

AppReseller Overview

**LAUNCH, SCALE, AND OPTIMIZE
YOUR CHANNEL NETWORK, FASTER.**

AppReseller allows software companies to monetize their partner relationships.

The solution helps software vendors launch, scale, and accelerate the management of channel pipeline, commerce, and reporting across their indirect channel networks, resulting in scaled sales of third party and core apps and revenue growth.



DATA SHEET

KEY BENEFITS

STREAMLINE END-TO-END CHANNEL SALES PROCESS

Reduce friction of doing business with channel partners through an automated portal to quickly onboard and easily manage partners.

MEASURE THE IMPACT ON YOUR GOALS

Robust reporting within a single dashboard enables you to track, improve and share your impact against your business goals with a view of sales, costs and revenue across your partner ecosystem.

EASILY MONITOR THE HEALTH OF PARTNERSHIPS

Easily access data on the status of partnerships, including leads, pipeline, influenced revenue, and attributed revenue.

INCREASE COLLABORATION AND MINIMIZE DEPENDENCIES ACROSS TEAMS

Customize revenue shares, prices and products being offered, all with less dependencies on other teams. Additionally, the portal will be the source of truth for all channel business where you can collaborate more easily.

HOW IS THIS DIFFERENT?

- SaaS companies can no longer rely solely on direct sales and traditional distribution. The commerce automation provided by AppReseller allows software companies to build a scaled partner program.
- In contrast to traditional partner portals, AppReseller offers channels the ability to place transactions, spin up accounts, and manage subscriptions for their customers in real time.

KEY FEATURES

PRE-SALE ACTIVITIES

- Partner sign up
- Sales Enablement*
- Referral Lead Exchange
- Configure product catalog and margins for partners
- Deal registration

TRANSACTION & POST-SALE ACTIVITIES

- Seamless payment and provisioning for partners
- Subscription management
- Centralize reporting for reconciliation and payouts

*Ask for more details on our preferred sales enablement partner

LEARN MORE

Contact a sales representative by visiting appdirect.com/products/appreseller

650 California Street, 25th Floor
San Francisco, CA 94108 USA