AppDirect

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Accelerate software reselling with pre-built integrations

Darryl Mitchell + Tony Wehrstein

Meet Today's Speakers

Darryl Mitchell
Director of Product, Distribution
AppDirect

Tony Wehrstein
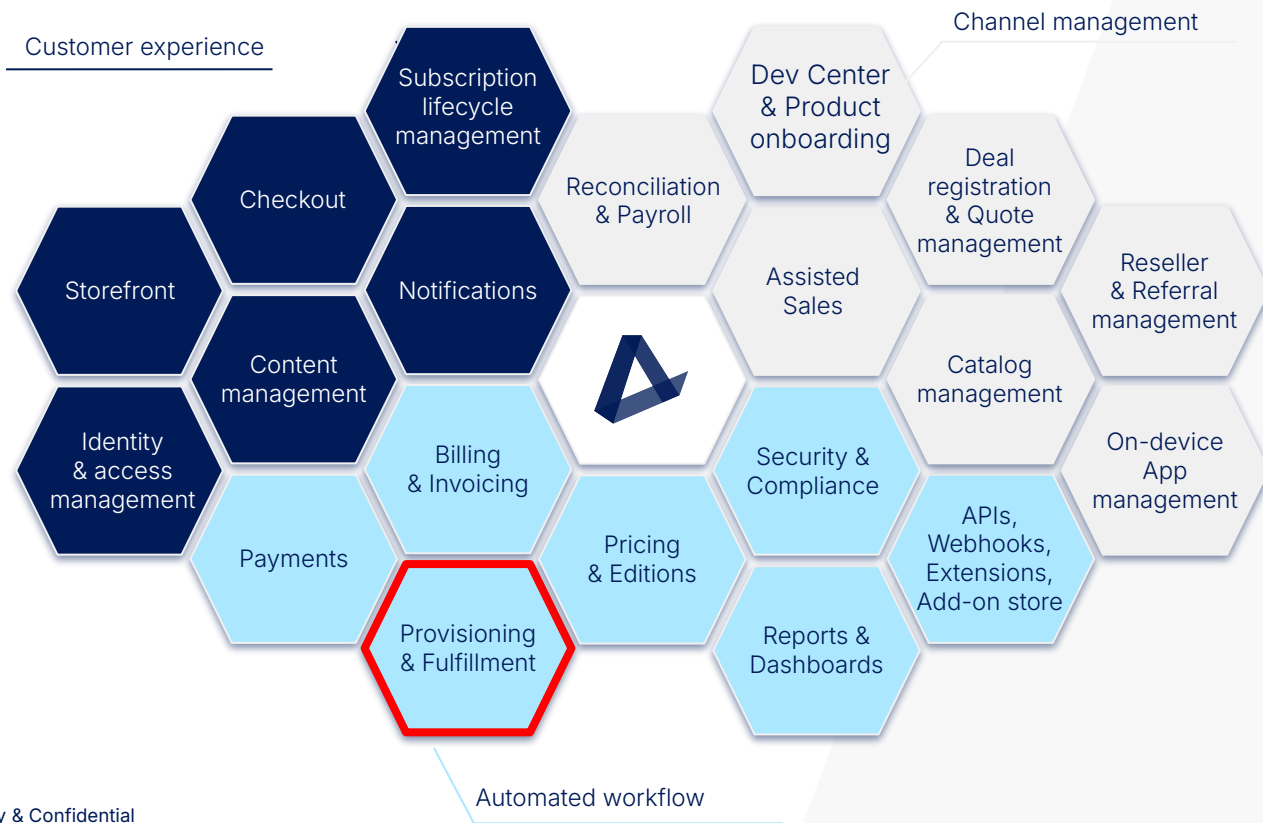Strategic Business Development Manager
ACP Gruppe

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The Problem

Marketplace platform integrations are complex

SEE THESE TOTALLY REAL PHOTOS OF PEOPLE WHO TRIED TO BUILD THEIR OWN.

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Platforms in general are complex.

