

CHECKLIST

Are you ready for AppMarket Ecosystem?

Before you dive head first into building out an ecosystem with a monetized marketplace, we've created a checklist for you to ensure that you and your team are set up to succeed. If you can answer all of the questions below, it's time to talk to your Account Manager about monetizing your marketplace.

SECTION 1:

WHAT DO YOU PLAN TO SELL?

- Do you plan to sell any additional first or third-party products other than the ones that you are currently offering in your marketplace?
- Are you seeing demand for the third-party products that you are offering?
- How do you integrate your third-party product offerings to your core offering?
- Will you be able to revise your partner contracts to allow you to sell third-party products directly? Do you plan to standardize a contract?
- Have you mapped out the effort required to onboard/support partners and products?

SECTION 2:

WHO ARE YOU SELLING TO?

- Who is currently visiting your marketplace?
- Have you validated that there is demand? Are they going to be interested in purchasing products from your marketplace rather than buying from other channels?
- Is there a need for bundles of your products with third party products?

SECTION 3:

HOW ARE YOU GOING TO SELL IT?

- How do you plan to sell to your customers (assisted sales, drive end-users to the marketplace via marketing efforts to complete purchases self-service, resellers)?
- How do you plan to create additional demand?
- Does it make sense financially to incentivize your reps and how do you plan to do it?
- Will there be channel conflict?