Buzztouch
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Buzztouch SDK Partner Program

About Buzztouch

Buzztouch (BT) is open source, flexible, powerful, and professional web-based software that powers tens of thousands of iPhone, iPad and Android applications. The Buzztouch platform enables developers to create mobile applications ("apps") and manage dynamic content within existing apps. It is used in conjunction with the iOS and Android software developer kits (SDK's). Founded in 2009 by IT entrepreneur David Book, Buzztouch is used by tens of thousands of people worldwide. Buzztouch headquarters are located in Monterey California.

Buzztouch is a Membership site. Newly registered users are guests but many find that becoming a Buzztouch Member is the best way to take full advantage of the software, the community, and the credibility that comes with being an official member.

Keep the code. All project source code files are packaged up and provided to app developers so they can freely extend their creations in Xcode or Eclipse (the native development environments for iOS and Android). Buzztouch takes no ownership of apps created by guests or Buzztouch Members.

Our open source approach is embraced by site visitors who appreciate our dedication to transparency. Anyone is welcome to use Buzztouch as a guest but we encourage site visitors to take advantage of our paid membership program so they can enjoy additional features and benefits only available to Buzztouch Members.

About Buzztouch Users

Buzztouch is more than 200,000 mobile developers and app owners. BT users have created and published tens of thousands of iOS and Android apps since 2009. A large percentage of our audience is just getting started in the mobile development process (Aspiring Developers). The remainder are veteran developers, business owners, teachers, freelancers, designers, and others interested in creating iOS or Android apps. Our active community revolves around the Buzztouch control panel and API. The communities primary activity is found on the Buzztouch discussion forums at buzztouch.com, online events, webinars, and in-person meetups. Our users are worldwide, 50% of our audience is abroad.

What is the Buzztouch SDK Partner Program?

The Buzztouch (BT) Partner Program is an organized way for Buzztouch and third party SDK publishers to work together to help mobile developers create better apps. The primary purpose of the program is to introduce a large audience of

mobile developers and app owners to third party SDK's.

Buzztouch stands to gain a great deal by partnering with well known, established, and credible SDK publishers. The primary benefit for Buzztouch is that working closely with credible partners offers us a way to build our brand recognition, exposure, and reach into the mobile app ecosystem. We are a professional organization and work hard at distancing ourselves from dozens and dozens of "do it yourself app maker sites" that offer little or no value to end users; working with partners helps us do this.

SDK vendors stand to gain a great deal by offering their useful and innovative SDK's to our large and growing audience of mobile app developers and owners. Additionally, SDK vendors stand to increase their exposure, credibility, and brand recognition by partnering with Buzztouch – an innovative leader in the mobile development ecosystem.

Who is the Partner Program intended for?

The BT SDK Partner Program exists exclusively for iOS or Android SDK vendors. Organizations that already distribute useful, professional, and well tested iOS or Android SDK's are perfect candidates for the BT SDK Partner Program.

What is an SDK?

A Software Developer Kit (SDK) is typically a set of software development tools or features that allows a developer or app owner to enhance the functionality of a mobile app. An SDK could be something as simple as an advertising module that an app owner "drags into an iOS or Android project" or something more sophisticated such as a full fledge mobile app debugging and testing tool. There are no limits to the usefulness and complexity of an SDK.

Hundreds (if not thousands) of iOS and Android SDK's exist and adding third party SDK's to a mobile app project is quickly becoming a normal part of the work flow when creating mobile apps.

How the Buzztouch Development Process Works

The typical workflow when creating apps using Buzztouch is as follows;

1) An application project is created using an online control panel at buzztouch.com or a self hosted control panel that communicates with the Buzztouch API. Technically this is nothing more than naming the new app project to establish an app id within the Buzztouch system.

2) The app developer then uses the online control panel to assemble different types of screens and actions that create the app's functionality. In most cases this involves using plugins found in the Buzztouch Plugin Market to

save time and development effort.

3) The app developer uses the online control panel to download their project. The control panel prepares a professionally written iOS or Android project including all of the Objective C or Java source code. After downloading a project, developers use freely available tools provided by Apple and Google to compile their projects into native apps suitable for use on iOS and Android devices.

4) App developers choose their own method of distribution for their apps. Typically this is the Apple App Store and / or the Google Play marketplace. App owners have 100% control over their project, their source code and their distribution method of choice.

