

Turn PRM into your Channel Ecosystem Advantage



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Agenda

1. Introduction with CapGemini
2. The Importance of the Channel in Digital Commerce
3. AppDirect's Platform Strategy in Relation to the Channel
4. PRM Capability Highlights
5. Q&A



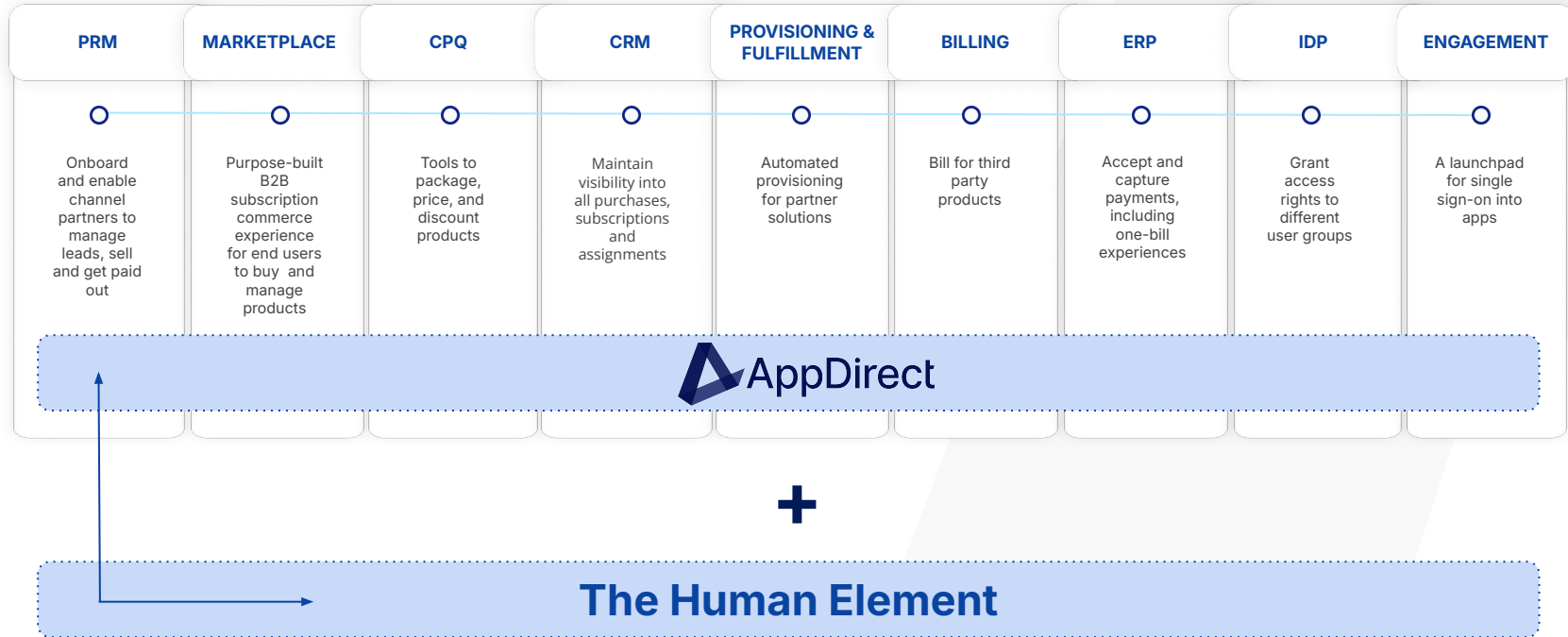
Introduction from CapGemini

Alexander Katzner, Vice President for
Digital Commerce



The Importance of the Channel in Digital Commerce

A Wide Range of Capabilities is Required, Underpinned by the Human Element



Access to Business Technology can be Complex

84%

of SMBs experience at least some difficulty in buying new SaaS solutions



Managing a large number of solutions and vendors can make it hard to scale

Market Trends

Top three trends in B2B Commerce



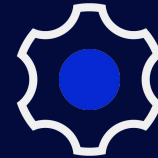
Ecosystems

What businesses buy



Routes to Market

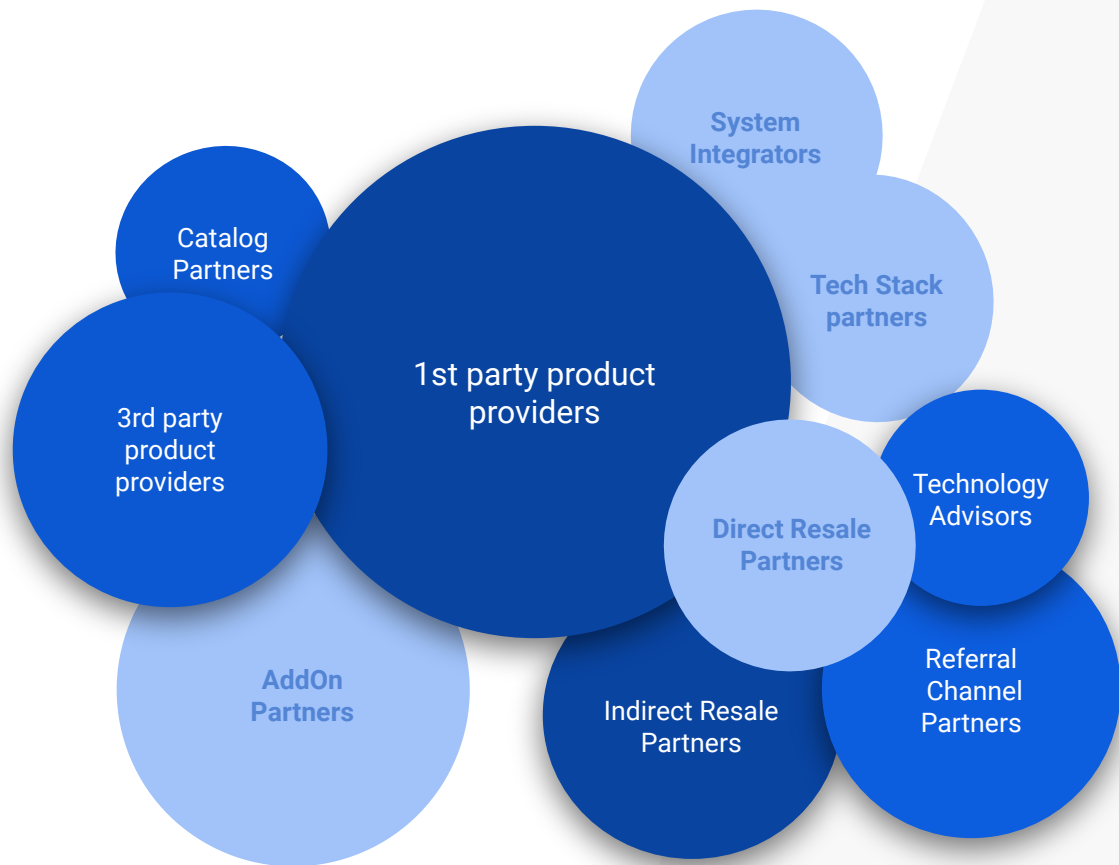
