



AppDirect

# ENGAGE

2016



# ENGAGING THE HUMAN ELEMENT TO DRIVE SAAS ADOPTION



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GM AppHelp

# AGENDA

About AppHelp

AppDirect's investment in the Human Element

More tech, more tech support

Success stories

Layering services to increase ARPU

When can we get started?

# AppHelp: A Global Leader in Premium Technical Support

Headquartered in  
Montreal, Quebec, Canada



Highly skilled team of  
technical support  
specialists, sales experts  
and software engineers

Wholly owned and  
managed services  
division of AppDirect



Millions of end user problems  
solved w/ over  
\$1B in software & services  
revenue for our partners

## MORE TECH SUPPORT

## MORE TECH



# What is your core business?

Why  AppHelp ?

Trusted by Leading Brands

**eastlink**



 **ROGERS™**

 **windstream**  
communications

 **TELUS**



 **VIDEOTRON**

 **panda**

 **square  
trade™**



# SUCCESS STORIES

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# SUCCESS STORIES: PANDA SECURITY

## Company overview

Industry: Computer Security  
Customer base: 100M  
Target: SMB & consumer

## Goal

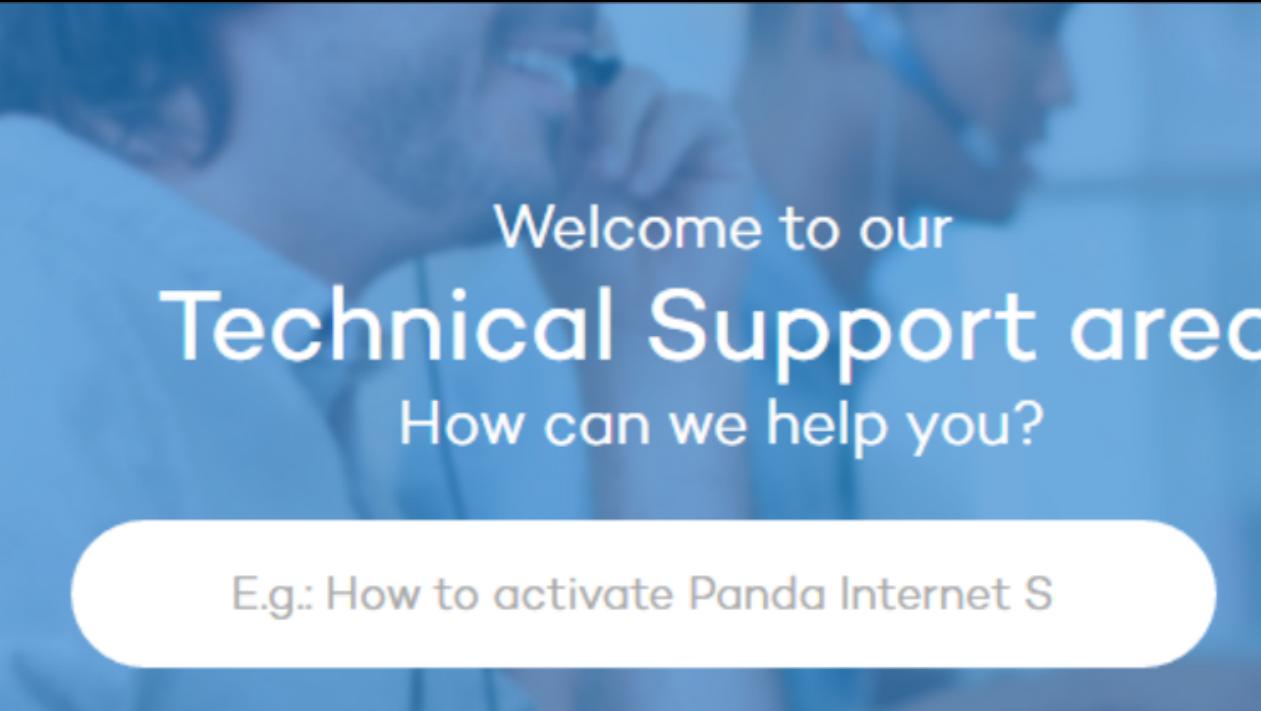
Panda was looking for a global provider of Premium Support, Product Support and Assisted Sales who could service and sell to their multi-lingual base of 100m customers across North America and Europe



# SUCCESS STORIES: PANDA SECURITY

## Solution

- Business Tier 1 product and customer support, covering the full range of Panda Software
- Email support for all countries (USA, Canada, UK, France, Sweden, Finland, Italy, Germany, Belgium, Luxembourg, Netherlands)



