

The Leader in Cloud Service Commerce

AppDirect is the cloud service commerce company dedicated to making software accessible globally. AppDirect powers marketplaces, billing and distribution, and reseller services for Fortune 500 companies as well as leaders in retail, financial services, cloud infrastructure and deployment, and other industries. In addition, AppDirect partners with and serves as a distribution channel for leading developers. Founded in 2009, AppDirect is headquartered in San Francisco, California, with offices globally.



The AppDirect Cloud Service Commerce Platform

Cloud service commerce entails seamless, cloud-based transactions between developers, providers, and consumers of cloud services. AppDirect enables this with the AppDirect Cloud Service Commerce Platform. Our solution creates a single ecosystem for developers, providers, and consumers.

DEVELOPERS such as Microsoft, Google, DocuSign, and Box, integrate cloud services to the AppDirect platform to expand their reach.

PROVIDERS such as Deutsche Telekom, Telstra, Comcast, and Swisscom, select and sell preintegrated services; providers can also use the AppDirect platform to integrate their own or additional third-party services.

CONSUMERS such as IT/Billing administrators and line of business users in SMBs and enterprises find, buy, use, and manage cloud services on the AppDirect platform.

The two main components of the AppDirect platform serve two distinct purposes. The monetization functionality enables developers and providers to sell cloud services and act as a trusted advisor, while the management aspects of the platform enable end users to manage their applications in a central location.

THE APPDIRECT ADVANTAGE

The AppDirect Cloud Service Commerce Platform offers centralized discovery, billing, identity management, data visualization, and automation solutions that drive a range of benefits. The most important include the ability to:

ACCELERATE time to market.

The sophisticated AppDirect platform enables you to bring a cloud offering to market quickly and at a lower cost.

EXPAND your ecosystem. Simplified developer onboarding significantly reduces technical complexity, which lowers integration time and costs. Developers also gain access to a wide network of providers.

ENGAGE your customers.

A best-in-class user experience enables customers to easily access and manage applications, allowing you to focus on engagement and differentiation.

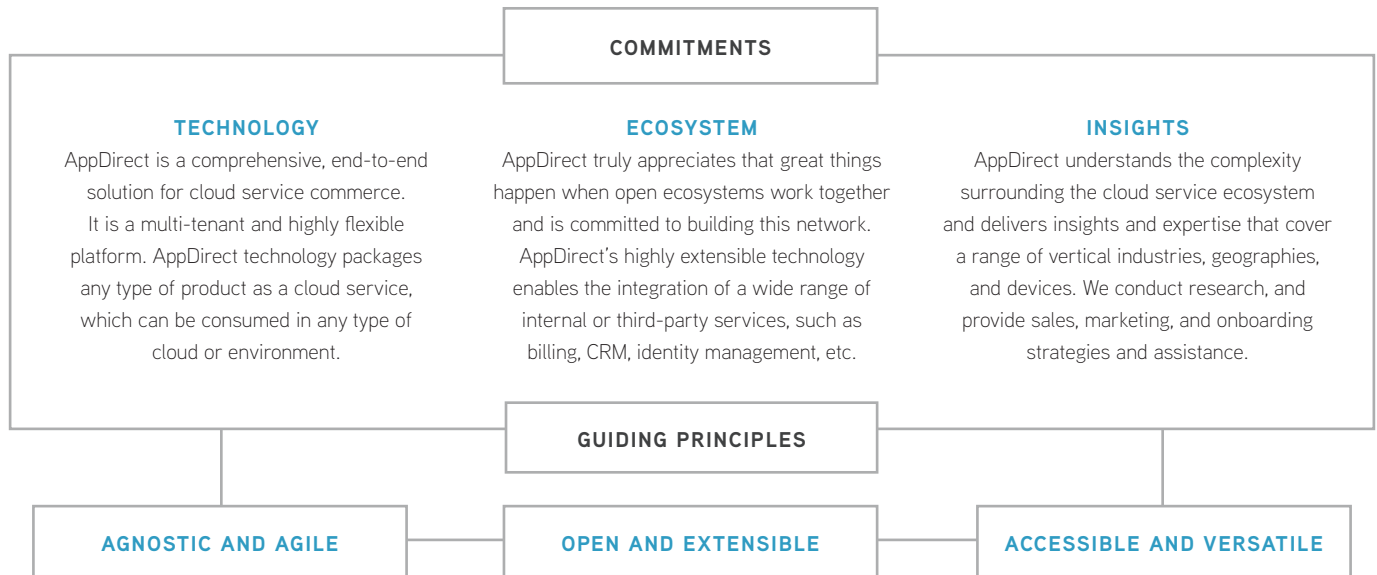


Committed to a Superior Experience

AppDirect delivers a superior experience across the entire cloud service commerce ecosystem. We do this by focusing on several key commitments and guiding principles.



APPDIRECT OVERVIEW



A Snapshot of Our Partners and Use Cases

The world's largest telecommunications organizations, managed hosting and cloud service providers, retailers, and financial services companies, among others, choose AppDirect for a variety of use cases.



Building an ecosystem around its core product to differentiate, add value, and drive innovation



Enabling developers to bind Add-ons to applications, Increasing the value and usage Of the cloud foundry platform As a service



Offering Microsoft Office 365 as an "anchor app" to create stickiness and drive internet usage

With just a few clicks, IT administrators, billing administrators, sales teams, and line of business users in enterprises, as well as other large companies and SMBs, can easily find, buy, and manage applications that meet the needs of their diverse businesses.

ADDITIONAL MARKETPLACE PARTNERS			ADDITIONAL SOFTWARE PARTNERS			