



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

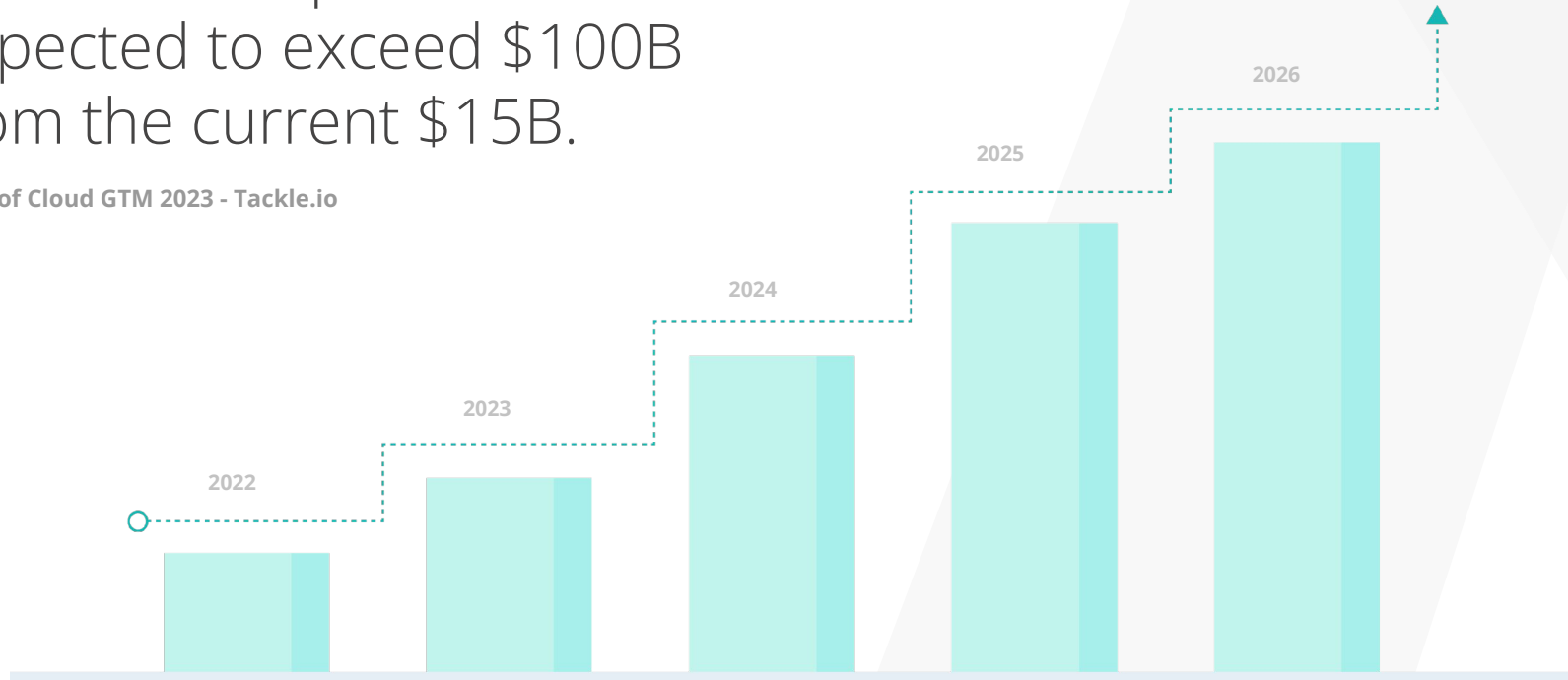
Senior Enterprise Account
Executive at AppDirect

The Marketplace Flywheel



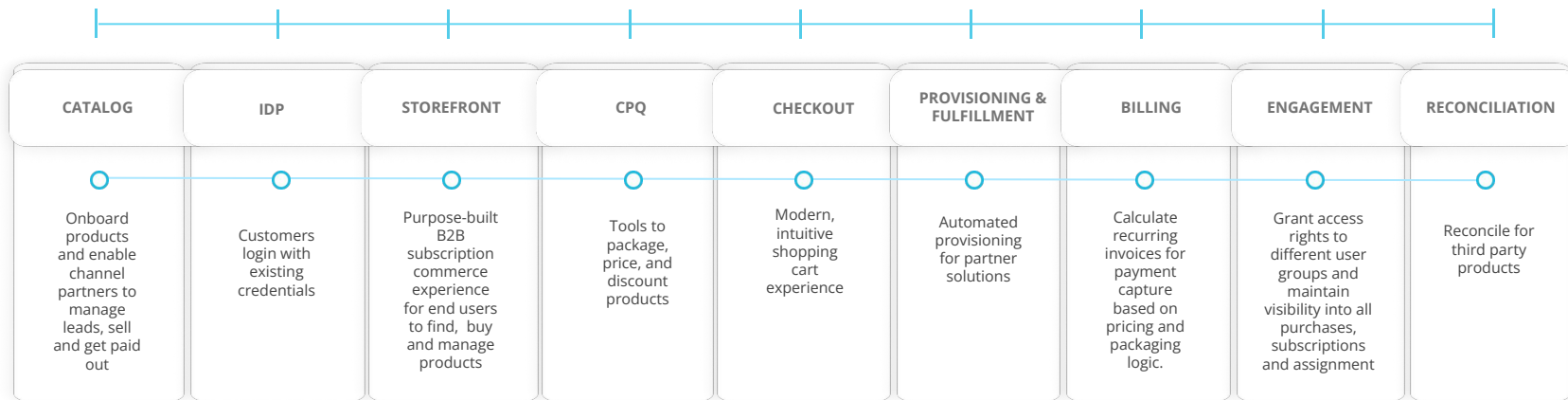
By 2026, sales through Cloud Marketplaces is expected to exceed \$100B from the current \$15B.

State of Cloud GTM 2023 - Tackle.io





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

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