

Trends Snapshot:

Strategies for Cloud Service Sales

What's the most effective way to sell cloud-based software? If you don't know, you're not alone. Each cloud service is unique, and there's no one-size-fits-all go-to-market strategy. Here's a quick snapshot of how some of today's most innovative cloud services companies are reaching their customers and driving revenue.

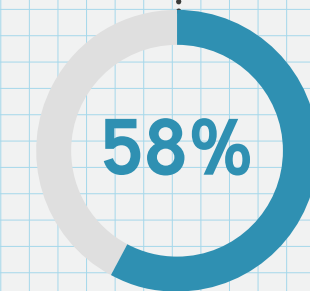
Direct vs. Indirect

Of the cloud service companies we surveyed,

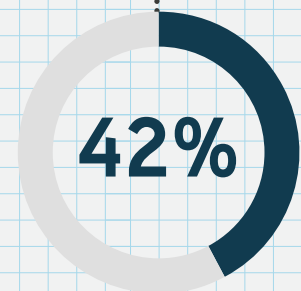


the majority drive revenue with **direct sales**.

However, a large number also use indirect channels.



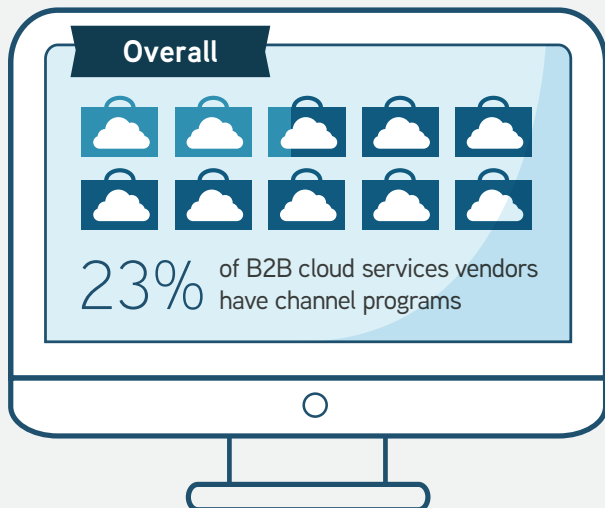
use **direct sales**



use **indirect sales**

Channel Programs

Cloud service companies have made the channel an important part of their sales strategy



Of companies that consider themselves **channel-savvy**

75%

have a channel program

3 YEARS



Average amount of time their programs have been up and running

56%

have referral or affiliate programs



31%

operate their own app marketplaces



Application Marketplaces

Marketplaces are also a critical part of software sales strategy.

Of cloud service companies

68%

list applications in marketplaces



31%

operate their own app marketplaces

The Bottom Line



100%

of companies plan on investing more in channel distribution over the next 2 years.

With AppDirect, cloud services companies can experiment with different sales and distribution models quickly and cost effectively. The AppDirect Monetization Suite provides one platform for billing, direct sales, channel distribution, and reseller enablement. **Contact us to learn more.**

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*Data based on a small written survey of business application developers taken at the 2015 Small Business Web Summit. Data are not broadly representative of the cloud service industry overall.

