

CANCOM Achieves Double-Digit Monthly Growth in Subscription Commerce Marketplace



CASE STUDY

Using the AppDirect platform, CANCOM makes subscription commerce easy, efficient, and scalable for customers and resellers.

Challenge

Founded in 1992, CANCOM is one of the leading providers of IT infrastructure and services in Germany and Austria. Now with more than 50 locations and 4,000 employees, the company is a cloud transformation partner, as well as systems integrator and managed services provider. It's also one of the top 30 German technology companies listed on the TecDax.

An award-winning leader in cloud solutions, CANCOM decided to adopt a multi-cloud approach that incorporates public cloud offerings from international providers such as Amazon, Google, and Microsoft in addition to private and hosted cloud offerings. However, manual processes, including billing and provisioning, resulted in limited scalability in both customer reach and the number of public cloud offerings that CANCOM could support.

The company realized it needed to reduce complexity for both its customers and the company by simplifying and automating the end-to-end cloud commerce business. The aim was to provide its customers with one-click access to cloud infrastructure and applications together with specialized support and consulting services to help them transform their businesses.

When Christin Hanneken joined CANCOM, she became responsible for developing and launching CANCOM's Cloud Marketplace. "To fulfill our vision for our public cloud strategy, we needed a way to market, sell, and onboard cloud solutions and services in an efficient and scalable way," says Hanneken. "It was clear that we needed a platform that could automate the entire process."

EXECUTIVE SUMMARY

COMPANY:

CANCOM

INDUSTRY:

IT Infrastructure and Services

LOCATION:

Munich, Germany

CHALLENGE

- > Manual processes hindered scalability
- > Integrating new cloud offerings was too expensive and time-consuming
- > Lack of an easy-to-use marketplace increased complexity and effort

SOLUTION

- > AppDirect platform

RESULTS

- > Launched new cloud marketplace in 90 days
- > Experienced 25 percent month-over-month sales growth for cloud offerings
- > Introduction of IaaS and DaaS to diversify solutions offered



Solution

Rather than build its own marketplace and integrate applications from independent software vendors (ISVs) from scratch, CANCOM wanted to partner with a subscription commerce platform provider. After evaluating all of its alternatives, CANCOM chose AppDirect. “The AppDirect platform met all of our criteria, including ease of use,” says Hanneken. “Plus, AppDirect’s extensive ecosystem of ISVs was a critical factor for us.”

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SENIOR MANAGER,
STRATEGY & OPERATIONS - CLOUD MARKETPLACE
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In just three months’ time, CANCOM implemented the AppDirect platform and launched its Cloud Marketplace. Hanneken credits the AppDirect team with helping CANCOM meet its deadline for launch. “The AppDirect team was very responsive and great to work with,” she says. “The support we get is outstanding.”

Through the AppDirect-powered Cloud Marketplace, CANCOM provides its clients with aggregated invoicing and contract management as well as single sign-on, real-time deployment, support, and free trials.

Results

Today, CANCOM offers nearly 130 cloud solutions including their IaaS and DaaS offerings, provided by leading international software and infrastructure vendors as well as local, industry-specific cloud vendors. For each cloud application, CANCOM develops an individual go-to-market strategy.

“Without AppDirect we wouldn’t have been able to sell SaaS, IaaS and PaaS in an automated way because we have automated everything from the purchase flow to the bill. Everything is available with a couple of clicks. This wouldn’t be possible without a platform like AppDirect.”

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“When we onboard a new application, the first thing we do is conduct a go-to-market workshop where we define the strategy and build the partnership,” says Hanneken. Using digital and offline channels such as Google Ads and webinars, CANCOM runs campaigns to drive leads and conversions.

An essential component of CANCOM’s cloud strategy and success is its service portfolio. The company offers more than 27 support and consulting services through its marketplace—migrations, onboarding, managed services, quick setups, consulting, premium support, and more. “As a trusted services provider for 29 years, our customers naturally turn to us for guidance and support when they move to the cloud,” says Hanneken. “Our expert services are a major differentiator and a leading driver for customers to purchase cloud solutions from us.”



With its public cloud strategy, CANCOM has already achieved impressive success, delivering 25 percent month-over-month sales growth for the marketplace since shortly after launch. CANCOM has expanded its offering since launch to further serve the needs of its customers. In recent years, it has adopted a focus on its IaaS and DaaS portfolios, selling infrastructure and devices via bundling strategies. As Christin Hanneken puts it, “Without AppDirect we wouldn’t have been able to sell SaaS, IaaS and PaaS in an automated way because we have automated everything from the purchase flow to the bill. Everything is available with a couple of clicks. This wouldn’t be possible without a platform like AppDirect.” She further explains that given the level of automation, “It’s very easy for our sales teams to up-sell and cross-sell different offerings.”



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Looking to the future, Hanneken expects the partnership with AppDirect to continue delivering substantial value as CANCOM further expands its cloud offerings and market reach across Europe.

“AppDirect brings in a lot of value and app functionality, like active directory integration and single sign-on. But it really makes it easy for us to bundle third-party services with our own services, enabling us to serve customers really simply and easily, and that’s really the value.”

KHALED CHAAR
VICE PRESIDENT PUBLIC CLOUD

ABOUT APPDIRECT

AppDirect offers a subscription commerce platform that removes the complexity of building a recurring business model. Sell any product, through any channel, on any device—as a service. Our platform opens up endless opportunities for commerce innovation, giving businesses the freedom to grow. We power millions of subscriptions worldwide for organizations like Jaguar Land Rover, Comcast, Sage, Keller Williams, ADP, and Deutsche Telekom.

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