



Become a Cisco Networking Ecosystem Partner

Cisco Networking App Marketplace
Onboarding Guide



WHY JOIN THE MARKETPLACE

The marketplace opportunity

Cisco is committed to empowering developers with the API capabilities needed to meet evolving customer demands. This journey provides the roadmap, requirements, and resources to list your solution on the **Cisco Networking App Marketplace** – our exclusive catalog for turn-key partner applications built on: [Cisco Meraki](#), [Catalyst Center](#), [Catalyst SD-WAN](#), [ThousandEyes](#), [Cisco Spaces](#), [Cisco Identity Services \(ISE\)](#) and [Cisco Workflows](#).

Global Scale

Access 700K+ customers and 4.2M+ networks across 190+ countries.

High-Traffic Exposure

Benefit from 70K+ monthly website views with zero-cost promotion.

Sales Synergy

Gain visibility with 20K+ Cisco Account Managers and 13K+ transaction partners actively recommending integrations.

Automated Lead Gen

Capture high-intent inquiries directly via your "Demo This App" button, routed straight to your sales team.

Explore solutions

Security Operations

Network Operations

Wi-Fi Based Services

Internet of Things

AIOps

All Apps



Live Webinar - Thursday, June 11, 2026 | 8:00 a.m. PT

Identity-First Segmentation: From Architecture to Operations

Learn how Cisco's identity-based segmentation, with ISV partners ORDR and Purple, brings orchestrated visibility across IT, OT, and IoT environments.

[Register now](#)

No matter your platform, we've got you covered

Meraki

Apps for network automation, security, guest experiences, and device visibility.

[Browse Meraki Apps](#)

Catalyst Center

Solutions for policy control, network assurance, automation, and performance insights.

[Browse Catalyst Center Apps](#)

Catalyst SD-WAN

Optimize your traffic, strengthen security, and improve multi-site connectivity.

[Browse Catalyst SD-WAN Apps](#)

ThousandEyes

Monitor network, app, and internet performance across digital experiences.

[Browse ThousandEyes Apps](#)

Spaces

Power smarter workplaces with location, occupancy, and IoT insights.

[Browse Spaces Apps](#)

ISE

Extend secure access and identity based policy across your network.

[Browse ISE Apps](#)

SECTION 1: TECHNICAL REQUIREMENTS

Supported Cisco Networking API frameworks

01 [Cisco Meraki Dashboard API \(REST\)](#)

Programmatic provisioning, zero-touch deployment, configuration, and monitoring of Meraki networks at scale.

04 [ThousandEyes API \(REST\)](#)

Programmatic access to synthetic testing, internet telemetry, and digital experience monitoring.

02 [Catalyst Center Intent API \(REST\)](#)

Northbound REST API providing policy-based abstraction to automate campus and branch networks.

05 [Spaces Firehouse API \(gRPC/REST\)](#)

High-throughput, real-time event streaming for location analytics and IoT device telemetry.

03 [SD-WAN Manager API \(REST\)](#)

Direct programmatic control, configuration, and monitoring of overlay WAN devices.

06 [Cisco ISE API \(REST\)](#)

Web application framework for security policy, identity services, and device profiling.

07 [Cisco Workflows](#)

A low-code automation engine that enables orchestration across Cisco and third-party systems. ISVs can leverage Workflows to build custom automation, integrate AI/LLM actions, and execute Python scripts to provide end-to-end operational efficiency.

NOTE: For Workflows partners, once your workflow is built and validated, you must use the *Share > Submit to Exchange* function to make your automation available to the broader Cisco community.

SPECIALIZED MERAKI EDGE APIS

Additional Cisco Meraki APIs include:

[Captive Portal API](#)

Custom Wi-Fi onboarding, splash pages, and subscriber authentication.

[Scanning API](#)

High-density Wi-Fi and Bluetooth (BLE) client location tracking.

[MV Sense](#)

Run custom vision models on MV smart cameras for tailored object detection.

[Webhook](#)

Real-time HTTP POST alerts triggered by network events.

[MR MQTT](#)

Real-time smart camera analytics (MV Sense) and environmental sensor data (MT series).

