

Creating a better developer experience



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Channel Ecosystem Trends

Invest in Developer
experience programs to
secure partner loyalty and
deliver growth

85%

**Cloud Marketplaces Compounded
Annual Growth Rate (CAGR)¹**

90%

**Global businesses prioritizing
Developer Experience Enhancements²**

73%

B2B companies expect **personalized
experiences**, reflecting the influence of
their experiences as B2C consumers³

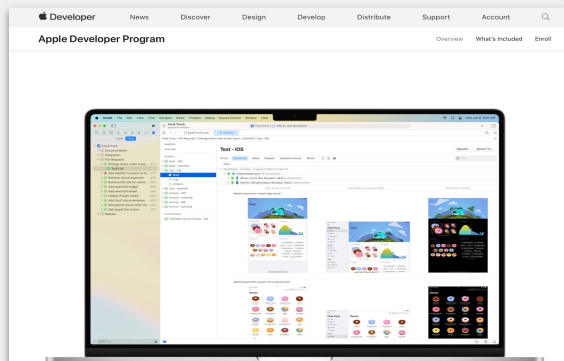
¹Canalys Cloud Marketplace Growth Forecast

²Forrester Planning Guide 2024: Partner Ecosystem Marketing, 08/01/2023, by Kathy Contreras, Hannibal Scipio, Maria Chien with Carrie Hayes, Kiri Bartels, Arianne Burnette

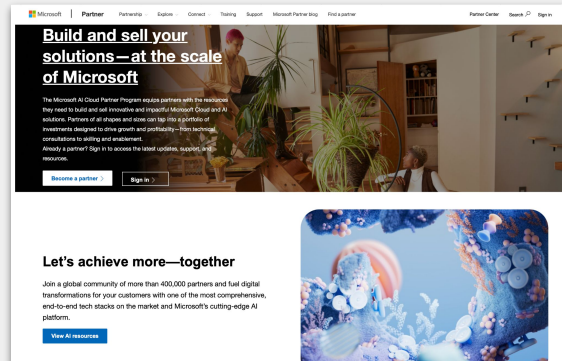
³Gartner, 2024 Tech Provider Top Trends: Personalized Marketplace Experiences, 12/12/2023, by Anshul Gupta, John Santoro, ck Andrade

Innovators' invest in Robust Developer Management Experience

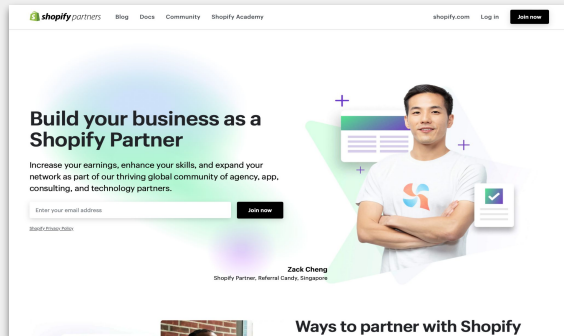
APPLE



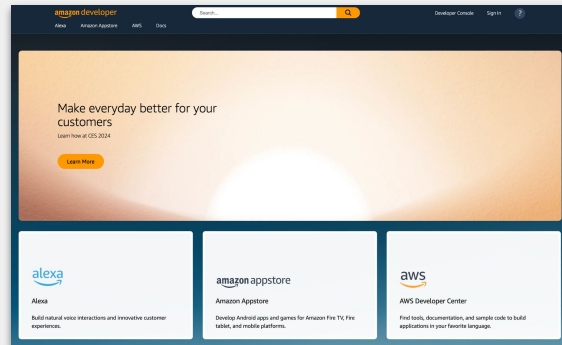
MICROSOFT



SHOPIFY



AMAZON



The AppDirect Platform Advantage

Empowering the growth for Developers and Merchants

ISV DEVELOPERS

Access to large Markets

Effortless Product Distribution

Simplify the selling process

Visibility into Sales Performance

Visibility into Product Usage



MARKETPLACE OPERATORS

Enable delightful Partner Onboarding

Deliver branded experiences

Manage & retain Partners

Expand their Product Catalog

Manage complexities

DEV CENTER 2.0

A new way to craft your ***personalized*** Developer Onboarding and Management Experience

Quick Audience Poll

- ✓ How many of you currently work with 3rd-party partners?
- ✓ Does anyone have plans to launch an ecosystem within the next year?
- ✓ How many favor a “gated” onboarding process that requires approval for 3rd parties to join?

Why Dev Center 2.0?

