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TRACK 6

Grow Sales With A Limitless Product Catalog

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B2B Commerce is a BIG thing

$1.8

US B2B commerce growth by 2023

Trillion

Product catalogues drive conversion and CSAT

94% B2B buyers conduct online research before making purchase

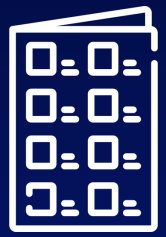
86% Expect the same selection and availability as B2C

56% Customers more likely to purchase when they find product from a wide selection

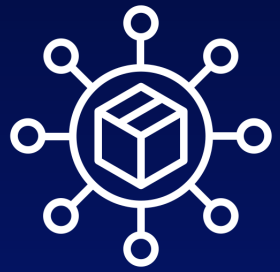
What Marketplace Hyperscalers Have Taught Us

[Hint: Yes, product catalogue size really does matter]

amazon ebay Alibaba.com



Expansive Product Catalogues



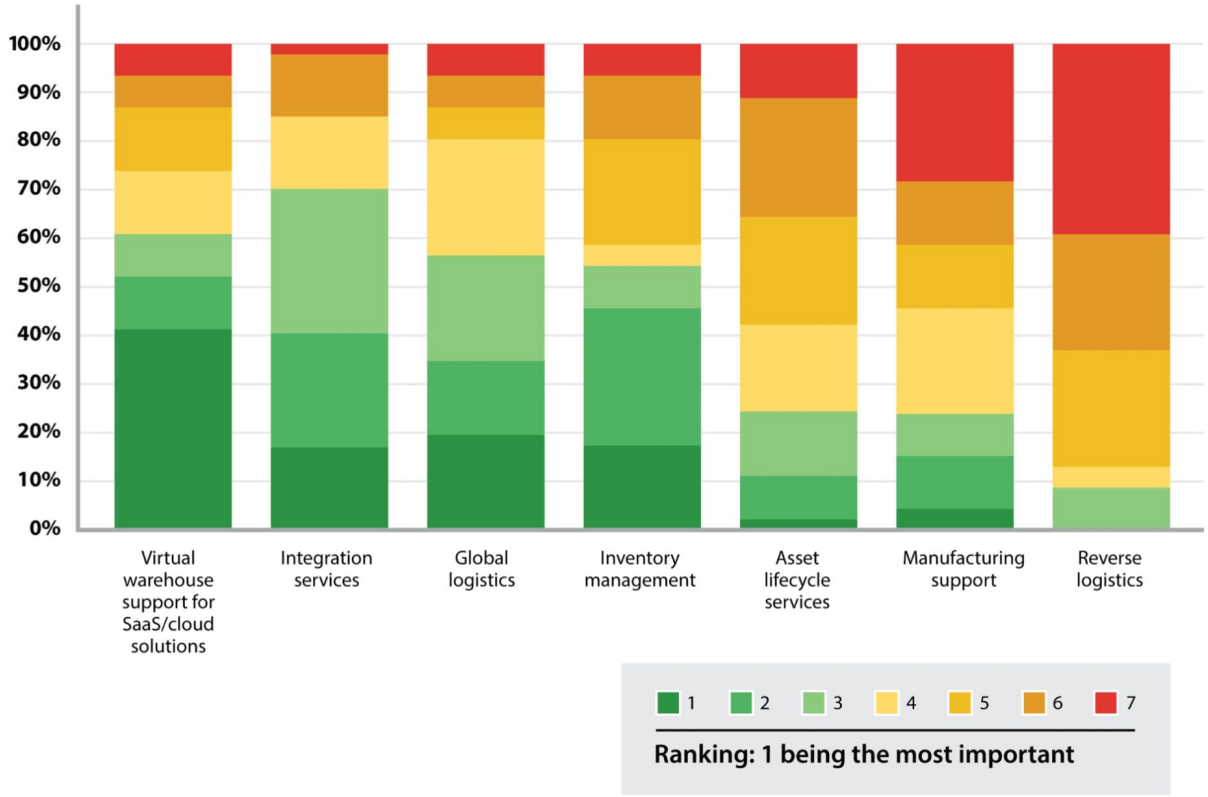
Distribution and Supply

Marketplace Integration

Distributors are the future of distribution

Virtual warehouse cloud solutions ranked highest in importance among other distribution core competencies

