



## QUICK GUIDE:

# Digital Commerce Cost Benchmarks

Are you spending too much on your digital commerce go-to-market initiatives? See how you stack up against the average company.

How much does it cost to do business in the digital economy? Companies rarely want to share what they spend, and concrete figures can be hard to come by.

To fill this gap, AppDirect looked across the broader digital commerce ecosystem and analyzed the typical cost and time to launch for the go-to-market (GTM) strategies that are critical to success in the digital economy.

Note: Figures are indicative of companies that do not use a centralized platform for digital commerce.



## SELLING CORE PRODUCTS

Many companies begin their digital transformation journeys by selling their own core products. While this is the most straightforward GTM strategy, it can still take up to two years and cost up to \$4 million for companies to launch each new digital product or service.

Time to Market: **24 months**



## SELLING THIRD-PARTY PRODUCTS

When companies are ready to sell third-party products, each integration can take one to two years and cost up to \$2 million.

Time to Market: **12 to 24 months**



## SELLING THROUGH THE CHANNEL

As companies look to expand their reach, selling through the channel is key. It can take up to a year and cost \$1 million to begin selling each product through resellers.

Time to Market: **6 to 12 months**



## SELLING ON DEVICES

Customers demand flexibility, so companies must sell on the devices they use most. Offering a new product on a new device can take up to a year and cost up to \$1 million.

Time to Market: **6 to 12 months**



## LOWER THE COSTS OF DIGITAL COMMERCE WHILE ACCELERATING TIME TO MARKET

You can significantly reduce the cost of selling digital products and services and get to market faster with a digital commerce platform. AppDirect offers the industry's only centralized, end-to-end solution to sell, distribute, and manage cloud-based offerings. Request a demo to learn more.

Visit [www.appdirect.com](http://www.appdirect.com) to learn more.

### 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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