



## How to Sell White-Label Marketplaces



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# Agenda

1. Introducing the Marketplace Sales Team
2. Industry Trends - the Marketplace Opportunity
3. Example Marketplaces - Software
4. Example Marketplaces - Banks & FinTech
5. AppDirect's co-sell Go To Market
6. Q&A

# Introducing The Marketplace Sales Team



**Joseph Ferrar**

Vice President, Marketplace  
Sales & Business Development  
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**Jack Cullinan**

Senior Account Executive | ISV & MSP  
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**Brendan Daly**

Senior Account Executive | ISV & MSP  
AppDirect



**Camilo Jurado**

Senior Account Executive | Telco & Finance  
AppDirect



# Industry Trends - The Marketplace Opportunity

# What's Happening in the Market

## Software buying trends

**78%**

like to buy complementary  
products from a single vendor

**82%**

want the software they buy to  
integrate with tools they already  
have

**83%**

prefer to renew a product than  
switch to a new vendor

80% of B2B  
sales will occur  
in digital  
channels by  
2025

**\$342B**

**TOTAL CLOUD\***

Total **North American** Market:  
Projected SMB Spending in 2026  
Average 12% Y/Y Growth

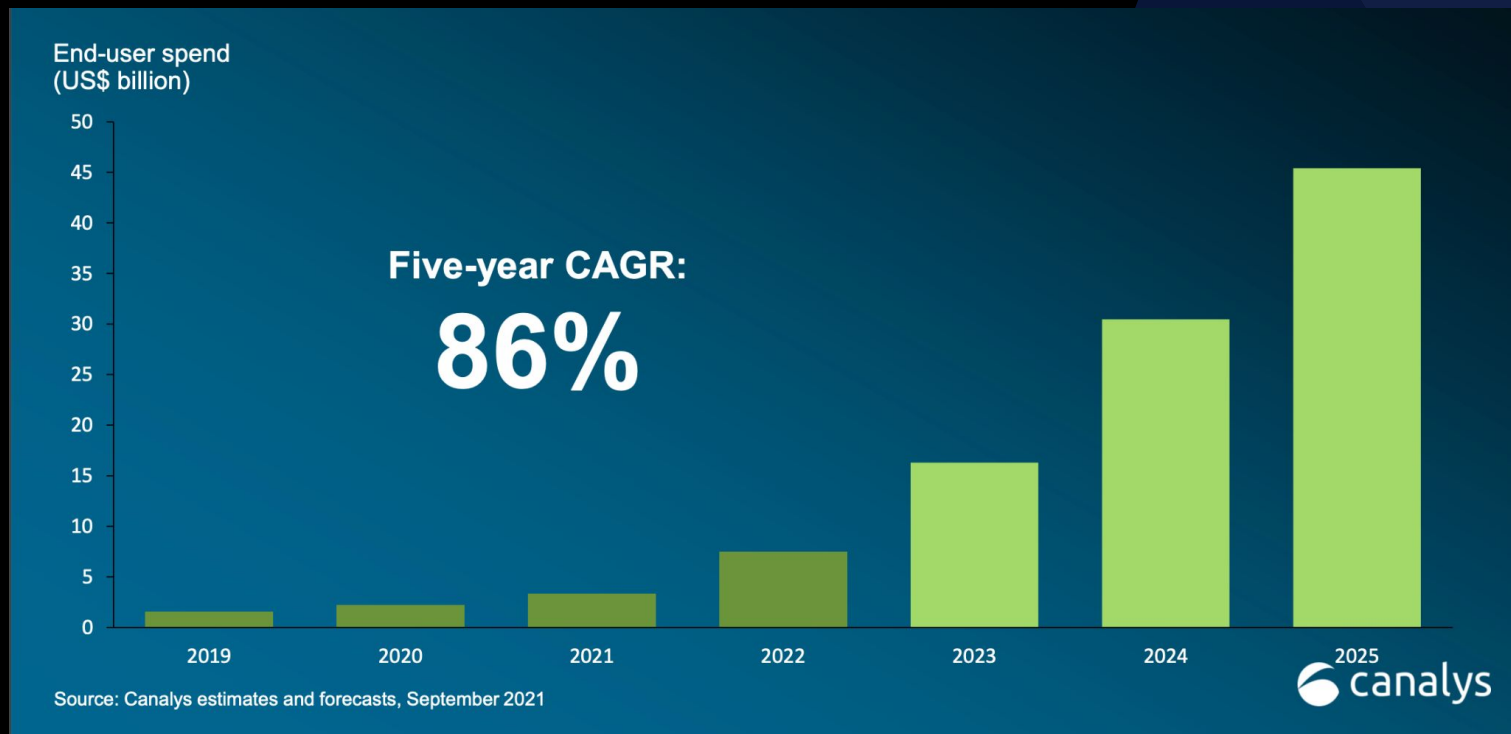
