

# Selling Azure on AppDirect

Streamline provisioning, invoicing, usage tracking, and spend controls for cloud infrastructure.



DATA SHEET

## Launch Your Cloud Business and Start Selling Azure in Less Than a Week

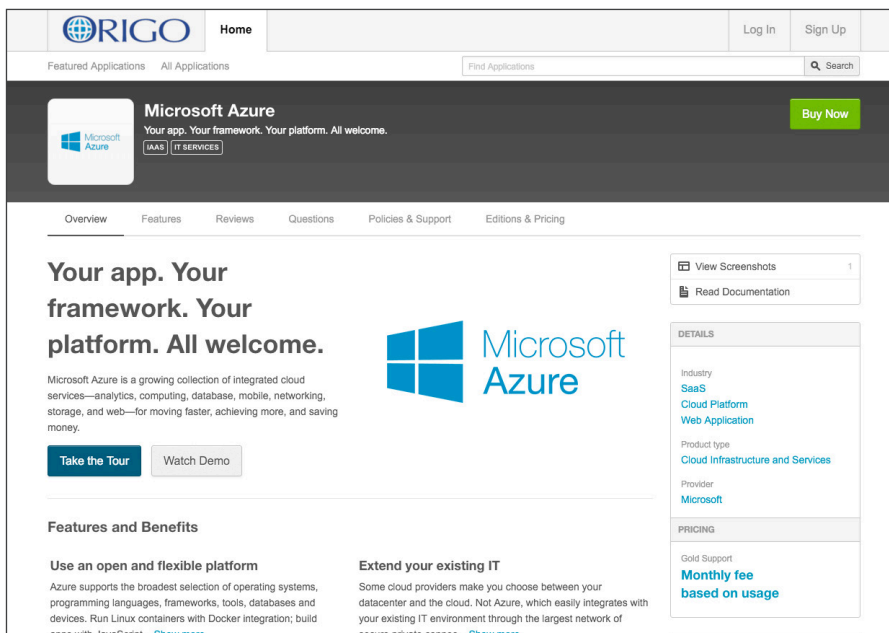
With AppDirect, Cloud Solution Providers get a pre-configured, white-labeled cloud service commerce platform where customers are able to quickly purchase an Azure subscription through self-service or your sales team. Subscriptions are instantly provisioned and ready for your customers to use.

## Sell More Azure with Bundles and Discounts

Increase order size by bundling Azure with your own managed service offerings. To support deal and promotion strategies, you can apply pricing models that include: automatic discounting, discount codes, fixed or percent-based discounting and redemption limits. AppDirect auto-syncs all Azure SKU price updates so you don't have to worry about keeping up.

## KEY BENEFITS

- › Allow customers to buy Azure from your company-branded marketplace or purchase on behalf of your customers
- › Increase order size by bundling your own core services with Azure and differentiate yourself with customized bundle profiles
- › Manage your Azure business with flexible pricing & metered usage, subscription management, payment tracking, invoicing, reconciliation and payouts
- › Limit financial risk with usage monitoring and customer spend control



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**Your app. Your framework. Your platform. All welcome.**

Microsoft Azure is a growing collection of integrated cloud services—analytics, computing, database, mobile, networking, storage, and web—for moving faster, achieving more, and saving money.

Take the Tour Watch Demo

**Microsoft Azure**

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Read Documentation

**DETAILS**

Industry  
SaaS  
Cloud Platform  
Web Application

Product type  
Cloud Infrastructure and Services

Provider  
Microsoft

**PRICING**

Gold Support  
Monthly fee based on usage

**Features and Benefits**

**Use an open and flexible platform**  
Azure supports the broadest selection of operating systems, programming languages, frameworks, tools, databases and devices. Run Linux containers with Docker integration; build apps with JavaScript. [Show more](#)

**Extend your existing IT**  
Some cloud providers make you choose between your datacenter and the cloud. Not Azure, which easily integrates with your existing IT environment through the largest network of secure private connect. [Show more](#)



