

US Network drives double-digit monthly growth with AppDirect Capital Invest

Co-founders of US Network, John Nierzwicki and Mark Venuto, met more than 20 years ago during a flight heading to an industry event that honored top telecommunications professionals. From that moment on, the two formed a strong professional bond, joining forces to launch and build US Network. Now into its 30th year, US Network is recognized as a leader in the telecommunications industry.

EXECUTIVE SUMMARY

Company:

US Network

Product focus:

Voice, UCaaS, data networks, software, security, mobility, and more

Location:

Richfield, OH

Website:

www.us-network.com

Challenge:

- Reach a wider customer base, and maximize market potential
- Wanting to diversify its practice
- Scaling the business, while maintaining operational efficiency and quality

Solution:

- AppDirect Capital Invest

Results:

- 22 to 25% sales volume increase
- Ability to retain top talent
- Speed up efficiencies throughout the sales process
- Diversified portfolio and leveraged cross-sell opportunity
- More deals closed with expert support



GETTING TO THE NEXT LEVEL

Like many business owners, the two came to a strategic crossroads in late 2019. While extremely successful over the last few decades, Nierzwicki and Venuto wanted to take US Network to the next level quickly, but they were unsure how to get there both strategically and financially. The duo was introduced to the AppDirect team and learned about the unique benefits of AppDirect Capital Invest. They quickly realized that the innovative digital finance solution was the fast path to growth they were looking for.

WHAT IS APPDIRECT INVEST?

AppDirect Invest enables business owners to transform the recurring revenue from their business into upfront capital. The partnership also unlocks the AppDirect platform and Marketplace, which includes the industry's most robust technology services catalog, with over 1,000 solutions from more than 600 top providers, from connectivity to SaaS, and even energy.

"Since working with AppDirect, we're now able to compensate our reps in ways we weren't able to before. That creates a culture for our advisors: 'Wow, I can go out and get an incentive at \$25,000, \$30,000 or \$40,000. That helps us retain the top talent we need to grow and deliver the best possible customer experience. Most importantly, it's been a catalyst for quick growth."

MARK VENUTO,
US NETWORK CO-FOUNDER

INVESTING IN KEY EMPLOYEES AND TRANSFORMING SALES

Using the capital investment from AppDirect, US Network restructured its compensation policies, ultimately transforming its go-to-market strategy. The company also invested in two senior level executives to drive sales.





DRIVING EFFICIENCIES, ACCELERATING GROWTH

Today the AppDirect Marketplace gives US Network access to thousands of technology providers. In addition, AppDirect Back Office provides all in one tools and customizable support for quoting, ordering, and managing advisor commissions. Advisors also have access to the nationwide AppDirect sales management team, technology experts, sales and product support specialists and many others—all focused on helping advisors grow.

As Venuto explains, combining a robust platform and talented people is the biggest differentiator, giving the US Network team a distinct competitive advantage.

"The AppDirect technology and team are a winning combination that spins our sales a lot faster now," he says. "Typically we get quotes back the same day from the team. From there we can quickly narrow down which provider is best for the customer and provide them answers fast, allowing us to close more deals. Having all these resources and a team we trust is refreshing."

OPENING UP HIGH-VALUE CROSS-SELL OPPORTUNITIES: UCAAS AND MOBILITY

Today with the AppDirect platform driving efficiencies, there are also additional resources available to focus on profitable cross-sell opportunities involving UCaaS, SaaS, IaaS, mobility, and energy solutions. "Now UCaaS is a big emphasis, and our folks are well trained," Venuto says. "Our goal is to have at least five to 10 UCaaS sales close monthly, and with support from AppDirect, we see that happening."

As Venuto explains, they are also leveraging AppDirect experts to close more mobility deals.

"Recently, we were able to flip a mobility request to the AppDirect team, who got us in touch with Bell Canada. We ultimately got 50 max circuits implemented in just 14 business days. That is simply remarkable and something we couldn't have done without the team."





MASSIVE UPSIDE GROWTH

AppDirect Invest has enabled Venuto and Nierzwicki to fund strategic initiatives, continue innovating, meet customers where they are, and chart a sustainable growth path.

"I can tell you we're up 22% to 25% month over month in overall volume since taking part in AppDirect Invest and leveraging the platform and team."

MARK VENUTO,
US NETWORK CO-FOUNDER

Take the next step

Is AppDirect Invest a good fit for you? Learn more about [unlocking capital in three simple steps](#) or, [sign up to be an advisor today!](#)

ABOUT APPDIRECT

AppDirect is a San Francisco-based B2B subscription commerce platform company that brings together technology providers, advisors, and businesses to simplify how they buy, sell and manage technology. More than 1,000 providers, 10,000 advisors and 5 million subscribers rely on the AppDirect ecosystem of subscription marketplaces to power their innovation, growth, and success.

For more information about AppDirect, please visit www.appdirect.com

