

EXCHANGE.AI VENDOR GUIDE

Exchange.ai Vendor Guide

For more information about Ruths Analytics & Innovation, LLC, please visit our website at <http://ruths.ai> or contact:

Ruths.ai
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GETTING STARTED AS A VENDOR

WHY?

Be the first to list your template or extension on our product marketplace and make your own profits. Our vision for the future of data science includes a community of pre-built analyses and custom connectors to solve those everyday problems most companies are facing. Who better to bring value and share innovative solutions in the analytics marketplace than you, the consumer? We provide a front-end submission form for you to manage your listing, while we host the file on our Amazon S3 server, manage the marketplace, and take care of the rest. The best part? You keep 80% of the sale.

WHO?

Individuals and organizations. As long as your submission is thorough and passes our testing phase, you will become a qualified vendor of Exchange.ai.

WHAT?

At this time, we are only accepting submissions for templates and extensions developed for Spotfire. We welcome any ideas for future listings, so please let us know what products you would like to offer as a vendor by contacting info@ruths.ai.

HOW?

Register. Create a login on our website so that you can manage your submission and listing.

Apply. Complete our front-end submission form and send us your .dxp or extension file. After we test your product, we will send a notification with additional requirements if necessary.

Login. Once your submission is accepted, you can set a price and list your product for sale. Please review our [Product Pricing Guidelines](#) for more info.

Manage. Remember to come back and manage your submissions and listing. You can also view your sales from our store.

Get Paid. When your product is purchased, you will receive 80% of the sale. The rest goes towards costs of hosting and managing the site. Please be sure to let us know if your address changes from when you registered because this address is where we will be sending your check.

ADDITIONAL QUESTIONS?

Contact us at info@ruths.ai

TIBCO SPOTFIRE® TEMPLATES

Templates (.dxd) should be developed for easy download to the desktop to be available on the Author desktop client or the Web Player and Business Author clients. Licensing is not necessary for templates.



GENERAL REQUIREMENTS

A template should have the following basic characteristics:

- Should be easily customizable.
- Should include instructions on how to replace data.
- Should be accompanied by any additional documentation required to improve the customizing experience for the consumer.
- Should be developed in Spotfire 6.5 or greater.
- Should not contain document properties that will not work if data is replaced.
- Should not contain scripts that will not work if data is replaced.
- Should not contain any viruses.
- Should not contain any proprietary data for an asset or field that is not publicly available.