Scaling outside a distributor represents significant increase in SG&A and a significant decrease in sales and marketing focus



Source: GTDC 2025 Report

Thriving ecosystems are enhanced through distribution

INGRAM MICRO | TD SYNNEX

EXPANDED PRODUCT CATALOGS

Thousand of products from numerous vendors

DISTRIBUTION AND FULFILLMENT

Managing complex supply chain and product availability

ANALYTICS AND INSIGHTS

Rich data on product performance and market trends

COMMERCE PLATFORM

SEAMLESS ACCESS	MARKETPLACE SETUP	AUTOMATED PROCESSES
TAXATION	RECONCILIATION	DATA UTILIZATION

Why Selling with a Distributor with AppDirect is Easy

USE EXISTING RELATIONSHIP

Use your existing Ingram and Synnex credentials or resell through AppDirect

SEAMLESS INTEGRATION

No manual data entry to access distributor catalogs, ordering, and fulfillment

MERCHANDISING CONTENT

Rich merchandising content to help you sell on your marketplace

PRODUCT CATEGORIES

Access to hundreds of product categories to build your catalogue

PRICING CONTROL

Full control to markdown products and manage commissions

TAXATION AND RECONCILIATION

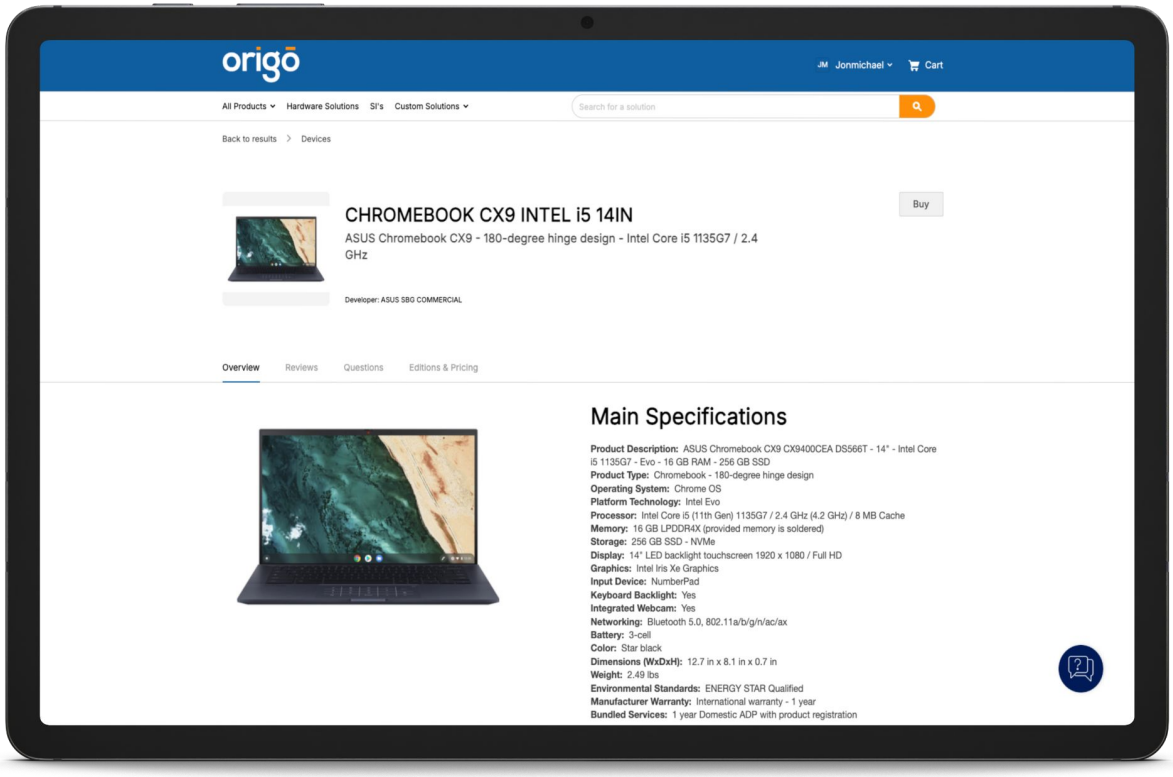
Accurate tax collection and reconciliation with distributor

