers will receive an overview of the web traffic generated on their Offering pages and their profile page, within the “Analytics” section of the Seller Portal. See the example below.



Caption 8: Sample view of “Analytics” section in Seller Portal

Transactional Sellers will be provided with a monthly report within the Seller Portal which will show the total number of transactions and other KPIs related to Marketplace use.

7.5. Financial value flows for Transactional Sellers

All Transactional Seller Offerings on the Marketplace are sold at own risk of the Seller. The Seller is responsible for correct accounting treatment, this can include order booking, revenue accounting, accounts receivable & cash management. The Marketplace does not provide guidance or consulting for Seller accounting regulations.

8. Compliance and Tax

Summary

- The Seller must practice responsible and ethical business conduct.
 - Export control restrictions and responsibilities must be followed.
 - The Transactional Seller is obliged to maintain accurate and up-to-date tax information on the Marketplace. This includes ensuring that Seller's VAT registration number(s) and other tax details of the Seller are kept current and reflective of Seller's business' status.
 - All Transactional Seller Offerings on the Marketplace are sold at own risk of the Seller. The Seller is responsible for correct accounting treatment.
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8.1. Compliance

The Seller has to practice responsible and ethical business conduct as outlined in the [Code of Conduct for Siemens Suppliers and Third-Party Intermediaries](#).

Export control restrictions and responsibilities must be followed:

Country and regions related restrictions:

Sales transactions are not possible if any of the involved partners (payer, bill-to, sold-to, ship-to, end Customer) are in Belarus, Cuba, Iran, North Korea, Russia, Syria or in the non-government-controlled areas of the Donetsk, Kherson, Luhansk and Zaporizhzhia oblasts of Ukraine.

Product related restrictions:

The Seller will provide the classification details (in particular AL/ECCN) for each Product to the Operator no later than during the commercial onboarding.

All Seller Offerings on the Marketplace that will be commercialized via the Marketplace:

- Must be **non-controlled Products** only (AL/ECCN = N or ECCN = EAR99), i.e. must not be listed on part I of Annex "AL" of the German Foreign Trade and Payment Ordinance (AWV) or Annex I of the EU Dual Use Regulation (EU) 2021/821 or the U.S. Commerce Control List or subject to EU or U.S. defense regulation.
- Must not be **military Products**, i.e. must not be Products specifically designed for military use or listed on Part I, Section A of the German export list or on the Munition List of the EU Member States or on the U.S. Munitions List (USML within ITAR), within the International Munition List (IML) or in the ECCN numbers ending with "A018" or under an ECCN of the 600 series of the Commerce Control List (CCL).

The Seller must reclassify their Seller Offering when relevant regulatory changes occur and must notify the Marketplace Ops Team (via email marketplace-operations.x@siemens.com) immediately if classification changes occurred.

Seller will immediately remove a Seller Product from the Marketplace if it becomes a controlled Product and Seller acknowledges that the Operator is entitled to ban any controlled Product from the Marketplace when the Operator becomes aware of such a Seller Offering.

Customer-related restrictions:

The Operator is entitled to block transactions if they identify that participants involved in the transaction are listed on relevant sanction lists.

End use related restrictions:

The Seller is required to check the planned end use of Seller Offerings to be purchased by the Buyer.

8.2. Tax responsibilities for Transactional Sellers

The Transactional Seller is obliged to maintain accurate and up-to-date tax information on the Marketplace. This includes ensuring that Seller's VAT registration number(s) and other tax details of the Seller (relevant registrations, exemption certificates etc.) are kept current and reflective of Seller's business' status. Depending on the country where Seller sells goods or services, Seller may be required to register for VAT/other taxes and charge VAT/other taxes. Sellers are therefore responsible for registering for VAT/other taxes where required and providing accurate VAT information/other taxes to the Operator.

Seek Professional Advice - Tax laws and regulations can be complex and may vary depending on Seller location and business circumstances. In addition to sales tax, VAT, and income tax, there may be other tax requirements that may apply to Seller's business based on factors such as location, the type of Products, and business structure. The Operator strongly recommends that Sellers consult with a qualified tax professional or accountant to ensure compliance with all applicable tax obligations.

