



SOLUTION SPOTLIGHT

What's new on Creatio Marketplace

Lidiia Kotlinska

Head of Technology Alliances, Creatio

Sponsors



The ecosystem is growing.

500+

Apps & solutions

Connectors, agents,
vertical products

100+

New since last NCD

Published in the past
12 months

15+

AI agents live

First-ever agentic
listing category

40%

YoY TOP-LINE GROWTH

Creatio platform
momentum



Strategic Partners



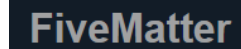
AI Agents



Connectors

New partners joining the ecosystem

Part of a growing network of 500+ marketplace solutions worldwide



100+ new apps since last NCDays.

AI Agents

Brand new listing category - purpose-built intelligent agents operating inside Creatio workflows autonomously



Connectors & Integrations

700+ app connections via embedded iPaaS platforms one-click deployment

Vertical Solutions

Industry products for Finance, Insurance, Healthcare, Manufacturing - built to extend, not replace

Customer communication & engagement solutions

Unified customer communication solutions that enable organizations to manage calls, messaging, email, and chat across multiple channels.

MARKETPLACE · STRATEGY

Creatio's strategy

AI at the core.

Creatio is AI native

Creatio doesn't follow the AI wave. It's being built for it.

Every business process needs an agent. That's your opportunity

Approvals, escalations, onboarding, reporting: every repeatable workflow is waiting for an agent to run it. First to ship owns the category.

The niche is wide open

Agents are needed everywhere. The niche is open. Build yours on Creatio — and own the category before anyone else does



BE THE FIRST.

Your agent.
Your customers.

First movers don't
just get visibility,
they own the category.

Build your AI agent on Creatio Marketplace

→ [MARKETPLACE.CREATIO.COM](https://marketplace.creatio.com)

MARKETPLACE · AI AGENT PROGRAM

Build Your **AI Agent**

Now live! Program empowering partners to build, test, and launch AI agents on the Marketplace.

PROGRAM STATUS

15+ partners enrolled across 2 cohorts

Multiple AI agents successfully published

Third cohort coming soon

Apply at marketplace@creatio.com

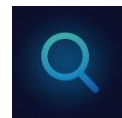
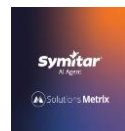
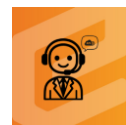


MARKETPLACE · AI AGENT BUILDERS

Meet the **builders.**

COHORT 1

Pilot Program - Published & live



COHORT 2

2nd wave - published & in-progress



COHORT 3

opening soon, apply at marketplace@creatio.com

The Marketplace is where your business growth



The Marketplace is
your sales channel



The highest
commissions
in the market.



CRN 5-star rated
partner program.
Built for partners
who want to grow.



You build.
We sell together.



Ready to scale together? → marketplace@creatio.com

Our goal: every partner deeply **embedded** from day one

MARKETPLACE ONBOARDING

A structured journey to fully embed into the Creatio ecosystem

Welcome Meeting

- NEW** **Technical Kickoff Session**
Architecture review, verification requirements & common mistakes
- Development**
Build your solution using Creatio standard packages
- Listing on the Creatio Marketplace**
Publish & pass the verification process
- NEW** **Sales Pitch Session**
Present your joint value proposition to local Creatio sales teams
- Marketing Enablement**
Press-release, Partner Digest, Marketplace Circle, joint events, LinkedIn posts
- Sales Enablement**
GSM, sales mailouts, joint value proposition, meetups with sales teams
- NEW** **Go-Live Session**
Maximize listing visibility, ranking & first installs
- COMING SOON** **Knowledge Hub + Academy Trainings & Certifications**
Coming soon: dedicated Marketplace page

Business Plan Approval

Your voice is heard

Partner feedback made the signal clear: verification needs to be faster, simpler, and more predictable.

Partner voice:

"Review feels too strict and slow."

Partner voice:

"Updating listings should require minimal review."

Partner voice:

"Ease of submission and approval matters."

Partner voice:

"We need faster application reviewing."

Our goal: faster, more predictable, aligned with actual risk.