DOWNLOAD REQUIREMENTS

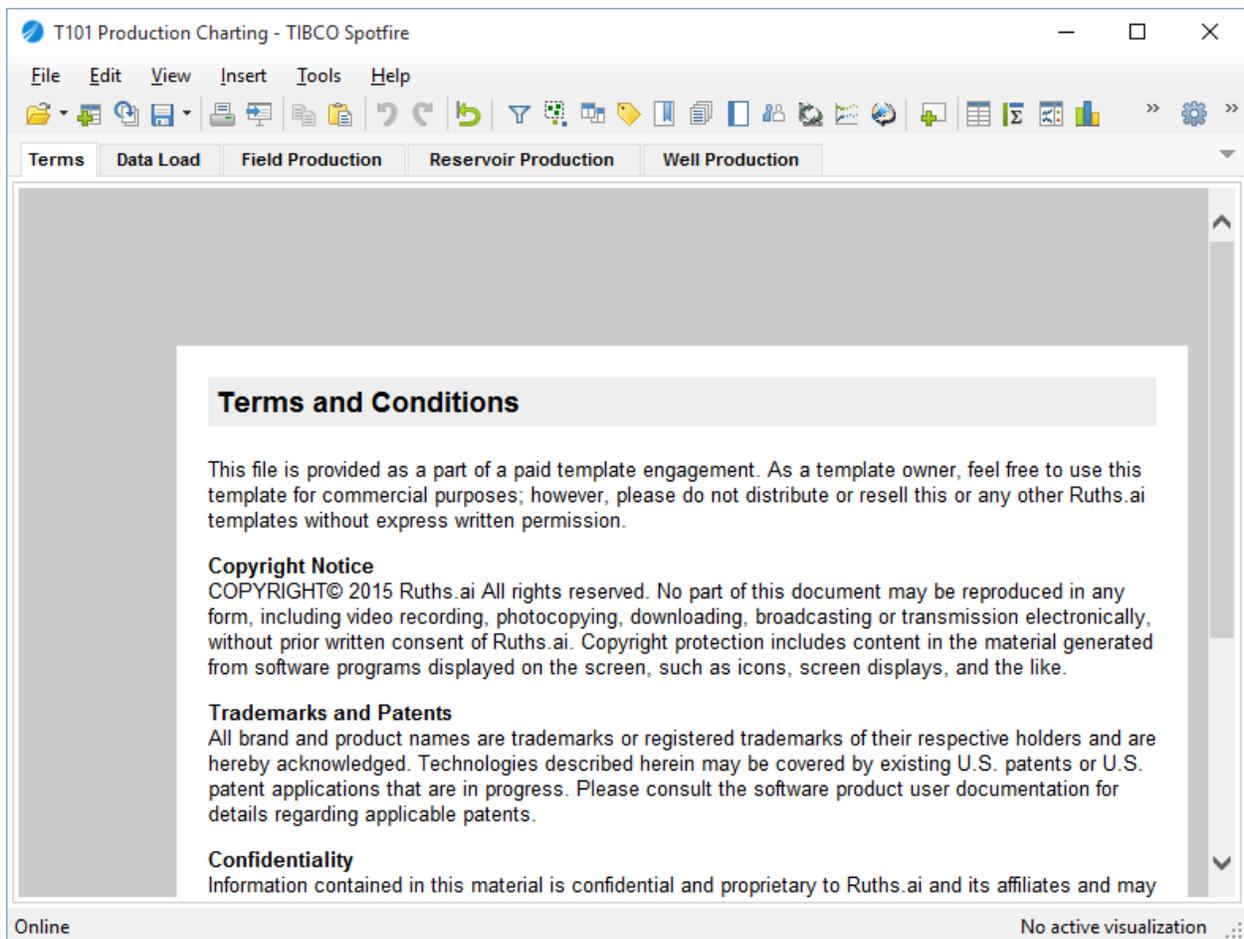
A Spotfire Template is composed of the analysis file and supplementary material. Below is an example architecture of a template download:

1. T101 Production Charting.dxp (Spotfire Analysis File)
2. Data/
 - a. Monthly Production.xlsx
 - b. Well Location.xlsx
3. T101 README.docx

Inside the analysis would be the following pages:

TERMS AND CONDITIONS

This page would contain the Exchange.ai terms and conditions of use for the templates. It is discouraged for the vendor to add any additional terms regarding their template.



DATA LOAD

The data load page would indicate the tables that will need to be replaced in order to populate the visualizations correctly (should the template require it).

Instructions

The following data tables and columns are required for the use of this template:

- Well Location
- Monthly Well Production

It is important to use the same column names and data types as provided by the template. You can find example Excel sheets included in the ZIP archive folder under "data/".

Use the Replace Data Table functionality to insert your own data or copy visualizations into your own DXP.

Replace the data

To replace the current data with new data:

- Select **File > Replace Data Table...**

Well Location

The well location table uses common well header information and provides spatial data to be used in map visualizations.

Field Name	Well Number	Well Na	Data table:
Lux-Bonterri	No. 73-TPX-10	73-TPX-	Well Loc...
Lux-Bonterri	No. 73-TPX-10	73-TPX-	Marking:
Lux-Bonterri	No. 82-2-SHX-3	82-2-SH	Marking
Lux-Bonterri	No. 82-2-SHX-3	82-2-SH	
Lux-Bonterri	No. 52-1-TPX-10	52-1-TP	
Lux-Bonterri	No. 52-1-TPX-10	52-1-TP	
Lux-Bonterri	No. 52-1-TPX-10	52-1-TP	

Monthly Well Production Data

The monthly well production data is a time series of aggregated production rates. Daily production data should not be used here.