Merchandising Content

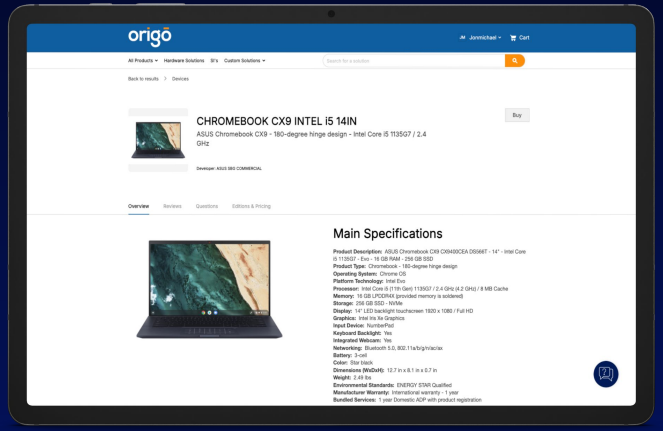
Distributors only provide on product pricing data and fulfillment information

AppDirect offers manufacturing content includes hi-resolution imagery, main specifications, marketing description, features, and user guides

Available:
USA (English, Spanish)
Canada (UK English, French)



Manage Margins Using MSRP-Based Pricing



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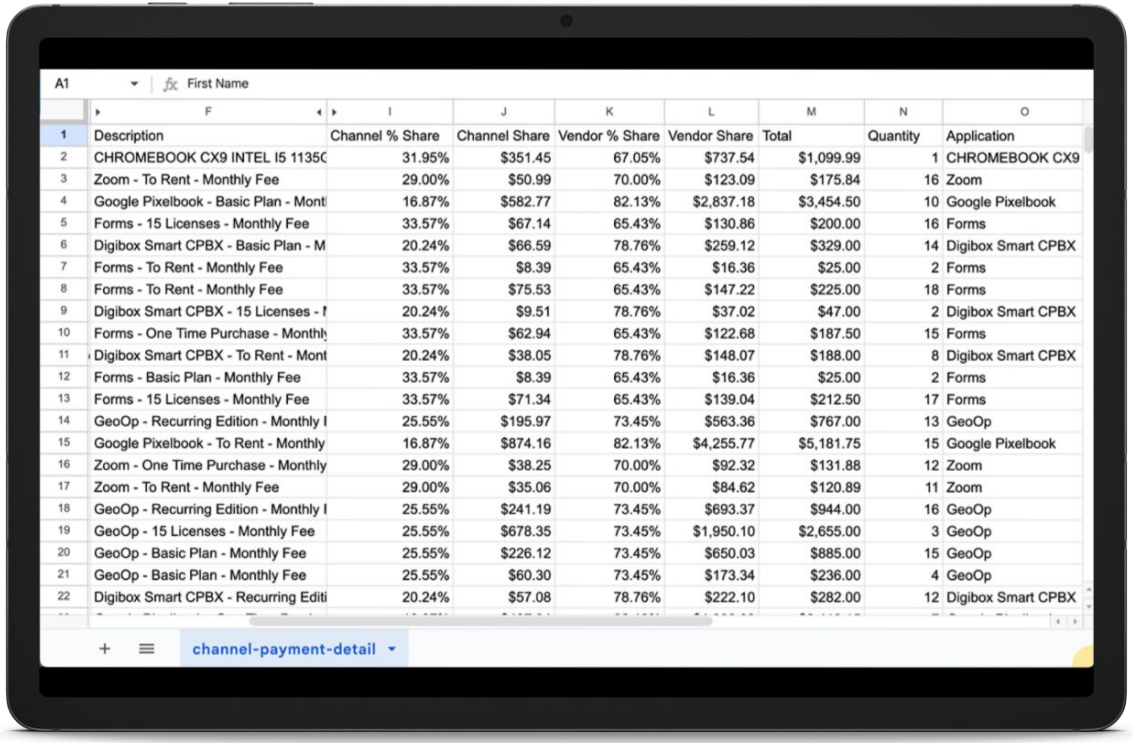
Reconciliation Reporting

