

# AppMarket Store Edition

Grow revenue by selling your solutions with leading SaaS and IaaS solutions through a custom marketplace.



DATA SHEET

Today's customers want a variety of cloud solutions, and they're willing to jump to a different provider to find the products and services they need. To retain customers, you need an easy way to offer in-demand applications along with your own core solutions. With AppMarket Store Edition, providers can do just that: Sell, provision, and manage offerings as well as third-party cloud solutions from Microsoft, Google, Symantec, DocuSign, and hundreds of others, all with a single platform.

## AppMarket Store Edition can enable you to:

### Build a Profitable Cloud Business

AppMarket Store Edition enables you to monetize your digital services and drive new revenue streams in SaaS and IaaS. By simplifying the complexity of selling cloud products—such as catalog management, onboarding, provisioning, billing, reconciliation, and more—AppMarket Store Edition allows you to easily expand your portfolio to keep up with customer demand, reduce churn, and increase customer lifetime value.

### Improve Time to Market and Launch Quality

AppMarket Store Edition acts as a one-stop shop for your products as well as third-party solutions. With Store Edition, AppDirect has already done the legwork to integrate an extensive catalog of third-party software, which means you can get to market in weeks, not months or years, and avoid the bottleneck of legacy technology.

### Expand Your Catalog and Measure Your Success

With AppMarket Store Edition, you can choose from more than 300 cloud services—including solutions from leading providers such as Microsoft and Google—and begin selling immediately. Comprehensive real-time reporting allows you to track everything from top products sold, to the number of sales per representative, helping you keep tabs on performance and understand areas for improvement.



## Key Features

The key features of the AppMarket Store Edition include:

### THEME CUSTOMIZER

Easily customize your marketplace branding (logo, brand colors, etc.)

### APPDIRECT NETWORK CATALOG

More than 300 SaaS and IaaS providers pre-integrated into our catalog to help you start selling quickly.

### CHECKOUT FLOW

Create and change bundles, pricing, or packaging to find the right product-market fit, as well as offer discounts or trials to incentivize the right purchase behavior.

### BILLING AND PAYMENT MANAGEMENT

API-driven, subscription-based billing to generate orders, invoices, and process payments.

### REPORTING CENTER

Track and visualize your results.

### REVENUE SHARE MANAGEMENT

Reconcile and payout to third-party software vendors

## WHY APPMARKET STORE EDITION IS DIFFERENT

- > **A platform at scale**  
The AppDirect platform serves millions of customers, and powers millions of end-user subscriptions, worldwide.
- > **Massive pre-integrated SaaS and IaaS catalog**  
Choose from today's leading providers, Microsoft, Google, Symantec, DocuSign, and others.
- > **The flexibility to meet your needs**  
AppMarket Store Edition is designed from the ground up to build digital commerce ecosystems.
- > **Lifecycle management**  
Sell, provision, and manage the full customer and application lifecycle from one platform.
- > **Integrates with legacy technology**  
AppMarket Store Edition works with your existing infrastructure; no need to rip and replace.



DATA SHEET

## Key Benefits

- > Simplify all of the complexity of selling cloud services, including catalog management, onboarding, provisioning, billing, and reconciliation
- > Choose third-party applications to sell from a pre-integrated catalog of 300+ solutions, including Office 365, Google G Suite, DocuSign, Symantec, and more
- > Accelerate time to market and start selling fast
- > Access real-time performance data and see areas for improvement

For more information and to contact us, visit [appdirect.com/products/appmarket](http://appdirect.com/products/appmarket)

## ABOUT APPDIRECT

AppDirect provides the only end-to-end cloud commerce platform for succeeding in the digital economy. The AppDirect ecosystem connects channels, developers, and customers through its platform to simplify the digital supply chain by enabling the onboarding and sale of products with third-party services, for any channel, on any device, with support.

Powering millions of cloud subscriptions worldwide, AppDirect helps organizations, including Jaguar Land Rover, Comcast, ADP, Deutsche Telekom, connect their customers to the solutions they need to reach their full potential in the digital economy.