AppDirect

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Tips and Pitfalls for Selling Managed Network Services

Differentiate your portfolio and create new revenue streams with unique products and services

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Michael Tarbet - Global Sales VP for Channel, MSP & SI - LogicMonitor

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Session Speakers

RJ Chapple

Managed Services
General Manager

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Lead Managed Services &
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Michael Tarbet

Global Sales VP

The Journey of Managed Services at AppDirect

Quotes from the press release from August 2023

- "AppDirect is committed to offer our technology advisors a comprehensive set of services and solutions to meet the demands of their customers and increase profit,"
  "With white-labeled access to the VEEUE platform and supported by our NOC, advisors will have a competitive edge with proactive insights and monitoring capabilities they haven't previously had."
  - Nicolas Desmarais, CEO and co-founder of AppDirect.

- "Continuing to bring value to the channel is paramount to what we do at AppDirect. This means seeking out people, processes, and tools to help us achieve this goal. The addition of ADCom Solutions' NOC and VEEUE platform to our diverse catalog gives our advisors access to a new managed services portfolio and provides them with the solutions they need to thrive in a changing business landscape."
  - Renee Bergeron, COO of AppDirect.

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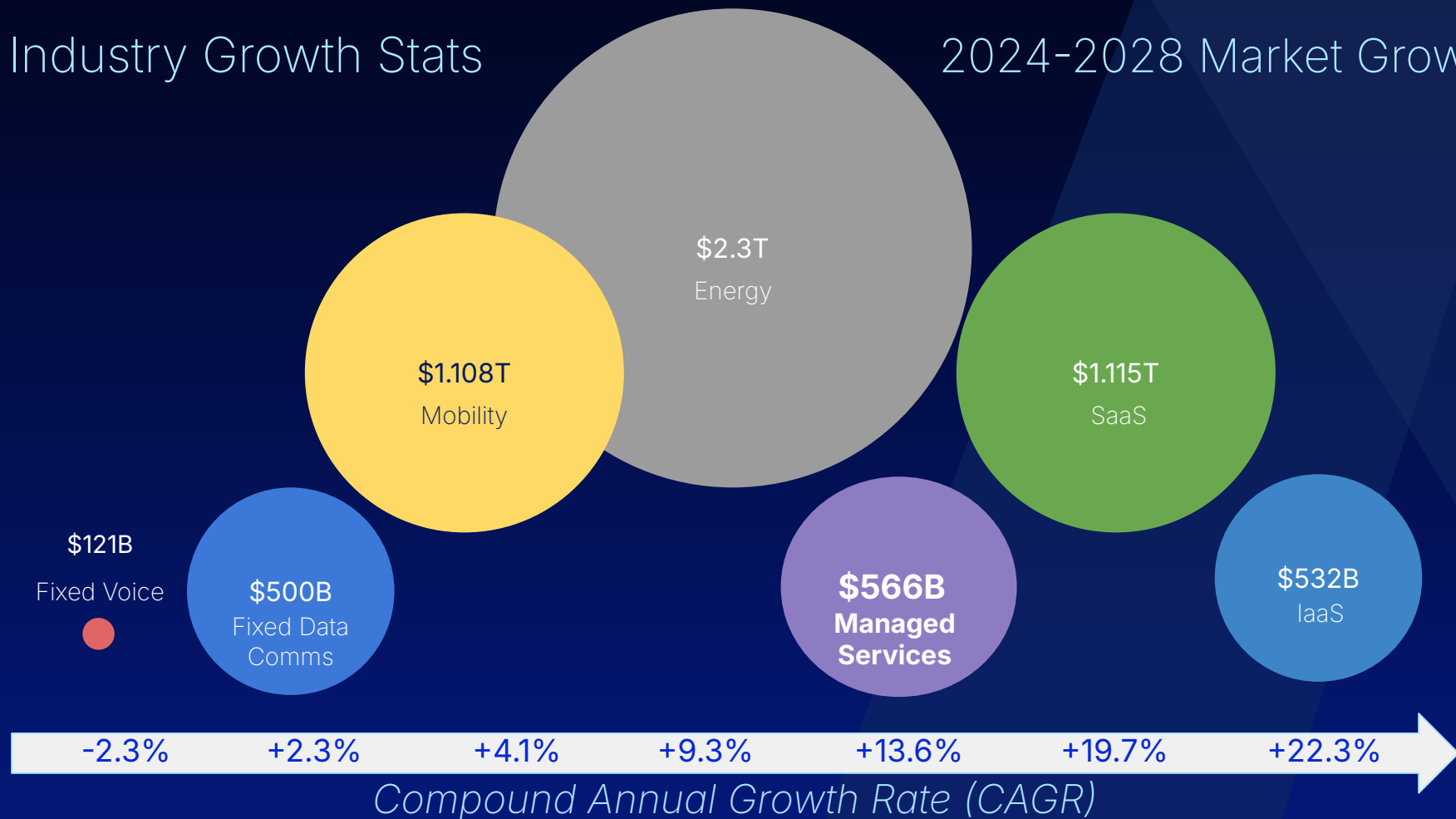
Planned IT Budget Allocations in 2024

