

AppDirect

ENGAGE

2016

AppDirect Developer Community





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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

A dark blue world map with several AppDirect pins (triangles with a stylized 'A') placed across various continents, including North America, Europe, Africa, and Australia.

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

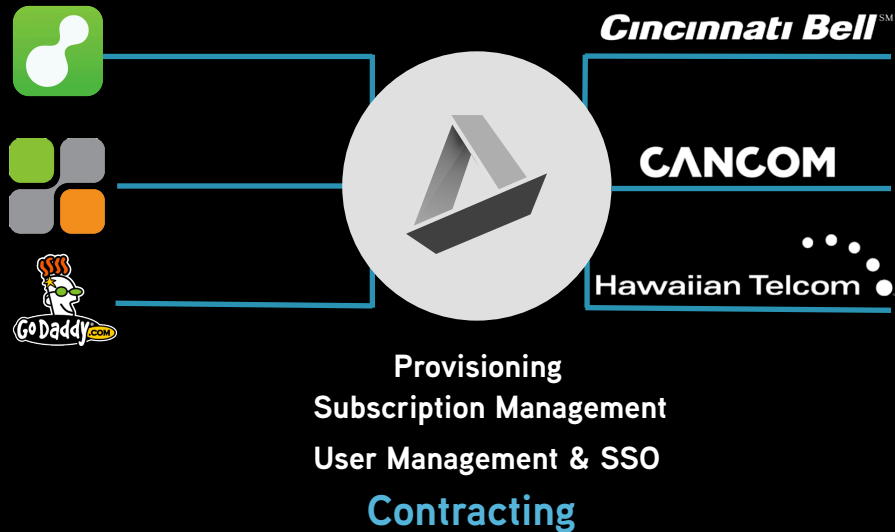
2 – 6
CALENDAR
MONTHS



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

One set of terms with AppDirect that will flow down to our channel partners

Channels

Enabled to start selling any app that's involved with the program

**Program is only as powerful as
your participation**



**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

Dustin



15

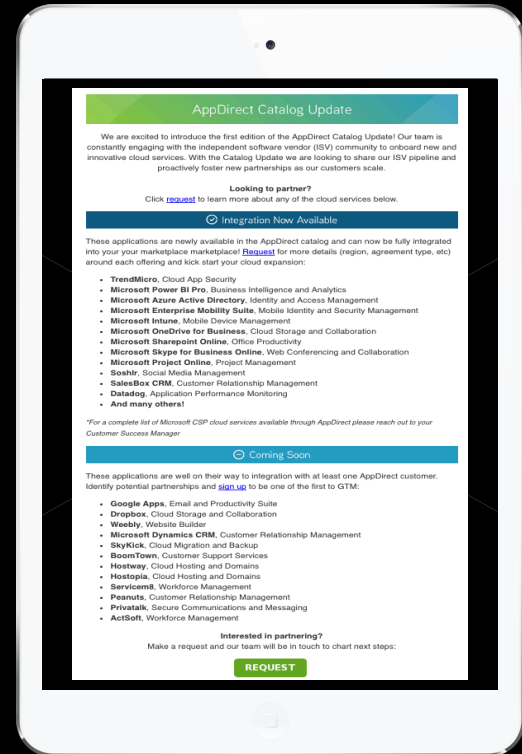
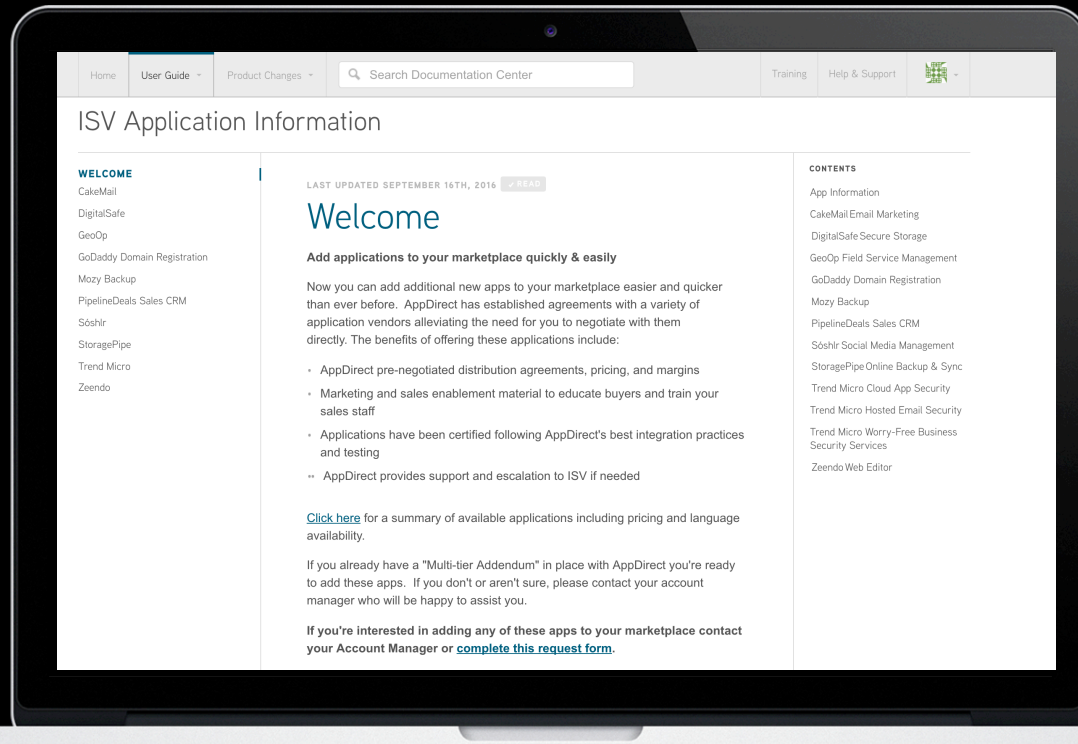
New apps immediately enabled to start selling



2.5 years

Time saved compared to direct negotiations

ISV Sales Enablement



THANK YOU

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