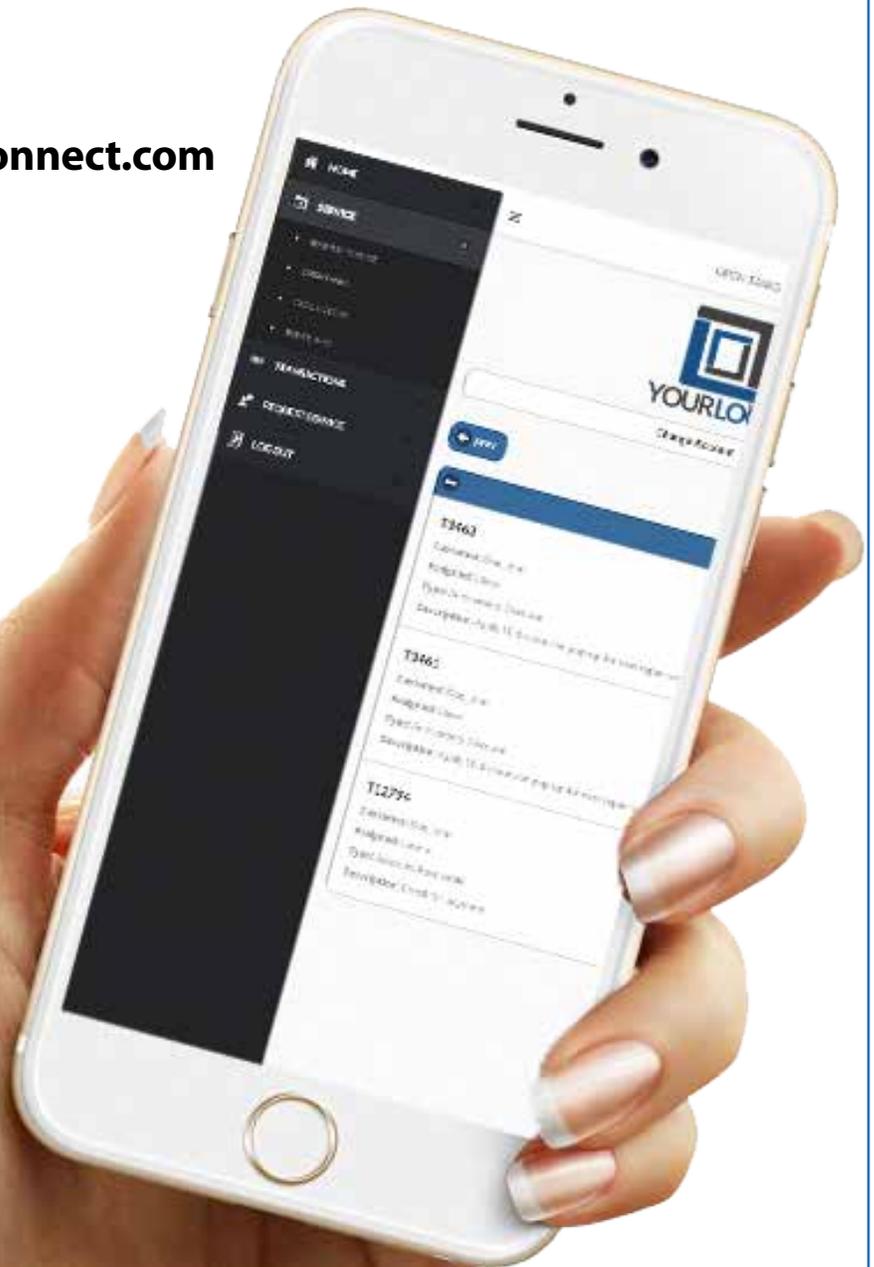


The Custom Branded App Submission Guide

A step-by-step guide to getting your new app submitted and published on The App Store & Google Play

powered by **mycustomerconnect.com**



Westrom Software has received your request to create a custom branded app to support your business needs. Your Custom Branded App will be made available for your customers to download on both The App Store and Google Play.

We want to get your customers up and running with your custom app as quickly as possible. The submission process for Google Play, is simple and straightforward and generally takes a few days from submission of your artwork and company info to the publication of your app.

Publishing your app on The App Store will require a more detailed process and will take longer for processing. Recently, Apple changed their licensing policy and apps can no longer be created under our Westrom Software account. Companies are now required to have their own developer account.

To ensure your app is submitted and approved as quickly as possible, it is critical that all steps listed below are precisely followed and that all information requested is accurate, complete and submitted in a timely manner.

STEP 1 – For both Google Play and The App Store, you will need to submit the following assets to marketing@westromsoftware.com so that we can prepare your app for custom branding.

1. **Your company logo.** To ensure a high quality, professional branding, your logo should be a high resolution image, preferably in .png format with a transparent background or .eps format. Other formats such as: jpg, pdf, tiff format will be accepted as well.
2. **Your company description.** This can include your mission statement, the history of your company, the services you provide, etc and should be no more than three to four paragraphs in .docx or .pdf format.

Should you choose to have your app published on Google Play only, the above is all that is required for submission. For publication of your app on The App Store, you will need to carefully follow the instructions listed below.

STEP 2 – You will need to decide if your company will be enrolling as an Individual or Organization in The Apple Developer Program. Enrolling as an individual requires less information be provided and will expedite the submission process. Because your app is non-profitable, you might want to consider enrolling as an individual (your app will still be branded with your logo and company name).