[LEARN MORE](#)


SECTION 2: SELF-SERVICE DEVELOPER RESOURCES

Build without owning Cisco hardware

You do not need to own Cisco hardware to start building. Leverage our 24/7 sandbox environments:

01

Cisco Meraki Developer Hub

Your central gateway for API documentation, SDKs, and developer community boards. Visit: developer.meraki.com

02

DevNet Sandbox

Free, cloud-hosted, hardware-free sandbox environments. Test your API calls against live virtual networks 24/7. Visit: developer.cisco.com/sandbox

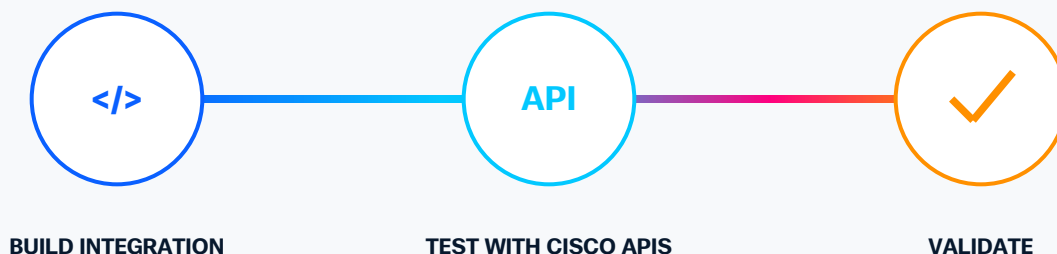
03

Workflows Learning Resources

[Access training videos, hands-on lab workshop into building Workflows](#) and finally [building a workflow and submitting to the Exchange](#).

READ-ONLY SANDBOX

Need quick data to test your integration? Contact the ecosystem team at networking-isv-onboarding@cisco.com to request an active Meraki sandbox.



SECTION 3: UNIQUE IDENTIFIER REQUIREMENTS (MANDATORY)

Unique identifiers are mandatory

To measure customer adoption, validate app health, and showcase your integration's value to Cisco's global sales field, you must implement the following unique identifiers before submitting your application.

1. User-Agent Headers (For REST APIs)

Your application must include a custom, structured User-Agent header in every outbound REST API request.

Requirement	Correct Format	Example
Standard Format	ApplicationName VendorName	User-Agent: BurrowFinder HappyRabbitProductions
Versioned Format	ApplicationName/Version VendorName	User-Agent: BurrowFinder/2.5 HappyRabbitProductions

Technical Rules for User-Agent Headers:

- **Do** follow the exact spacing and capitalization shown above.
- **Do** use forward slashes (/) *only* for versioning.
- **Do Not** use backslashes (\).
- **Do Not** switch the order of ApplicationName and VendorName.
- **Do Not** nest your identifiers inside generic browser strings (e.g., Mozilla/5.0).

Note: You do not need to notify Cisco when your application version number changes.

2. Fully Qualified Domain Names (FQDN)

For integrations leveraging Webhooks, Captive Portals, Scanning APIs, or MQTT feeds, you must register a unique, static FQDN where requests are sent.

- **Rule:** Raw IP addresses are strictly prohibited due to dynamic routing and security policies.
- **Wildcard Support:** Multi-tenant applications may use wildcards to handle unique customer deployments.

STANDARD FQDN	https://mycompanydomain.com
WILDCARD FQDN (OPTION A)	https://mycompanydomain.com/*
WILDCARD FQDN (OPTION B)	*.mycompanydomain.com

SECTION 4: MARKETPLACE APPLICATION & INTAKE

Ready to Join the Marketplace?

01

Prepare for the Business Review & Intake

- **Access:** Please [create a Cisco account](#) and log into the [Cisco Partner Journey](#) portal using your partner credentials to access your application dashboard.
- **Submit:** Complete the [Developer Application Form](#) & [Marketplace Application Form](#).
- **Sync:** Our team will schedule a 30-minute business review to establish joint synergies as well as determine our GTM strategy with the application.
- **Support:** Questions? Contact networking-isv-onboarding@cisco.com

02

Technical Review

Prepare for a 1-hour Live demo with a Cisco Solution Architect to validate your integration:

- **Integration:** Clearly define the Cisco products and APIs utilized & the resulting business outcome.
- **Tracking:** Provide your unique application identifier.
- **Public Documentation:** Upload a link to your website where the integration documentation with Cisco Networking is hosted, such as [this example](#).
- **Demo:** Prepare a live, end-to-end demonstration. (*Note: Workflows-based solutions, ensure you demonstrate the workflow logic, triggers, and any custom Python/AI actions*)
- **Q&A:** Be ready to discuss technical architecture with our Solution Architect

