



# IoT Monetization Suite

AppDirect helps device manufacturers and innovators in the Internet of Things ecosystem build new revenue streams and stronger user experiences.



DATA SHEET

Whether a smart home device manufacturer, wearables company, or industrial machines specialist, success with any type of electronic product now requires moving beyond just hardware.

## Generate Ongoing Revenue & Custom Solutions

Companies need to generate follow-on business with software and services that offer ongoing revenue that traditional business models don't. The opportunity is massive: IDC found that leading manufacturers collect up to 50% of their profits from after-sales sources and this trend will continue, with estimates that by 2020 service revenue will outpace product-related revenue by a factor of two. However, the monetization of services around devices comes with significant challenges and there is no one-size-fits-all monetization model for the Internet of Things.

## Launch and Manage New Business Models

The AppDirect IoT Monetization Suite provides device manufacturers with a robust platform to launch and manage new business models around delivering value-added services, updates, and digital products to their customers. It vastly simplifies the challenges of monetizing the next generation of IoT devices and services while addressing the needs of all participants in the ecosystem, including internal groups, external partners, and valued customers. Built-in billing and entitlement licensing capabilities empower organizations with the flexibility to support their business at any stage of strategy, from simple one-time transactions to subscription and pay-per-use models. With a modular, service-orientated architecture, capabilities can be gradually expanded, enabling organizations to go from pilot to mass market scale on the same cloud platform.

## WHY CHOOSE APPDIRECT?

### > PROVEN PLATFORM

The leaders in software and service monetization, AppDirect's production proven platform securely delivers and monetizes cloud services and over-the-air app updates to millions of enterprises, vehicles, and people worldwide everyday.

### > FLEXIBILITY

AppDirect's Monetization Suite is designed to provide organizations with agile and flexible options as their business evolves. With openly accessible APIs, limitless billing options, and an extensible modular architecture, the Monetization Suite is a solution designed to fit the unique requirements of device manufacturers and their customers.

### > EVERYWHERE YOU ARE

With a successful history of monetizing and managing everything from smartphones to smart cars, AppDirect's IoT Monetization Suite enables device manufacturers to serve their customers across the entire connected device spectrum



# The industry's most comprehensive IoT monetization platform.

**ONLY THE APPDIRECT IOT MONETIZATION SUITE** allows device manufacturers to capitalize on every revenue opportunity with an expansive range of capabilities including a white-label marketplace, developer center, secure billing engine, subscription manager, identity and access management, entitlements lifecycle manage, and broad device support.



DATA SHEET

- > **MARKETPLACE**  
Let customers discover showcased products, services, and more with rich product profiles, ratings and reviews, search, and filtering. Available via mobile, web, and API.
- > **BILLING**  
Pricing plan, payment, invoice, reporting, and subscription management tools, offer the ultimate flexibility to build a monetization model that fits the unique needs of every business.
- > **DEVELOPER CENTER**  
Attract, integrate, and manage a partner ecosystem, complete with submission, revenue, and customer management tools.
- > **BACKOFFICE MANAGER**  
Drive sales with a convenient, turnkey console with everything needed to manage the marketplace, customers, and catalog.
- > **DELIVERY & FULFILLMENT**  
The suite's device aware capabilities enables organizations to deliver and manage the right apps, features, and services across all the devices in your portfolio.
- > **DEVICE MODULES**  
Broad, integrated device support with open APIs and reference device agents that ensure product compatibility and enable remote analytics.
- > **ENTITLEMENT MANAGEMENT**  
Comprehensive license and access control empowers organizations to grant, revoke, and administrate app and service provisioning across the entire device lineup.
- > **IDENTITY & ACCESS MANAGEMENT**  
Device manufacturers can deliver seamless and secure access control for every role in their ecosystem with powerful tools including single sign-on permissions, and multi-factor authentication.
- > **SECURITY**  
Trusted by millions of businesses worldwide, the suite is designed and operated with security of data as the number one priority including Level 1 PCI Compliance for financial transactions.
- > **RESELLER MANAGEMENT**  
Recruit and support resellers, dealers, and retail partners to rapidly expand distribution opportunities, complete with incentives, payouts, and lead management.
- > **DATA VISUALIZATION**  
Understand data at a glance with a single view to interact with all key business metrics and data streams.
- > **PLATFORM OPERATIONS**  
The AppDirect IoT Monetization Suite offers flexible SLA options and is built on highly available infrastructure, engineered for security.

## VALUE IN MONETIZING IOT

- > Failure to implement a Licensing and Entitlement Management system will result in a 20% drop in potential revenue for IoT device manufacturers - *Gartner*
- > 81% of businesses involved in IoT have revenue growth as a top priority for new business initiatives. - *Forrester*
- > 40% of Top 100 device manufacturers will provide product-as-service platforms by 2018. - *IDC*

## KEY BENEFITS OF APPDIRECT

- > **Build a future-proofed business** beyond the initial device purchase by selling any type of digital product, service, and app to customers, thereby remaining engaged with them for the lifetime of the device.
- > **Effortlessly orchestrate your business** and rules using our centralized back office tools, ensuring convenient and secure management of licenses and rights across an organizations entire ecosystem.
- > **Rapidly onboard partners and developers** to create a viable and profitable ecosystem of device users, third parties, and developers.

## ABOUT APPDIRECT

AppDirect is the cloud service commerce leader, making software and products accessible globally. The AppDirect cloud service commerce platform unites providers, developers and consumers of cloud services into a single ecosystem. This makes it easy to find, buy, manage and monitor apps and services from a central location and delivers new opportunities to distribute, sell, and market cloud services. The AppDevices division of AppDirect powers the digital transformation of the world's most innovative companies by empowering them with agile business models, partner ecosystems, and new revenue streams. AppDevices pairs its expertise of device management with the critically acclaimed solutions portfolio of AppDirect to bring complete end-to-end software and service distribution, management, and monetization to connected devices and the connected vehicle market.

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