

AppDirect Reseller Management Service

BENEFITS

EXTEND YOUR REACH to SMBs and enterprises by leveraging your reseller networks

EXPAND YOUR EXISTING ECOSYSTEM to include Value Added Resellers (VARs), System Integrators (SIs), Managed Service Providers (MSPs), and Cloud Service Providers (CSPs)

AUDIT AND MANAGE YOUR NETWORK of resellers from one central location

MAINTAIN CONTROL over existing account relationships

MANAGE CHANNEL CONFLICT by approving and denying opportunities registered by resellers

EMPOWER YOUR RESELLERS with self-service tools that enable them to offer a catalog of leading cloud applications and manage billing and customers from one location.

MANAGE COMPENSATION models efficiently through integral billing and payment workflows

SCALE GLOBALLY with our multi-lingual and currency capabilities

EXTEND RESELLER MANAGEMENT CAPABILITIES with our fully API-addressable platform

Overview

AppDirect Reseller Management Service (RMS) is an end-to-end solution enabling robust reseller relationship management and subscription commerce. RMS empowers cloud service providers to drive indirect sales and adoption of applications through their reseller networks. It gives resellers the tools and automation required to sell to and manage customers. RMS offers onboarding, deal and lead management, subscription commerce and customer lifecycle management. It simplifies business processes, making it easy for providers and their resellers to work together through streamlined technology.

RMS breaks down the operational complexity that exists in classic channel models. RMS eliminates the huge overhead of manual processes including data entry, emailing spreadsheets, phone calls, and other time intensive tasks.

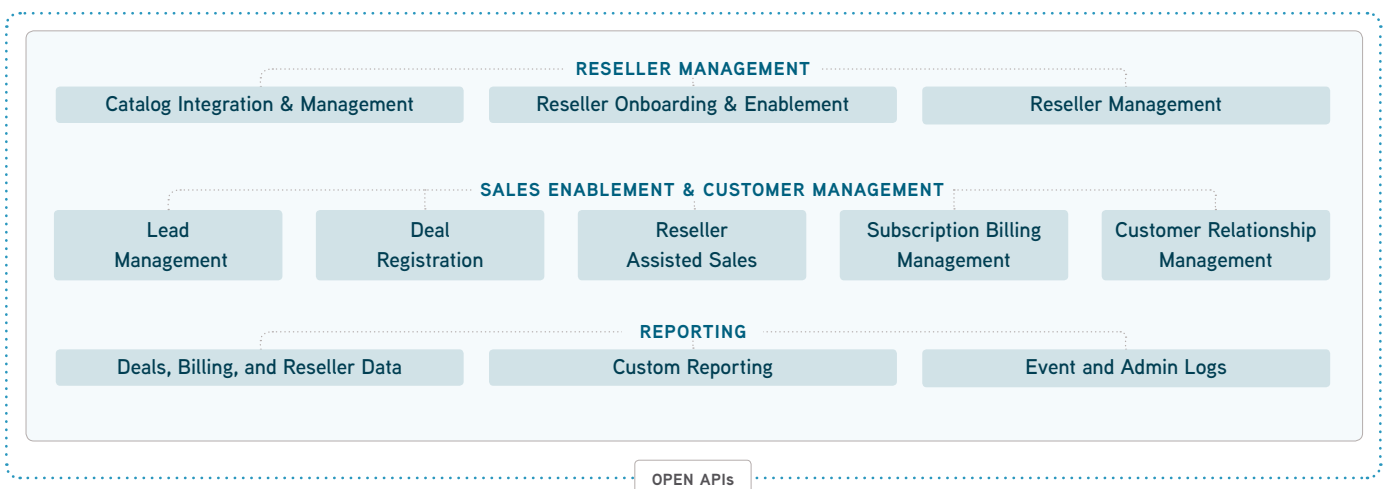
HOW IT WORKS

Providers of cloud services can leverage third-party resellers to sell applications directly on their marketplace with the RMS add-on service.

- › When a reseller's credentials are approved, the reseller can create customer companies and purchase applications for the respective companies.
- › Once applications are purchased, a reseller may provision applications to users in the customer company and update the purchase at any time

Cloud service providers can also use RMS to establish a standalone reseller network around their core product offering.

