

Kaltura Exchange Technology Partner Onboarding Guide

Version: X5.001



Kaltura Business Headquarters

200 Park Avenue South, New York, NY. 10003, USA

Tel.: +1 800 871 5224

Copyright © 2011 Kaltura Inc. All Rights Reserved. Designated trademarks and brands are the property of their respective owners.
Use of this document constitutes acceptance of the Kaltura Terms of Use and Privacy Policy.

Contents

Section 1 Kaltura Exchange Overview	1
Section 2 Getting Started with the Kaltura Platform	2
Unlimited Solution Opportunities	2
Section 3 Kaltura Platform Integration Points.....	4
Section 4 Developer Tools and Support.....	6
Section 5 Kaltura Exchange Partner Program	7
Program Benefits.....	7
Joining the Kaltura Exchange Partner Program	8
Section 6 Listing Your Solution on the Kaltura Exchange	9
Best Practices for Promoting Your Solution	9

Kaltura Exchange Overview

This guide is intended for existing and prospective Kaltura Exchange Technology Partners interested in exploring, developing and submitting their solutions and services to the [Kaltura Exchange](#). The Kaltura Exchange is the company's Video Solutions Marketplace, where Kaltura partner companies and developers can showcase and offer their solutions and services to Kaltura's customers and prospects.

To Join the Kaltura Exchange

1. Become a Partner by registering online to the program
2. Learn about the Kaltura Platform.
3. Identify integration points and design your solution.
4. Implement and test your solution.
5. List and market your solution on the Kaltura Exchange.
6. Obtain Kaltura Certification.

This guide will:

- Educate you on getting started with the Kaltura Platform.
- Help you explore the integration points with the Kaltura Platform.
- Provide you with access to the tools, documentation and sample code needed to successfully build joint solutions and services.
- Introduce you to the Kaltura Exchange Partner Program.
- Guide you through the submission steps to get listed on the Kaltura Exchange.

Getting Started with the Kaltura Platform

To familiarize yourself with the Kaltura Platform

- Sign up for a Kaltura Trial Account at <http://corp.kaltura.com/free-trial>.
- Learn how to use the Kaltura Management Console (KMC). See the [KMC User Manual](#).
- Read about the High Level Architecture of the [Kaltura Platform](#).
- Learn about Kaltura and HTML5. View the [video](#).

Unlimited Solution Opportunities

Kaltura’s robust API provides Independent Software Vendors (ISVs) and developers with the capabilities to build and integrate a broad range of solutions and services to address a variety of requirements or niche markets.

A quick look at the solution categories on the Kaltura Exchange gives you an idea of the types of solutions and services currently available, and possible opportunities.

See where you may fit in.



Kaltura provides a way for its customer and partner community to collaborate around your solutions, suggest product features and discuss project ideas via the Kaltura Community:

<http://www.kaltura.org/kaltura-exchange-discussions>

Getting Started with the Kaltura Platform

The Kaltura community is a great venue to share and post your ideas. Join the community discussions, share your innovative solution and service ideas and see how the Kaltura community responds. The forums are also great place to find like-minded partners and talented developers to help you develop your applications.

Kaltura Platform Integration Points

When designing your solution, consider the following types of integration points available via the Kaltura Platform.

Integration Points	Description	Useful links	Sample Solutions
REST API and Client Libraries	Kaltura server API for every Kaltura technology core object. Native Client Libraries are available in source form to access REST API through multiple programming languages (Java, PHP, C#, Ruby, Flex, JS, Any)	REST API Guide Client Libraries Guide REST API TEST Me Console REST API Reference Guide Client Libraries Downloads	Embedding any part or all Kaltura functionality into any 3 rd party portal or native app
Service	Third party service integrated with the Kaltura platform that provides additional services applied to Kaltura media assets	REST API Guide Client Libraries Guide Creating Kaltura Dynamic Player (KDP) Plugin Integration KDP on the web pages (Java Script)	Transcription and translation service, video monetization service, video analytics and many others
Extensions	Integration kit that brings Kaltura functionalities into third party platforms (Like LMS , CMS and others) via the Kaltura API	REST API Guide Client Libraries Guide Creating Kaltura Dynamic Player (KDP) Plugin Integration KDP on the web pages (Java Script) Guidelines for Developing Kaltura Connectors for CMS	Kaltura Drupal Module, Kaltura Moodle Plugin, Kaltura SharePoint Extension, Any Third Party CMS and LMS Plugin
Server Plugin	Code package that extends the core functionality of the Kaltura server	REST API Guide Client Libraries Guide	Search plugin, third party decoder plugin, short link plugin
Web App	Browser based application that incorporates one or more Kaltura tools	REST API Guide Client Libraries Guide	Management Console, Admin Console, MediaSpace, Video Gallery
Native App	Desktop based application that incorporates one or more Kaltura tools	REST API Guide Client Libraries Guide	Desktop Uploader, Native management

Kaltura Platform Integration Points

			console
Mobile App	Mobile / Handheld native application that incorporates one or more Kaltura tools	REST API Guide Client Libraries Guide	Mobile Uploader, Mobile management console
Widget	Portable software code intended for use (to be embedded in) inside a Web App, Native App or Mobile App	REST API Guide Client Libraries Guide	Flash Player , HTML5 Video Player
Plugin	Software code that extends or modifies an existing Widget or App	REST API Guide Client Libraries Guide Creating Kaltura Dynamic Player (KDP) Plugin	Analytics Player Plugin, e-Commerce Plugin to the Player or to the KMC, Advertising Player Plugin
Themes and Skins	Graphic assets and/or CSS that define the style of existing App or Widget	Skinning the Kaltura Players (KDP3 & HTML5 Video Lib)	KDP skin, KMC skin
Language Packages	Localization text for translating the UI of Apps or Widgets		Translating Kaltura Player, Translation any app

Developer Tools and Support

The Kaltura platform provides you with the capabilities to build powerful solutions and services quickly, using free and open source tools, sample code, and out-of-the-box capabilities, as well as extending Kaltura tools with third party technologies.