**\$119B**

**BUSINESS APPLICATIONS**

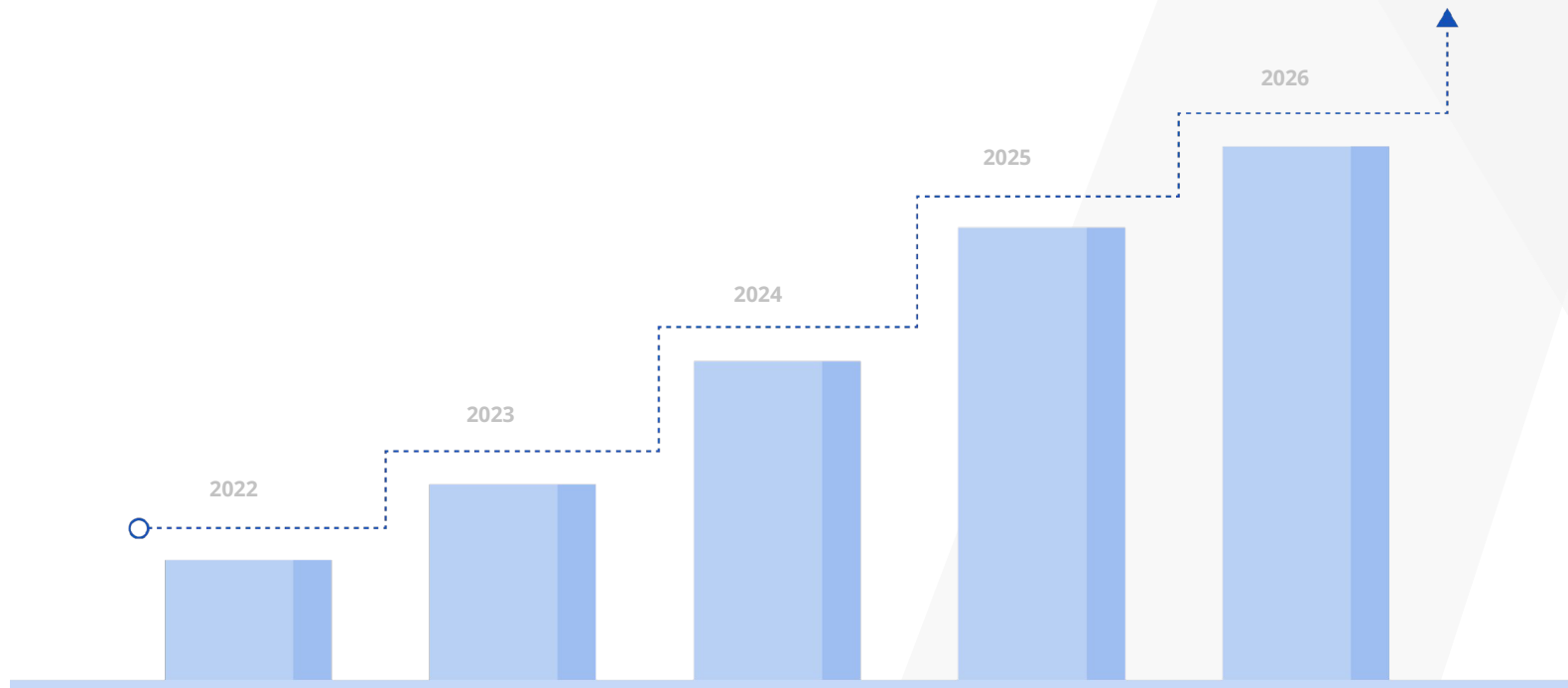
Total **North American** Market:  
Projected SMB Spending in 2026  
Average 16% Y/Y Growth



# Previous Predictions Estimated Sales Through Cloud Marketplaces to Double Year-on-Year, Reaching \$50Bn by 2025



# More Recent Estimates Show Sales Through Cloud Marketplaces to Exceed \$100B by 2026





# Market Trends

Top three trends in B2B Commerce



Ecosystems

**What** businesses buy



Routes to Market

**Where** businesses buy



Marketplaces

**How** businesses buy

# **AppDirect is a Leader** in the Forrester New Wave™ **Marketplace Development Platforms,** Q4 2021

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## Example Marketplaces - Software Companies

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Example Marketplaces -  
Banks & FinTech

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## AppDirect's co-sell Go To Market

# What to do Next?

- Register your interest with the Marketplace Sales team or via your AppDirect Channel Manager
- Consider your base of clients
  - Software companies that are at the centre of an ecosystem?
  - Banks & FinTech's
- Account mapping and opportunity registration
- Introduce the lead and support a co-sell motion





# Assets and resources



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