Risk- & complexity-based review

Review depth scales with change impact - major updates get full review, minor fixes move fast

Automated verification for non-critical updates

Low-risk changes (text edits, screenshot updates, metadata) move through an automated path

Clean approval-blocking criteria

Redefining what truly blocks publication - focused on customer impact, product value, and real risk

Discover apps for Creatio

Connect, automate, innovate — powered by Creatio AI-native no-code platform

 I need SMS connectors with campaign and notifi AI Search

AI Agents



Agents designed for core CRM processes, productivity, and vertical-specific workflows

[Explore more →](#)



 **Symitar® Membership Age...** 
 by Solutions Metrix
 • Promoted

AI-powered membership summarization tool that transforms complex Symitar core banking data into...

 **SalesUp Knowledge Base A...** 
 by Sales'Up
 • Promoted

An AI agent for searching and processing information that allows Creatio users to instantly receive accurate...

 **Inbox Insights** 

 **Lead Generation** 

Marketplace Circles: battle format.

- Themed & competitive
- Live demos.
- High visibility
- Community learning



Why it works:

Competition
drives quality, battles
create content,
community drives
trust.

Next up: AI Agent Battle

You were at the AI Leadership track. You've seen what the platform can do. Now bring your agent and compete.

- **WHO CAN PARTICIPATE**

Partners who attended the AI Agent track at NCD Florida 2026 or have an active AI Agent listing

- **FORMAT**

Live demo · audience Q&A · community vote · winner featured across all Creatio channels

- **WHY ENTER**

Visibility, credibility, pipeline - Battle winners saw direct inbound from customers

- **HOW TO JOIN**

marketplace@creatio.com - spots limited, first come first served



Introducing the Marketplace Blog.

One place for the whole ecosystem. No more hunting across multiple channels.

