

AppMarket: Digital Marketplace and Management

Launch a white-label marketplace to sell your own core offerings and third-party products



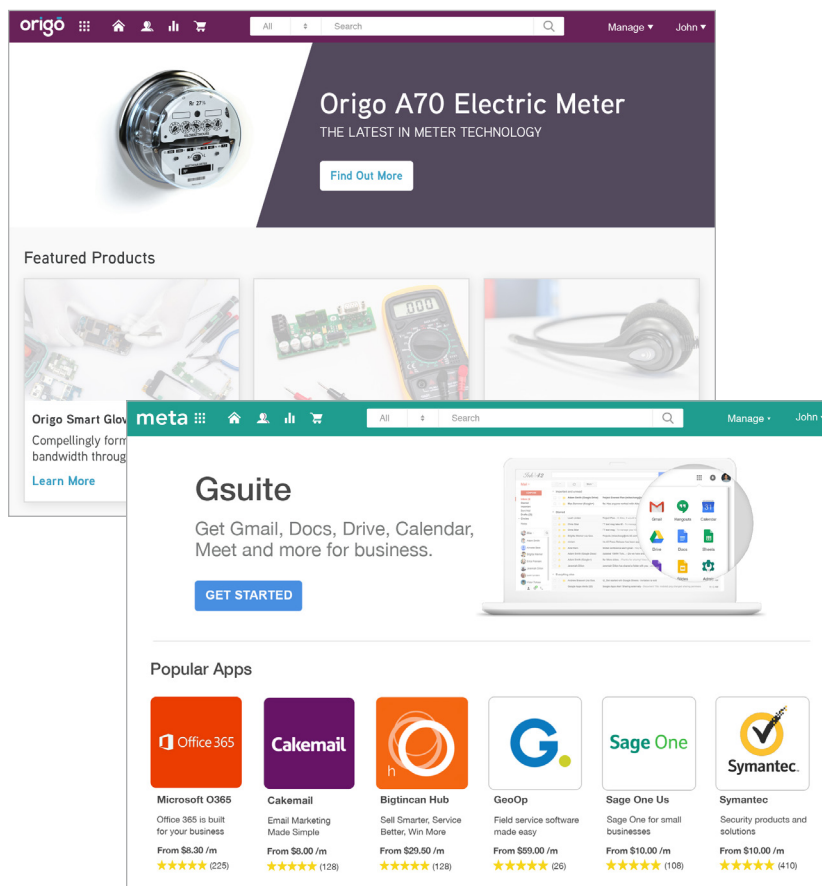
DATA SHEET

AppMarket delivers a unified experience enabling end users to find, buy, use, and manage products and services seamlessly from trusted providers.

Whether you're offering a set of niche products and services or a broad portfolio, AppMarket is the ideal solution for launching a one-stop shop for digital goods with unified identity, billing, and data management, across a range of industries, including IoT, manufacturing, telecommunications, software, and more.

KEY BENEFITS

- **SIMPLIFY DIGITAL COMMERCE** with only one integration to sell third-party services with unified billing and identity management
- **LOWER COSTS** with self-service customization for logos, layout, product curation, and a number of additional platform configuration features
- **DRIVE CONVERSION** and sell your own core offerings or pull from our network catalog of over 300 leading software applications
- **DELIGHT CUSTOMERS** by personalizing the customer experience from the moment your customers are looking for products through to purchasing and using them
- **FOSTER CUSTOMER ENGAGEMENT** by simplifying how they find, buy, use, and manage software, physical products, and services
- **ATTRACT AND DELIGHT DEVELOPERS** by building an ecosystem that is easy for developers to integrate, manage, and market their own products on your marketplace
- **SCALE GLOBALLY** with our multilingual and currency capabilities powering 17 languages and 18 currencies



Capabilities and Feature Highlights

LAUNCH A CUSTOM MARKETPLACE

Offer an intuitive shopping experience for your customers that reduces the cost and time of finding and buying the perfect solutions.

- > Easily **customize the branding** and layout of your marketplace through a variety of configurable options and developer tools.
- > From physical goods to software and services, AppMarket enables you to **sell, ship, and manage any product type**.
- > Our **simple, modern purchase flow** is optimized for a fast checkout and helps customers maintain focus.
- > **Rich product profiles** that include the information needed to make a decision: features, product ratings, demos, and more.
- > Use **advanced merchandising tools** to manage product visibility, tagging, and placement.



DATA SHEET

MANAGE YOUR MARKETPLACE

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

- > **Automatically provision and fulfill** applications on demand, providing customers with immediate access to services.
- > **A robust billing engine** that can handle the billing complexity of multiple pricing models across ordering, provisioning, invoicing, and reconciliation.
- > Access a **full view of marketplace activity**, including company information, pending applications, spend, and more.
- > Use 50+ connectors to **integrate your marketplace with existing business systems** in a range of categories, such as CRM.
- > Track marketplace activity and health from **customizable dashboards**. Additionally, **create new reports or select out-of-the-box reports** depending on your needs.

GIVE DEVELOPERS CONTROL

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

- > Offer **state-of-the-art developer onboarding and management** tools that automate integration testing, maintenance, marketing, and reporting.
- > Allow third-party **developers to create and manage solutions** on your marketplace.
- > **Developers can onboard a variety of products**, including SaaS, domain, downloadable, web-based, and physical products.
- > Set the price of your product and rely on our **reconciliation engine** to account for discounts and different rates by vendor to parse out the amount owed to each party.

PROVIDE A BETTER CUSTOMER EXPERIENCE

Personalize the customer experience from the moment they start looking for products until they check out and start using them.

- > Through **single sign-on**, customers can launch all of their apps from a single destination, creating a seamless experience that minimizes the frustration.
- > **Admins access and manage applications** from a simple and secure site where they can invite new users, assign apps, and more.
- > **Personalize customer messaging**, whether sent through email, SMS, or your existing email marketing tools using webhooks.
- > **Personalize the experience** for each customer by segmenting by business size, geography, value, and more.

TRUSTED BY LEADING BRANDS WORLDWIDE



SELL LEADING SERVICES



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