

AppDirect
ENGAGE

2016

AppDirect Developer Community







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AppDistribution



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Channel Distribution



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AppDirect Core Distribution Program

AppDirect ISV Mission.

Make it easy for cloud-based software vendors to sell their products through channel partners

AppDistribution

ISV TEAM AND CATALOG SUMMARY

AppDirect ISV Team

ISV Business Development

Recruit and Onboard New ISVs
into the Platform

Discover and Implement New
Services for ISV Partners

Developer Services

Support the Integration Process
for ISVs

Maintain the Quality of ISV
Integrations

ISV Catalog Summary

350+ Apps
Integrated

72 Apps added in
last 12 months



Channel Distribution

LESSONS LEARNED FROM DRIVING GROWTH OF
CLOUD SOFTWARE CHANNEL REVENUE



AppDirect has Brokered Over 600
Distribution Deals

ISV & Channel Negotiation is the Main Point of Friction



LEGAL HOURS REQUIRED
FOR A SINGLE
NEGOTIATION

15 FOR
EACH SIDE



COLLECTIVE LEGAL COST

\$31,500



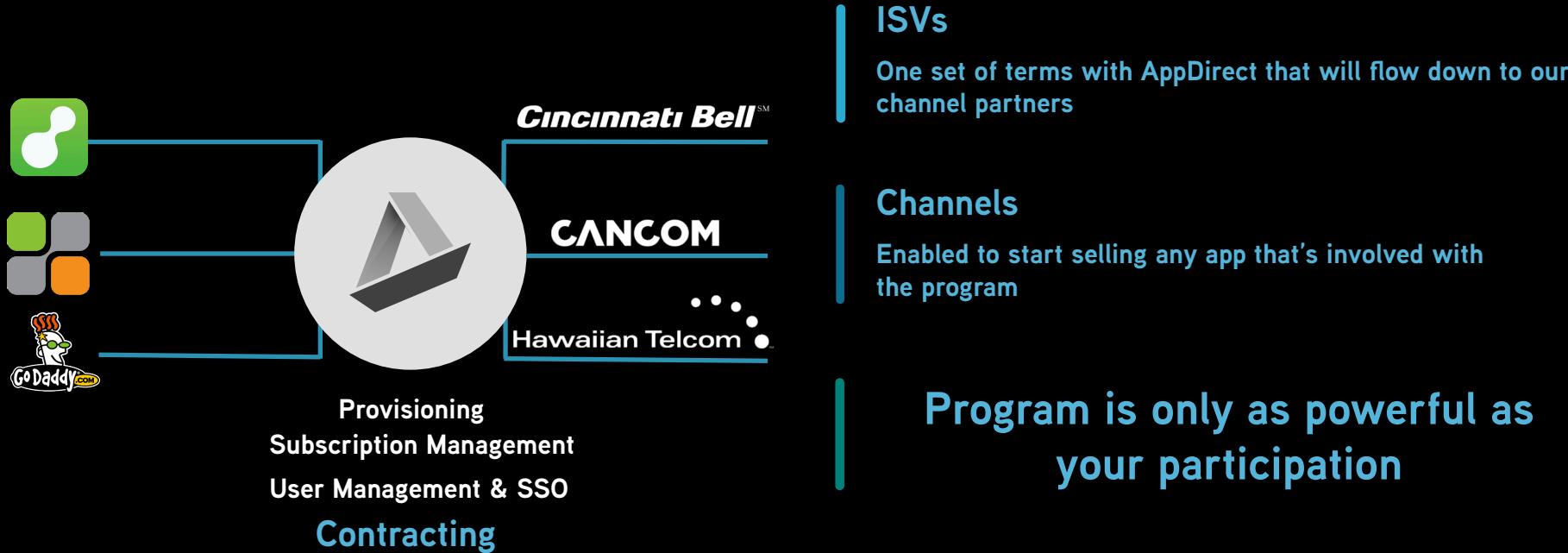
TOTAL TIME TO EXECUTE
DEAL

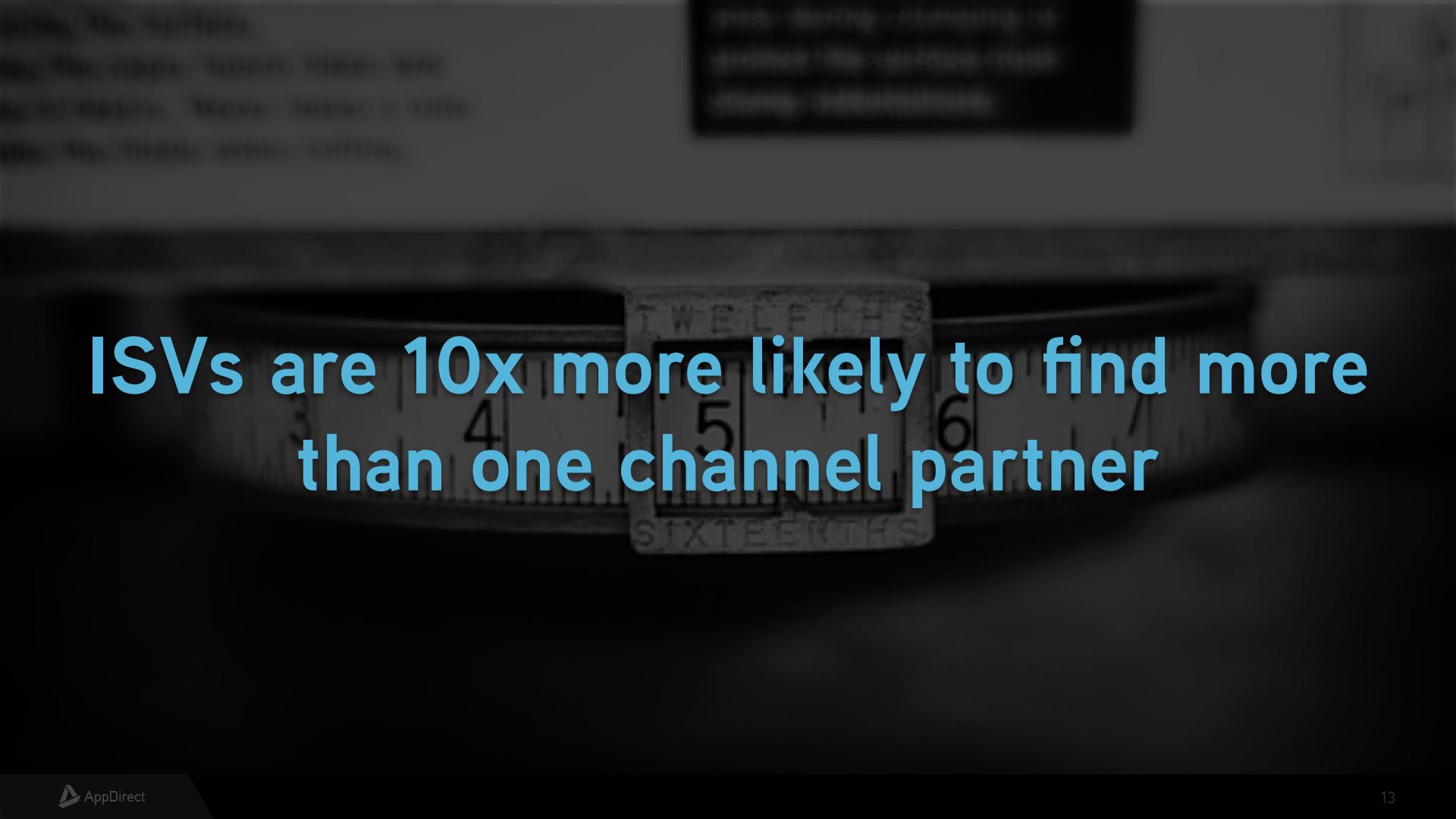
2 – 6
CALENDAR
MONTHS

AppDirect Core Distribution Program

STANDARDIZE THE CONTRACTING PROCESS
AND HELP OUR PARTNERS SCALE

The New AppDirect Core Distribution Program will Dramatically Reduce Onboarding Friction





ISVs are 10x more likely to find more than one channel partner

Case Study - Dustin

Our first Channel request to syndicate every ISV that is currently in our Core Catalog

The logo for Dustin, featuring the word "Dustin" in a bold, sans-serif font. The letter "D" is blue, while the rest of the letters are black. The letter "i" has a small blue dot on top.

