AppDirect Cloud Marketplace for Microsoft CSP Partners

Build, grow & scale your Microsoft cloud business.

The AppDirect Cloud Marketplace is designed to power Microsoft cloud business for all types of resellers including telecom, managed service providers as well as value-added resellers. Microsoft resellers use AppDirect to sell the complete set of Microsoft cloud products, all from their own white-label cloud marketplace. In a few easy self-service steps, a reseller can setup their online marketplace, add Microsoft products from the AppDirect network catalog, and start selling Microsoft services.

The Microsoft Cloud Solution Provider Program

Microsoft's Cloud Solution Provider (CSP) Program is a partner program that allows partners to sell Microsoft solutions their own offerings and services. Under this program, they own the complete customer relationship with direct billing, provisioning, management, and support.

KEY FEATURES

› Microsoft Corporate, Government and Academic SKUs available out-of-the-box

› Microsoft Azure infrastructure as well as Azure Identity Management services

› Ability to bundle your managed value-added services with Microsoft products

› Complete flexibility to set your own prices and manage customer billing

› Fast CSP setup and marketplace launch to resell all Microsoft Cloud solutions

BUILD PROFITABLE CLOUD BUSINESS

INCREASE REACH AND GROW REVENUE WITH BUNDLED SOLUTIONS

GROW REVENUE AND RETAIN CUSTOMERS

ACHIEVE SCALE AND HIGHER MARGINS

Why choose AppDirect for reselling Microsoft products?

AppDirect has created a commercially connected Microsoft cloud ecosystem enabled with all the SKUs, APIs and business tools that partners need for an effective operating environment. As a CSP partner, AppDirect enables a seamless experience to sell Microsoft cloud products to end-customers.

› Integration to the Microsoft APIs to manage subscriptions, place orders and manage seats

› Microsoft Advanced Partner Support for fast turnaround to critical issues

› Growing list of corporate, government and academic SKUs

Fast Onboarding Experience for CSP Partners

The AppDirect Cloud marketplace offers a simple UI for partners to connect their Microsoft CSP account with their marketplace and quickly start selling all available Microsoft cloud products. In four simple steps, partners connect their Microsoft reseller credentials with their marketplace, add all available Microsoft products from the network catalog and start selling to end-customers.

Ease of User & License Management for your end-customers

With AppDirect, end-customers can manage their subscription from a partner's AppDirect-powered marketplace or from the Microsoft Online Portal (MOP). AppDirect synchronizes user data with MOP and allows user, license and domain management from either console.
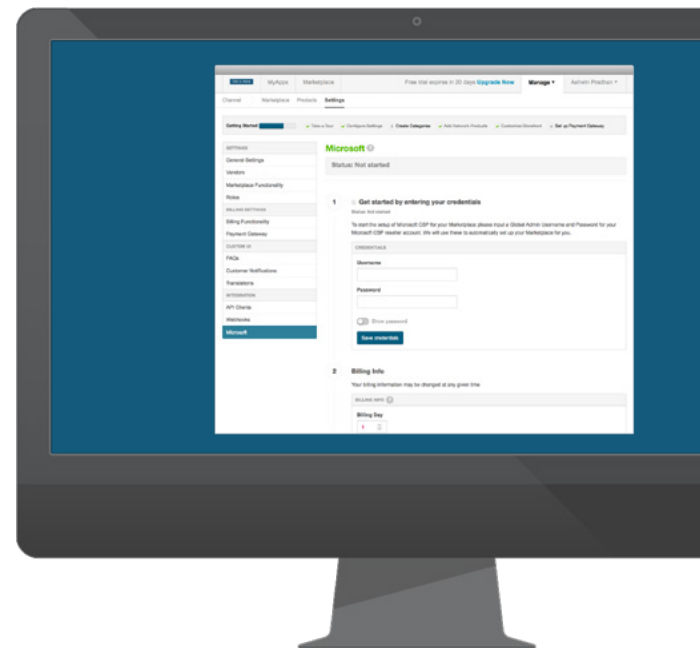
**ENTER CSP ACCOUNT CREDENTIALS** › **CHOOSE PRODUCTS FROM CATALOG** › **SELL MICROSOFT PRODUCTS**