(as a percentage of overall IT spending):

20% ■ Software

20% ■ Hardware

15% ■ IT Labor

14% ■ Hosting/Cloud-Based Services

9% ■ Managed Services

8% ■ Telecommunications

8% ■ Facilities and Power

6% ■ Internal Services

Source: Spiceworks 2024 Top Tech Trends

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What's Happening?

Market trends for the channel

Always on Culture

1 minute of downtime can cost upwards of $50k - Gartner

Customer Loyalty

A quality managed services solution / provider can quickly gain customer trust and loyalty with proper execution, securing long term revenue commitments

Stand Out

Advisors and channel partners differentiate themselves, remain competitive and deliver greater value

0 to 100

Accelerate your growth, managed services can be the foundation for offering other high-value technology solutions

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What is in it for **you**, why sell managed network services?

1. Focus on Core Competencies

2. Access to Specialized Expertise

3. Access to Enterprise Technologies

4. Enhanced Scalability and Flexibility

5. 24 × 7 × 365 Proactive Support

6. Improved QoL (Quality of Life)

7. **New or Expanded Residual Revenue Stream**

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What's in it for your **Customers**

1. Focus on Core Competencies

2. Access to Specialized Expertise

3. Access to Enterprise Technologies

4. Enhanced Scalability and Flexibility

5. 24 × 7 × 365 Proactive Support

6. Improved QoL (Quality of Life)

7. **Cost Efficiency**

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AppDirect Managed Services – VNOC

Portal - VEEUE pronounced "view"; built on ServiceNow and LogicMonitor

Carrier & Equipment Agnostic - Any carrier, any circuit type, any technology, globally

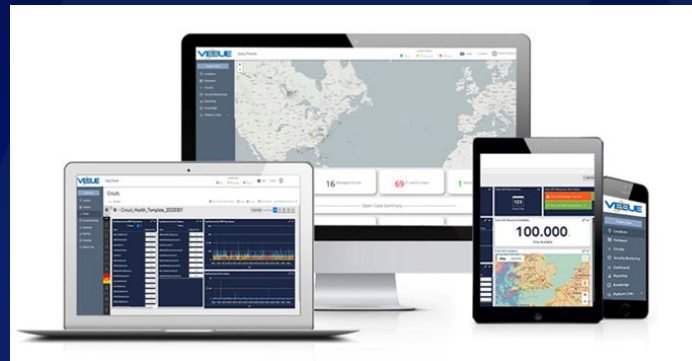**24×7×365 NOC** - Over 215k+ Trouble Tickets worked over the last 12 months

Issue Resolution - Triage, isolate with issue resolution and real-time customer notification

"Peerless" value-adds

Sales Close Rate - 80%+ with a demo of the portal

Deal Enablement - 25% pull through

Branding - White Label or Co-Brand

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Case Study - Success Story

Deal for $25K of Monthly Managed Services Over Incumbent

BEFORE · AFTER

Challenge

Looking for new NOC provider. Incumbent telco and non-agnostic. Service level was declining. Did not have a streamlined or integrated ticketing system and internal team had to handle all other circuits

Solution

Comprehensive WAN management solution to support the complex global WAN network with ServiceNow ITSM integration

