



AppDirect

ENGAGE

2016



GO-TO-MARKET

CHRISTOPHE GIRAULT, APPDIRECT



Launching a marketplace is
only the *first* step in your
cloud transformation.

...Probably not!

As we've seen from channel partners who believed that

“If you build it and they will come!”

Why not?

Most business customers need help!



FACTS

- 10,000+ business apps
- Big brands vs start-ups
- Businesses have no time
- Businesses can't go wrong!
- 45% of SMBs have paid for technical support last year⁽¹⁾
- > 90% of first time cloud apps purchases require live assistance⁽²⁾

Business Transformation Trifecta

People

Process

Technology

Cloud Transformation Trifecta



Human touch [People]



GTM Plan [Process]



WHO
to sell to?

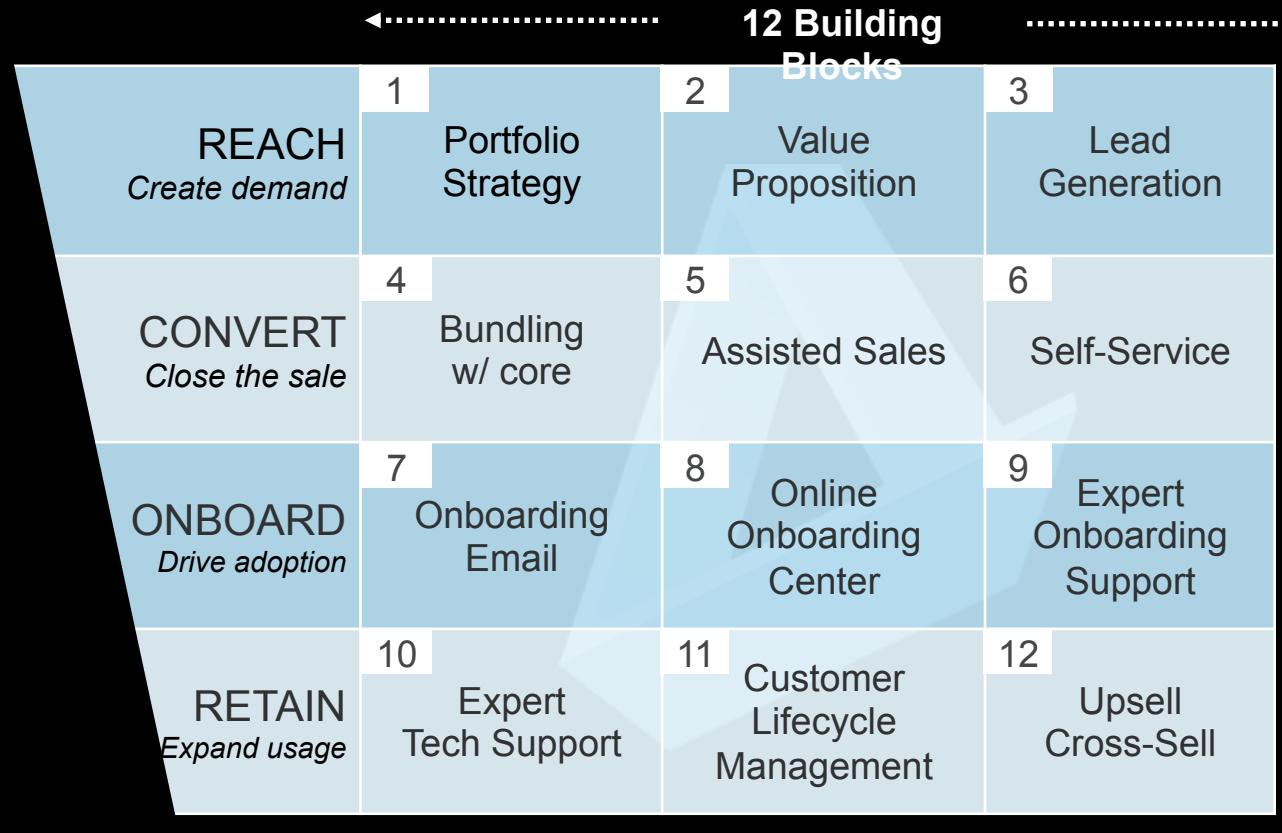
WHAT
to sell?

HOW
to sell?



Marketplace / Platform [Technology]

Consider using our GTM framework to build your own plan...

