AppDirect

AppDirect For Manufacturers

Create stronger customer experiences with digital solutions alongside your hardware

Overview

Today's manufacturers face a rising threat: the commoditization of hardware. As it becomes harder for manufacturers to differentiate on device features alone, companies in a range of sectors—from industrial manufacturing and enterprise electronics, to networking equipment and automotive—can no longer rely on traditional one-time hardware purchases to drive revenue.

For manufacturers looking to overcome the challenges of commoditization, there is a way out. SaaS and digital based business models enable manufacturers to deliver new value-added applications and services long after the initial sale. This type of digital approach creates ongoing revenue streams and competitive differentiation that goes beyond the lifecycle of single devices to the entire customer experience.

AppDirect: The Platform for Manufacturing 4.0

AppDirect gives manufacturers the technology and expertise they need to deliver, manage, and monetize digital products and services across every hardware and customer touchpoint. Our solutions offer the flexibility to power a range of digital go-to-market strategies to meet the needs of any manufacturing business.

With AppDirect, Manufacturers Can:

CENTRALIZE AND DISTRIBUTE DIGITAL ASSETS

To stay competitive, today's manufacturers must not only bundle their hardware with value-added software and services, but do so in a way that unifies digital assets and services on one platform. Without a centralized solution, digital marketplaces in different business units and departments can become siloed and restrictive, which not only reduces opportunities for upselling, but also creates a confusing customer experience.

AppDirect enables manufacturers to unify their digital offerings and unlock new ways to bundle digital products across multiple businesses. With advanced bundling capabilities, manufacturers can take advantage of new customer touchpoints beyond the initial hardware purchase.

FEATURES & CAPABILITIES

- › **Product customization and bundling** - Customize product profile content and bundle with core services or third-party products.
- › **Single sign-on** - Offer easy and secure access to all services and digital products with single sign-on capabilities.
- › **MDM integration** - Utilize mobile device management to add or remove devices, users, services, and applications from devices.
- › **Real-time dashboards** - View reports outlining marketplace performance.
- › **Custom reporting and auditing** - Access a multitude of standard reports and monitor logs.

MONETIZE DIGITAL SOLUTIONS WITH MAXIMUM FLEXIBILITY

Bundling software and services is now a must, but it's only the first step. Manufacturers are now also faced with the increased complexity that monetizing digital solutions and hardware brings. Overcoming this complexity is critical for digital success.

AppDirect offers industry-leading commerce capabilities that gives manufacturers the flexibility they need to manage settlement, reconciliation, taxation, and other complex billing tasks. Manufacturers can easily change pricing to meet shifting market demands, and can quickly launch new omnichannel and as-a-service business models to help reduce churn, create loyalty loops, and incentivize ongoing product usage.

FEATURES & CAPABILITIES

› **Payment Integration** - Out-of-the-box integration to leading payment gateways, or APIs to integrate your preowned solutions.
› **End-to-end visibility** - See all customer purchase orders, invoices, payments, and accounts receivables.
› **Bundle pricing** - Tailor product pricing and bundle with core services or third-party products

PROVISION DIGITAL SOLUTIONS TO USER ACCOUNTS AND LINKED DEVICES

Manufacturers now have a world of new digital products and services to offer their customers, but the variety of operating systems and technical capabilities across devices can make it difficult and costly to distribute relevant products, services, and updates.

AppDirect facilitates the seamless distribution of software and services to connected devices and customer accounts regardless of complexity. AppDirect's production-proven technology also ensures users get the latest versions of digital products on compatible devices, helping to remove the barriers to adoption for businesses and customers alike.

FEATURES & CAPABILITIES

› **Seamless distribution** - Deliver new products, services, and software to connected devices and hardware efficiently, with correct versions and formats for each applicable device.
› **Zero downtime** - Update, remove, and provision any type of digital product or service without service interruptions.
› **Easy management** - Assign and remove applications, licenses, services, and user group-based assignments from connected devices.

ATTRACT AND RETAIN DEVELOPERS

Manufacturers now have a world of new digital products and services to offer their customers, but the variety of operating systems and technical capabilities across devices can make it difficult and costly to distribute relevant products, services, and updates.

To scale effectively, today's manufacturers need to look beyond their own devices and digital products to creating an ecosystem where third-party developers can easily onboard and monetize new software and service offerings. With a thriving ecosystem, manufacturers can innovate faster and lower development costs while delivering a steady stream of value-added digital products.

AppDirect makes it easy to create an ecosystem by streamlining developer recruitment and retention. With AppDirect, manufacturers can onboard and manage third-party products with ease, while advanced billing allows manufacturers to provide a clear path to revenue for developer partners

FEATURES & CAPABILITIES

› **Automate the backend** - Automate all vendor reconciliations and payouts, including discounts and promotions, across the marketplace.
› **Developer enablement** - Enable developers to easily onboard and utilize pre-built application functions to reduce development time and ensure a quality experience.
› **In-depth analytics** - Give developers key insights into user metrics to allow them to develop new apps and services that align with customer needs and expectations.

THE APPDIRECT ADVANTAGE FOR MANUFACTURERS

At AppDirect, we believe your success is our success. Our solutions specialists are here to provide unbiased advice and comprehensive solutions to ensure your digital transformation initiatives benefit from best practices and a production proven platform.

AppDirect has worked with leading manufacturing companies around the world—including ABB, Jaguar Land Rover, and Verifone—to power their digital transformation strategies and get to market quickly with industry-leading offerings.

A PLATFORM BUILT FOR INNOVATION IN THE DIGITAL ECONOMY

To learn more, visit **www.appdirect.com**

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.