

The High Cost of Doing Nothing:

Getting Left Behind in the B2B Subscription Economy

Is your company taking a wait-and-see approach before jumping into modern B2B business models like subscription commerce? If so, beware of the dangers of lagging too far behind.

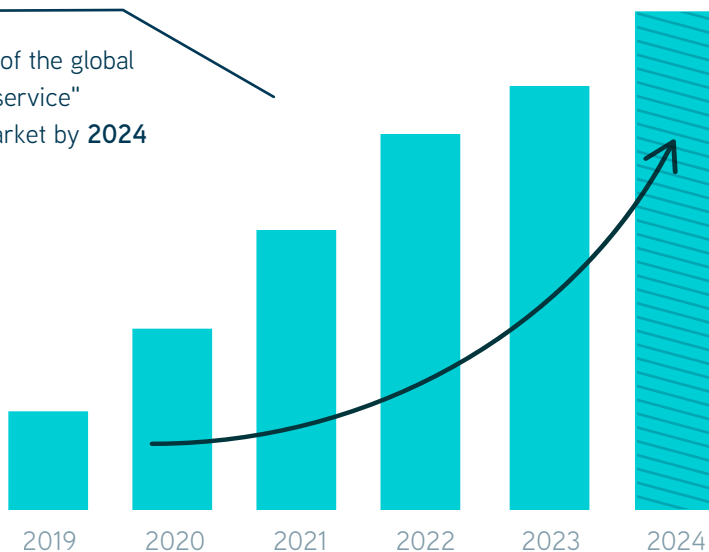
Every day of non-action puts your company at greater risk of being disrupted, and the price your business pays can be incredibly high.

Losing Out on a Growth Economy

The “old” world of products and one-time transactions is turning into a new world of subscription commerce with predictable, recurring revenue. In fact, B2B companies are now looking at subscription models for anything that can be monetized based on value instead of ownership.

\$344.3B

will be the size of the global “anything as a service” subscription market by 2024 a 24% CAGR



87% of B2B buyers generally buy through marketplaces, making it the most widely used channel

87%

Being Replaced by B2B Marketplaces

Business as usual can put your brand at risk of being usurped by outside disruptors and agile competitors that offer what your customers want: a seamless and easy experience for B2B goods and services.



53% of B2B customers strongly prefer the ability to self-serve to make marketplace purchases

53%

Missing Out on Recurring Revenue

As subscription commerce and consumption-based pricing raises customer expectations around paying for only what they actually use, companies are converting new customers into steady, recurring revenues to stay out in front.

52%

of companies currently drive

40%

of their current revenues from subscriptions



81%

of buyers indicate that the experience a company provides is as important to them as its products and services



Saying Goodbye to Customers

Today’s B2B buyers expect the same ease and convenience of finding, purchasing, and managing products and services as they do in the consumer world. Customer experience is the ultimate differentiator.

56%

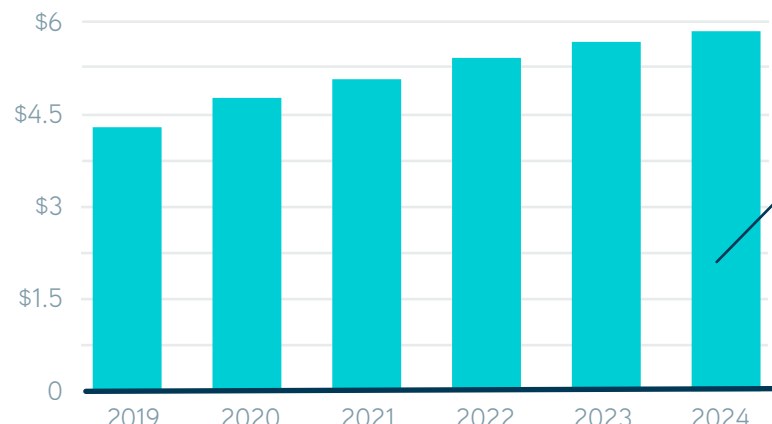
of buyers feel there is a gap between the existing experiences offered by B2B sellers and their evolving needs for purchasing

Ignoring the Ecosystem Opportunity

Ecosystems—where a core offering is extended through integrated third-party products and services—drive exponentially more revenue and customer value than single-vendor offerings.

68%

of executives say ecosystems are the only way to innovate quickly to meet customer demands



6X

By 2024, the Salesforce ecosystem will be six times bigger than the company itself, meaning that for every dollar Salesforce.com will make, its ecosystem will make \$5.80

Don’t Wait—Become Part of the B2B Subscription Commerce Economy Today

AppDirect offers a platform built for B2B subscription commerce innovation. Get unbiased advice and best practices for every stage of your subscription commerce journey at www.appdirect.com.

Sources

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ABOUT APPDIRECT

AppDirect provides the only end-to-end cloud commerce platform for succeeding in the digital economy. The AppDirect ecosystem connects channels, developers, and customers through its platform to simplify the digital supply chain by enabling the onboarding and sale of products with third-party services, for any channel, on any device, with support.

Powering millions of cloud subscriptions worldwide, AppDirect helps organizations, including Jaguar Land Rover, Comcast, ADP, and Deutsche Telekom, connect their customers to the solutions they need to reach their full potential in the digital economy.

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