Marketplace intermediation Rules:

By default, the following applies: Seller, and not the Marketplace, will be the service provider for tax purposes of any Seller Offerings offered on the Marketplace to any Buyer. The Marketplace is only responsible for providing the Marketplace Services to Seller. Therefore, Sellers shall issue or make available to their Buyers invoices identifying the Seller Offering and Seller as supplier thereof. For tax purposes, the Marketplace as Marketplace Operator does not authorize Buyers' payment for, or the provision of, the electronically supplied Services or any other supplies, nor does the Marketplace set the general terms and conditions of the supply between Seller and any Buyer. If, at any point, according to the applicable tax law, Siemens is deemed the provider of Seller Offerings offered through the Marketplace, the following terms shall apply: Siemens will assume the relevant tax obligations as the Service provider, including authorizing Buyers' payments. The Seller shall cooperate with Siemens to ensure compliance with applicable laws, including providing any required information or documentation for invoicing and tax reporting purposes.

8.3. Cybersecurity

The Marketplace Seller must take appropriate organizational and technical measures to ensure confidentiality, authenticity, integrity and availability of their Products, Services and operations in line with our [Cybersecurity Baseline for Marketplace Sellers and Seller Offerings](#).

9. Marketing a Seller Offering on the Marketplace

Summary

- Understand the platform and audience: Success on the Marketplace requires recognizing the target audience and the platform's digital transformation focus across industries, enabling focused and effective marketing efforts.
 - Craft Seller Offerings with precision: Engage potential Buyers by crafting Seller Offerings with compelling titles, detailed descriptions, high-quality images, and Search Engine Optimization (SEO) to improve visibility and highlight the unique value proposition.
 - Engage and adapt for continuous improvement: Build relationships with Buyers through targeted marketing and responsive engagement on social media and customer service channels, leveraging analytics for ongoing strategy refinement in the ever-evolving digital Marketplace.
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Presenting and marketing the Seller Offering effectively is crucial for success. The Marketplace offers a platform for Sellers to showcase their Offerings to a broad audience.

Understanding the platform and audience

It is essential to understand the Marketplace setup. The Marketplace caters to a diverse range of Products and Services aimed at digital transformation across industries. Recognizing the target audience within this Ecosystem allows for more focused and effective marketing efforts.

Crafting Seller Offering with precision

The Seller ODP is the first opportunity to showcase Seller Offering to potential Buyers. It should be crafted with attention to detail, highlighting the unique value proposition of the Seller Offering. This includes:

- **Effective Seller Offering presentation:** Utilize compelling Product titles, detailed descriptions, and high-quality images to clearly communicate Seller Offering's features and benefits.
- **SEO:** Implement SEO best practices to improve Seller's visibility within the Marketplace and on external search engines. This includes the strategic use of keywords in Seller Offering title and description, as well as understanding and leveraging the Marketplace's search algorithm to favor the Seller Offering.

Leveraging marketing campaigns

Post-launch, marketing efforts should shift towards driving visibility and traffic to the Seller Offering. This can be achieved through:

- **Targeted digital marketing:** Utilize digital advertising, social media marketing, and email campaigns to target potential Buyers. These efforts should be designed to provide clear and compelling reasons for Buyers to engage with the Seller Offering.
- **Analytics and adaptation:** Use the Marketplace analytics tools to monitor the performance of the Seller Offering and marketing campaigns. The available data enables Sellers to continuously refine their strategies, ensuring they effectively engage their target audience and drive sales by making informed, ongoing adjustments.

Continuous improvement

The digital Marketplace is evolving, and so should the approach to marketing within it. The Seller should stay informed about new features and options within the Marketplace and continuously refine the strategies based on Marketplace trends, customer feedback, and performance data.

Embracing these strategies can significantly enhance the visibility and appeal of the Seller Offerings on the Marketplace, driving engagement and sales.

Appendix 1 – Industrial Edge Ecosystem

The **Industrial Edge Ecosystem** is an entire Product, Service and go-to-market Ecosystem, consisting of Siemens and external Offerings around Industrial Edge. Industrial Edge is an open, ready-to-use Edge computing platform consisting of Edge Devices, Edge Apps, Edge connectivity and an app and device management infrastructure. Industrial Edge consists of Industrial Edge Management, Industrial Edge Hub, Connectivity, Apps, Devices, Services, etc. In this context, **Industrial Edge Hub** is a deployment center in which Buyers manage resources such as licenses, IEM instances, users and other entities such as Edge Device types and apps.

