

## THRIVE24

### Launching your Marketplace: Build or Buy?

Daniel Sides - HPE Brendan Daly - AppDirect





Daniel Sides Head of Marketplace Strategy at Hewlett Packard Enterprise Brendan Daly Senior Enterprise Account Executive at AppDirect



#### The Marketplace Flywheel

More Satisfied and Stickier Customers

Platform + Partners Comarket and Cosell

- Lowers CAC
- Increases reach, conversion rate, lead quality
- Improves win rate, time to close

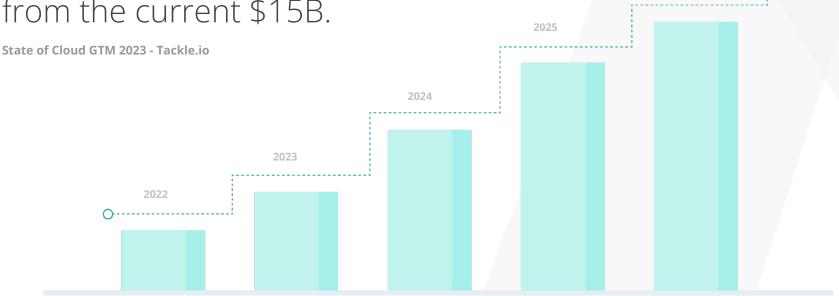


Acquire More Customers Platform + Partners Product Experience

- Extends functionality
- Reduces manual work and inefficiencies
- Improves outcomes with solution



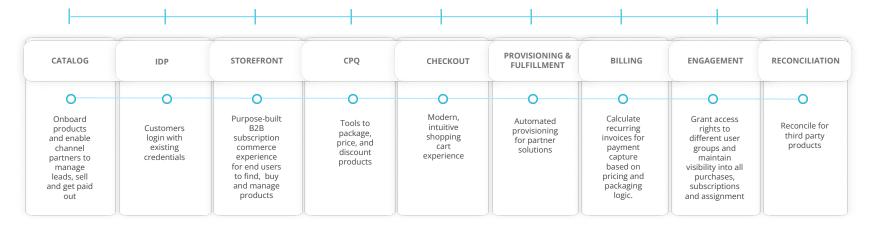
#### By 2026, sales through Cloud Marketplaces is expected to exceed \$100B from the current \$15B.







Enabling an End to End Commerce Journey For Partners, Customers and You





1st and 3rd Party Product Catalog Management



Storefront/Marketplace UX, End User Self-Serve and Assisted Sales Provisioning & Subscription Management



Subscription Billing & Revenue Reconciliation

"AppDirect brings marketplace launch cycles down from 3 years to 3 months at 1/10th of the cost."

- Forrester Total Economic Impact Report





# **Thank You**