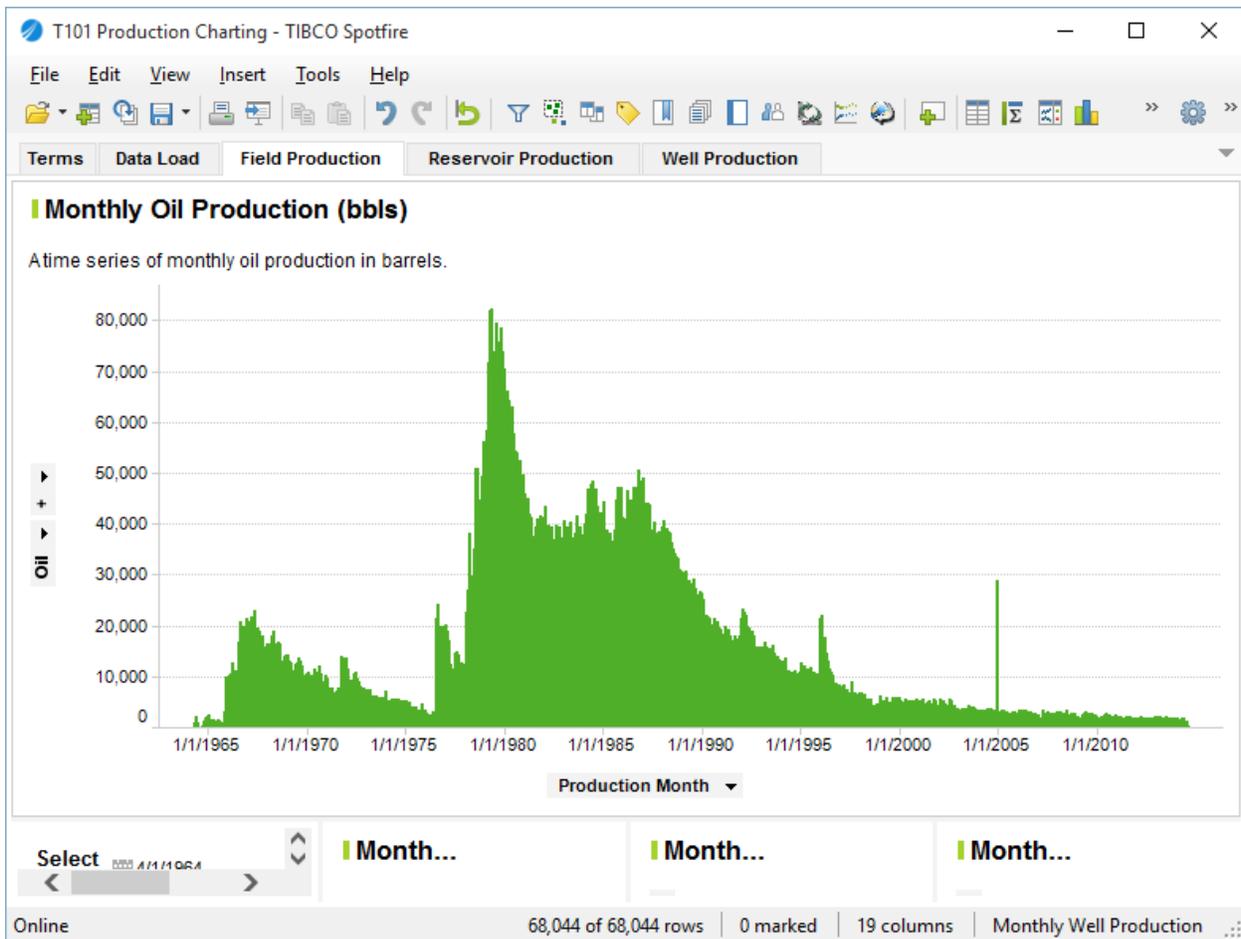
Well Number	Well Name	Product	Data table:
No. 201	201-3	12/1/200	Monthl...
No. 62-AX-29	62-AX-29	9/1/1971	Marking:
No. 62-AX-29	62-AX-29	10/1/197	Marking
No. 62-AX-29	62-AX-29	11/1/197	
No. 62-AX-29	62-AX-29	12/1/197	
No. 62-AX-29	62-AX-29	1/1/1972	
No. 62-AX-29	62-AX-29	2/1/1972	

Online | 68,044 of 68,044 rows | 1,956 marked | 19 columns | Monthly Well Production

SUBJECT PAGES

The subject pages can vary from a single page to multiple pages. This can vary based on the type of template that is being put together. Below are the types of templates:

- Walkthrough** – this template would step the user through multiple actions leading to a concluding page. This type of template would be use for building models or explaining a lengthy subject matter. This may be about eight pages.
- Resource** – this template would include different views of example or publically available data with the express purpose of focusing on insights revealed.
- Dashboard** – this template would have less than five pages with the idea that the consumer would incorporate pages into existing dashboard or build upon the template.