Product updates

- New features & enhancements
- Proof of momentum & innovation

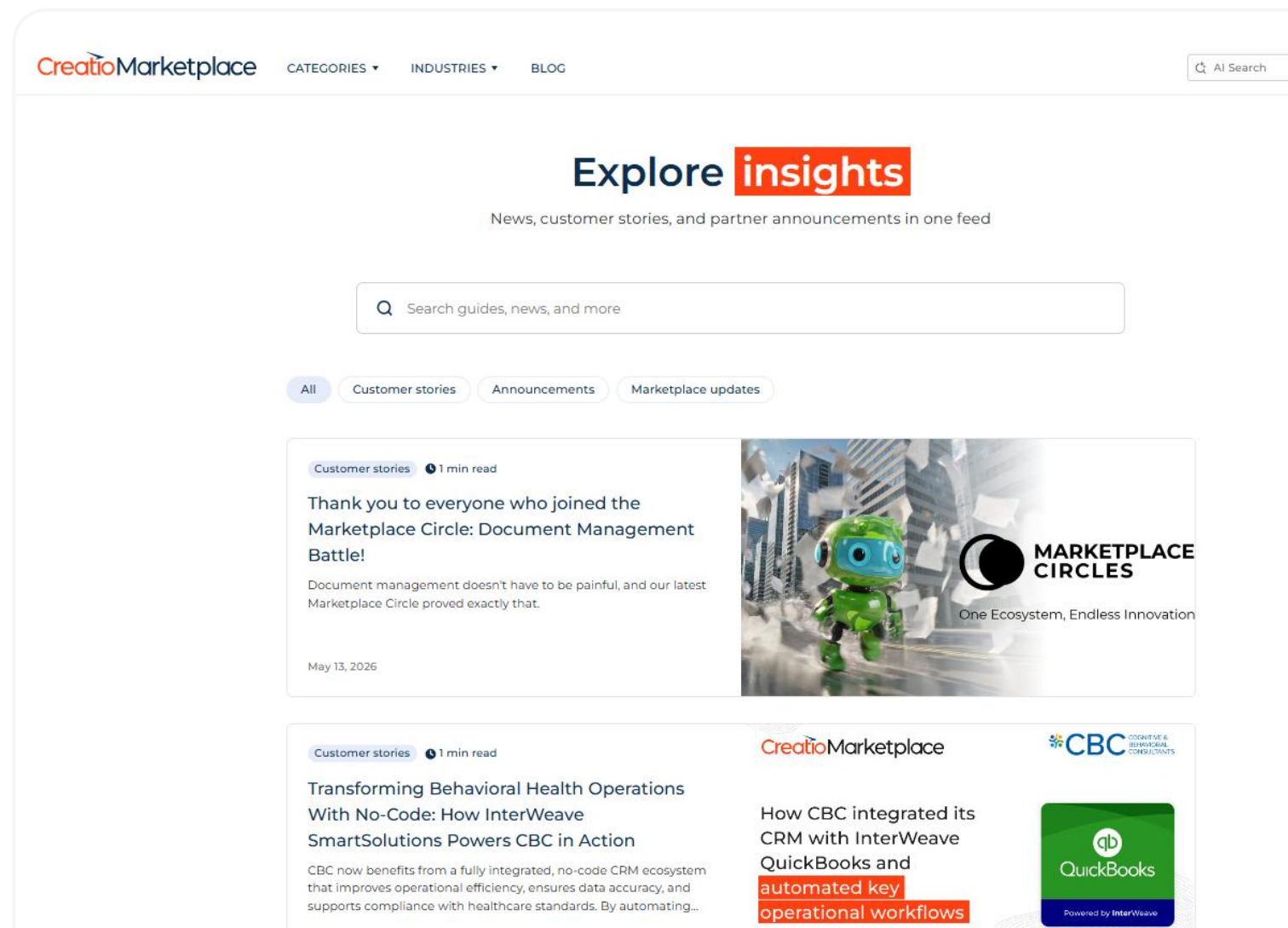
Partner announcements

- New partners joining ecosystem
- Spotlight on what they bring

Customer stories

- Real outcomes that build trust
- Proof points that turn into pipeline

[MARKETPLACE.CREATIO.COM/BLOG](https://marketplace.creatio.com/blog)



The screenshot shows the homepage of the Creatio Marketplace Blog. At the top, there is a navigation bar with the Creatio Marketplace logo, links for CATEGORIES, INDUSTRIES, and BLOG, and an AI Search button. Below the navigation, a large heading reads "Explore insights" with a subtext "News, customer stories, and partner announcements in one feed". A search bar is positioned below this, with the placeholder text "Search guides, news, and more". Underneath the search bar, there are four filter buttons: "All", "Customer stories", "Announcements", and "Marketplace updates". The main content area features two article cards. The first card is titled "Thank you to everyone who joined the Marketplace Circle: Document Management Battle!" and includes a subtext "Document management doesn't have to be painful, and our latest Marketplace Circle proved exactly that." and a date "May 13, 2025". The second card is titled "Transforming Behavioral Health Operations With No-Code: How InterWeave SmartSolutions Powers CBC in Action" and includes a subtext "CBC now benefits from a fully integrated, no-code CRM ecosystem that improves operational efficiency, ensures data accuracy, and supports compliance with healthcare standards. By automating...". To the right of the second card, there is a section titled "How CBC integrated its CRM with InterWeave QuickBooks and automated key operational workflows" with a QuickBooks logo and the text "Powered by InterWeave".

Pitch your story.

The Marketplace is strongest when knowledge travels.

WHAT WE'RE LOOKING FOR

■ A compelling use case

Show how your solution addresses a real challenge, with context, not just features

■ A practical best practice

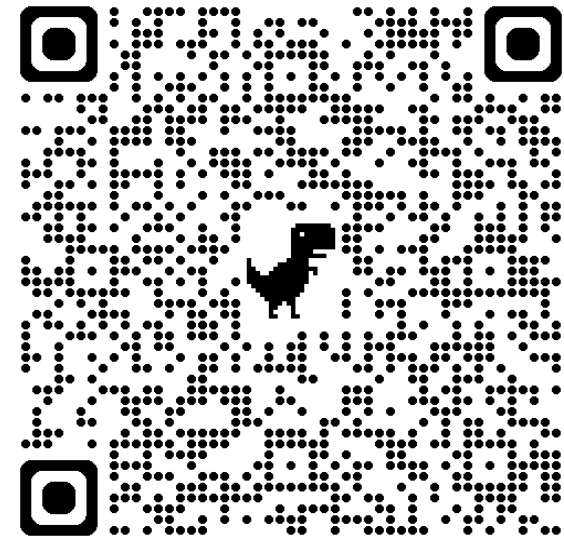
Help Creatio teams and customers adopt and succeed faster with your product

■ Measurable outcomes

Examples of real impact - when available and appropriate, numbers speak loudest

Submit your story at

marketplace.creatio.com/blog — build trust, grow reach, drive demand.



MARKETPLACE · THE MISSION

The Marketplace mission.