Where businesses buy



Marketplaces

How businesses buy

The AppDirect "Routes to Market" Ecosystem



Importance of the channel as a sales motion

Increase your routes to market for your solutions and your partner solutions

40%

- **of market share winners are selling online via a third-party marketplace**
- only 27% of underperforming firms adopted this a strategy¹

89%

- **89% of customers retained on average by companies with the strongest omnichannel experiences**
- 33% retention for companies with weak omnichannel customer experience.²

80%

- **of B2B sales interactions between suppliers and buyers will occur in digital channels³**

77%

- **77% of surveyed companies most often purchases technology through indirect channels (MSPs, Advisors, etc) rather than direct⁴**

¹McKinsey, The multiplier effect: How B2B winners grow

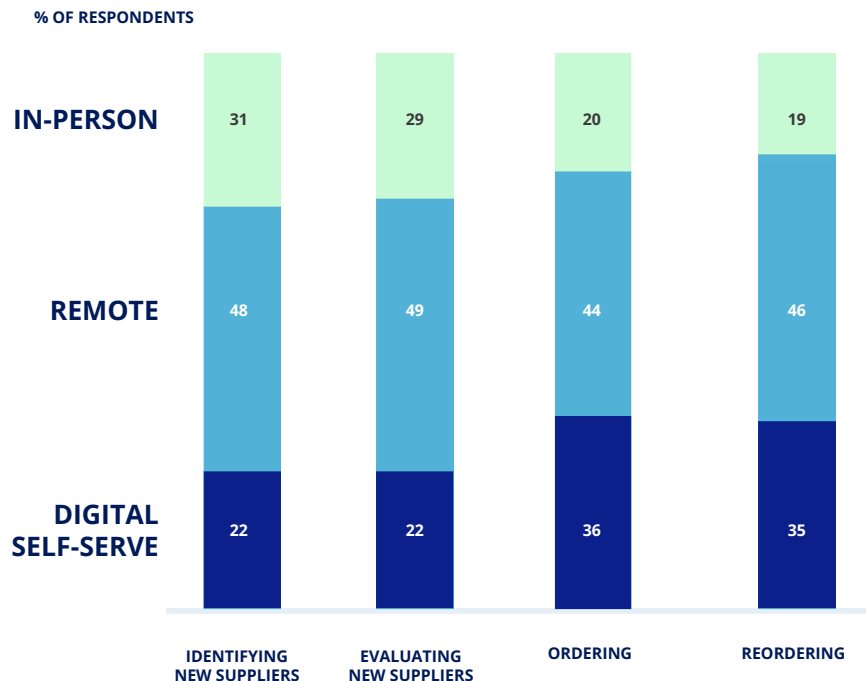
²Forbes, 100 Stats On Digital Transformation And Customer Experience

