**Solutions Showcase Listing: Content Guidelines**

The following outlines guidelines and best practices for content found in a Solution Partner’s DocuSign Solutions Showcase listing. Starred items (\*) are required to be populated, but all fields should be filled in for a more thorough listing.

**Application Title**\*

* The title of the application (not the partner’s company name)

**Application Tagline**\*

* A short one sentence/phrase describing the application (e.g. a “hook”)
* The tagline should not exceed 15 words

**Application Summary**\*

* A synopsis of the application’s value proposition, written in 3rd person
* The summary should not exceed 100 words

**Application Body**\*

The application body consists of the following elements in order (starred fields are required):

* **Application Description** \*
  + Description of what the application does from a functional perspective and how it is valuable to an end user
  + Description about how the application uses DocuSign technology\*
* The description should not exceed 200 words
* **Key Features**
  + Bulleted description of up to **five** key features/functionality of the application
* **Resources**
  + Links to helpful one-pagers or your website where the customer can find more information
* **Got Questions?**
  + Who should the customer contact from a support perspective?
* **Compatibility / Version Information**
  + If the partner’s application only works with specific versions of the product or DocuSign, specify it here
* **About the Partner** 
  + Description or synopsis of the company (ideally in first person)
  + Links to Facebook and Twitter pages
  + This synopsis should not exceed 100 words
* **Screenshots/video**
  + Up to 4 application screenshots or links to videos (please only include the video links here, and send the screenshots in a .zip file to IntegratedPartnerTeam@docusign.com).

**Customer Testimonials**

* Partner-submitted and DocuSign verified testimonials associated with the product
* Each testimonial must have a reference source