15

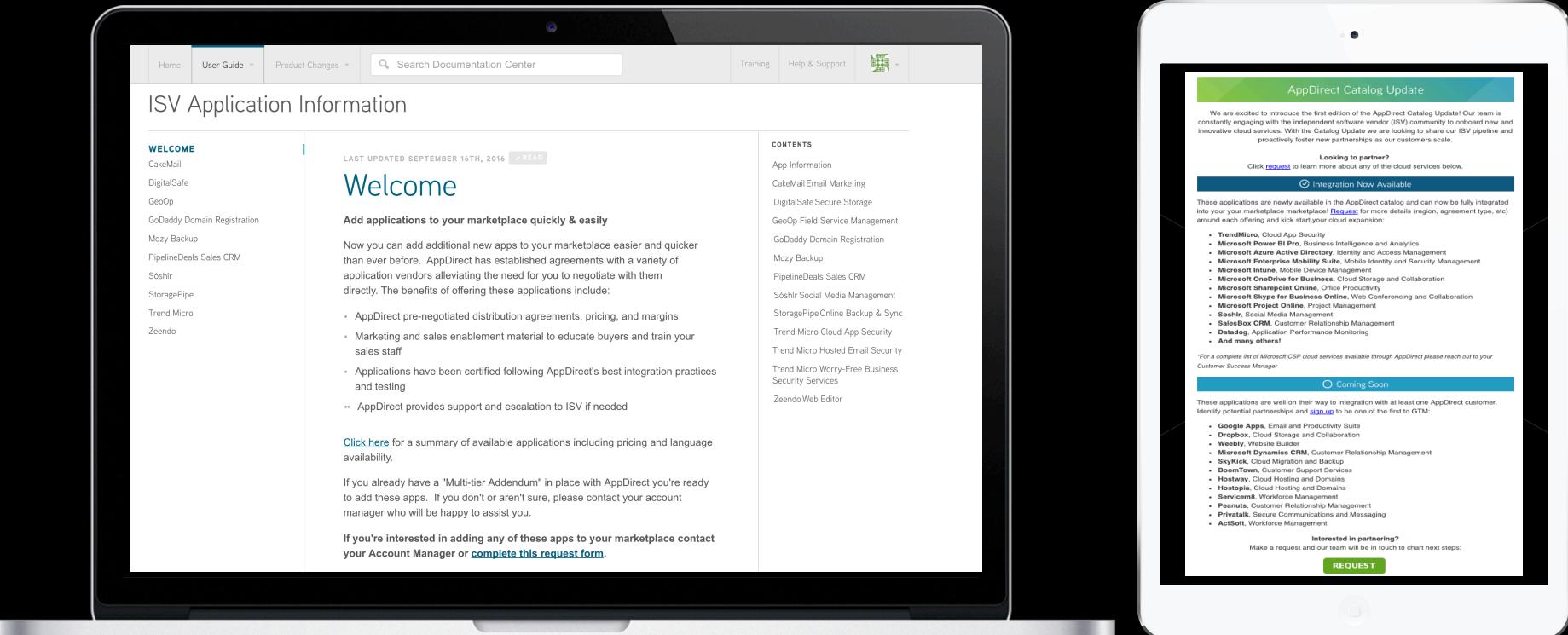
New apps immediately enabled to start selling