STORE REQUIREMENTS

This list includes recommendations for the in-store material:

- Should have a minimum of three screenshots for its listing.
- Should include a video preview.
- Should be your own creation. Do not submit copies of templates currently on the site.

PRICING GUIDELINES

We want to ensure that our marketplace lists products that are both affordable and valuable for the consumer, as well as profitable for the developer. To determine a fair price for our products, we look at these two factors:

- How many hours would it take to create the template?
- How much would it cost to pay a trusted consultant to develop this product?

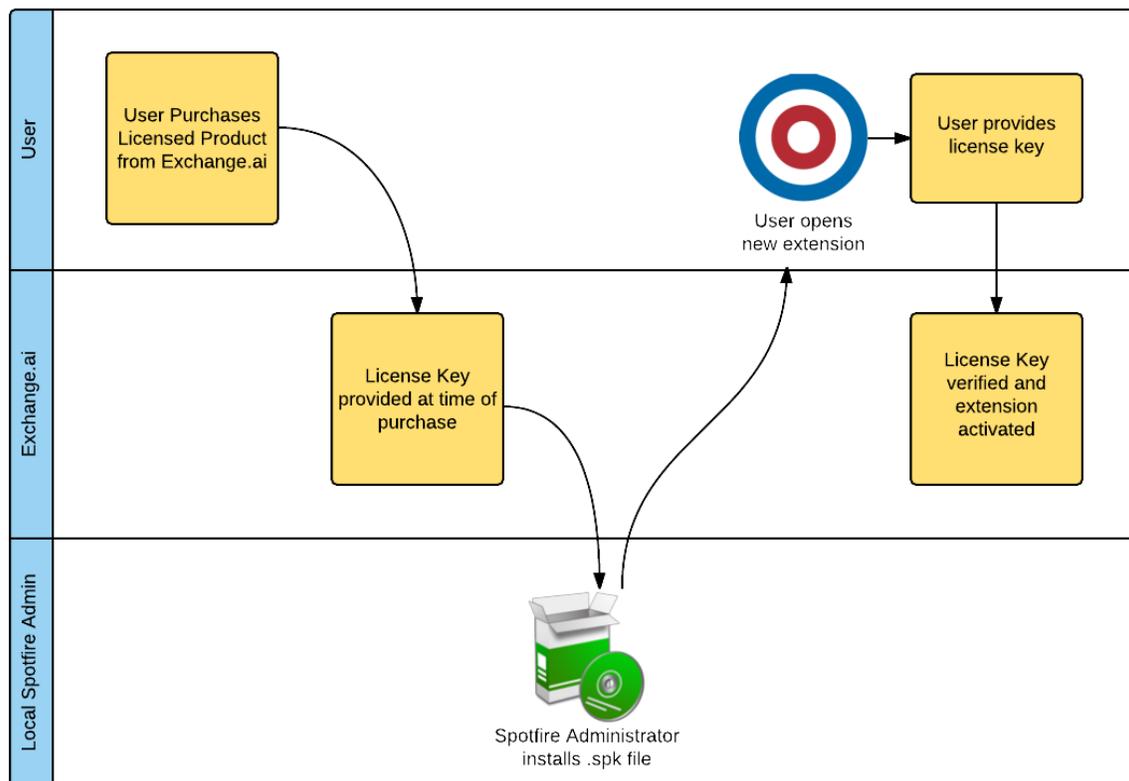
Generally, we feel that a sales price of 40-80% of that cost is a reasonable earned profit while the customer can still receive tremendous value for their purchase. In the situation that this pricing method does not work, please contact us to discuss alternative pricing methods.

TIBCO SPOTFIRE® EXTENSIONS

An extension is a plugin for Spotfire. It is installed on the server and made available through permissions on the server. These can be custom visualizations, data connectors, tools, and other items.

