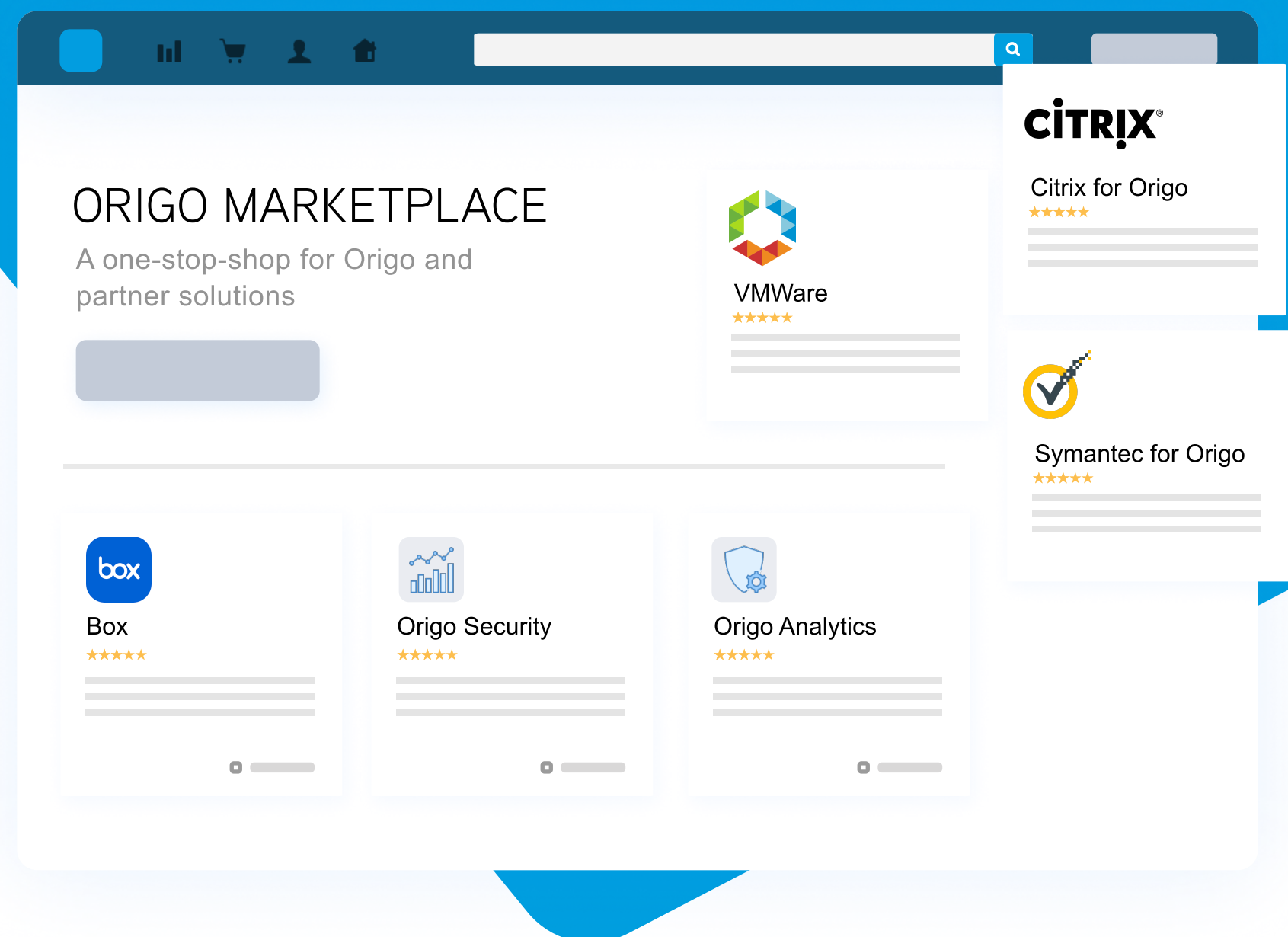


Scale your ecosystem

A platform that supports you as you expand from referrals to sales.



“AppDirect enabled us to really focus on the ecosystem, highlighting our partners’ values and capabilities and not having to worry about infrastructure. AppDirect also provides our partners with a workflow, streamlining our process. ”

Marketplace Director, PTC



Customer Stories

ABB launched its marketplace in just **three months**.



iCIMS activated **200 partners in six months**.



Rogers Communications launches new products in **less than three months**.



Read more about how customers like [ABB](#) and [ADP](#) are succeeding with their ecosystem strategies.

The Ecosystem Challenge

Building a partner ecosystem carries unique challenges regardless of whether you’re just starting or scaling. For many, simply offering customers a unified view of proprietary and partner solutions is difficult. As the number of partners grows, managing the ecosystem becomes increasingly complex.