03

Step-by-Step Marketplace App Publishing Guide

Listing on the **Cisco Networking App Marketplace** positions your software directly in front of **70,000+ monthly visitors**, including Cisco customers, field sellers, and channel partners. Listing Best Practices:

- **Consolidate:** Maintain one primary company profile. Use tags and targeted messaging to differentiate Cisco product integrations. Create separate listings only for unrelated use cases or distinct buyer personas.
- **Optimize for Impact:** Write for customers, technical sellers, and channel partners. Clearly state your value proposition, supported platforms, and real-world business outcomes

MANDATORY LISTING STANDARD

To be listed and remain listed on the Cisco Networking App Marketplace, Technology Partners must upload **ALL mandatory requirements** directly to the Cisco Marketplace. All solutions will be subject to immediate removal if requirements are not met.

Publishing checklist

Mandatory requirements are numbered exactly as provided in the source guide.

ITEM	MANDATORY REQUIREMENTS	UPLOAD THE FOLLOWING CONTENT DIRECTLY TO THE CISCO NETWORKING APP MARKETPLACE
1	Overview, Benefits, and Customer Results (Under Profile & Branding > Listing Info > Manage Listing Info)	Share an overview of how the App integrated with the Cisco platform i.e. Catalyst Center, Catalyst SD-WAN, Cisco ISE, Cisco Spaces, Meraki Platform, ThousandEyes, Workflow - how it works, value proposition, customer benefits & resources like PDFs & videos for better discoverability across Cisco websites & internal searches
2	Attributes (Under Profile & Branding > Listing Info > Manage Listing Info)	List all the Cisco Networking platforms i.e. Catalyst Center, Catalyst SD-WAN, Cisco ISE, Cisco Spaces, Meraki Platform, ThousandEyes, Workflow. Choose the Cisco Product (IoT Sensors, Routing, Smart Cameras, Switching, Wireless) Choose the top Industries, Regions & Segments
3	Categories (Under Profile & Branding > Listing Info > Manage Listing Info)	Select the most relevant category or categories that best characterizes your solution (2 is recommended).
4	Profile (Under Profile & Branding > Overview Information)	Under 'Manage Profile' upload 3-5 screenshots of the integration in use for carousel that illustrate the Cisco integration i.e. Architectural diagrams, Software screengrabs to
5	Features (Under Profile & Branding > Profile)	Create a minimum of 3 features with screenshots that showcase your application and integration with Cisco. (Recommend around 150 characters)
6	Use Cases (Under Profile & Branding > Use Cases)	List 3-5 use case examples of the integration by creating a feature called 'Use Cases' and a 'Characteristic' per use case. Limit examples to 2-3 sentences.
7	Integration Documentation (Under Profile > Documentation Link)	Paste the link to the valid integration documentation only (example link)
8	Demonstration Video & Solution Brief (PDF) (Under Profile & Branding > Resources)	Upload a video demonstrating the integration & a solution brief (PDF) in the 'Resources' section.
10	Sales Email (Under Profile & Branding > Profile)	Provide a 'Sales Email' under your application's 'Profile' (at the bottom). This will be the email that receives the generated leads and is monitored by your sales teams
11	Support Email (Under Profile & Branding > Support)	Update 'Support Email', 'Support Phone Number' & 'Knowledge base/Help center URL' for customers for support inquiries

Optional enhancements

ITEM	OPTIONAL	UPLOAD THE FOLLOWING CONTENT DIRECTLY TO THE CISCO NETWORKING APP MARKETPLACE
12	Case Study (Must be a shared Cisco Networking customer)	Create and display industry expertise with an approved Customer case study. Doing so will qualify your solution to be listed under the corresponding industry in the Cisco Marketplace.
13	Cisco Customers	Highlight your Cisco footprint using approved joint customer references.
14	Utilized API(s)	Share the APIs you are using, i.e., Dashboard API, Captive Portal API, Scanning API, MV Sense, etc.

Platform-focused marketplace listings

Lead with the Cisco platform your app integrates with

CISCO PLATFORM
CISCO CATALYST CENTER



ServiceNow for Catalyst Center

Cisco Catalyst Center ServiceNow integration provides seamless automation and synchronization between Cisco Catalyst...