Simplified Purchase Flow for your end customers

End-customers experience a simple checkout flow on partner marketplaces with the ability to buy any Microsoft cloud product available in the online store. For Microsoft Office 365 purchase in particular, end-customers can complete the entire account setup including buying a new domain, all as part of the checkout flow on the marketplace. End-customers can choose from leading domain providers such as GoDaddy, Hostopia and Hostway to buy during checkout flow.
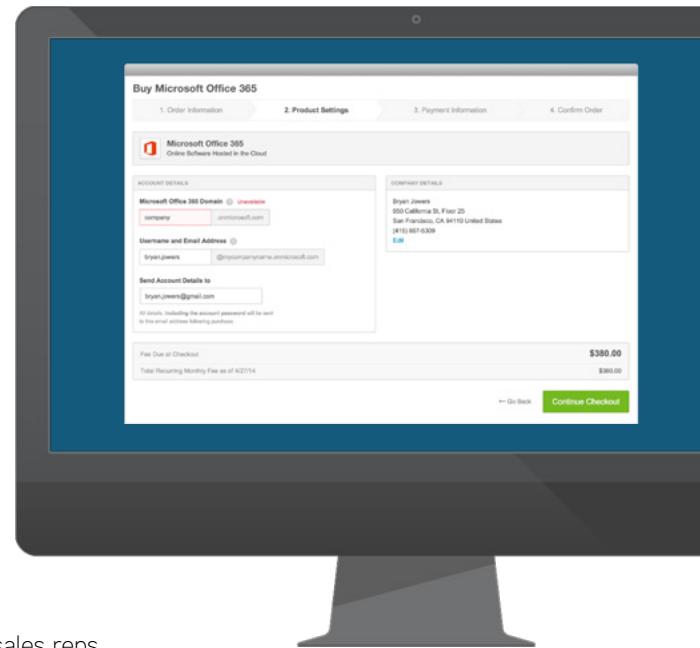
Assisted Sales on behalf of end-customers with Partner pricing and Profit Margins

Using the Assisted Sales purchase flow, a Microsoft partner's internal sales reps or their own resellers can purchase Microsoft Cloud products on behalf of end-customers. Sales reps and resellers and select the product, edition and number of seats and complete an order on the marketplace on behalf of their end-customer.

As part of the purchase flow, partners have complete flexibility to modify product pricing based on their desired profit margin. Sales reps and resellers can save and send their mark-up pricing to partner marketplace administrators as a quote for approval, before it is sent to the customer for approval and completing the purchase.

Drive profits with bundled value-added services with Microsoft Cloud Products

Partners can onboard their value-added services to their marketplace, create product bundles with any of the Microsoft cloud products and offer at the desired margin to end-customers.

1 PLACE ORDER FOR MICROSOFT CLOUD SERVICES

2 CREATE CLOUD SUBSCRIPTION + PARTNER OFFER

3 SET PACKAGE PRICE FOR DESIRED MARGIN

4 OFFER SINGLE PACKAGED SOLUTION

Sell Microsoft cloud products to existing Advisor, OPEN customers

AppDirect enables Microsoft partners to add existing Advisor, OPEN customers to their AppDirect-powered marketplace and up-sell new cloud products available via CSP program. This augments Microsoft's "Multi-channel capability" which provides CSP partners the ability to provision CSP subscriptions for customers that already have an existing tenant and existing subscriptions that may have purchased through other Microsoft channels (e.g. Direct, Open, Advisor, or other CSP reseller).

Through a few easy steps, AppDirect enables Microsoft partners to sell new CSP subscriptions, complementary Microsoft cloud products or their own value-add services to existing customers.
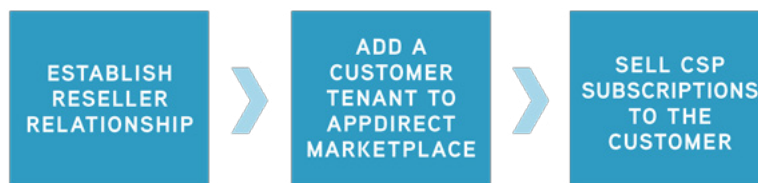
Out-of-box Office 365 onboarding, migration, training and support services

Under the Microsoft CSP agreement, partners are expected to offer support services to end-customers to drive the usage and adoption of the associated cloud services available through the Microsoft CSP Program. Through its premium technical support business, AppHelp, AppDirect offers Office 365 onboarding, training, migration and on-going support SKUs in our network catalog to add to your marketplace and offer to your customers in order to drive adoption and become your customer's trusted advisor.

With Support Services You Can Offer:

› Mailbox migrations

› Email Activation

› User Onboarding

› Active Directory Sync

› Office 365 Training Sessions

› 24/7 on-going technical support

All Microsoft Cloud Product SKUs Available to Sell Today

The AppDirect Cloud marketplace offers corporate, government, and academic CSP SKUs, available in our network catalog for you to sell today.

Office 365   Microsoft Dynamics   Microsoft Azure

SharePoint   Skype for Business   Visio   OneDrive

Exchange   yammer   Microsoft Intune

Enterprise Mobility Suite   Windows 10   Project   POWER BI

ABOUT APPDIRECT

AppDirect is the leader in cloud service commerce making software accessible globally. The AppDirect Cloud Service Commerce Platform unites providers, developers and consumers of cloud services into a single ecosystem. This makes it easy for businesses to find, buy, and manage cloud services from a central location and delivers new opportunities to distribute, sell, and market cloud services.

AppDirect-powered marketplaces, billing and distribution, and reselling services help providers— including Telstra, ADP, Vodafone, Deutsche Telekom, Cloud Foundry, Rackspace, and others— connect millions of businesses to solutions from Google, Box, DocuSign, Intel Security, and more.

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