- › Reseller Managers can enable resellers to sign-up to the program via a white-labeled registration page, register new leads and deals, and execute orders directly on the platform.
- › Providers can leverage their AppDirect integration to distribute their applications through our existing network of global marketplaces.



Capabilities and Feature Highlights

RESELLER ONBOARDING AND ENABLEMENT

AppDirect Reseller Management Service has all of the tools needed to onboard and manage a global reseller network.

CATALOG INTEGRATION AND MANAGEMENT Reseller Managers can use the Listing Service and Integration Hub to seamlessly add, list, test, and manage products from their reseller program catalog.

RESELLER ONBOARDING AND ENABLEMENT Resellers can use workflows for invite-only or direct sign-ups, as well as pending registrations and approvals. Grant reseller privileges based on partner program tiers and utilize our content management system to provide education. Resellers can invite their own colleagues for administrative task handling.

RESELLER MANAGEMENT Reseller Managers can invite or disable resellers, control lead and opportunity registration, and manage reseller tiers, permissions, and associations as per their partner programs.

SALES AUTOMATION AND CUSTOMER MANAGEMENT

AppDirect gives resellers seamless sales automation and customer management tools to effectively drive sales.

LEAD AND DEAL REGISTRATION MANAGEMENT Reseller Managers can accept leads, assign qualified opportunities, or allow resellers to register their own deals and input all customer data required for your approval.

RESELLER-ASSISTED SALES Resellers can place purchase orders on behalf of their customers and manage subscriptions in order to accommodate their needs.

CUSTOMER MANAGEMENT When resellers place orders, our service automatically creates customer accounts in your backend system and grants access privileges. Resellers can manage the entire customer lifecycle with the ability to invite users, assist with password resets, etc.

RESELLER CRM SOLUTION Resellers can utilize dashboards at both the company and user level to drill down into data, manage relationships, and mine best practices.

SUBSCRIPTION BILLING MANAGEMENT Resellers can control their own customer subscriptions including upgrading, downgrading and canceling among others.

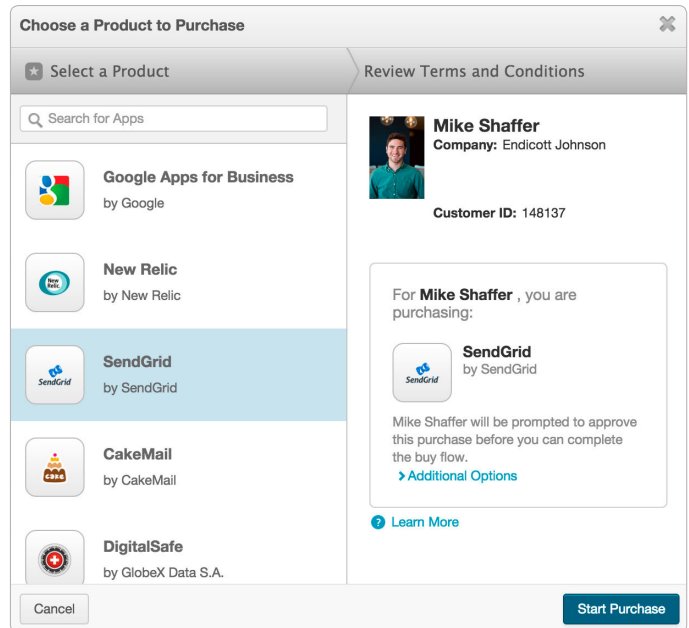
REPORTING

AppDirect provides all of the tools and analytics needed to understand a growing reseller ecosystem.

DEALS, BILLING, AND RESELLER DATA Access secure and complete data records.

RECONCILIATION REPORTING Obtain tailored payout reports.

EVENT AND ADMINISTRATIVE LOGS View logs across all system levels and activities.



PURCHASE PRODUCTS FOR A CUSTOMER FROM A CLOUD SERVICE MARKETPLACE

LEARN MORE

About the Reseller Management Service
info.appdirect.com/products

AppDirect Plans & Editions
info.appdirect.com/plans

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