Step #3 is where the BT SDK Partner Program fits into the process. When developers arrive at the "download screen" (graphic included below) they are presented with a list of third party SDK's (including a logo, short description, and URL to the partner site) that they may or may not want to include in their project. If they choose to include any optional SDK(s) in the download they will receive a well written and detailed set of instructions on how to integrate the selected SDK(s) into their source code. In essence this is a highly targeted advertising opportunity for SDK publishers.

Project Download Sample Screen

The graphic below (next page) is what app developers see when they arrive at the project download screen. Third party SDK's are displayed using a graphic and a short description. Clicking the graphic or short description leads to the SDK publisher website to learn more.

Download iOS or Android Project

▸ 1) Choose Plugins to Include (7 required, 40 optional)

▸ 2) Include Optional SDK's

This is a list of optional third-party SDK's you may want to use in your application. Instructions for using each SDK will be included in the download. **SDK Publishers:** See the Buzztouch SDK Partner Program document to get your SDK included in Buzztouch control panels.

☐ iOS ☐ Android   ☐ iOS ☐ Android n/a   ☐ iOS ☐ Android

Scringo
Swipe. Discover.

freshdesk

Tabatoo»

Scringo - plug & play sidebar to communicate with your users.

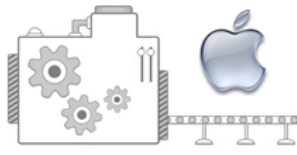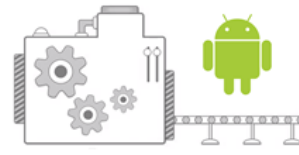MobiHelp from Freshdesk helps you provide support for your end-users.

Tabatoo is a disruptive monetization and distribution engine for your app.

▸ 3) Click a Platform to begin the process

▸ Prepare iOS Project

▸ Prepare Android Project

Benefits for SDK publishers

- Exposure: Exposing an SDK to mobile developers is a primary goal for SDK publishers, Buzztouch can help SDK publishers do this.

- Credibility: Buzztouch has established itself as the place to go to create a high quality mobile app. Thousands of app developers begin their projects at buzztouch.com each month, thousands more use self hosted software and the Buzztouch API to do the same. An SDK publisher stands to gain credibility by partnering with Buzztouch formally.

- Customer Ownership: In most cases third-party SDK's require an online registration process at the publishers website. Buzztouch embraces this concept.

- An Active Community: Third party SDK's are oftentimes the discussion topic in our forums, online events, webinars, and in-person meetups – further extending an SDK publishers reach.

Program Requirements

SDK publishers interested in getting involved with Buzztouch should understand these requirements;

- The SDK must be innovative, useful, and well tested.

- The SDK must work in native iOS and / or Android projects.

- Publisher logo: We need a 200 x 75 pixel, high quality graphic with a white or transparent background to show on the download screen.

- Publisher URL: We need a URL to "learn more" about the SDK. This is the web address of the publishers website or landing page for the SDK.

- SDK Short Description: The download page shows a short description of what the SDK does to entice users to learn more.

- Instructions PDF on how to use the SDK in apps created with Buzztouch: The instructions that are included in project downloads must show a step-by-step process on how to use the SDK in an app created using Buzztouch. In most cases these are an abbreviated version of more detailed instructions found on the SDK website. In some cases there are unique aspects of a Buzztouch project that require some additional explanation. The SDK publisher should create these instructions because it shows our audience that the publisher understands how a Buzztouch project is assembled. One PDF is required for each platform using this file naming convention:

  Instructions for iOS are named: [sdkName]-for-buzztouch-ios.pdf
  Instructions for Android are named: [sdkName]-for-buzztouch-android.pdf
  No spaces or special characters are allowed in [sdkName].

- Primary Contact: We need a primary contact for the SDK publisher. This contact information must include a persons name, email address, and telephone number. In some cases this a technical contact, in others a business development contact, either is OK but we do not want or need a list of contacts, only a primary contact. Additionally, we need the mailing address for the SDK publishers place of business.

We need an amazing SDK, a logo, a short description, a list of instructions and a

primary contact. Ideally, our SDK partners will gain a deeper understanding of how Buzztouch works, our audience, and our mission; to help the world create better apps.

How to Become a Buzztouch SDK Partner

It's not difficult to participate in the Buzztouch SDK Partner Program. We have a simple set of requirements and look forward to learning more about third-party SDK's. If you're interested in becoming a partner, contact Tony Kristo, Partner Relations, Buzztouch. Tony's email address is tony@buzztouch.com, he'll take it from there.