To cope, companies often resort to manual processes, which creates a host of problems: off-platform purchasing and provisioning, delayed product onboarding, and error-ridden partner reconciliation and payouts. AppMarket delivers a unified subscription commerce experience that makes it easy for end users to find, buy, and manage products and services from you and your most trusted partners.

A Unified Experience

Launch a custom marketplace

Showcase proprietary and partner products in a unified marketplace that reduces the time and cost of finding and buying the perfect solution.

Give developers control

Make it easy for developers to integrate, manage, and market their own products on your digital marketplace.

Manage your marketplace

Automate back-office functions and optimize for self-service to reduce your cost of operations.

Deliver a better customer experience

Personalize the customer experience from the moment your customers start looking for products through to purchasing and using them.



DATA SHEET

Key Benefits

> Simplify digital commerce

Offer customers a single marketplace to browse and buy your proprietary solutions and complementary partner products.

> Accelerate time to market

By offering partners tools to easily integrate and manage their products.

> Lower costs

With self-serve configuration options for branding, merchandising and more.

> Retain total control

Extensive API addressability allows for customizations and integrations throughout the platform.

> Drive revenue by selling anything as a service

Bundle and sell comprehensive solutions consisting of SaaS, IaaS, HaaS and more.

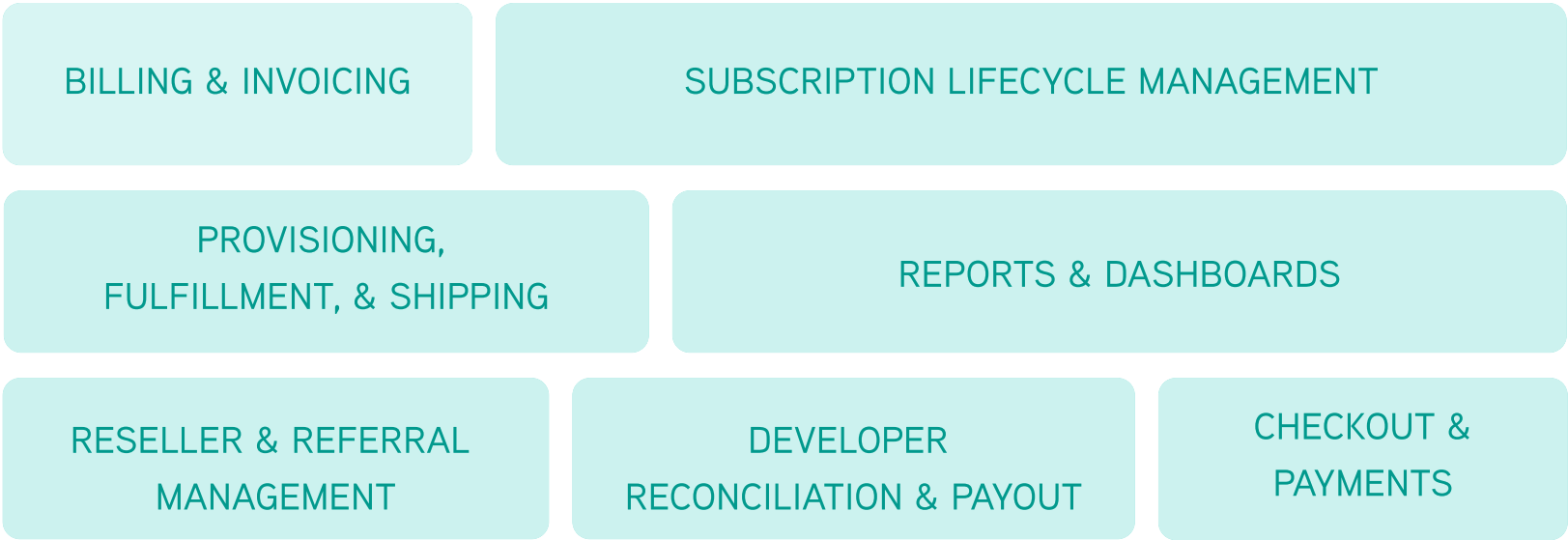
DATA SHEET

Features

AppMarket is a comprehensive platform that offers modular capabilities that can be added as you transition from a referral-only marketplace to a transactional one.

A platform that supports you as you expand from referrals to sales

TRANSACTIONAL CAPABILITIES



REFERRAL CAPABILITIES



Ready to build your ecosystem vision with us? Connect with your account representative today.

No Pressure Advice from Industry Experts

AppDirect is a trusted advisor to enterprises around the globe as they explore their options for launching or scaling subscription commerce. If you're interested in learning more, please visit appdirect.com.



ABOUT APPDIRECT

AppDirect offers a subscription commerce platform that removes the complexity of building a recurring business model. Sell any product, through any channel, on any device - as a service. Our platform opens up endless opportunities for commerce innovation, giving businesses the freedom to grow. We power millions of subscriptions worldwide for organizations like Jaguar Land Rover, Comcast, Sage, Keller Williams, ADP and Deutsche Telekom.

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