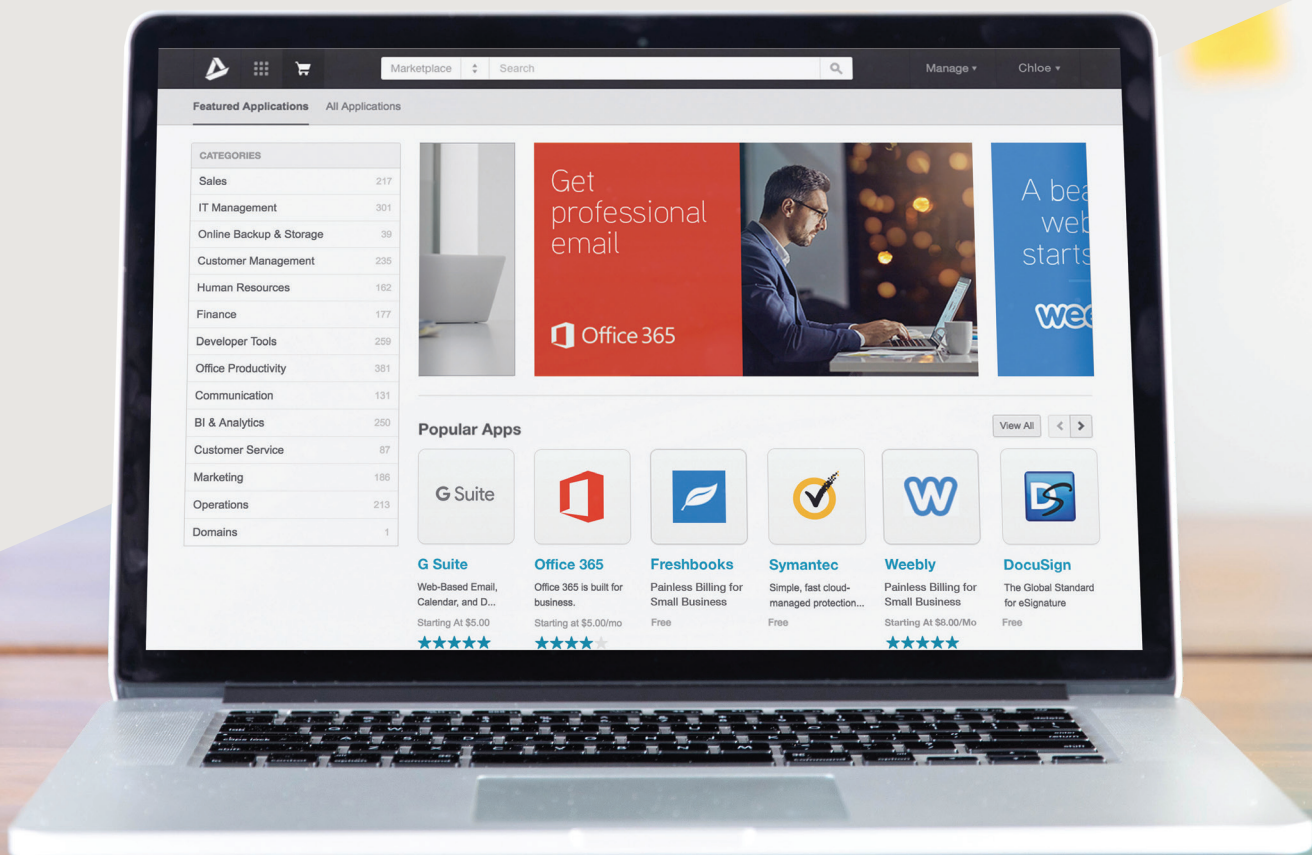**AppDirect**

Your Partner for Success in the Digital Economy

Learn how AppDirect is helping connectivity providers stay competitive and deliver more value to customers.

Meeting Today's Telecom Challenges Demands a New Approach to Digital

The telecom industry provides the connectivity, infrastructure, and devices that are powering the global digital revolution. Yet, operators have seen significant declines in annual revenue per user (ARPU), anywhere from a 13 to 36 percent drop since 2012, and overall industry revenue is steadily falling.[1]

Why the disconnect? In a world where an increasing number of solutions are digitized, connectivity services now only account for a small piece of that digital value chain. Given that more than half of profits from digitization are expected to come from new business models, it's clear that being the network backbone simply isn't enough anymore.[2]

How can CSP strategies evolve to capitalize on digital profits? The SaaS market is growing at double digit rates and is predicted to reach $100B by 2020[3]. What's more, small businesses are eager to use SaaS, with a majority expecting their spending on cloud services to increase in the next year.