Cisco 

CISCO PLATFORM
CISCO MERAKI



ServiceNow for Meraki

This application supports alert management and synchronization of Meraki organizations, networks and devices into ServiceNow Service Graph and CMDB.

Cisco 

 Platform focus improves buyer clarity and app discoverability.

WALKTHROUGH 01 OF 04

Manage profile overview

01

Login > Profile & Branding > Profile > Manage Profile

Publish Preview

PROFILE & BRANDING

Listing Info

Profile

Features 5

Customers & Media

Support

Resources

EDITIONS AND PRICING

Editions 1

Shared Features & Footnotes

Marketplace Pricing

SETTINGS

Product Settings

Manage Profile

OVERVIEW INFORMATION

Splash title

Integration overview

Splash description

<p>A Native ServiceNow and Meraki Integration; The Service Graph Connector for Meraki</p>

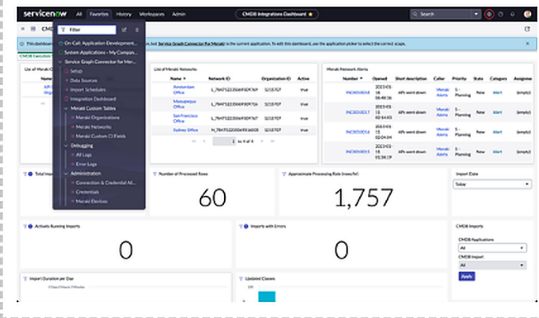
<p>This application supports alert management and synchronization of Meraki

Overview image

For the highest quality image, we recommend uploading a high-resolution image (minimum 1,100 x 660 pixels).

Drag and drop here (1,100 x 660 pixels)

Remove



or Choose File

No file chosen

Embedded Video URL

https://vimeo.com/758834431

Documentation Link

https://developer.cisco.com/meraki/build/service-now/

SCREENSHOTS

For the highest quality image, we recommend uploading a high-resolution image (minimum 1,500 x 1,200 pixels).

Screenshot

Image



Overview, Benefits, and Customer Results

Integration Documentation

Profile for 3-5 product screenshots for carousel

Cisco Confidential

Become a Cisco Networking Ecosystem Partner

09

WALKTHROUGH 02 OF 04

02

Attributes, segments, categories, and sales email

CATEGORIZATION

Attributes

Please select at least one of the following tags:

Cisco Platform

Please select at least one of the following tags:

☐ Catalyst Center

☐ Catalyst SD-WAN

☐ Cisco ISE

☐ Cisco Spaces

☐ Meraki Platform

☒ ThousandEyes

☐ Workflows

Cisco Product

Please select at least one of the following tags:

☐ IoT Sensors

☐ Routing

☐ Smart Cameras

☒ Switching

☒ Wireless

Industry

Please select at least one of the following tags:

☐ Architecture & Construction

☐ Event Venues

☐ Financial Service Apps

☐ Government

☐ Healthcare Apps

☐ Higher Education

☐ Hospitality & Tourism

☐ K-12 Education

☐ Manufacturing Apps

☐ Retail Apps

☒ Service Provider

☐ Small Business

Region

Please select at least one of the following tags:

☒ Americas

☐ APJ

☐ Australia

☒ EMEA

☐ Greater China

☐ LATAM

Segment

☒ Commercial

☒ Enterprise

☐ FedRAMP

☐ Managed Services

☐ Public Sector

☐ Small Business

Categories

Category

Category

Network Operations

Sub Category

Monitoring & Performance

Category

Category

Network Operations

Sub Category

IT & Productivity Tools

[Add another category](#)

Choose integrated Platform & Product Top Industries for the App Region for sales & support

Customer Segment

App Category

Scroll to the bottom of the page and update 'Sales Email'

Sales Email 

Sales Email

[Save](#) [Save and Preview](#) [Cancel](#)

Sales Email

PRODUCT CUSTOM ATTRIBUTES

Application ID 

Product appld from Open Channel

BE GEO ID

Enter the BE GEO ID here

BE GEO ID

WALKTHROUGH 03 OF 04

Support details and resources

03

SERVICENOW FOR MERAKI

Product Dashboard

Profile Progress 100%

Publish

Preview

PROFILE & BRANDING

Listing Info

Profile

Features 5

Customers & Media

Support

Resources

EDITIONS AND PRICING

Editions 1

Shared Features & Footnotes

Marketplace Pricing

SETTINGS

Product Settings

ServiceNow for Meraki

by Cisco

Integration overview

Manage Support Information

CONTACT INFORMATION

Support phone number ?