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

⁴Internal survey

The Human Element Remains an Important Aspect of the Buying Journey

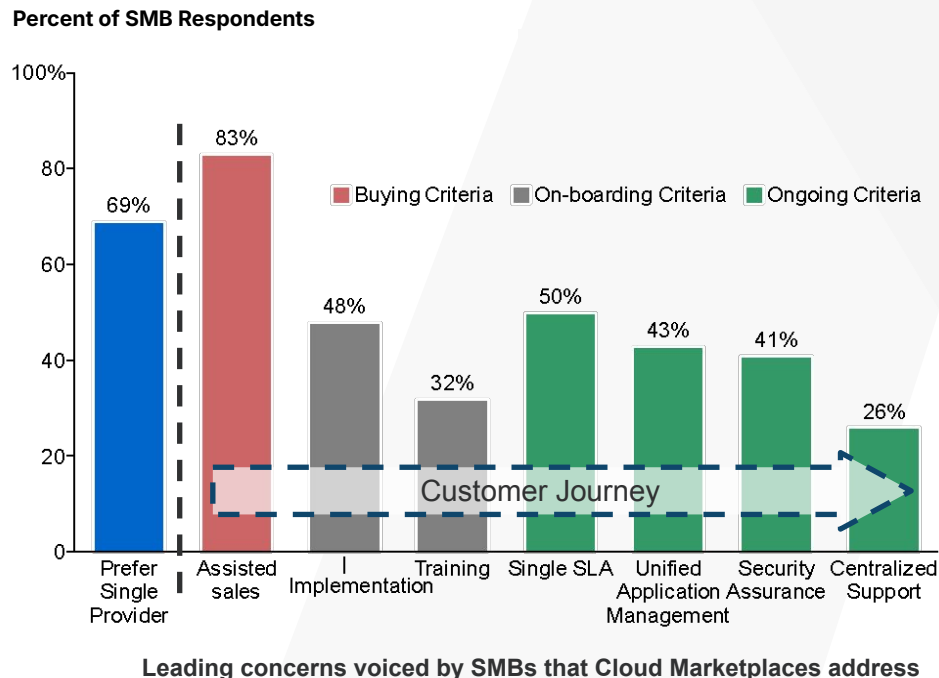
Current way of interacting with suppliers' sales reps during different stages



64-79%
Of B2B decision
makers prefer a
human
interaction

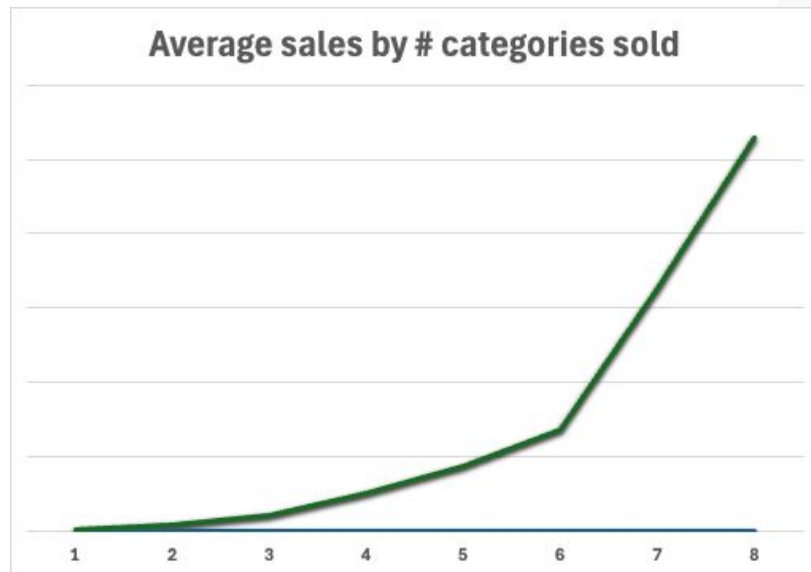
The Importance of a Single Provider in B2B Commerce