Here is the partial list of available tools for developers:

- Access to over 400 REST APIs
- Test Me Console REST API (including a sample code generator)
http://www.kaltura.com/api_v3/testmeDoc/index.php
- Client Libraries source code and projects downloads
http://www.kaltura.com/api_v3/testme/client-libs.php
- Player Plugins Programmer and Reference guides
- UGC Widgets (KDP, KCW, KSU, KRecord)
- The market leading HTML5 Video Library (used by Wikipedia, The Internet Archive, Disney, Best Buy and many others) – <http://html5video.org>
- Free educational tutorials, sample codes, video tutorials at Kaltura Knowledge Center
- Technical discussions in Kaltura Community
- Technical Support from Kaltura Community
- <http://www.kaltura.org>
- Frequent technical events for learning, getting help and find talented developers
- Training classes and certification programs
- Frequent Educational webinars
- Dedicated support from Kaltura Sr. Software Engineers (Paid service)
- Certified Kaltura Professional Services (Paid service)
- Monthly newsletters
- Technical post blogs <http://blog.kaltura.org/>
- Joint marketing and sales programs

Kaltura Exchange Partner Program

The Kaltura Exchange Partner Program is designed to provide partners with the opportunities to enhance their solutions with the capabilities of the Kaltura Video Platform, to build joint product and service offerings and to jointly develop marketing and sales strategies.

The primary goal of the partner program is to provide all the resources necessary to assist developers throughout their development cycle, from the inception phase through time to market. The program includes software tools, documentation, sample code, marketing, business development and sales support.

Program Benefits

Some advantages that the program provides are:

- One place to quickly develop, market and sell your solutions to thousands of Kaltura customers and prospects
- Easy to use API and Client Libraries enabling rapid integration with your existing solution
- Unlimited Community support, sample code and elaborate documentation
- Effective joint marketing and sales programs
- Zero start-up cost

The Kaltura Exchange Partner Program includes several membership levels as shown in the following table:

Benefits	Solution Partner	Certified Partner	Premium Partner
API Access (incl. sample code, docs, kits)	Y	Y	Y
Community support	Y	Y	Y
Developer Program	Y	Y	Y
Knowledge Center	Y	Y	Y
Personalized Training	N	N	Y
Dedicated Software Support	N	N	Y
Solution Architect consultation	N	Y	Y
Listing at Kaltura Exchange	Y	Y	Y
Feature in Kaltura newsletters	Y	Y	Y
Feature in Kaltura post blogs	Y	Y	Y
Promotion to Kaltura Sales and BD	N	Y	Y
10 Professional Services hours	N	N	Y
Joint Press Releases	N	N	Y
Joint Webinars (twice per year)	N	Y	Y
Certification	N	Y	Y

Benefits	Solution Partner	Certified Partner	Premium Partner
Sold by Kaltura	N	N	Y
Bundled with Kaltura Management Console	N	N	Y
Annual Membership	Free	\$2,500	\$9,500

Joining the Kaltura Exchange Partner Program

Kaltura accepts ISVs, developers and organizations based on their ability to offer complementary solutions that enhance or complete Kaltura solutions, and have potential for joint development and future collaborations. To register please visit <http://exchange.kaltura.com/>

For more details on becoming a partner, send an email to exchange@kaltura.com

Listing Your Solution on the Kaltura Exchange

This section provides information on how to list and promote your solution.

To list and market your solution on the Kaltura Exchange:

1. Build and package your solution or service.
2. Submit your solution for Kaltura Exchange review and approval.
3. Get your solution published on the Kaltura Exchange.
4. Certify your solution to get extended exposure and increased credibility

Once you have completed your implementation and fully tested your solution or integrated service, go to <http://exchange.kaltura.com/> , login, click the Add Solution menu and complete the solution submission form.

The information you provide in the submission form will be displayed on the Kaltura Exchange listing tabs, and will be the face of your company and your solution to Kaltura Exchange customers.

After you submit the form, the Kaltura Exchange team will review and approve your submission within 5 to 10 business days.

Best Practices for Promoting Your Solution

To ensure that your solution is easy to find, evaluate, and purchase by prospective and existing Kaltura customers, we recommend you to follow a few best practices.

- Create a meaningful name for your solution or service. The name should represent the solution and not your company name.
- A short description of your solution should describe the main function of the solution. There is a separate field to describe your company.
- Provide a short description of your company and your company/solutions relative positioning.
- List the main benefits of your solution or service.
- Provide pricing options/pricing ranges for your service/solution if it's not free.
- Provide a User Guide with a complete description of your solution, installation steps, screen shots and usage.
- Provide at least 3 screen shots of the application.
- Provide a Demo application or site, so users can see and perhaps try the application/solution before downloading it.
- Provide a short video that describes the application/solution, and how to use it
- List any prerequisites and requirements.
- Explain your support options.

If you have any questions during the submission process, email your inquiry to exchange@kaltura.com