



## CLOUD SERVICE COMMERCE:

# A Better Way for ISPs to Capture the Explosive Growth of Business SaaS

Thanks to the cloud, today's businesses have access to more powerful enterprise-grade software solutions than ever before. More choice, however, means more complexity, for software vendors, third-party providers, and end-user businesses alike.

For ISPs, there is a better way to overcome this complexity and take advantage of the skyrocketing growth in business SaaS: cloud service commerce. Here's a look at the numbers that are driving the rapid rise of this exciting space.



## A proliferation of **business apps...**

4,250%

increase from 2010 to 2016 in number of services for business workflows.

\$175B

Spent by businesses on public cloud services.

15.2%

CAGR for IT spending on business SaaS through 2019.

## ...is driving demand for a **unified technology experience...**

3 » 7

paid services per business today through next 2 to 3 years.

50%

Of businesses noted challenges in keeping track of different SLAs.

43%

found it challenging to coordinate multiple vendors for integration.

## ...and the need for a **trusted, local technology provider.**

83%

of online buyers feel they need support to complete a purchase.

41%

believe that cloud poses a security risk to their data.

69%

SMBs prefer to purchase apps from a single trusted vendor.



TREND SNAPSHOT

## The Right Platform to Power Your Cloud Service Commerce

AppDirect is a trusted advisor to leading ISPs as they explore their options for selling cloud services.

If you're interested in learning more, visit: [www.appdirect.com](http://www.appdirect.com)

### ABOUT APPDIRECT

AppDirect is the leading platform for selling, distributing, and managing cloud-based products and services. Its flexible, modular technology enables organizations of all sizes to get to market quickly and cost effectively with an offering that meets their individual business needs. AppDirect-powered marketplaces, billing, distribution, reselling, and premium technical support services help providers—including Comcast, ADP, Zendesk, Deutsche Telekom and others—connect more than 30 million businesses to solutions from Microsoft, Google, GoDaddy, and more. AppDirect is headquartered in San Francisco with 13 global offices.

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