This is the ideal time for CSPs to become trusted digital services providers of choice to their SMB customers.

The Digital Economy and What It Means for You and Your Customers

CSPs can capture new business opportunities in the B2B space by offering connectivity and other core services with value-added SaaS solutions that solve a multitude of small business pain points.

The journey to digital transformation is fragmented for SMBs:

- **45%** of SMBs still don't have a website[4]
- **50%** of SMBs still have no accounting software[5]
- **68%** of an SMB owner's time is still being spent on administrative tasks (payroll, employee mgt, etc.)[6]
- **55%** say this hinders their ability to grow their business[7]

SMBs are looking for a unified digital experience, from single trusted advisor:

- **62%** of SMBs would like to spend more on cloud services next year[8]
- **73%** are overwhelmed by their buying choices
- **67%** say having to go to multiple vendors for services is a "waste of time"

70% of SMBs say they would be more likely to buy their software from their telecom company if they could pay for all their services on one bill.

Welcome to AppDirect

Accelerate time to market for digital services at a fraction of the current cost and effort.

The AppDirect platform is a powerful, end-to-end solution for not only selling digital services, but also delivering the onboarding and customer support that are essential to success.

With AppDirect you can:

Generate New Revenue with Leading Business Applications

Increase SaaS revenue growth by as much as **500%***

CSPs can select from more than 300 ready-to-sell applications, including Microsoft Office 365 and Google G Suite, to Accounting, HR, and CRM applications, and bundle them with Internet, voice, and other core services. Launch an online marketplace, sell through your existing sales teams, work with resellers, or use a combination of channels that fit your needs.

Drive Customer Satisfaction and Lower Churn

Drive **4 X** higher adoption rates with SaaS onboarding services

Achieve revenue targets and increase customer stickiness with SaaS onboarding services. With expertise in migrations, training and ongoing support, you can transfer the cost burden of investing in support processes and tools to AppDirect and achieve high efficiency, margins, and savings.

Modernize Legacy Billing to Support Digital Products

Get products to market up to **50 percent** faster

AppDirect's 100% API addressable billing platform can accommodate any billing scenario and give you the flexibility you need to quickly bring new innovative offers to market.

A Platform Built for Innovation in the Digital Economy

The AppDirect platform is the industry's only end-to-end solution for selling, distributing, and managing digital products and services. Our flexible, modular technology enables organizations of all sizes to get to market quickly and cost effectively, wherever they are in their digital journey. Our solutions are built to complement existing technology without the need to rip and replace what already works.

Trusted by Leading CSPs Around the Globe

AppDirect is the platform of choice for global CSPs to get to market quickly with innovative digital offerings.

We have worked with Comcast Business, ATT, Cincinnati Bell, Deutsche Telekom, Telstra, Hawaiian Telcom, Bluegrass Cellular, and other leading providers worldwide to increase ARPU, raise GMV, and improve NPS.

"Selling software is very adjacent to selling connectivity, but we wanted the ability to experiment in a fiscally responsible way in order to discover the right approach to selling and supporting a SaaS-based business without disrupting our core business. We always like to say, 'If there's one thing we got right when we started, it was choosing AppDirect.'"

JAMES MUMMA
EXECUTIVE DIRECTOR OF PRODUCT MANAGEMENT
COMCAST BUSINESS

To learn more visit **appdirect.com**

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To learn more visit **appdirect.com**

Powering the Digital Economy

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.

AppDirect is headquartered in San Francisco, California with offices around the globe and works across vertical industries, including software, manufacturing, value-added resellers and financial services. J.P. Morgan, Foundry Group, iNovia Capital, StarVest Partners, Stingray Digital and Mithril Capital Management have invested in AppDirect.

1   Telecommunications Industry
    White Paper, World Economic Forum, 2017
2   ibid.
3   Gartner Cloud Forecast, 2017
4   Small Business Survey, SurveyMonkey, 2017
5   Sweating the Small Stuff: The Impact of the
    Bureaucracy Burden, Sage 2017
6   Small Business Pulse Survey, TAB, 2015
7   Ibid.
8   SMB Cloud Service Adoption Report,
    AppDirect, 2016
*   Growth rates on base of hundreds of thousands
    of dollars in revenue.

To learn more visit **appdirect.com**

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