Results

>1600 monitored endpoints across 500+ locations and 15 countries
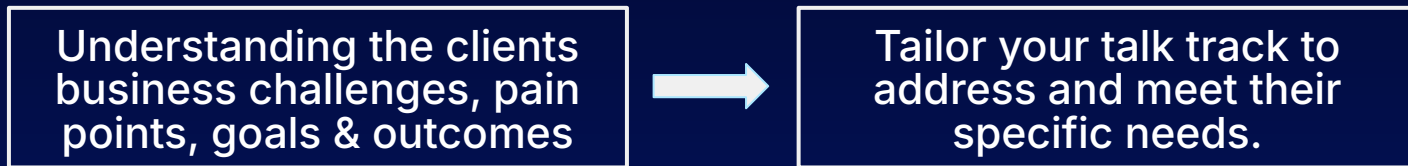
$4600
in recurring commissions

"This was the best and smoothest transition we have ever experienced and are excited for the future ahead"

-    *Dan - Senior VP of Network Services of a Fortune 200 Company*

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Top Tips for Selling Managed Network Services

Critical for Success

| **Understanding the clients business challenges, pain points, goals & outcomes** | → | **Tailor your talk track to address and meet their specific needs.** |

Proactively Address Objections or Concerns

Highlight scalability/flexibility and discuss relatable use cases

Leverage the experts

Maintain strong trust-based relationships - be a trusted advisor

Position to be an extension of the customers IT team Always advocating

Demonstrate Return on Investment

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Common Pitfalls and How to Avoid Them

Setting unrealistic expectations -
Over-Promising and Under-Delivering

Ignoring the human factor - Focusing too much
on the technology, not enough on the people...

Pricing pressures - Build on the value of the
solution

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Common Pitfalls and How to Avoid Them

Buy   **Build**   **Partner**
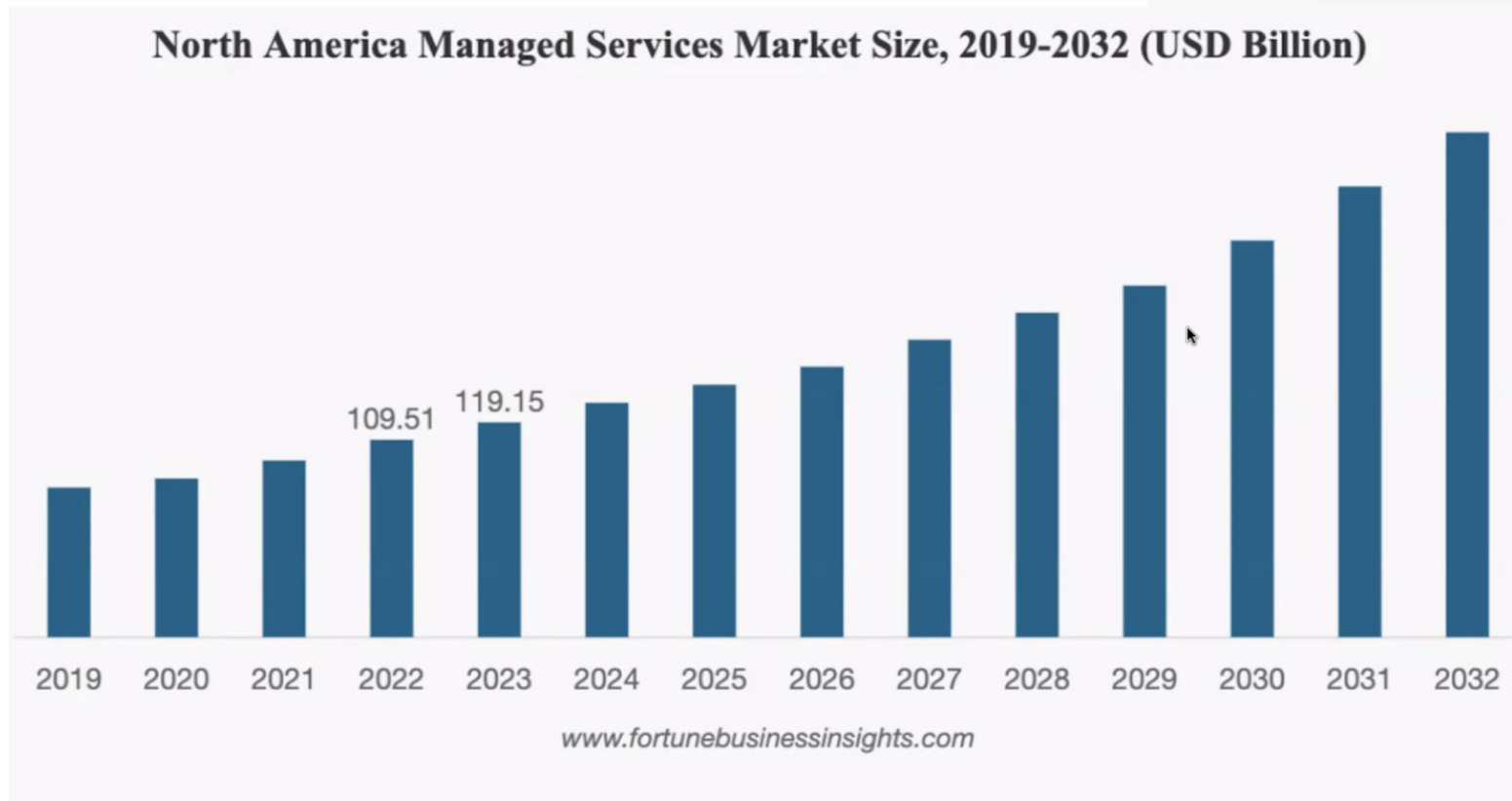
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LogicMonitor Fireside Chat