Simple and customized reporting

Insights in total sales, margin, commissions, and costs owed to distributor



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1	Description	Channel % Share	Channel Share	Vendor % Share	Vendor Share	Total	Quantity	Application
2	CHROMEBOOK CX9 INTEL I5 1135(	31.95%	$351.45	67.05%	$737.54	$1,099.99	1	CHROMEBOOK CX9
3	Zoom - To Rent - Monthly Fee	29.00%	$50.99	70.00%	$123.09	$175.84	16	Zoom
4	Google Pixelbook - Basic Plan - Mont	16.87%	$582.77	82.13%	$2,837.18	$3,454.50	10	Google Pixelbook
5	Forms - 15 Licenses - Monthly Fee	33.57%	$67.14	65.43%	$130.86	$200.00	16	Forms
6	Digibox Smart CPBX - Basic Plan - M	20.24%	$66.59	78.76%	$259.12	$329.00	14	Digibox Smart CPBX
7	Forms - To Rent - Monthly Fee	33.57%	$8.39	65.43%	$16.36	$25.00	2	Forms
8	Forms - To Rent - Monthly Fee	33.57%	$75.53	65.43%	$147.22	$225.00	18	Forms
9	Digibox Smart CPBX - 15 Licenses - I	20.24%	$9.51	78.76%	$37.02	$47.00	2	Digibox Smart CPBX
10	Forms - One Time Purchase - Monthly	33.57%	$62.94	65.43%	$122.68	$187.50	15	Forms
11	Digibox Smart CPBX - To Rent - Mont	20.24%	$38.05	78.76%	$148.07	$188.00	8	Digibox Smart CPBX
12	Forms - Basic Plan - Monthly Fee	33.57%	$8.39	65.43%	$16.36	$25.00	2	Forms
13	Forms - 15 Licenses - Monthly Fee	33.57%	$71.34	65.43%	$139.04	$212.50	17	Forms
14	GeoOp - Recurring Edition - Monthly I	25.55%	$195.97	73.45%	$563.36	$767.00	13	GeoOp
15	Google Pixelbook - To Rent - Monthly	16.87%	$874.16	82.13%	$4,255.77	$5,181.75	15	Google Pixelbook
16	Zoom - One Time Purchase - Monthly	29.00%	$38.25	70.00%	$92.32	$131.88	12	Zoom
17	Zoom - To Rent - Monthly Fee	29.00%	$35.06	70.00%	$84.62	$120.89	11	Zoom
18	GeoOp - Recurring Edition - Monthly I	25.55%	$241.19	73.45%	$693.37	$944.00	16	GeoOp
19	GeoOp - 15 Licenses - Monthly Fee	25.55%	$678.35	73.45%	$1,950.10	$2,655.00	3	GeoOp
20	GeoOp - Basic Plan - Monthly Fee	25.55%	$226.12	73.45%	$650.03	$885.00	15	GeoOp
21	GeoOp - Basic Plan - Monthly Fee	25.55%	$60.30	73.45%	$173.34	$236.00	4	GeoOp
22	Digibox Smart CPBX - Recurring Editi	20.24%	$57.08	78.76%	$222.10	$282.00	12	Digibox Smart CPBX

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How AppDirect Makes Connecting With Distributors Turnkey

Disti Connector Roadmap

KEY

- Item with a 2024/5 completion date
- Item will continue beyond 2025

H2-2024	H1-2025	H2-2025
Ingram Integration (AWS, Adobe, MSFT, Google)		* Ingram Integration (Cisco, AutoDesk, Okta, Veeam, Fortinet)
Disti Connection Expansion (Outside of U.S.)		Ingram Physical and TD Synnex Digital commerce
Cost Based Pricing Support	Pricing UI Guardrails	
Automated Rev Share and Mark-up		
Automated Bulk Setup		

** Dependent on Ingram Roadmap*

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Fireside chat

With Jonmichael Moy & Greg Onoprijenko

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Question and Answers

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Assets and resources

Scan this QR code to access assets related to this session

Thank You

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