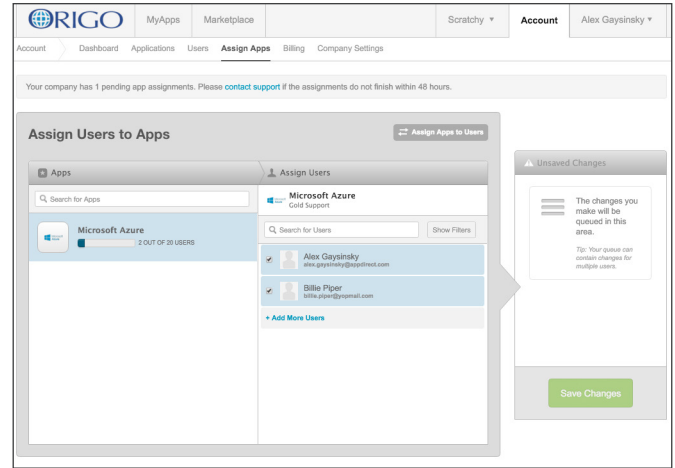
## Manage Your Customers With One Central Portal

AppDirect gives you and your customers the management tools needed to help automate and scale your business. As a provider, prevent mistakes and save time with automatic provisioning. View company and user dashboards to understand high-level analytics including Azure sales data and usage. Streamline new customer onboarding by purchasing Azure on behalf of customers.

Customer administrators can control all user management functions centrally including role, groups, and application access. Admins are able to create, delete, and manage end-users. AppDirect's platform will sync changes with the Azure control panel.



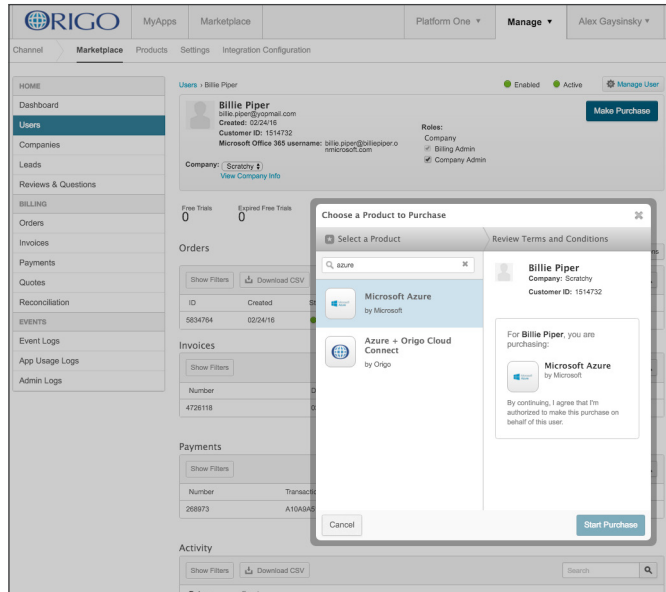
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## Handle Complex Billing and Revenue Recognition with Microsoft

AppDirect offers the leading subscription billing engine. Features include:

- > **Flexible Pricing and Metered Usage** — Expand your margins with dynamic retail pricing that works best for you and your customers
- > **Spend Control** — Limit financial exposure and suspend Azure subscriptions when customers do not pay on-time
- > **Subscriptions** — View all customer purchase orders including order creation dates, start dates, statuses, billing periods, and total fees
- > **Payments & Invoices** — Save time with automatic invoice calculation and view payment details sent to customers on the marketplace
- > **Reconciliation** — Handle all complex revenue recognition and payouts automatically



### ABOUT APPDIRECT

AppDirect is the leader in cloud service commerce making software accessible globally. The AppDirect Cloud Service Commerce Platform unites providers, developers and consumers of cloud services into a single ecosystem. This makes it easy for businesses to find, buy, and manage cloud services from a central location and delivers new opportunities to distribute, sell, and market cloud services.

For more information contact [info@appdirect.com](mailto:info@appdirect.com) or visit [www.appdirect.com](http://www.appdirect.com). (877) 404-2777