Customer experience

Channel management

Subscription lifecycle management

Checkout

Storefront

Notifications

Content management

Identity & access management

Billing & Invoicing

Payments

Provisioning & Fulfillment

Pricing & Editions

Reconciliation & Payroll

Assisted Sales

Dev Center & Product onboarding

Deal registration & Quote management

Reseller & Referral management

Catalog management

Security & Compliance

APIs, Webhooks, Extensions, Add-on store

On-device App management

Reports & Dashboards

Automated workflow

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Platform by the Numbers

2.9 billion
production API requests in 2023

262
microservices in production

210
full-time engineers

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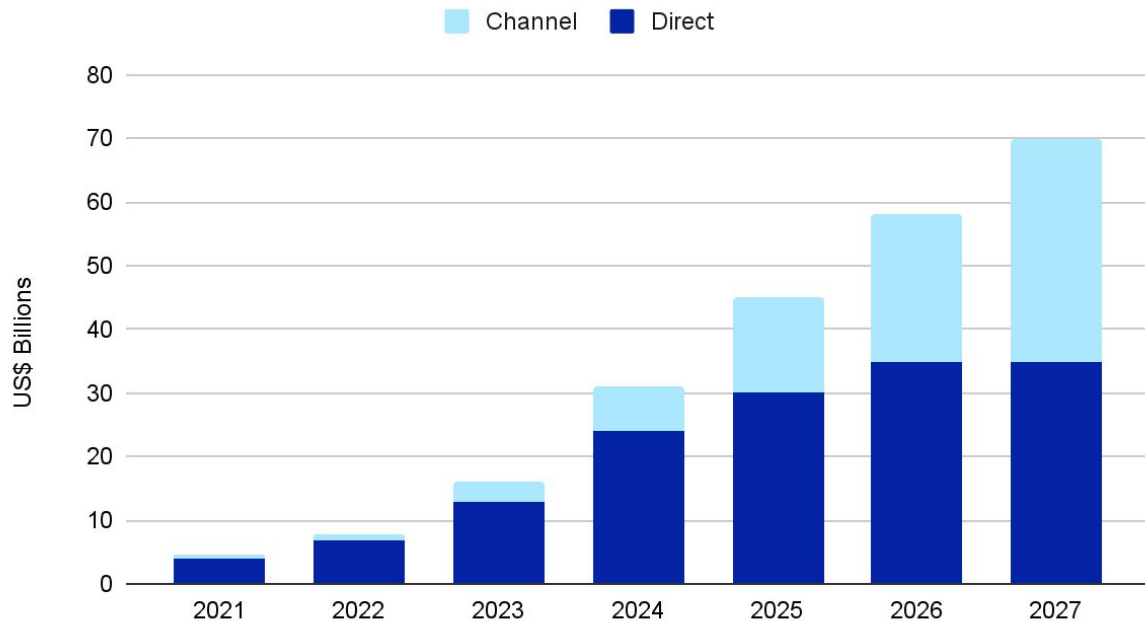# THRIVE24

The Opportunity

Market Shift

Analysts agree:

There is a market shift occurring towards businesses purchasing software via marketplaces.

This is especially true of third-party marketplace items published to hyperscaler marketplaces.