SMBs prefer going through a single provider to help them through the cloud service customer journey



Note: SMB responses aggregated from different survey studies
Source: AppDirect market research, McKinsey & Company, Econsultancy, Techaisle

Channel Partners can Accelerate Success When Engaged as Part of the Ecosystem Strategy

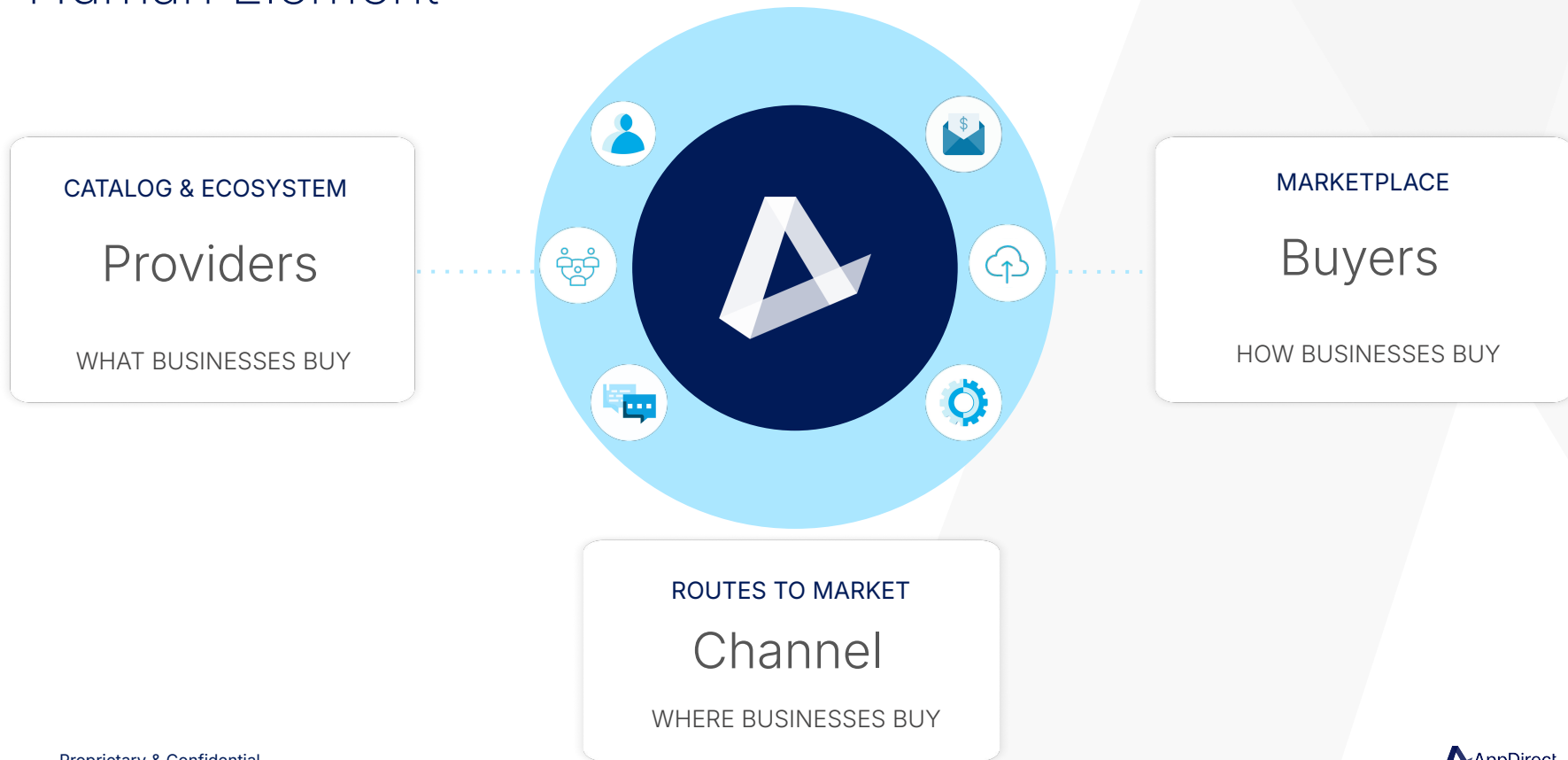


Channel partners earn **2x-3x** more revenue for every additional category sold



AppDirect's Platform Strategy in Relation to the Channel

The Relationship Driven Marketplace that Embraces the Human Element



B2B Commerce Complexity

Customer models require composable solutions

- Physical & Digital Goods
- Headless experiences
- Partner Channel support
- Expanded Routes to Market
- Customer Digital Experience

Marketplace

Ability to **showcase, refer** and **sell 1st and 3rd party services** in a custom **designed** marketplace making it **easy** to find, buy and manage your technology.

