



MadeForSTM32™ Label

Proven Quality for STM32-based Applications

July 2019





MadeForSTM32™

What is it?

What is MadeForSTM32™?

Making our ecosystem stronger

- MadeForSTM32 is a quality label delivered by ST, after an evaluation process
- MadeForSTM32 label is relative to STM32 microcontrollers and their ecosystem
- MadeForSTM32 is a label that applies to ecosystem products, proposed to members of ST Partner Program willing to take collaboration a step further

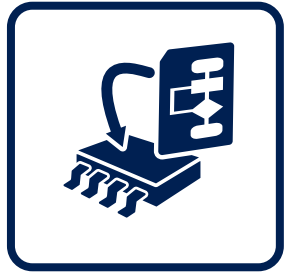
Rules and must-have requirements might evolve over time

- The primary version of the MadeForSTM32™ label covers embedded software and development tools
- Evolutions will include hardware development tools, additional requirements and new co-promotion channels



Version attached to the label

ST Partners products covered by MadeForSTM32™ V1 Label



Embedded Software

Middleware, RTOS, software components compliant with STM32Cube



Software development tools

Toolchain, compilers, debuggers, and monitoring tools...



MadeForSTM32™ V1

Benefits

It's all about Trust

ST selection of **partners** solutions ensures the following for customers:

- **Trust** in their ability to **improve time to market**, relying on approved early-access partners solutions
- **Trust** in help from partners and their support network at any stage during the project: **evaluation, proto, production,...**
- **Trust** in the maintenance and service **support** proposed by partners
- **Trust** in the overall **quality** of the final solutions, itself based on tested and approved partner products

It's all about Exposure and Quality

ST selection of **partners** solutions ensures the following for partners:

- **Exposure** with **prominent visibility** versus standard solutions, on web site, documentations and tools including STM32CubeMX or ST MCU Finder
- **Exposure** using **MadeForSTM32 logo** for **Quality** products from partner, on their web site or documentation
- **Exposure** in **promotional** actions related to the MadeForSTM32 program, or during co-marketing actions
- **Exposure** in the **press** when mentioning of MadeForSTM32 partners in ST news bites and press releases
- **Increased Quality** via a closer **integration** with STM32 ecosystem and **feedbacks** from ST technical teams



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Must-have Requirements

Must-have requirements

Embedded Software Packaged as a Software Expansion for STM32Cube

- [STM32Cube Expansion Checklist and Development guidelines](#)



Evaluation version Packaged as a Software Expansion for STM32Cube

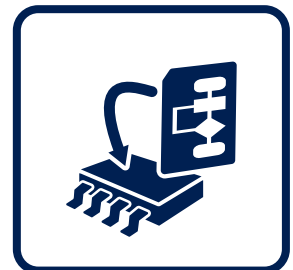
- A free of charge evaluation version with an example running on at least one STM32 board
- This board must be available at STM32 distributors
- The content of the evaluation version and the choice of the board must be agreed with ST

Support

- Any customer must be able to find a support channel

License

- Products with copyleft licenses are not eligible (for instance: GPL), except for the Evaluation version



Must-have requirements

Evaluation version

- An evaluation version of the tool must be available (time limited, code size limited for example) for the IDEs

Support

- Any customer must be able to find a support channel

Compliance with STM32

- For a tool listing microcontrollers, STM32 silicon must be listed in a complete manner versus supported portfolio
- For a tool able to build code, there must be a way to import STM32Cube embedded software projects or ported projects must be available via a fixed URL on partner web site





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How to Get the Label?

- Join ST Partner Program www.st.com/partners



- Propose a product compliant with MadeForSTM32™ requirements

3 axis :

- **Technical ‘hands-on’ evaluation**
 - ST will jump into customers shoes and try the partner product
- **Development Process evaluation**
 - ST will evaluate the partner process to develop and maintain the product
- **Support process and network evaluation**
 - Any customer must be able to find a support channel, so, we will challenge partners’ one.

Thank you

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V1

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