If enrolling as an Individual/Sole Proprietor, you will need the following:

1. Your Apple ID
2. Basic personal information, including your legal name and address

If enrolling as an Organization, you will need the following:

1. An Apple ID, setup as a company, using a company email address
2. An D-U-N-S® Number established, so that Apple can verify your organization's identity and legal entity status. To look up your organization to see if you have a D-U-N-S Number established, **click here** or go to <https://developer.apple.com/enroll/duns-lookup>. (please note, a D-U-N-S® Number can take up to five days to process, so make sure to establish this first)
3. Your organization must be a legal entity so that it can enter into contracts with Apple. Apple does not accept DBAs, fictitious businesses, trade names, or branches.
4. As the person enrolling your organization in the Apple Developer Program, you must have the legal authority to bind your organization to legal agreements. You must be the organization's owner/founder, executive team member, senior project lead, or have legal authority granted to you by a senior employee.
5. Your organization's website must be publicly available and the domain name must be associated with your organization.

Once you have the above information available, and have met the above criteria, you are ready to enroll in the Apple Developer Program.

STEP 3 – To enroll in the Apple Developer Program, **click here** or go to <https://developer.apple.com/enroll/> (you must have your Apple ID and password to login). If enrolling as an Organization, you will also need your D-U-N-S® Number.

IMPORTANT: For security purposes, Apple requires two-factor authentication when using an Apple ID. **If enrolling as an organization, you must have your mobile device handy and be logged in under your company Apple ID in order to two-factor authenticate.** You will need to make sure two-factor authentication is turned on, within your mobile device settings. To learn more about Apple two-factor authorization, **click here**.

Select either Individual or Company/Organization for entity type (see figure below) and click continue and complete all required fields to complete your enrollment.



STEP 4 –Once you have successfully completed the enrollment process, you will need to login to your Apple Developer account by **clicking here**. Our developers will need temporary access to your developer account in order to submit your app for publication. There are **two** areas in which our developer will need access. If you are enrolling as an **individual**, skip **Part 1** and go directly to **Part 2**.

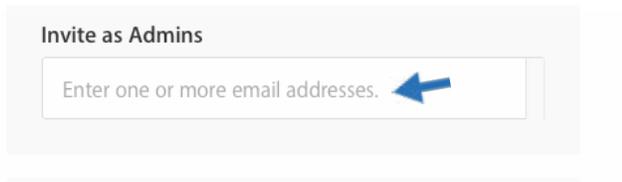
Part 1–Developer Account Invitation: Send an invitation to our developer to be a part of your membership team on your developer account by clicking here. Click the People icon or People link to the left.



Next, click the *Invite People* but



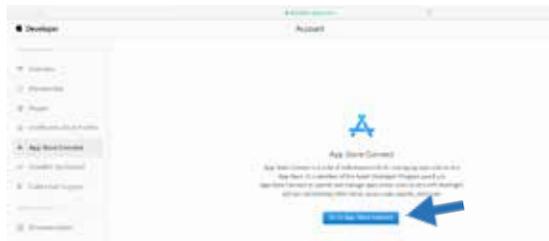
Under *Invite as Admins*, grant access to our developer by entering the following email address: **appstore@westromsoftware.com** (Invitations are valid for 30 days, however access can be removed by the account holder at any time. Developer will only need access until app in successfully published.)



Part 2 – App Store Connect Invitation: You will need to grant permission for developer to access App Store Connect by **clicking here**. App Store Connect is where your company information and app will be published by our developer. Click on the App Store Connect icon or App Store Connect link to the left.



Next, click the *Go to App Store Connect* button.



Next, click Users and Access button.



Click on the **+** (add user symbol)



Enter or copy and paste the exact information (shown in blue) into form fields as follows:

- First Name: **Michael**
- Last Name: **Kennedy**
- Email: **appstore@westromsoftware.com**
- Roles: (select all check boxes)
- Apps: keep default (All Apps)

If you are enrolling as an **individual**, once we receive your invite, we will contact you on how to grant the developer access to your Developer Account which will require two-factor authorization.

STEP 5 – Once you have successfully completed the preceding steps and our developer is granted access to your Apple Developer account, we will begin the process of submitting your app and company information on your behalf to The App Store & Google Play

Following, is the process in which Westrom Software will submit your custom branded app for publication:

- 1. Preparation for Submission** – This entails preparing your custom branding for your app using your assets (high res logo and company information that your company provided us in Step 1).
- 2. Submission** – Our developers will submit your custom branded app on your behalf to The App Store and Google Play for review.
- 3. Review** – Your app will enter a review period in which it will either be approved or denied. The review process gives the development team the ability to address any issues before your app goes live.
- 4. Publication** – Your custom branded apps will be live on the respective app stores.

Once your custom branded app is published and live on both The App Store and Google Play, we don't stop there!

We want to ensure that your company is using your app to it's full advantage and we can help connect you to your customers.

We can assist your company in marketing your custom branded app to your existing and prospective customers by sending a complimentary email blast and press release on your behalf. You will receive further details from our marketing department once your app is in the final review process.

We appreciate your patience in regards to this process and we look forward to working with you on your custom branded app. If you have any questions, please do not hesitate to reach out to your account representative or contact **sales@westromsoftware.com** .

Sincerely,

The Westrom Software Team



903 7th Ave, Vero Beach, FL 32960

sales: 866.480.1879 ext. 1 | sales@westromsoftware.com

support: 866.480.1879 ext. 2 | customersupport@westromsoftware.com