

‘Purpose in Expenses’ maximizes growth and community impact by partnering with AppDirect

Innovative advisor transforms recurring technology expenses into community donations—Purpose in Expenses

EXECUTIVE SUMMARY

Company:

Purpose in Expenses

Product focus:

SaaS, Connectivity, Mobility, Energy, Internet and more

Location:

Bend, Oregon

Website:

<https://purposeinexpenses.com/>

Challenge:

- No consolidated catalog of technology providers to source solutions for clients
- No dedicated team of channel managers to assist with escalations
- Challenged to build recurring revenue to maximize philanthropic contributions

Solution:

- Partner with AppDirect as an advisor

Results:

- Access to a diverse catalog of telco, SaaS, and cloud products and services
- Save time with access to diverse experts (AWS, Google, Connectivity, etc.)
- Clients like unified digital workspace to access apps, plus self-service options
- Growing group of clients now participating in Purpose in Expenses program, donating on average 3 percent of monthly technology expenses



Jamie Bianchini is the co-founder of Purpose in Expenses, an organization with the vision to “purpose-power” a client’s technology stack to drive positive change in the world. Purpose in Expenses’ strategy is to transform a small portion of their client’s monthly technology expenses, or spending, into recurring donations to community organizations.

Bianchini’s spirit of giving goes back several years when he created one of his first philanthropic organizations called Peace Pedalers. Peace Pedalers was a tandem-bike cycling expedition that spanned eight years and 81 countries. During this time, his mission was always to reduce fears and prejudices of different religions, cultures, and languages.

“All of those different things that keep people from going out and exploring and connecting with other people, we wanted to raise awareness of those feelings and show there’s other, more positive ways to interact with people,” Bianchini says.

While giving lifts to more than 1,000 strangers during his expedition, Bianchini was changed. “I was really inspired by the amount of compassion and caring that people expressed to me while I was living on a bicycle in the most vulnerable situations. Those experiences shifted the whole focus of my life to finding ways to use my skills to help other people and businesses be a force for good.”



“AppDirect has been an important partner because they offer a full suite of technology services inside of a single platform. Our customers can rely on them and we can maximize what we give back on a recurring basis.”

JAMIE BIANCHINI
CO-FOUNDER, PURPOSE IN EXPENSES

INSPIRING INNOVATION & COMPASSION

The biggest challenge Bianchini faced during the Peace Pedalers expedition was securing funding on a reliable basis. At the same time, while still abroad, Bianchini started selling technology services to SMBs part time. This prompted Bianchini to brainstorm ways to secure recurring, monthly donations.

“Can we find a way to fund these important causes by partnering with like-minded clients?”

And from this drive to give back, the idea of ‘purpose-powered tech stacks’ was born.

“Technology expenses are becoming a bigger and bigger part of companies’ monthly expenses,” Bianchini says. “There is a potential to make a positive change by putting a small portion of those monthly expenses towards a cause you’re passionate about.”



A TRUE PARTNER IN APPDIRECT: SCALING THE IMPACT OF CORPORATE TECHNOLOGY SPENDING

Early in this process, Bianchini was a technology advisor with World Telecom Group (WTG), a telecom master agent. Later WTG was acquired by AppDirect and Bianchini was able to deliver greater technology options to customers and scale his mission.

"AppDirect has been an important partner because they offer a full suite of technology services inside of a single platform," Bianchini says. "Our customers can rely on them and we can maximize what we give back on a recurring basis."

Bianchini is thankful that working with AppDirect enables him to focus on core responsibilities.

"For me, or anybody in my space, it's smarter to have a good partner like AppDirect who already has existing relationships and expertise, than trying to manage everything on your own."

Purpose in Expenses' pilot customer now has four services billing within the program and they are generating just shy of \$1,000 per month in donations. The program has seven clients total and the organization continues to expand. By donating a share of his earrings from each sale, Bianchini and Purpose in Expenses is able to make recurring monthly donations to important organizations. Bianchini explains that clients like the partnership because they receive the necessary technology and expert guidance and can make a monthly charitable contribution without incurring additional costs.

SAVING TIME AND DELIVERING GREATER CLIENT VALUE

When asked about how exactly AppDirect makes doing business easier, Bianchini is quick to highlight the technology catalog, "It's the breadth of the portfolio that I wouldn't be able to tap into on my own. Instead, I instantly have an expert for Google, AWS and connectivity, energy and other areas. Not only does it save me time tracking down the services and experts, I can then re-focus my efforts, provide a better customer experience, and deliver a lot more customer value with AppDirect."

He continues: "We can go in and service the full spectrum of a company's tech stack without them having to have all these relationships with different vendors."

"I wouldn't be able to deliver a high level of service and technology and meet donation goals without AppDirect at this point."

JAMIE BIANCHINI
CO-FOUNDER, PURPOSE IN EXPENSES



ACCESS TO THE MARKETPLACE— A ONE-STOP-SHOP FOR TECHNOLOGY, PLUS A DIGITAL WORKSPACE

Bianchini explains customers also appreciate the AppDirect Marketplace. “They like being able to use the Marketplace to just add a new software license, or get rid of a license, it’s really helpful.”

Organizations also self-serve using the Marketplace to conduct their own research into different solution options, saving both parties valuable time.

EXPERT SUPPORT FROM CHANNEL MANAGERS

A big value-add of working with AppDirect as an advisor is having access to a skilled team of channel managers. “One of the biggest benefits of working with AppDirect is their channel managers. They are dedicated and responsive and able to help escalate things that need to be escalated.”

He continues: “I wouldn’t be able to deliver a high level of service and technology and meet donation goals without AppDirect at this point.”

RESULTS THAT IMPACT THE BOTTOM LINE AND THE COMMUNITY

Purpose in Expenses averages donations of around three percent of their clients’ tech spend.

“Three percent of a traditional company’s technology spending is easily thousands of dollars.”

By multiplying his client base, and expanding his client base to larger enterprises, that number adds up fast. Bianchini sees the model behind Purpose in Expenses becoming a global movement.

“The way I see it is if everyone does a little bit, we can make a big difference.”

Ready to begin your advisor journey with AppDirect?

[Sign up 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

