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.
Product Evaluation

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
Benefits for Customers

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
Benefits for Partners

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
MadeForSTM32™ V1
Must-have Requirements
## Must-have requirements

<table>
<thead>
<tr>
<th>Embedded Software Packaged as a Software Expansion for STM32Cube</th>
</tr>
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<tbody>
<tr>
<td>• <strong>STM32Cube Expansion Checklist and Development guidelines</strong></td>
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<table>
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<tr>
<th>Evaluation version Packaged as a Software Expansion for STM32Cube</th>
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<tbody>
<tr>
<td>• A free of charge evaluation version with an example running on at least one STM32 board</td>
</tr>
<tr>
<td>• This board must be available at STM32 distributors</td>
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<tr>
<td>• The content of the evaluation version and the choice of the board must be agreed with ST</td>
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<th>Support</th>
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<td>• Any customer must be able to find a support channel</td>
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<table>
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<tr>
<th>License</th>
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<tr>
<td>• Products with copyleft licenses are not eligible (for instance: GPL), except for the Evaluation version</td>
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# Software Development Tools

## Must-have requirements

<table>
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<th>Evaluation version</th>
<th>Support</th>
<th>Compliancy with STM32</th>
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| • An evaluation version of the tool must be available (time limited, code size limited for example) for the IDEs | • Any customer must be able to find a support channel | • 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 |
MadeForSTM32™
How to Get the Label?
Prerequisites

• Join ST Partner Program [www.st.com/partners](http://www.st.com/partners)

• Propose a product compliant with MadeForSTM32™ requirements
Product Evaluation by ST

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.