Support email address ?

RESOURCES

Knowledge base/Help center URL ?

https://documentation.meraki.com/Gener

Support details ?

The preferred method for Meraki customers to open support tickets for the ServiceNow Graph Connector is through the dashboard.

Save

Save and Preview

Cancel

Support Email

PROFILE & BRANDING

Listing Info

Profile

Features 5

Customers & Media

Support

Resources

EDITIONS AND PRICING

Editions 1

Shared Features & Footnotes

Marketplace Pricing

SETTINGS

Product Settings

Upload PDF Documents

Upload up to 15 files with a maximum size of 25MB per file or reference up to 15 files. If both are specified, the file upload takes precedence.

PDF Document

Name

Meraki & ServiceNow Solutions Brief

Document Link

1262744_1665427038345_en-US.pdf

or Choose File No file chosen

Add PDF Document

Scribd Documents

Link documents from your Scribd account. Documents from Scribd will be embedded directly into your product profile. You can find the Scribd Document ID and Key in your Scribd embed code or in the "WordPress" embed option in the Scribd embed dialog. All three fields below are required for embedding a Scribd document.

Document Name

Document ID

Document Key

Add Scribd Document

VIDEOS

Include YouTube or Vimeo videos of your product.

Video

Name

ServiceGraph Connector Demo Video

YouTube or Vimeo link

https://vimeo.com/758834431

URLs must start with https://. For Vimeo videos, please use the embed link containing the numeric video id. e.g. http://player.vimeo.com/video/30585464

Description

Resources PDF

Resources Video

WALKTHROUGH 04 OF 04

Live app listing

04

App card, screenshots, and overview content

ServiceNow for Meraki

by Cisco

This application supports alert management and synchronization of Meraki organizations, networks and devices into ServiceNow Service Graph and CMDB.

[Demo this app](#) [Install in Meraki](#)

Profile > Screenshots

Overview

Integration overview

A Native ServiceNow and Meraki Integration; The Service Graph Connector for Meraki

This application supports alert management and synchronization of Meraki organizations, networks and devices into ServiceNow Service Graph and the ServiceNow CMDB. ServiceNow customers can use this application to generate organizations, networks, devices, and device statuses in ServiceNow for increased visibility. This application also allows users to generate device alerts and incidents in ServiceNow for automatic incident detection and creation of tickets in the ServiceNow platform.

How it works:

The Meraki ServiceNow Connector application communicates with the Meraki API to import configuration details from Organizations, Networks, Devices and Device Statuses to be transformed into records in the Organizations, Networks and Network Gear and child tables in the ServiceNow platform.

The application also captures device alerts from the Meraki dashboard and creates incidents in ServiceNow from the received alerts. The created incident will be automatically linked to the related Meraki device. Priority of incidents can be defined by adding/modifying records in the Device Alerts lookup table found in the System Policy application menu.

The system will run on a configurable schedule to keep the information updated. In addition, custom Meraki views and forms have been provided to make it easy to adjust the data being used.

This app is available in the [ServiceNow Store!](#)

Profile > Overview Image

Profile > Splash Title

Profile > Splash Description
Note: This can be written in HTML

OPEN LIVE EXAMPLE



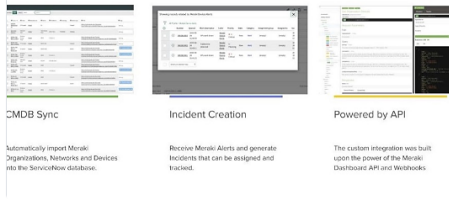
WALKTHROUGH 04 OF 04

Live app listing: features

04

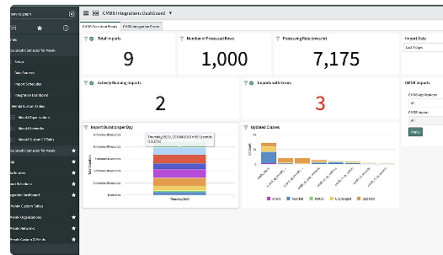
Features

features



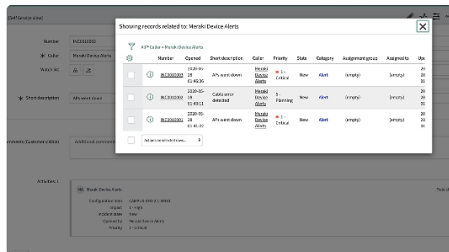
App Overview and Features

The ServiceNow Connector application allows you to seamlessly integrate your Cisco Meraki & ServiceNow platforms.



