



Your Platform for Succeeding in the Cloud

Learn how AppDirect can accelerate your time to market, increase profit, and help you scale.



The MSP Industry is Rapidly Changing. Are You Prepared?

Many Managed Service Providers (MSPs) are struggling with the cloud—moving customers only as required but not proactively guiding them through the journey. While existing revenue streams for on-premise or hosted services still exist, these offer limited growth and differentiation.

In a digital economy where individual cloud products are readily available—and competition is increasing from other groups such as Telcos—what sets providers apart is their ability to put together end-to-end solutions while guiding their customers as a trusted advisor. Bottom line? If MSPs don't adapt, their customers will find alternate routes to the cloud.

62%

of SMBs would like to spend more on cloud services in the coming year

73%

are overwhelmed by the number of options and apps out there

67%

cite having to go to multiple vendors for services is a 'waste of time'



Whether you're an MSP that's been around for 3 decades or you're a year-old born-in-the-cloud provider, AppDirect can make your cloud transition or efforts to scale efficient and profitable.

AppMarket: The Platform to Grow and Manage Your Cloud Business.

AppMarket is an end-to-end platform that unifies all the services for managing your customer lifecycle. You'll have the ability to better keep existing customers, win new ones, and maintain or grow margins via cloud services with the elimination of manual processes.



Automate Customer Lifecycle Management

Efficient customer onboarding, provisioning, billing, reconciliation and management of the customer lifecycle is key. Automation across all of these steps will result in **saved time and money, ultimately creating a delightful customer experience.**

- > Bundle various 3rd party solutions (e.g., Microsoft CSP SKUs) with your core offerings
- > Mark-up/down pricing to maintain and grow margins
- > Support contracts, editions, and discounts through our complex billing functionality
- > Allow customers to manage licenses, buy additional seats, and more through self-service capabilities.

Access and Easy Integration to Top Cloud Services

AppDirect has built a powerful ecosystem that makes up the largest portfolio of SaaS and IaaS offerings on the market. Gain immediate access to this robust catalog, with the ability to sell 3rd-party applications quickly and the flexibility to scale. Leverage our relationships to help **generate revenue faster and lower costs.**

Accelerate Time to Market

To get into market quickly, you need a roadmap that combines technology, go-to-market expertise, and ready access to cloud solutions and embedded support. AppDirect has the platform and expertise to enable you across them all.

Leverage our Ecosystem of 300+ Partners to Offer More, Faster.

The world's leading software vendors have already integrated to AppDirect's platform, enabling partners like you to sell 3rd party solutions without time-consuming and costly technical development or legal negotiations. You'll have the ability to easily bundle your own offerings, along with multiple other apps to deliver an end-to-end solution to your customers.

AppHelp: Scaled Support for Your Customers

AppHelp by AppDirect makes it easy for you to scale your support for SMBs while focusing your core resources on strategic business objectives and high-value engagements. You'll be able to enrich customer experience while cutting support costs.

73% percent of SMBs do not have full-time IT staff and are looking for—and expect—support following their purchase. This makes offering premium technical support an easy choice, but how do you efficiently source and scale these services?

AppHelp enables your business to:

- > Deliver outstanding scalable support—leveraging our brand or yours.
- > Offer an exceptional customer experience from initial onboarding to 24/7 ongoing support.
- > Package cloud solutions to help reduce the cost of onboarding your team.

AppHelp will help you reduce risk, increase revenue, and decrease customer churn.



“AppDirect brings in a lot of value and app functionality, like active directory integration and single sign-on. But it really makes it easy for us to bundle third-party services with our own services, enabling us to serve customers really simple and easy, and that's really the value.”

CANCOM

KHALED CHAAR
VICE-PRESIDENT
CANCOM

OUR CUSTOMERS



OUR PARTNERS



To learn more visit appdirect.com/solutions/var-msp



Powering the Digital Economy

AppDirect is the only end-to-end commerce platform for succeeding in the digital economy. Operating between cloud providers, developers, and resellers, AppDirect is narrowing the gap to allow for closer collaboration and commerce than ever before.

Since our inception we have partnered with developers like Microsoft, Docusign, and GoDaddy to bring MSPs and VARs all of the most innovative business applications available. Join the AppDirect ecosystem with one simple integration and simplify your digital supply chain with seamless onboarding, distribution, and sale of your core products and 3rd party services.

AppDirect

650 California Street, 25th Floor
San Francisco, CA 94108 USA



Reach out to speak with us: sales@appdirect.com