# SUCCESS STORIES: PANDA SECURITY

## Results:

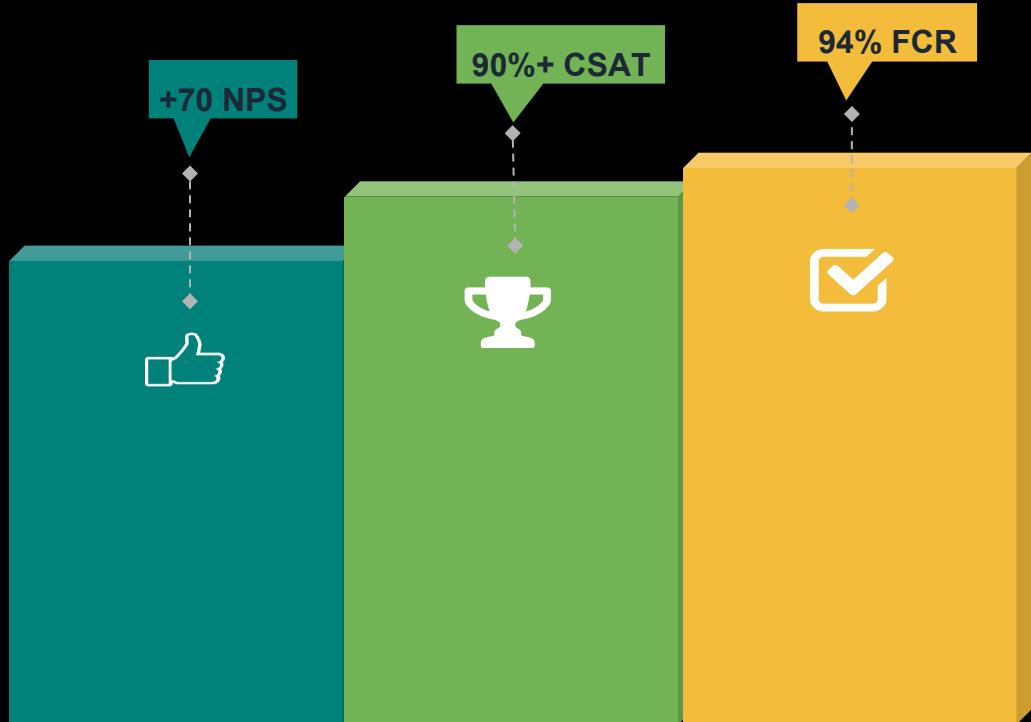
- Subscribers: 400K
- CSAT 85%+ NPS +50
- Sales conversions: >45%
- 2 year relationship with AppHelp
- AppHelp is now a strategic partner

**A RELATIONSHIP THAT  
DELIVERS**

**GMV: \$1M**

# Why AppHelp ?

## Industry Leading Customer Experience, Efficiency & Productivity



Track record of  
resolving millions of  
technical support  
issues to our end-  
users' delight!



# LAYERING SERVICES TO INCREASE ARPU

# EARLY CLOUD ADOPTION REQUIRES THE HUMAN ELEMENT



90%

First time marketplace sales  
that are completed live



4x

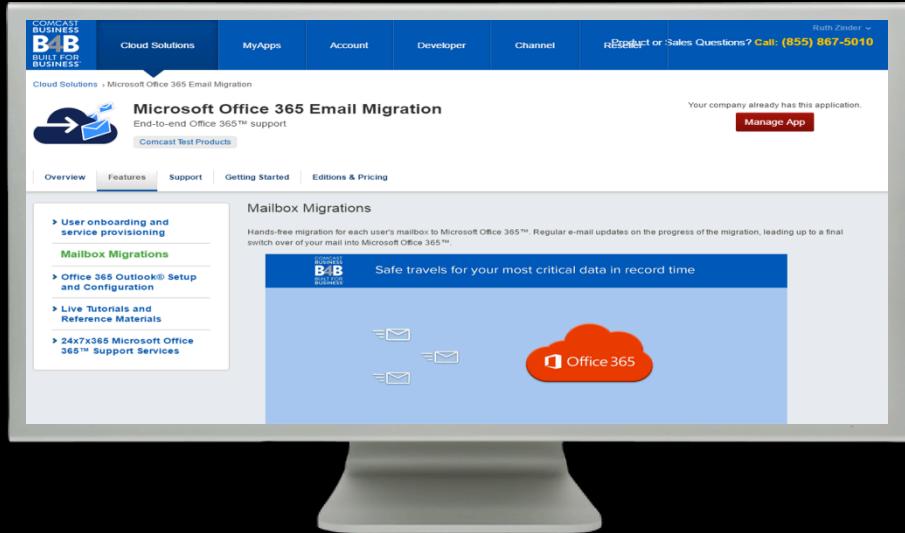
Adoption rate of new cloud services  
with assisted onboarding

“Small businesses need IT products, but they just don’t have time to research the available products and services.”

# LAYERING SERVICES TO INCREASE ARPU



# EASY TO BUY, EASY TO LAUNCH, EASY TO PARTNER



- ✓ Full integration with AppDirect marketplace - service access, provisioning, and billing
- ✓ Single contract with AppDirect
- ✓ Unified account management
- ✓ Program and product experts from AppHelp to complement AppDirect team

**How do I get started?  
I encourage you to call me directly**

00 +1-416-988-0294

[Joe.Mardini@radialpoint.com](mailto:Joe.Mardini@radialpoint.com)

# THANK YOU

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JOE MARDINI  
GM, APPHELP