Find Fast

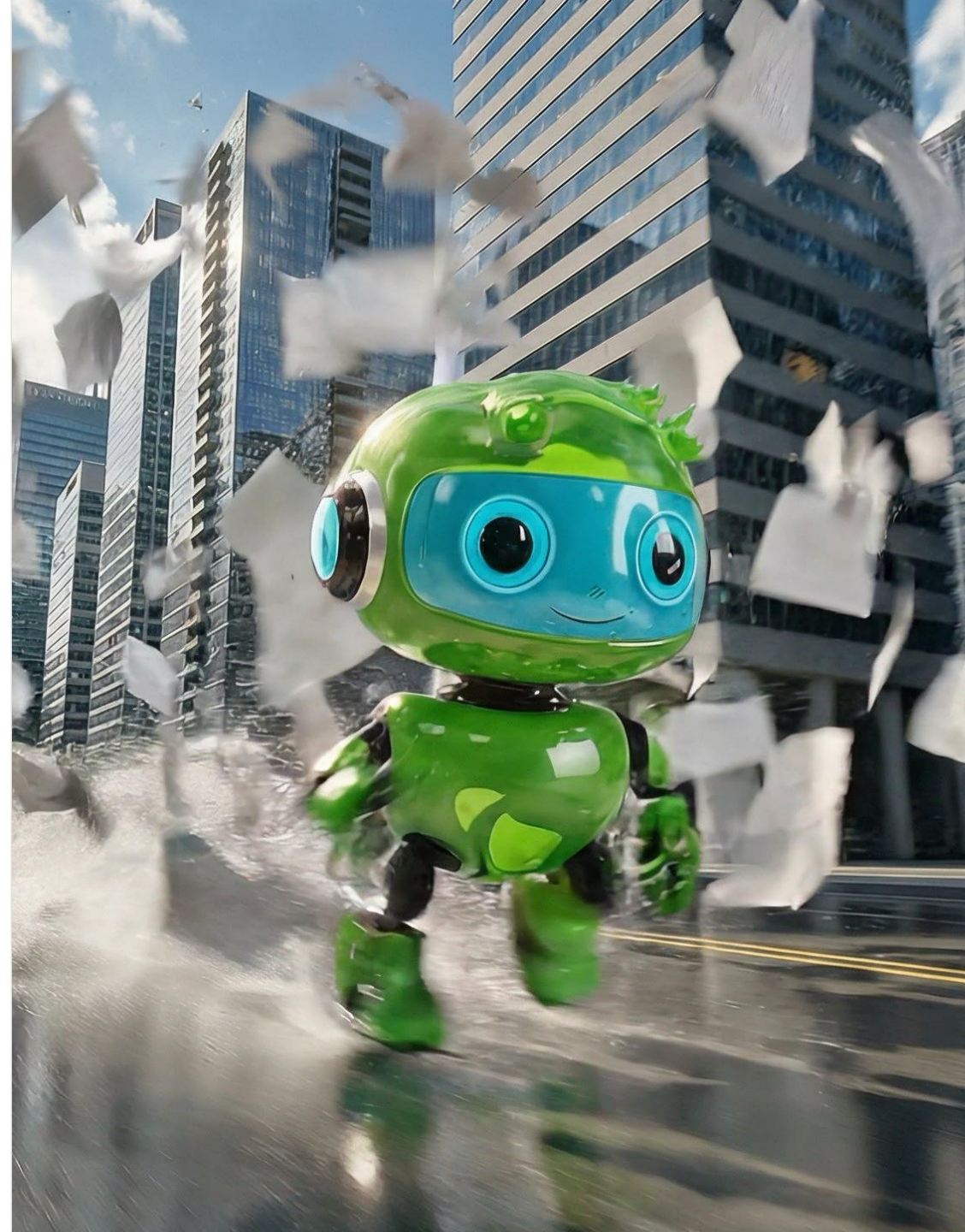
Surface the perfect app in under 60 seconds

Showcase Excellence

Data-powered curation that rewards real quality

Install Effortlessly

One click from discovery to deployment



WHAT'S NEXT FOR YOU

The ecosystem is open for **you.**

Publish on Marketplace:

→ marketplace.creatio.com

Join AI Agent Program:

→ marketplace@creatio.com

Enter the AI Agent Battle:

→ [Reach out to me today](#)

Read the Marketplace Blog:

→ marketplace.creatio.com/blog



Lidiia Kotlinska • l.kotlinska@creatio.com • LinkedIn: Lidiia Kotlinska