Preparing your Product for sale.

When you have a set of plug-ins and or stand alone applications for your defined platforms (usually Mac and Windows) then there are still a number of things you will have to undertake. Nearly all of these are something your developer (me) cannot or at least should not do for you as they involve passwords and certificates that identify you explicitly - and you don't want me or anyone else using (and potentially abusing or losing) these things.

Licensing

Let talk first about licenses - there's a number you will need to release commercial plugins.

1. You will need a HISE license - contact Christoph Hart at this address and ask for one (last time I looked this was E500/year): christoph.hart2@googlemail.com Note: I cannot compile and ship you your product without confirmation from Christoph that you have this license.

2. You will need a JUCE license (personal license is free, indie license is $40.00)- go here: https://juce.com/juce-6-licence#:~:text=Companies%20can%20acquire%20the%20JUCE,for%20use%20of%20JUCE%20Pro.

3. If you are releasing VST3 plugins you will need a VST3 license (it's free), go here: https://developer.steinberg.help/display/VST/VST+3+Licensing

So licensing shouldn't cost you more than about $540.00 in total and covers all products you release in any given year.

Authenticating, Codesigning and Notarization

So there's a set of things you will need to do first to get yourself set up, so you can perform these add-on activities.

Do you have a VST3 or AU plugin or a stand alone application you want to run on MacOS? These will need to be code signed. Otherwise your plugin will not load in compliant DAW software on MacOS Mojave+

OK here's the stuff you need to do to get ready to code sign VST3 and AU plugins or stand alone applications:

1. Get yourself an Apple ID if you dont already have one.

2. Join the Apple Developer Program (and get an Apple Developer ID)

3. Download and install Xcode on your Apple Mac

4. Use your Apple account (not your developer account) to generate a 3rd-party password for a tool called altool (make sure you save this password, it will be in the format abcd-abcd-abcd-abcd)

5. Use your Apple Developer Account to generate two different certificates a Developer ID certificate (required by your AAX process) and a Developer Install certificate (required by your WhiteBox Packages installer). DONT FORGET THE PASSWORDS FOR THESE.

Do you have an AAX plugin, that you want to run on MacOS or Windows? These will need to be authenticated using the PACE EDEN tool kit, to get this tool kit you will need to:

1. Apply and get accepted into the AVID Alliance Partner Program. Go here: https://www.avid.com/alliance-partner-program/how-to-apply

2. Once accepted you must send an email request asking for the PACE Eden tool set. (as a side note here - memberships allows you to download the developer version of ProTools - that WILL run your un-signed plugin - so you can test it works as required)

3. Avid will forward your request to PACE, who will ask you to sign a licensing agreement

4. Once you have a valid license with PACE they will send you the tool set. You will need an iLok to download the toolkit into. (all this can take many days if not weeks)

Once you are set up you can begin the process, lets look at each platform in turn - starting with the easy one:

Windows

Here you may well have VST3 and AAX plugins and perhaps a stand alone exe.

First step - codesigning:

Your VST3 plugin and your stand alone application dont need any code signing doing - you can but it means getting yourself a relevant certificate, (see AAX on windows below) and your application and plugin will run just fine without them, so I'm going to assume you dont want to do these things.

Your AAX plugin is a different matter, it wont run in ProTools - ever - unless you authenticate it first with the PACE Eden codesigning tool set. So authenticate your Windows AAX plugin by following the PACE EDEN instructions on your windows machine. These instructions will require you to obtain a Windows ".p12" digital certificate. You can re-use your Mac certificate KeyChain for this - (google it)

MacOS

Your VST3, AU and standalone will all need codesigning, and your standalone will need notarizing too, as will any installer you build, read this thread from end to end (yes all 20+ pages of it) and follow the instructions included:

https://www.kvraudio.com/forum/viewtopic.php?f=33&t=531663&hilit=Notarizing

Your AAX plugin will need authenticating with the PACE EDEN tool set just like your Windows AAX plugin - follow those instructions again, this time on your Apple machine.

Installers

OK if you made it here and you have authorised, codesigned and notarized set of products you probably want to build an installer for each platform:

On Windows I use inno. – if you want to use that I can let you have my template

On MacOS I use WhiteBox Packages - again I can help you with some stuff here too. if this is your install builder of choice then you should go straight away to your Apple Developer Account and generate a Developer Installer Certificate then download it and add it to your key-chain/locker. From there you can add it into Packages and it will be pre-codesigned.

Remember once its built your MacOS installer will itself need to be codesigned and notarized.

It should be clear from the above that this is just a bunch of administrative hoops around some pretty vanilla software processes, but it can take several weeks to get set-up so you can do them, and the processes can be a little awkward, so I strongly suggest you start early, (months if **you can) before your planned release date.**

Support

You will need to get yourself set up to provide it. There are as many ways to do this as there are companies providing support, it's a big subject but some things to think about:

You are going to need computers with each operating system you ship on (so Windows and Mac most likely). If you dont have these then you cant really do proper testing, and you have no way of verifying user complaints on a platform you dont have.

You are going to have to think about which DAW software you need to have installed on these platforms too.

You need to understand what level of support you have agreed (if any) with your developer. I provide a 30 day warranty on software I write. After that you would need a support contract in place with me. I only provide Level- 3 support, and only under defined terms of an agreed and signed support contract.

What's "Level-3" support? It's code fixes, where your level 2 support will have had to confirm that the problem can ONLY be fixed by changing the code. In all other cases if you involve me then my default hourly rate of £150/hr (or part there of) applies. So before you ship its best to get a solid understanding of who is responsible for what and at what cost for support issues.