This Appendix serves to provide clarification in the event the Seller participates in the Industrial Edge Ecosystem and the Seller Offering pertains to the Industrial Edge Product family.

Chapter 2: Siemens Xcelerator Marketplace and its Ecosystem

Industrial Edge Ecosystem Sellers are participating in the motions 'Build' and 'Service'.

Chapter 3: Becoming a Seller to Promote and Transact Seller Offerings

The payment method for Seller Offerings of Industrial Edge Ecosystem Seller is credit card.

Chapter 4: Onboard Seller Offerings

Seller Offerings will be Transactional Offerings. The Offering Detail Page (ODP presented on Siemens Xcelerator Marketplace) creation is supported by the Industrial Edge Ecosystem Management Team, subject to a respective order.

Chapter 5: Managing Seller Offerings

Changes to the ODP are supported by the Industrial Edge Ecosystem Management Team.

Chapter 6: Selling and Ordering Transactional Seller Offerings

6.1 Supported business models and pricing models:

For the Industrial Edge Ecosystem, software subscriptions are supported with a recurring subscription term of 12 months. Trials are enabled as try-to-buy for a subscription term of 90 days. In case Buyer does not cancel a trial subscription, the subscription will automatically renew for a paid subscription term of 12 months.

6.2 Commercial options for Buyers on ODPs:

Industrial Edge Ecosystem is focusing on Case 1: Buy. Delivery of Seller Offering is provided in an automated manner through the Industrial Edge Ecosystem Service 'Provisioning' via the Industrial Edge Hub.

6.3 Discounting for Transactional Sellers:

Industrial Edge Ecosystem Partners who wish to grant a discount to Buyers, contact Industrial Edge Marketplace Support Team via marketplacesupport.industry@siemens.com for a discount coupon. Other discount models will be introduced. Industrial Edge Ecosystem Management Team supports management of issued discount coupons.

Chapter 7: Post-order activities for Transactional Sellers

For Industrial Edge Ecosystem Seller, order acceptance, delivery and fulfilment of provisioning are provided as an Industrial Edge Ecosystem Service in an automated manner. The steps 'order acceptance' and 'delivery/fulfilment/provisioning' as depicted in Caption 6 'Marketplace checkout flow for EU & RoW' & Caption 7 'Marketplace checkout flow for USA' and described in chapter 7.1 are accordingly not applicable.

Chapter 9: Marketing a Seller Offering on the Marketplace

For the Industrial Edge Ecosystem Seller, the creation of an ODP is supported through the Industrial Edge Ecosystem Management.

