



THRIVE24

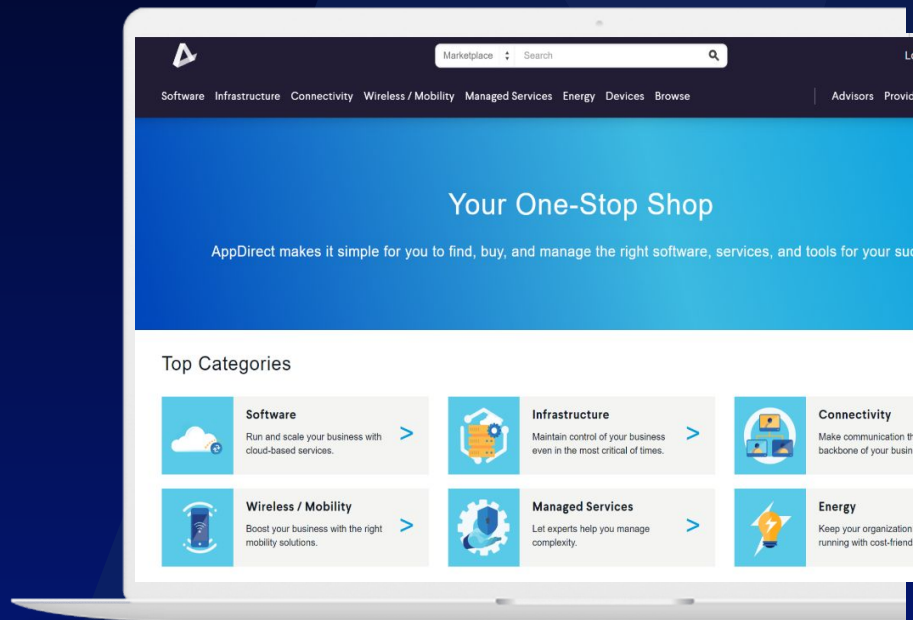
Scale Cloud Sales through your Advisor Marketplace

Empowering AppDirect advisors to solution on behalf of their customers via the CloudSeller experience as well as sell directly to their customers via their own branded storefront, powered by AppDirect Builtfirst.

Heidi Humphreys & Michael Julve

Meet the Relationship-Driven B2B Marketplace

We connect technology buyers with expert advisors to make it easier to find, buy, and manage essential business services.



Sell Cloud and unlock new growth

\$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

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



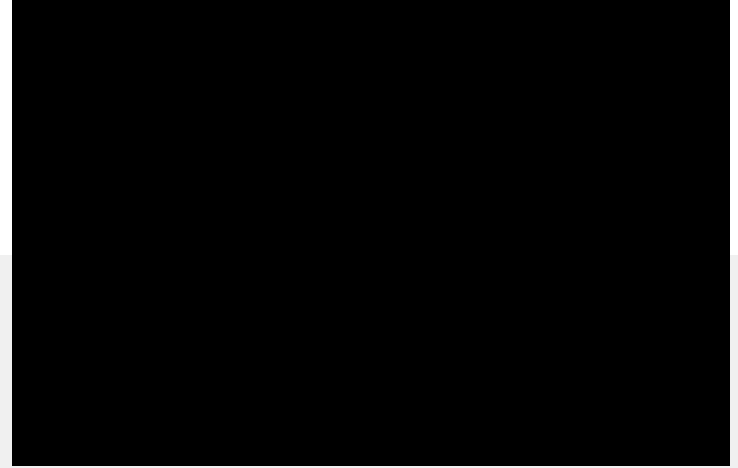


Get your unfair share of Cloud with AppDirect!

AppDirect Cloudseller & Advisor Branded Storefront

Cloudseller for Advisors

Bring more value to your customers with a platform to procure technology, manage spend and secure their workforce



Cloudseller for Advisors

Find, configure and quote cloud products on your own in a simple interface



Customer Procurement Marketplace

Save time with a single location to find and buy all the technology services that power customers business



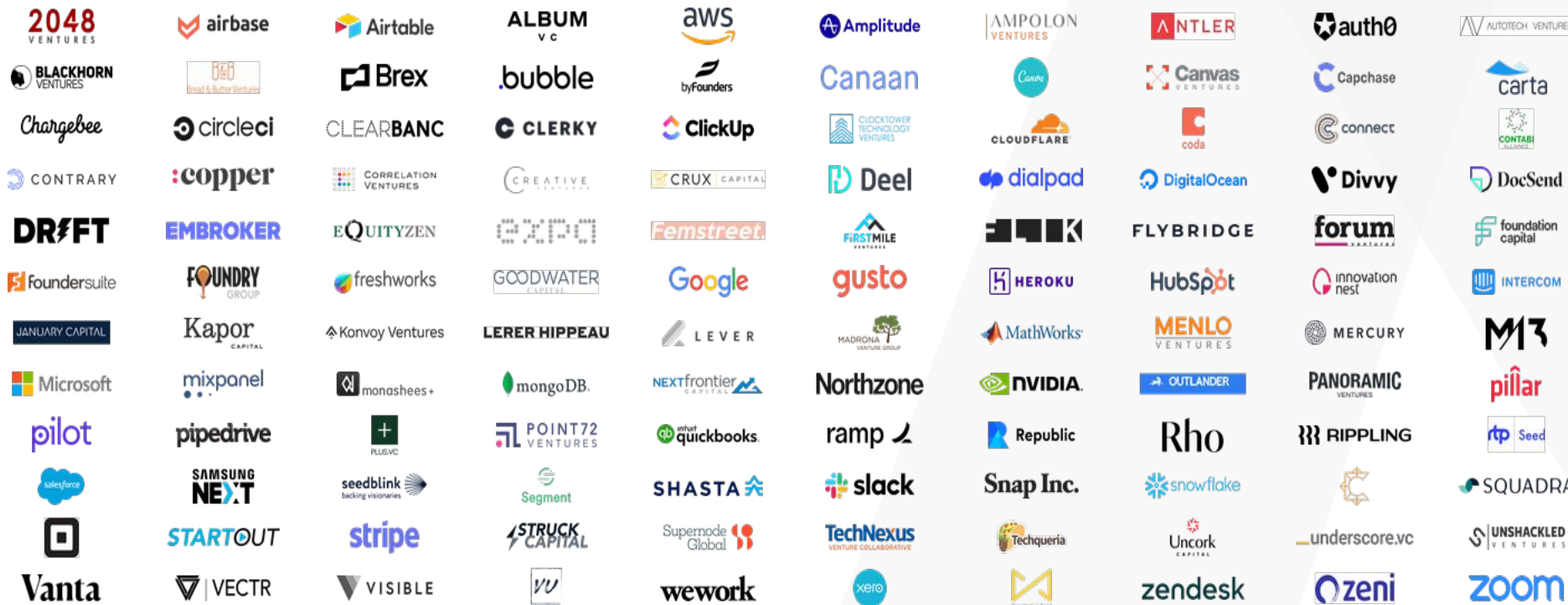
Customer Spend Management

Consolidate application and subscription management.



Builtfirst & AppDirect

Ecosystem of 1,000's of Influencers, VC & PE Firms, Financial Services, Professional Communities, and ISVs



AppDirect Advisor Branded Storefront





Advisor Storefront 'Pilot' Panel



Stephen Hancock
Socium Consulting



Willow Pfahler
WX Technology Group



John Schwarze
Tin Can Distributors



Mark Venuto
US Networks



Are you interested in learning more?

**Reach out to your Channel Manager to gain
early access to the Builtfirst Beta today**



Thank You

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