Michael Tarbet - Global Sales VP for Channel, MSP, SI
RJ Chapple - AppDirect GM - Managed Services

Trajectory

North America Managed Services Market Size, 2019-2032 (USD Billion)

109.51   119.15

2019 2020 2021 2022 2023 2024 2025 2026 2027 2028 2029 2030 2031 2032

www.fortunebusinessinsights.com

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LogicMonitor Envision Platform - Layered Approach

API and Integrations

UNIFIED EXPERIENCE

Dashboard and Reports	Resource Explorer	Service Insights

EDWIN AI
Alert and Event Intelligence and AI Assistant

LAYERED AI

Anomaly Detection	Dynamic Thresholds	Root Cause Analysis	Forecasting and Prediction	Cost Optimization

Hybrid Coverage

Metrics	Topology	Config	Events	Traces	Logs

Infrastucture Monitoring	Cloud Monitoring	Service Insights

Built to support your IT stack and workflow

Your business context

Public Cloud: aws, Azure

SaaS: zoom, slack, Office 365, salesforce

Extensibility: OpenTelemetry, fluentd, API/SDK, Webhooks, LM Exchange

2000+ Integrations: servicenow, slack, Microsoft Teams, HashiCorp Terraform, PagerDuty, puppet, HashiCorp

Wireless LAN | Network | Apps | Database | Servers | Kubernetes/Containers | SD-WAN | Virtualization | Storage
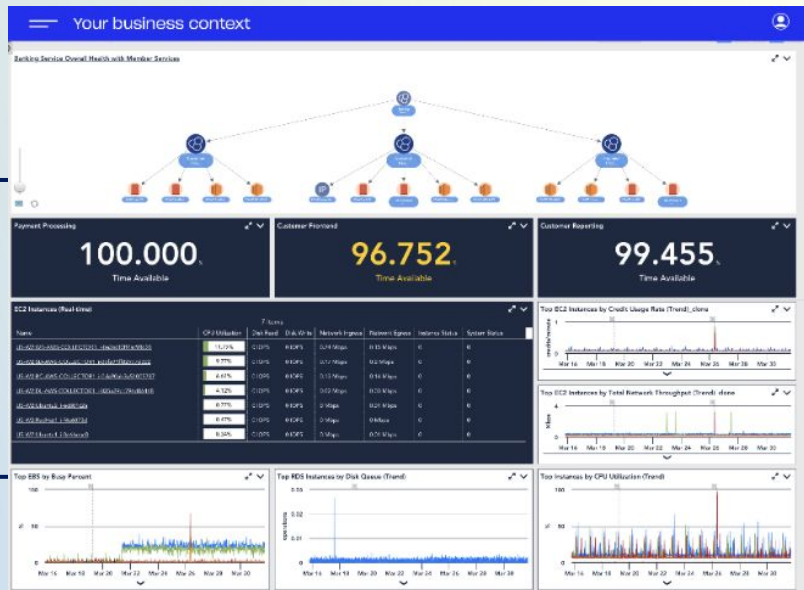
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Paths to Success