Empower Developers to:

1. Apply to join gated ecosystems on-platform
2. Onboard efficiently
3. Find the information & tools needed to be successful
4. List and manage products
5. Get insights into usage and sales Performance

Empower Merchants to:

1. Tailor unique experiences for Login & Signup
2. Deploy customized Onboarding Questionnaires for gated ecosystems
3. Adapt specialized Email Notifications for use with Developer Programs
4. Edit the Developer Homepage to optimize onboarding experiences
5. Track & manage ecosystem applicants through the entire lifecycle

Product Demo



Contact Information

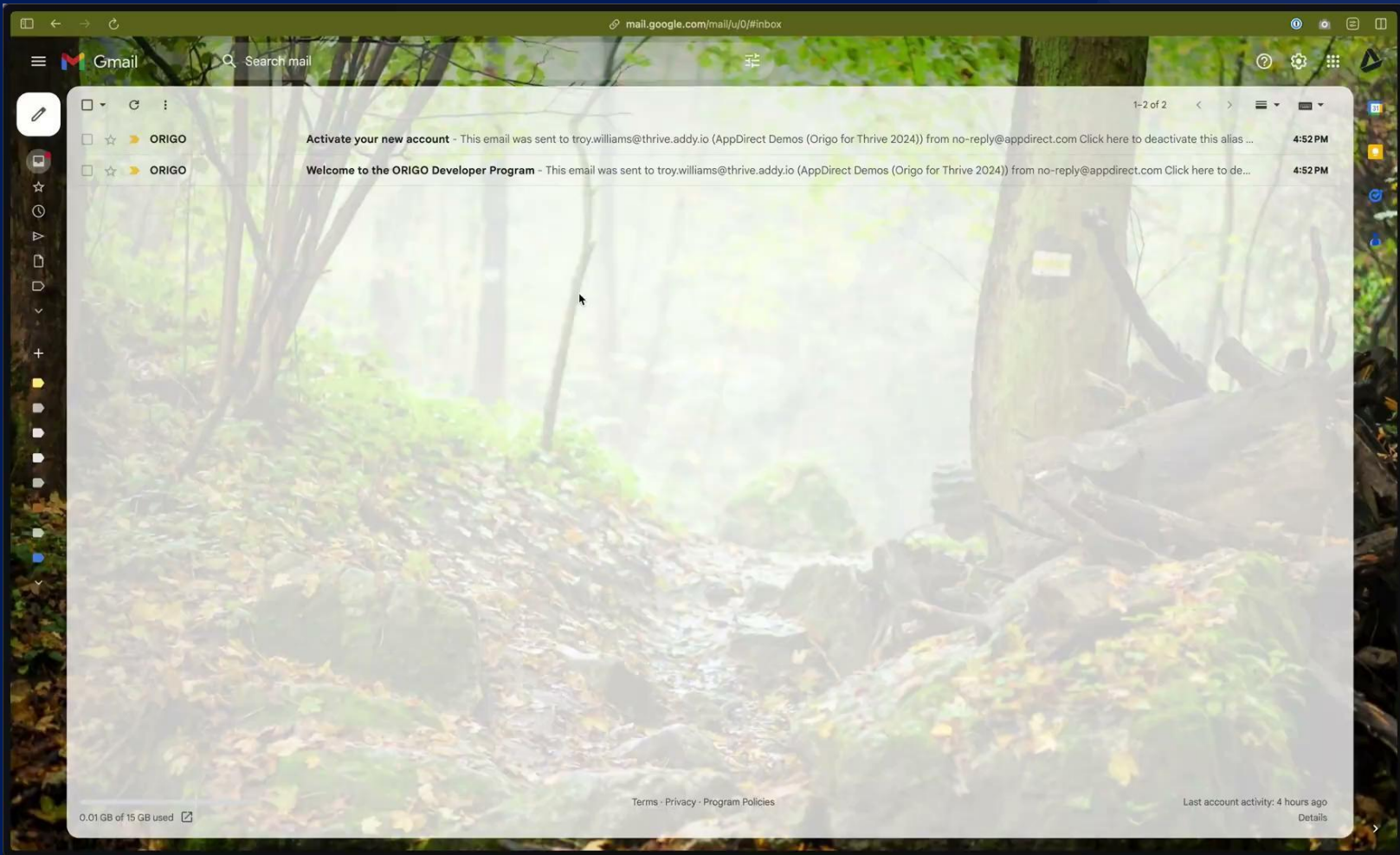
Provide the details we need to contact you after you complete and submit this application.

First Name *

Last Name *

Work Email *

Phone *



FAQ

1. **I'm a existing platform customer. How can I turn this feature on?**
 - Since this feature is in Early Availability, please contact your Account Manager or open a Support Ticket and we will work with you to enable it.
2. **Is there any additional cost for using this feature?**
 - No, there are no fees while the features are in the Early Adopter phase. If interested in signing up as an early adopter, fill out this form:
www.appdirect.com/platform/appdirect-early-adopter-program
3. **Do I need to upgrade to any particular version to enable it?**
 - The Developer Network capability must already be enabled. Login v3 and the latest version of our dashboards are also required.
4. **What other prerequisites are there?**
 - To edit the onboarding survey, it is best to have a resource familiar with JSON. In the near future, we'll enhance it with a visual editor.

Item with a 2024/5
completion date

Item will continue
beyond 2025

Dev Center 2.0 Roadmap

H2-2024

Visual editor for onboarding surveys

Additional Media widget settings

H1-2025

Broadcast widget for homepages

Build Custom pages in Theme
Editor

Developer Manager role & dedicated homepage

Multiple Developer programs

H2-2025

Onboarding application scoring

Q&A

Assets and resources



Scan this QR code to access
assets related to this session



Thank You

THRIVE24