Digital Commerce

All the functionality needed for commerce including finding the right products (**catalog & search**), purchasing (**basket, promotions, payments**) and delivering (**auto-fulfillment**) to deliver higher ROI on partner investments.

3rd party Ecosystem

Invite your ecosystem partners to the **developer center** to **upload** and **manage** their product profiles allowing you to automate and scale your ecosystem depth.

Partner Management

Manage Partner **price books, quotes, orders, reconciliation** and more. **Expand** your product distribution into the **channel** to expand reach and drive incremental growth

AppDirect is the only Commerce Platform Listed in the Forrester Wave: PRM

Leader Marketplace
Development platforms

Partner Relationship
Management **Contender**



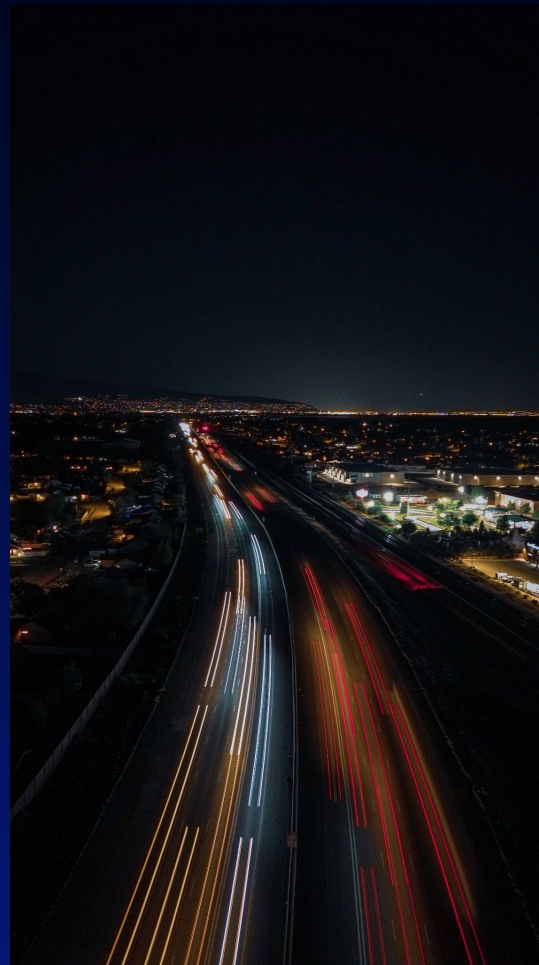
PRM Capability Highlights

Matt Gibson

Roadmap to Power Partner Commerce

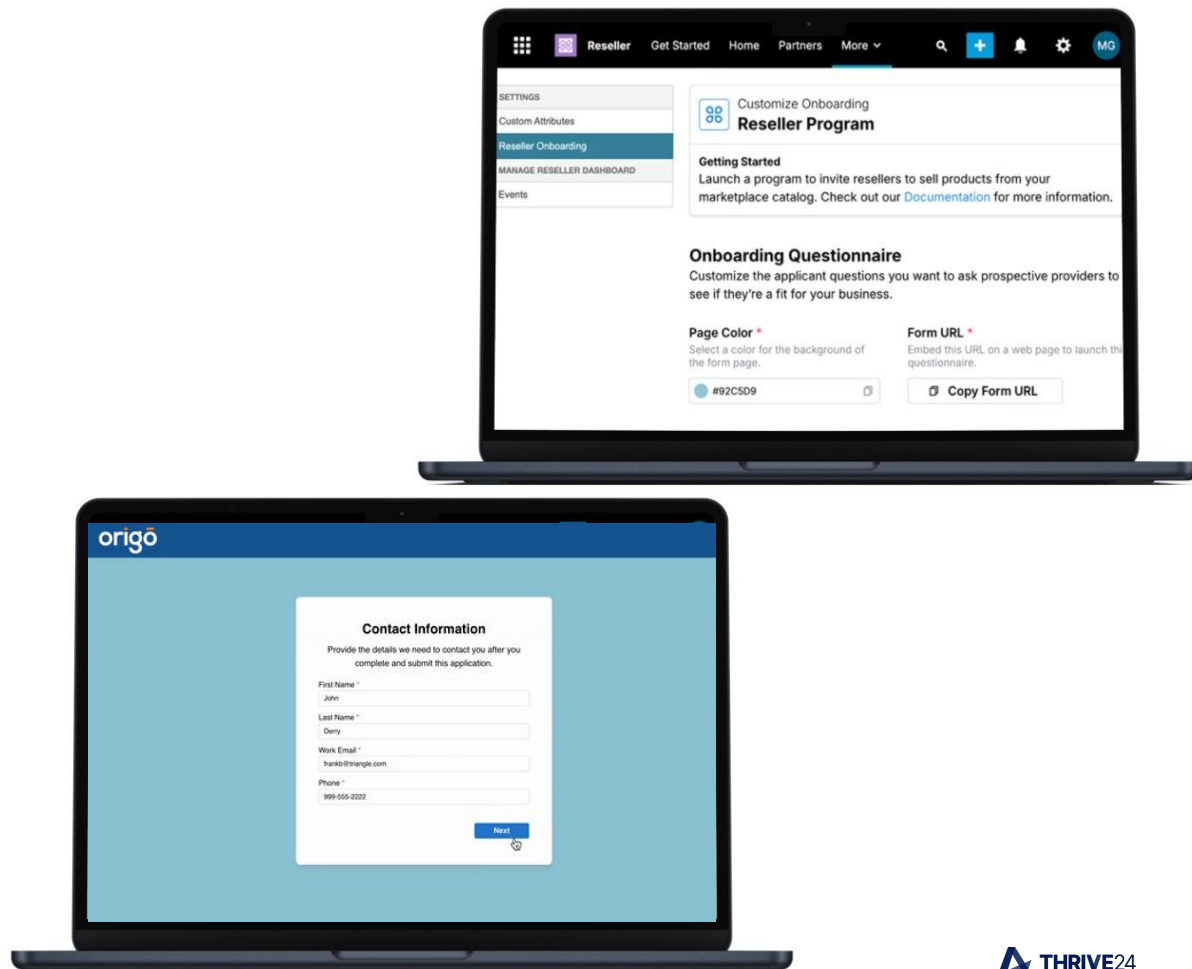
Enable B2B commerce through your partners with AppDirect

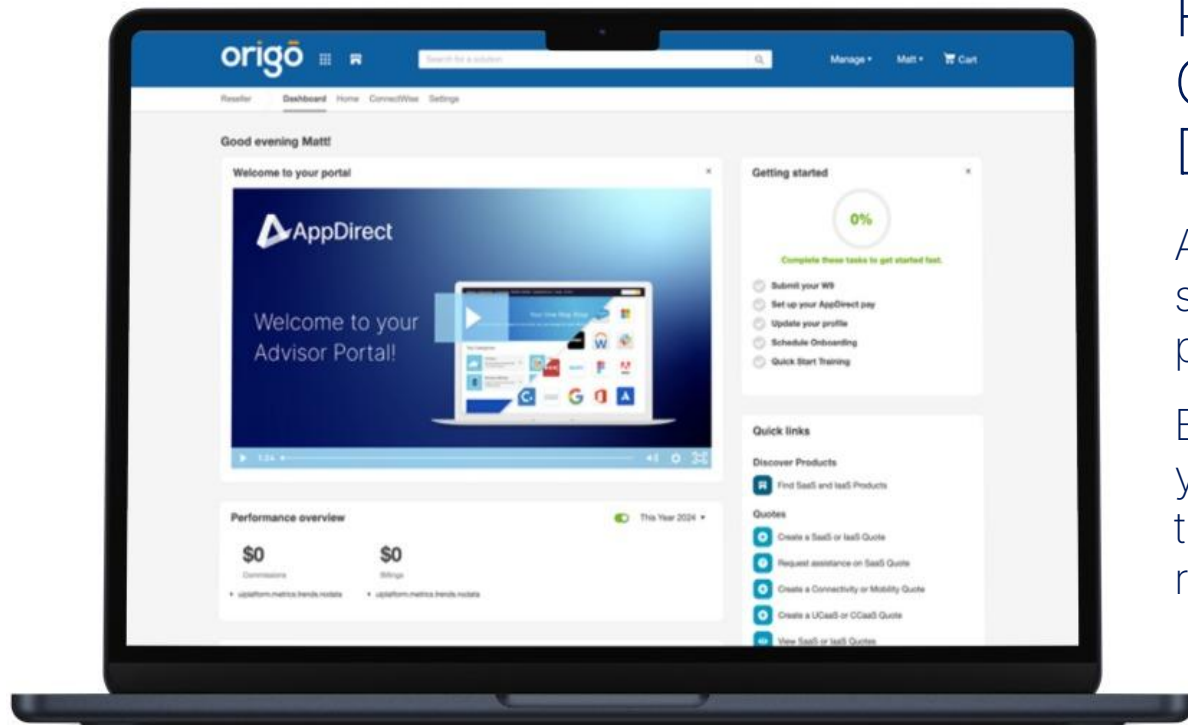
- ▶ Partner recruitment & onboarding
- ▶ Partner enablement
- ▶ Customize your program
- ▶ Unlock your digital vending machine
- ▶ Partner payouts