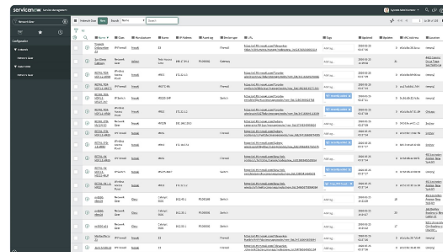
Integration Dashboard

Automatically import Cisco Meraki Organizations, Networks, and Devices into the ServiceNow database



Manage Alerts with Incident Generation

Receive Meraki Alerts and generate Incidents that can be assigned and tracked. These alerts can be assigned into specific assignment groups, admins, and also alert based on specific categories.



Transfer existing Cisco Meraki information

What are some items I can import over to ServiceNow?
Import Cisco Meraki Devices with customized fields
Import Cisco Meraki Organizations
Import Cisco Meraki Networks
Configure Cisco Meraki Properties
Default incident assignment for group alerts

Features

Features > Feature #4 > Title

Features > Feature #6 > Description

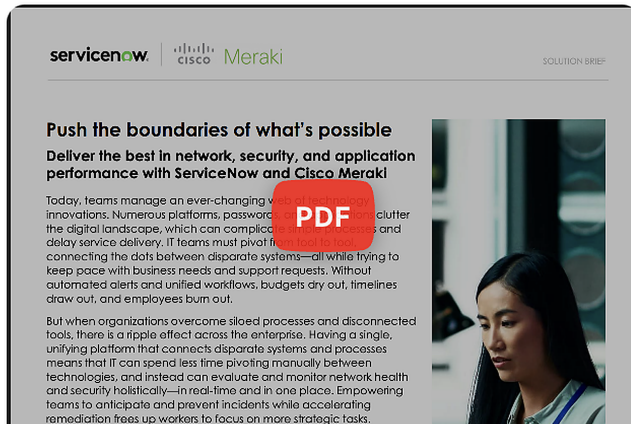
WALKTHROUGH 04 OF 04

Live app listing: resources

04

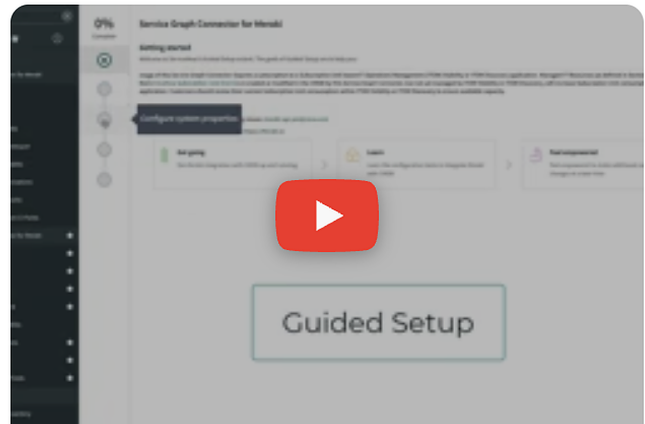
PDFs and videos

Resources



Meraki & ServiceNow Solutions Brief

[Download PDF](#) 



ServiceGraph Connector Demo Video

Resources > Upload PDF Documents >
PDF Document > Name

Resources > Video > Name AND
Resources > Video > YouTube/Vimeo Link



Your application is officially **live.**

Click **Submit** to trigger our review. Once verified, your app goes live and is featured under "New Apps."

Great news!

Our application is officially live!



The **Cisco Networking App Marketplace** is actively promoting our launch across their internal sales channels and official social media handles to boost our partnership. To capitalize on this momentum, we highly encourage all of you to share the news!

QUESTIONS?

networking-isv-onboarding@cisco.com