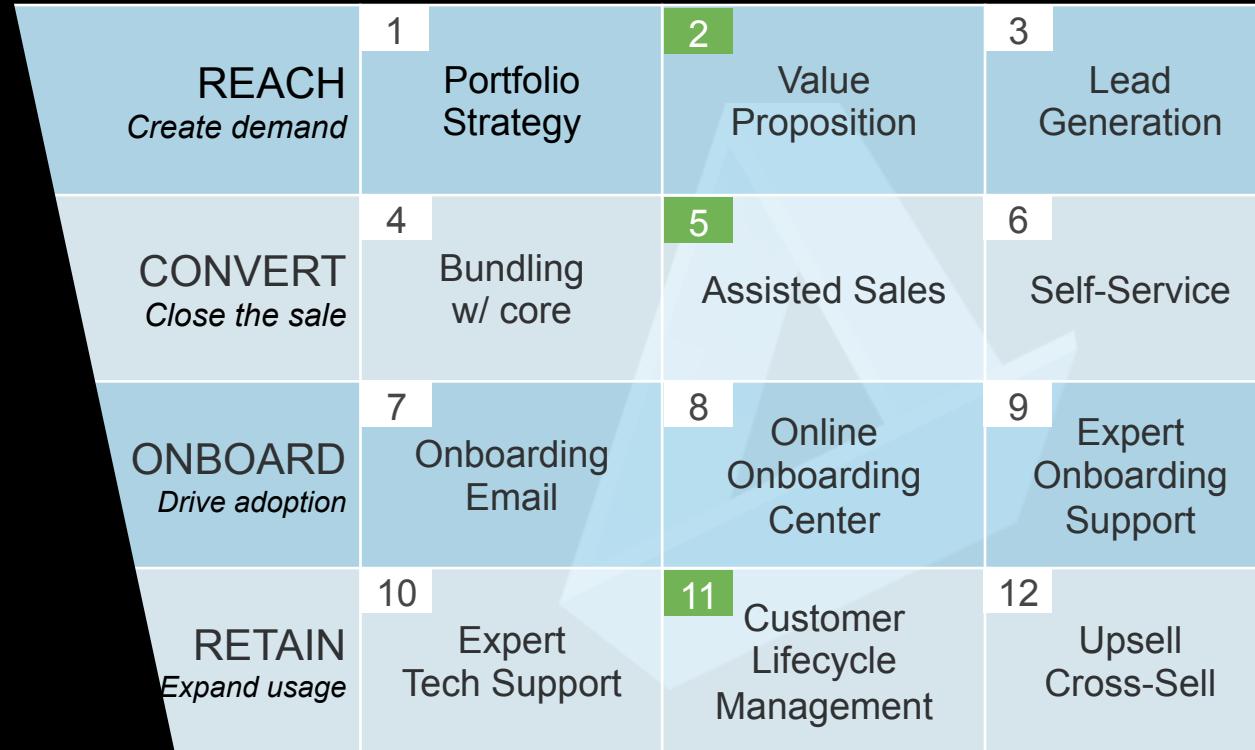


Fireside Chat with Microsoft

TED EISELE



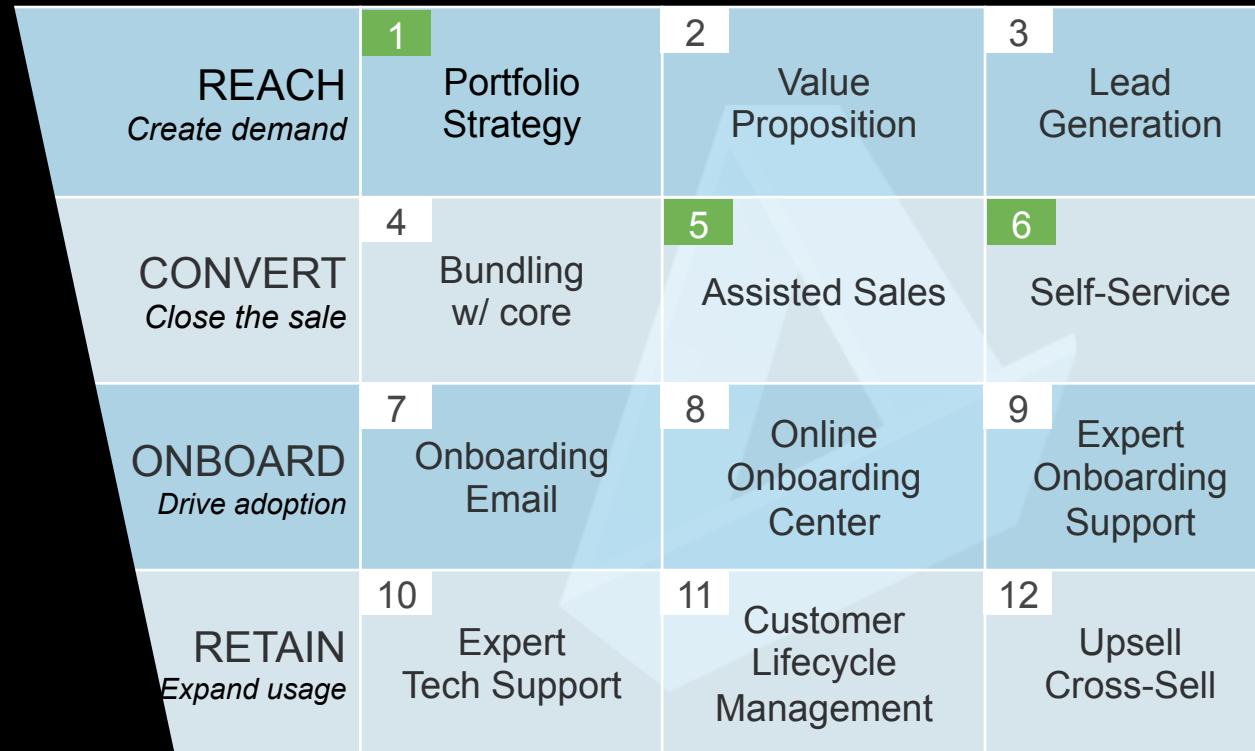
Microsoft



Fireside Chat with Swisscom

RETO BASCHERA





Fireside Chat with BT

VINCENT HACHE



REACH <i>Create demand</i>	1	Portfolio Strategy	2	Value Proposition	3	Lead Generation
	4	Bundling w/ core	5	Assisted Sales	6	Self-Service
	7	Onboarding Email	8	Online Onboarding Center	9	Expert Onboarding Support
	10	Expert Tech Support	11	Customer Lifecycle Management	12	Upsell Cross-Sell
CONVERT <i>Close the sale</i>						
ONBOARD <i>Drive adoption</i>						
RETAIN <i>Expand usage</i>						

THANK YOU

CHRISTOPHE GIRAULT

GLOBAL CUSTOMER SUCCESS EVANGELIST, APPDIRECT