Launch & Manage your Partner Program

- ▶ Customize your Onboarding Questionnaire to your Needs
- ▶ Tools to Review & Manage Applications
- ▶ Invite & Onboard New Partners





Enable your Partners With Custom Dashboards

Add video content to support your partner program

Build custom quick links to your enablement tools, training, and selling resources

Catalog to Accelerate Growth

Leverage the AppDirect Ecosystem to Power Bidirectional Commerce



1st Party Products



AppDirect Syndicated Catalog



Ingram & Synnex Catalog Integration

Curate Solutions for your Partners

Curate your catalog
for solutions best
suited to your partner
ecosystem

The screenshot displays the 'Reseller' portal interface. The top navigation bar includes links for 'Reseller', 'Get Started', 'Home', 'Partners', 'ConnectWise', and 'Settings', along with a search bar, a 'Create' button, and user profile icons. A left sidebar menu lists options under 'PARTNERS' (Reseller Users, Reseller Companies, Reseller Orders, Reseller Logs, Reseller Applicants) and 'RESELLER PROFILES' (Staging Profiles, Production Profiles). The 'Reseller Companies' option is selected.

The main content area shows the profile for 'Circle Technology Solutions', which is an 'Enabled' company. A 'Link to Customer' button is present. Below this, a table displays company details:

Company Name	Created	Edit
Circle Technology Solutions	08/23/24	
ID	Website	
c3098778-39ef-44c6-94ba-f01d60af2010	appdirect.com	

A 'Show more' link is available below the table. Below the company details, there are tabs for 'Users', 'Activities', 'Product Catalog', 'Settings', and 'Assisted Sales', with a '+ 3 more Tabs' option. The 'Product Catalog' tab is active.

Under the 'Product Catalog' tab, there is a toggle switch for 'Allow this advisor company to sell all products'. The toggle is currently turned on, and the text indicates that this allows all products in the catalog to be sellable by this company.

Below this, there are tabs for 'Products' and 'Categories'. The 'Products' tab is active, showing a search bar with 'microsoft' entered. The results table lists products:

Applications	Price Status	Product Permissions
Microsoft - Surface Pro - Copilot+ PC - 13"	Not Set	Sellable
Microsoft 365 Business		

Power B2B Commerce Through Partners

Collect leads and distribute
them to your partners

Powerful quoting supports
"buy on behalf" and
"customer-approved"
purchases

Customers onboarded
through partners enabled to
self-service

Self-Service & Partner-Led
Subscription Management

Proprietary & Confidential

The screenshot displays the Origo B2B Commerce Partner Dashboard. The top navigation bar includes the Origo logo, a search bar, and links for Manage, Matt, and Cart. Below the navigation bar, a sidebar on the left lists menu items: HOME, Companies, Users, Leads (highlighted), Quotes, Orders, Logs, and Purchases. The main content area shows a lead for "Tranquil Tides Consulting". The lead details include: User: Mark Hamilton, Email: mhamilton@tranquiltides.com, Source: Manual, Address: 889 Circle Street 899, 88499 United States, Phone: +12293388000, and Assigned to: Circle Technology Solutions. There are buttons for "Convert to Customer", "Manage", and "Edit". Below the lead details, there is a "NOTES" section with a note: "Interested in office productivity. Reached out via Marketplace. Providing initial pricing." and an "Edit" button. At the bottom, there is a "PRODUCTS" section listing three products: Foundation Software (By Foundation Software), DocuSign (By DocuSign), and Adobe Creative Cloud for teams (By Adobe Inc.).

