

Strategies for SaaS Channel Sales

Best Practices for Selling SaaS from Seasoned Advisors

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Deciphering Market Hierarchy

SMB to Enterprise at
AppDirect

	SMB	Midmarket	Enterprise
# employees	0-100	101-1000	1001+
# applications	16-24	50-100	Diverse, in depth software needs
Decision-making	Business owners	Involves CIO, IT Managers, Directors, Procurement teams	Strategic procurement processes
AppDirect's addressable market	97%	2%	Expansive



Panel Discussion

The indirect channel is poised to transform

Cloud marketplace adoption is driving massive change



Cloud marketplaces are transforming into major revenue channels for SaaS solutions

80%

Of cloud 100 companies actively selling through cloud marketplaces by end of 2024 ¹



Need for indirect channels to adapt to stay relevant

Bessemer Venture Partners

The rise of cloud marketplaces and FinOps buyer

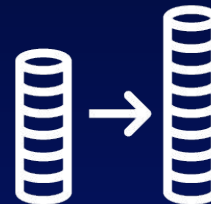
86%

5-year CAGR (2019-2025) growth
in cloud marketplaces

Doubling in size annually

\$45B

Threefold growth of
cloud marketplace
compared to standalone products



New FinOps role
to maximize cloud efficiency

Unlocking SaaS Growth

Capitalize on a rapidly growing market

\$1,115

Billion USD market cap
for SaaS solutions

17.9%

CAGR for SaaS



How will you distinguish your
services to sell SaaS and support
customers?



Maximize sales through existing customers

60-70% win probability
with **existing customers**

5-20% comparative win
probability
with **new customers**



Tailored approaches
and tactics to retain
customers and expand

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The SaaS ecosystem: Embracing buying trends

75% of SaaS sold **outside**
of IT departments

59% of mid-sized companies procure
cloud services from **marketplaces**

49% approached decisions
without a specific category in mind



**Tech advisor's role
is evolving** to guide
customers through a
**more complex,
direct-buying** landscape



Thank You

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