2.5 years

Time saved compared to direct negotiations

ISV Sales Enablement



The image shows a tablet and a smartphone displaying the AppDirect ISV Sales Enablement interface. The tablet screen shows the 'ISV Application Information' page, which includes a 'WELCOME' sidebar with links to various ISV applications like CakeMail, DigitalSafe, GeoOp, GoDaddy Domain Registration, Mozy Backup, PipelineDeals Sales CRM, Soshir, StoragePipe, Trend Micro, and Zeendo. The main content area features a 'Welcome' section with a 'Last Updated September 16th, 2016' message, a 'READ' button, and a list of benefits for adding new apps. The smartphone screen shows the 'AppDirect Catalog Update' page, which highlights the first edition of the catalog update, the 'Integration Now Available' section, and a list of newly available applications including Translators, Cloud App Services, Microsoft Power BI Pro, Microsoft Azure Active Directory, Microsoft Enterprise Mobility Suite, Microsoft SharePoint Online, Microsoft OneDrive for Business, Microsoft Project Online, Microsoft Planner, Microsoft SaaS, Microsoft Project Online Management, SalesBox CRM, SalesBox CRM, Customer Relationship Management, Datadog, Application Performance Monitoring, and many others. Both screens also feature 'Coming Soon' and 'Interested in partnering?' sections.

ISV Application Information

LAST UPDATED SEPTEMBER 16TH, 2016 [READ](#)

Welcome

Add applications to your marketplace quickly & easily

Now you can add additional new apps to your marketplace easier and quicker than ever before. AppDirect has established agreements with a variety of application vendors alleviating the need for you to negotiate with them directly. The benefits of offering these applications include:

- AppDirect pre-negotiated distribution agreements, pricing, and margins
- Marketing and sales enablement material to educate buyers and train your sales staff
- Applications have been certified following AppDirect's best integration practices and testing
- AppDirect provides support and escalation to ISV if needed

[Click here](#) for a summary of available applications including pricing and language availability.

If you already have a "Multi-tier Addendum" in place with AppDirect you're ready to add these apps. If you don't or aren't sure, please contact your account manager who will be happy to assist you.

If you're interested in adding any of these apps to your marketplace contact your Account Manager or [complete this request form](#).

CONTENTS

- App Information
- CakeMail Email Marketing
- DigitalSafe Secure Storage
- GeoOp Field Service Management
- GoDaddy Domain Registration
- Mozy Backup
- PipelineDeals Sales CRM
- Soshir Social Media Management
- StoragePipe Online Backup & Sync
- Trend Micro Cloud App Security
- Trend Micro Hosted Email Security
- Trend Micro Worry-Free Business Security Services
- Zeendo Web Editor

AppDirect Catalog Update

We are excited to introduce the first edition of the AppDirect Catalog Update! Our team is constantly engaging with the independent software vendor (ISV) community to onboard new and innovative cloud services. With the Catalog Update we are looking to share our ISV pipeline and proactively foster new partnerships as our customers scale.

Looking to partner?

[Click request](#) to learn more about any of the cloud services below.

Integration Now Available

These applications are newly available in the AppDirect catalog and can now be fully integrated into your marketplace marketplace. [Request](#) for more details (region, agreement type, etc) around these applications and how they can support your cloud expansion!

- Translators, Cloud App Services
- Microsoft Power BI Pro, Business Intelligence and Analytics
- Microsoft Azure Active Directory, Identity and Access Management
- Microsoft Enterprise Mobility Suite, Mobile Identity and Security Management
- Microsoft SharePoint Online, Microsoft Document Management
- Microsoft OneDrive for Business, Cloud Storage and Collaboration
- Microsoft SharePoint Online, Office Productivity
- Microsoft Project Online, Project Management
- SaaS, Office 365 Management
- SalesBox CRM, Customer Relationship Management
- Datadog, Application Performance Monitoring
- And many others!

*For a complete list of Microsoft CSP cloud services available through AppDirect please reach out to your Customer Success Manager

Coming Soon

These applications are well on their way to integration with at least one AppDirect customer. Identify potential partnerships and [sign up](#) to be one of the first to GTM:

- Google Apps, Email and Productivity Suite
- Dropbox, Cloud Storage and Collaboration
- OneDrive, Cloud Storage
- Microsoft Dynamics CRM, Customer Relationship Management
- SkyKick, Cloud Migration and Backup
- BoxTography, Content Management Services
- Hostopia, Cloud Hosting and Domains
- ServiceM8, Workforce Management
- Peanuts, Customer Relationship Management
- Privatalk, Secure Communications and Messaging
- ActSoft, Workforce Management

Interested in partnering?

Make a request and our team will be in touch to chart next steps:

[REQUEST](#)

THANK YOU

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