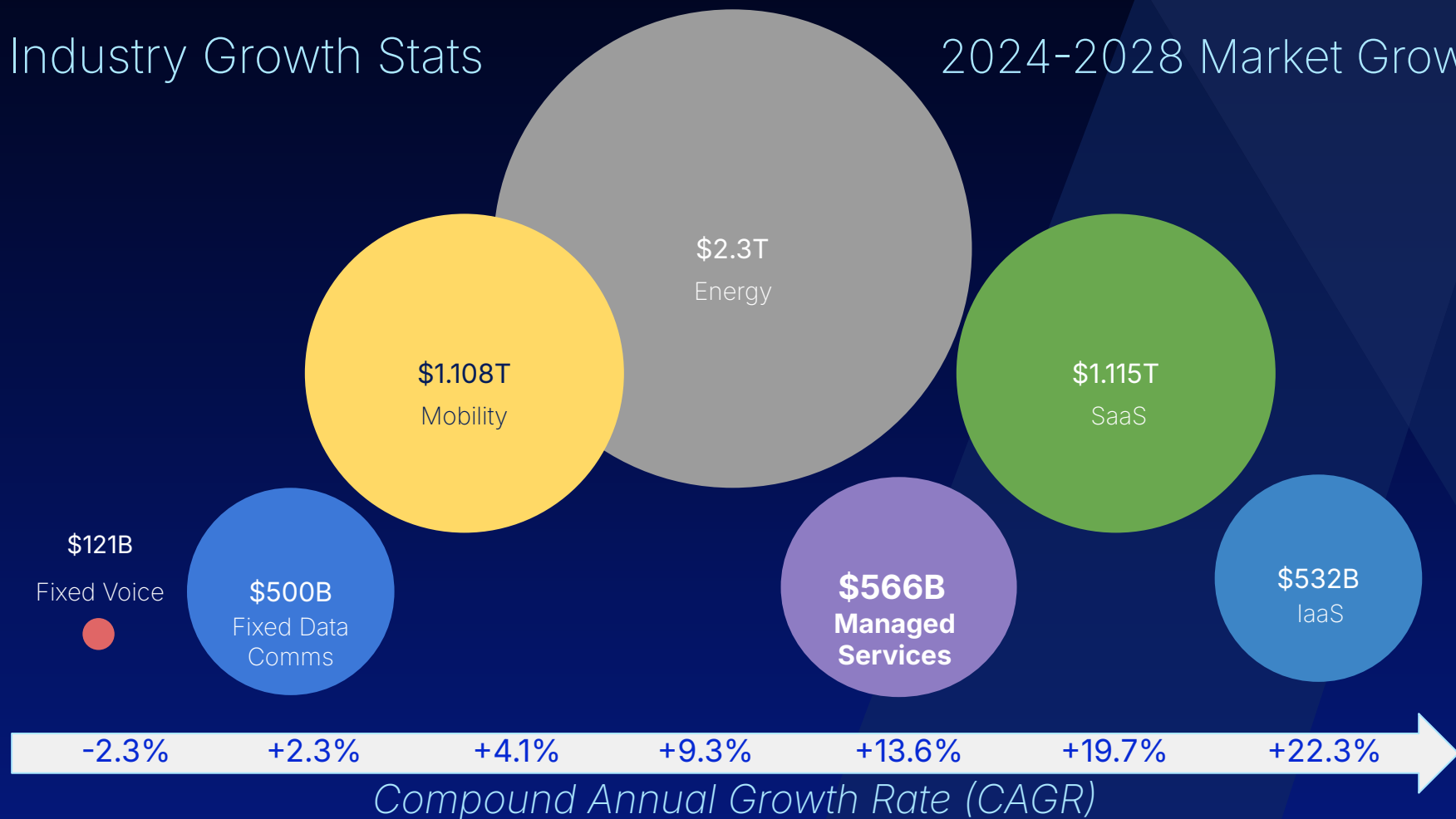Your path to success with managed services by AppDirect

Advisor [Referral] /
Retail Model

Become a White
Label Partner
Wholesale Model

MarketPlace
LogicMonitor Only
Roll Your Own Model

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Industry Growth Stats

$2.3T
Energy

$1.108T
Mobility

$1.115T
SaaS

$121B
Fixed Voice

$500B
Fixed Data
Comms

**$566B
Managed
Services**

$532B
IaaS

| -2.3% | +2.3% | +4.1% | +9.3% | +13.6% | +19.7% | +22.3% |

Compound Annual Growth Rate (CAGR)

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Thank You

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