

CANCOM Achieves Double-Digit Monthly Growth in Cloud Commerce Marketplace



CASE STUDY

Using the AppDirect platform, CANCOM makes cloud commerce easy, efficient, and scalable for customers and resellers.

Challenge

Founded in 1992, CANCOM is one of the leading providers of IT infrastructure and services in Germany and Austria. Now with more than 30 locations and 3,000 employees, the company is a cloud transformation partner, as well as systems integrator and managed services provider. It's also one of the top 30 German technology companies listed on the TecDax.

An award-winning leader in cloud solutions, CANCOM decided to adopt a multi-cloud approach that incorporates public cloud offerings from international providers such as Amazon, Google, and Microsoft in addition to private and hosted cloud offerings. However, manual processes, including billing and provisioning, resulted in limited scalability in both customer reach and the number of public cloud offerings that CANCOM could support.

The company realized it needed to reduce complexity for both its customers and the company by simplifying and automating the end-to-end cloud commerce business. The aim was to provide its customers with one-click access to cloud infrastructure and applications together with specialized support and consulting services to help them transform their businesses.

When Christin Hanneken joined CANCOM, she became responsible for developing and launching CANCOM's BusinessCloud Marketplace. "To fulfill our vision for our public cloud strategy, we needed a way to market, sell, and onboard cloud solutions and services in an efficient and scalable way," says Hanneken. "It was clear that we needed a platform that could automate the entire process."

EXECUTIVE SUMMARY

COMPANY:

CANCOM

INDUSTRY:

IT Infrastructure and Services

LOCATION:

Munich, Germany

CHALLENGE

- > Manual processes hindered scalability
- > Integrating new cloud offerings was too expensive and time-consuming
- > Lack of an easy-to-use marketplace increased complexity and effort

SOLUTION

- > AppDirect platform

RESULTS

- > Launched new cloud marketplace in 90 days
- > Experienced 25 percent month-over-month sales growth for cloud offerings
- > Used cloud success to launch a new reseller strategy to broaden reach



Solution

Rather than build its own marketplace and integrate applications from independent software vendors (ISVs) from scratch, CANCOM wanted to partner with a cloud commerce platform provider. After evaluating all of its alternatives, CANCOM chose AppDirect. “The AppDirect platform met all of our criteria, including ease of use,” says Hanneken. “Plus, AppDirect’s extensive ecosystem of ISVs was a critical factor for us.”

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CHRISTIN HANNEKEN
MANAGER, BUSINESS DEVELOPMENT PUBLIC CLOUD,
CANCOM



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In just three months’ time, CANCOM implemented the AppDirect platform and launched its new BusinessCloud Marketplace. Hanneken credits the AppDirect team with helping CANCOM meet its deadline for launch. “The AppDirect team was very responsive and great to work with,” she says. “The support we get is outstanding.”

Through the AppDirect-powered BusinessCloud Marketplace, CANCOM provides its clients with aggregated invoicing and contract management as well as single sign-on, real-time deployment, support, and free trials.

Results

Today, CANCOM offers more than 60 cloud solutions from leading international software and infrastructure vendors as well as local, industry-specific cloud vendors. For each cloud application, CANCOM develops an individual go-to-market strategy.

“When we onboard a new application, the first thing we do is conduct a go-to-market workshop where we define the strategy and build the partnership,” says Hanneken. Using digital and offline channels such as Google AdWords and webinars, CANCOM runs campaigns to drive leads and conversions.

An essential component of CANCOM’s cloud strategy and success is its service portfolio. The company offers more than 20 support and consulting services through its marketplace—migrations, onboarding, managed services, quick setups, consulting, premium support, and more. “As a trusted services provider for 25 years, our customers naturally turn to us for guidance and support when they move to the cloud,” says Hanneken. “Our expert services are a major differentiator and a leading driver for customers to purchase cloud solutions from us.”

With its public cloud strategy, CANCOM has already achieved impressive success, delivering 25 percent month-over-month sales growth for the marketplace since shortly after launch. The company is now expanding its cloud strategy to a new reseller program. “We recently launched a three-tier reseller program where



large resellers can have their own marketplace and smaller resellers can either operate as agents on the CANCOM BusinessCloud Marketplace or resellers via a dedicated reseller marketplace,” says Hanneken.

Looking to the future, Hanneken expects the partnership with AppDirect to continue delivering substantial value as CANCOM further expands its cloud offerings and market reach across Europe.

“CANCOM knows what it takes to succeed in the digital economy. They understand the importance of having a strong go-to-market strategy, and how to differentiate themselves with a full service portfolio to complement our leading cloud commerce platform technology and catalog.”

TIM JEFFERSON
ACCOUNT DIRECTOR EMEA, APPDIRECT



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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, and Deutsche Telekom, connect their customers to the solutions they need to reach their full potential in the digital economy.

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