LICENSING

These extensions install to the client Spotfire technology stack (*.spk) and come with their own licensing. We provide you with the API for licensing and we manage the license codes for you. Licensing here pertains to only the extensions. License are issued per person for each extension. When a user uses a visualization or a connector for the first time, they will be challenged for a license key. These keys will be provided to you upon purchase. After entering the license key, the user will not be challenged again, even if they use a different computer. Depicted below is the licensing process:



DOWNLOAD REQUIREMENTS

A Spotfire Extension should have the following components:

- An in-window or popup window property dialog box allowing the user to configure properties of the extension.
- An icon or a registered location in the Spotfire desktop menu.
- Should be developed for Spotfire 6.5 or greater.

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- Should be your own creation.
- Should not contain any viruses.

The download package should include the following:

- Should include instructions for installation.
- Should be accompanied by any additional technical documentation.
- Should not contain any proprietary data that is not publicly available.

STORE REQUIREMENTS

This list includes recommendations for the in-store material:

- Should have a minimum of three screenshots for its listing.
- Should include a video preview.

MARKETING

We will run special promotions and discounts designed to help boost sales of your product. All we ask of you is to provide a demonstrative video and a few screenshots of the products.

INSTANT EXPOSURE

By becoming a vendor, your product and name will be immediately available to our audience of oil and gas professionals.

FEATURED SPOTLIGHT

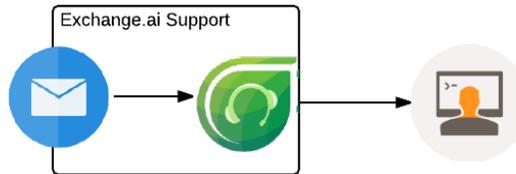
When your template or extension is featured, a short bio of the developer, team, or company will be included to give credit where it is due. This is a great way for customers to trust that they are purchasing quality products from qualified sources.

EASE OF DELIVERY

Once accepted, we host your file on our Amazon S3 server and package it for customer download. Customers can quickly access the templates or receive extension license keys at checkout.

SUPPORT

Our ticket submission system allows customers to request support directly through Exchange.ai. Questions specific to a product will be forwarded directly to you or your organization for further support efforts.



In short, tickets regarding your extension will be forwarded to you.

SUPPORT SCOPE

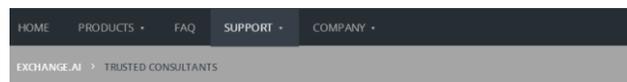
We suggest allowing users to submit tickets or get in contact with you for extension installation, debugging, and general questions regarding usage of the extension:

- Spotfire Templates are provided as is. For customization, please review our Trusted Consultants page.
- Spotfire Extensions are supported using our ticket system, support.ruths.ai. Support is included in the subscription fee.

TRUSTED SUPPORT

If extensions are deployed by companies with a consulting arm, we would like to list your services as part of our trusted consultants' network. This would include a listing on the Trusted Consultants page:

<https://exchange.ai/trusted-consultants/> where users would be able to select a preferred professional services vendor. This would include short descriptions of each consulting firm.



TRUSTED CONSULTANTS

We maintain a list of consultants that we recommend working with when it comes to managed support, customization, and setup help. If you are looking for additional help with templates or integrating your extensions into your environment, fill out the form below and contact us.

YOUR NAME (REQUIRED)

YOUR EMAIL (REQUIRED)

SUBJECT

CONTACTING EXCHANGE.AI

You can contact us via email at support@ruthsai.freshdesk.com or by phone at (832) 255-5100 for business hours support, Monday through Friday, 8:00AM 5:00PM CST, with the exception of maintenance windows.

Note: US based holidays will be considered outside of these service hours unless previous arrangements are made.

SUBMISSIONS CHECKLIST

By submitting your product:

- You agree for Ruths.ai to open, review, and test all content/code prior to allowing the product to be listed for sale. (Please read our [disclaimer](#))
- You ensure the submission does not contain any viruses that can harm the computer of the person who downloads and installs your product.
- You ensure that the data included in your template or extension either is public, belongs to you, or is content that is permitted to be shared. (Please read our [disclaimer](#))
- You give consent for this item to be sold on our marketplace, recognizing that the listing can be removed at any time at the discretion of the administrators of this site.
- You ensure that the development of the product is of your own work and not copied from others.
- You agree to let the Exchange.ai team to offers, promotions, or discounts on your listing at any time. This will not affect your revenue.
- We may use screenshots of your product and company logo for the purposes of marketing Exchange.ai.cx
- You have reviewed and agree to our terms and conditions.