Reseller

DashboardHomePartnersReportsSettings

PARTNERS

Reseller Users

Reseller Companies

Reseller Orders

Reseller Logs

Reseller Reconciliation

Reseller Signup Requests

RESELLER PROFILES

Staging Profiles

Production Profiles

Reconciliation > Bulk Transfer

Bulk Transfer

Payment Method

☒ Off-Platform

Transfer Type

☒ Payouts to Resellers

☐ Collections from Resellers

☐ Set Date Range ?

☐ Set Threshold ?

Select Resellers ?

All Resellers

Search

☒ Reseller Company

Net Payable

☒ Reseller Company Inc 2

\$2.00

1/1 resellers selected

\$2.00

Total amount payouts to 1 resellers

Bulk Transfer

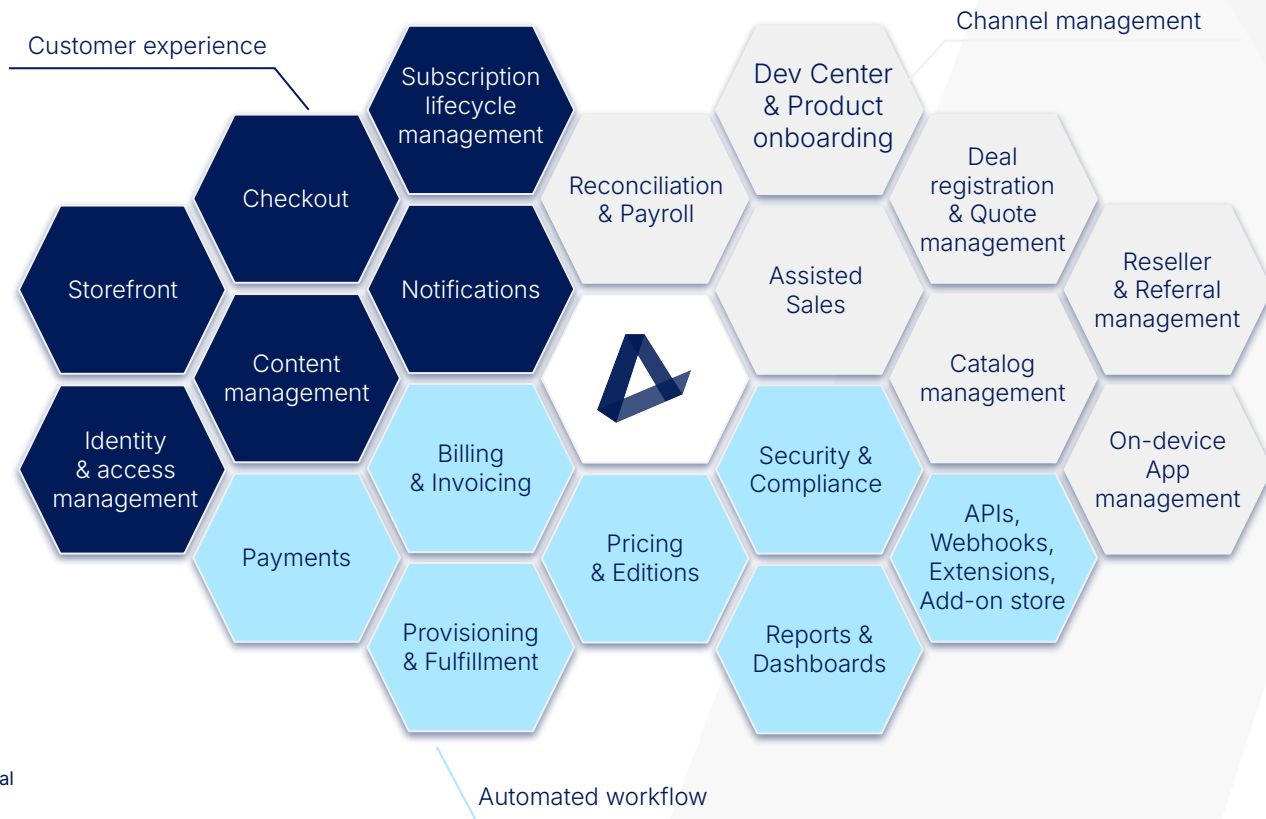
Cancel

Automated Partner Reconciliation & Payouts

Accept payments from your partners via the Marketplace or off-platform

Tools to enable partner program managers to reconcile payments from their partners

Everything you need to showcase and sell anything as a service, through any channel, to any customer





Thank You

THRIVE24