Definitions

Buyers	Designated entities interested in or obtaining a right to access and use a Seller Offering through the Marketplace.
Developer	Users of the Siemens Xcelerator Developer Portal who, i.a., technically interact with Offerings, access technical resources, or build upon the platform.
Marketplace or Siemens Xcelerator Marketplace	An online marketplace operated by or on behalf of Siemens allowing Seller to Promote and/or Transact Seller Offerings, e.g. available at https://xcelerator.siemens.com .
Marketplace Seller Guide or Seller Guide	A guide made available to Seller, updated by Siemens from time to time.
Marketplace Services	Services provided by Siemens to enable Seller to engage in the Promotion or Transaction of Seller Offerings set forth in an order and described in the Marketplace Seller Guide.
Merchant Payment Service Agreement	A formal, legally binding contract between a business (the merchant) and a payment processing provider (such as a financial institution or Payment Service Provider) that outlines the terms and conditions for the merchant to accept and process customer payments, typically credit and debit cards.
Offering Detail Page or ODP	Located on the Marketplace showcasing individual Seller Offerings. It contains detailed information such as Product descriptions, pricing, and references. It acts as a digital storefront, designed to engage, and inform potential Buyers by providing a comprehensive overview of each Seller Offering. Sellers will have access to a dedicated best practice guide on how to effectively utilize ODPs, ensuring optimal presentation and engagement with potential Buyers.
Order Form	Ordering document that (i) incorporates the terms of the Siemens Xcelerator Marketplace Seller Agreement and sets forth the Marketplace Services ordered by Seller and any associated fees and (ii) has been agreed by Seller by manual or electronic signatures or agreed through an electronic system specified by Siemens and (iii) is accepted by Siemens.
Payment Service Provider	A company that processes electronic payments for businesses and individuals, acting as a third-party intermediary between customers, banks, and payment networks to facilitate online and in-person transactions.
Product Offering or Product	A single off-the-shelf item and could be software or connected hardware.
Promote or Promotion	Listing the Seller Offerings on the Marketplace and linking to the Seller where Buyers can obtain or purchase the Seller Offerings directly from Seller.
Request for Quote or RFQ	A Buyer inviting Sellers to submit a comprehensive Offer for specific Offerings. Any resulting purchase contract following a Request for Quote is concluded outside the Marketplace.
Seller Offering or Offering	Any Offering that Seller Promotes or Transacts to Buyers through the Marketplace, including but not limited to software (including edge applications), cloud Services, IoT-enabled hardware, Service Offerings of Seller, and any related technical support Seller provides and content description information and any related Marketing Material. Promotional Offerings are only eligible for Promotion. Transactional Offerings are eligible for checkout on the Marketplace.
Seller Portal	The tool for Sellers to manage their operations, incl. onboarding on the Marketplace.
Service Offering or Service	Spans from consulting in digital transformation to implementing and maintaining Siemens Xcelerator portfolio.
Siemens Xcelerator Community or Community	A foundational pillar of the Siemens Xcelerator Marketplace serving as a vibrant digital hub where Customers, Sellers, Developers, and Siemens employees come together to connect, collaborate, and co-create across industries.
Siemens Xcelerator Ecosystem or Ecosystem	Consists of a wide set of mainly complementary stakeholders (e.g. Buyers, Sellers, Developers) which contribute to the growth of the open digital business platform. Especially the supply side tackles customer challenges with a diverse and complementary Offering and thereby supports the Buyers in their digital transformation.
Siemens Xcelerator Marketplace Operator or Operator	Refers to the Siemens entity acting as an operating entity of the Marketplace. It acts as a mere facilitator with respect to the Seller Offerings on the Marketplace, which means that the Operator solely provides a platform for the Seller to Promote or Transact its Seller Offerings on the Marketplace.

Siemens Xcelerator Marketplace Operations Team or Marketplace Ops Team	Monitors and tracks order incidents from Buyer's in production, provides support to the Buyers and/or involves and notifies various teams to quickly find a solution by using internal monitoring tools and the ticketing system.
Siemens Xcelerator Marketplace Seller or Seller	Any company which lists, Promotes or Transacts/Sells its Seller Offerings via the Marketplace. The Seller is the contract partner to the Buyer for the Seller Offerings transacted through the Marketplace.
Promotional Seller	Any company which Promotes its Seller Offerings via the Marketplace; equivalent to the Publishers as defined in the Siemens Xcelerator Publishing Terms .
Transactional Seller	Any company which Transacts/Sells its Seller Offerings via the Marketplace; equivalent to the Sellers as defined in the Siemens Xcelerator Marketplace Seller Agreement .
Software as a Service or SaaS	A business model that allows users to connect to and utilize the purchased software over the internet. SaaS provider manages and operates the software including maintenance and updates.
Solution Offering or Solution	Consists of several Product(s) and/or Service(s) and supports Buyers in realizing their strategic objectives. When a Solution page is created on the Marketplace, it references the respective Products and/or Services included in the Solution. A Solution Offering contains existing Products and Services and displays them as a bundle. You can add as many Services and/or Products as you like. Please make sure that the selected Products & Services are permitted to be contained inside a Solution Offering.
Subscription on-premises	An Offering, which includes a term license (e.g. on a yearly basis) installed and operated on the customer's site (on premise) and a recurring fee for maintenance (software updates, hotfixes and customer support (if applicable)).
Transact, Transaction or Sell	Any sale, or license of, or granting of access to the Seller Offering through the Marketplace, including renewals.