Hyperscaler Marketplace Spend

Legend: Channel, Direct

Source: Canalys

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Market Shift

~20% CAGR

Projected growth in public cloud services revenue over the next 5 years

$1.6 trillion

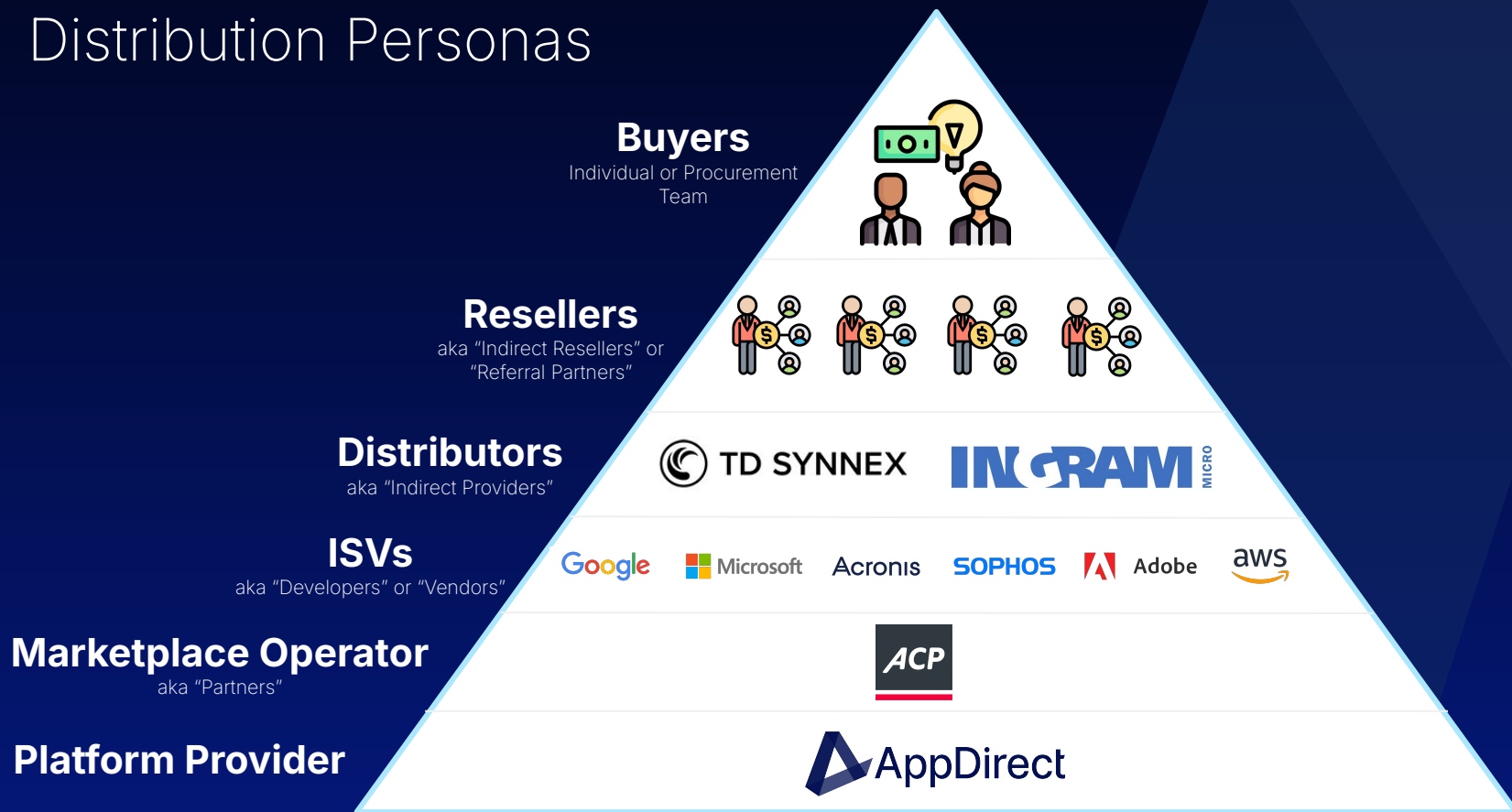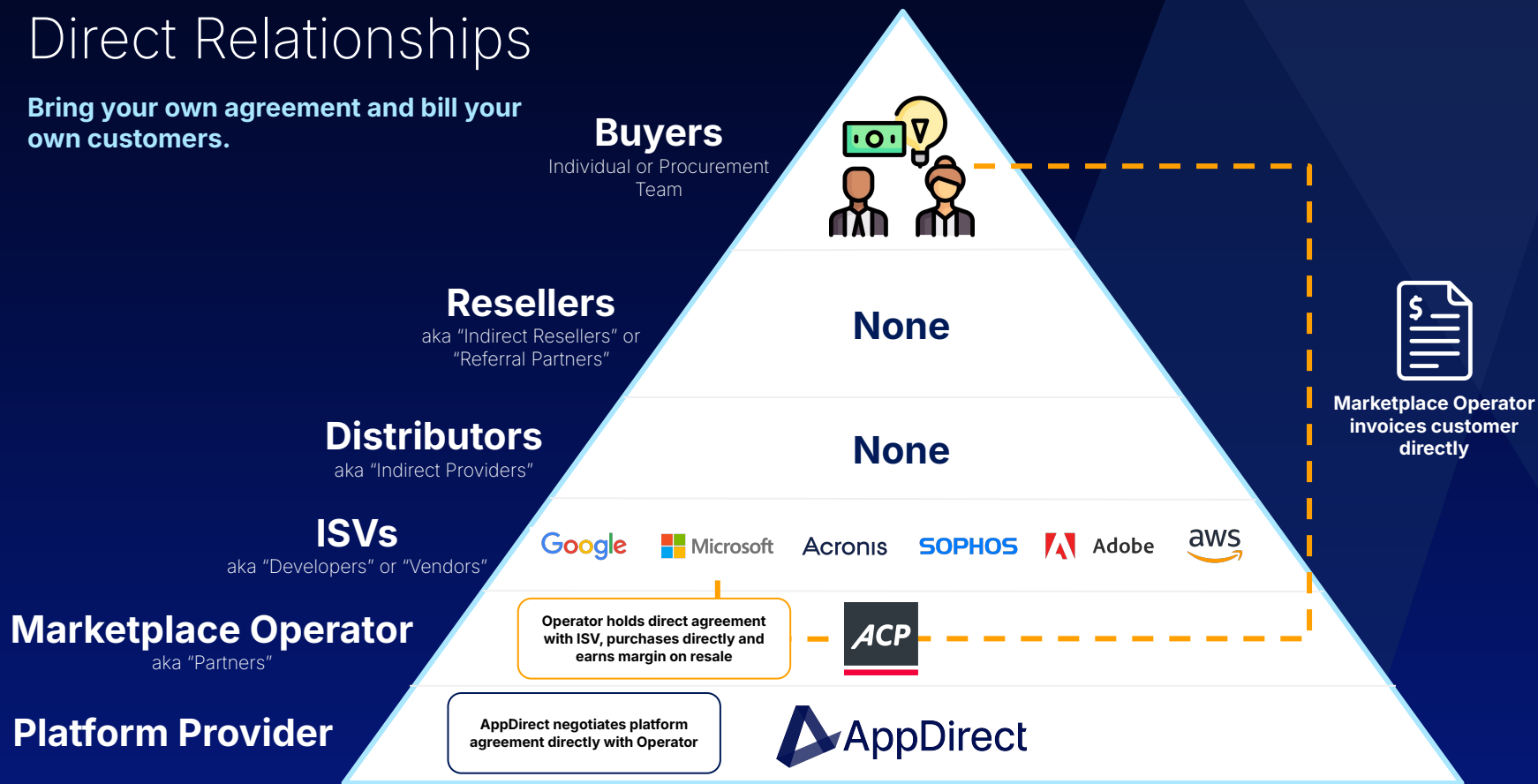Projected worldwide public cloud services revenue in 2028

Source: Canalys

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Distribution Personas and Relationships

To understand the relationship, follow the money

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Distribution Personas

Buyers
Individual or Procurement Team

Resellers
aka "Indirect Resellers" or "Referral Partners"

Distributors
aka "Indirect Providers"

TD SYNNEX

INGRAM MICRO

ISVs
aka "Developers" or "Vendors"

Google   Microsoft   Acronis   SOPHOS   Adobe   aws

Marketplace Operator
aka "Partners"

ACP

Platform Provider

AppDirect

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Direct Relationships

Bring your own agreement and bill your own customers.

Buyers
Individual or Procurement Team

Resellers
aka "Indirect Resellers" or "Referral Partners"

None

Distributors
aka "Indirect Providers"

None

ISVs
aka "Developers" or "Vendors"

Google Microsoft Acronis SOPHOS Adobe aws

Marketplace Operator
aka "Partners"

Operator holds direct agreement with ISV, purchases directly and earns margin on resale

ACP

Platform Provider

AppDirect negotiates platform agreement directly with Operator

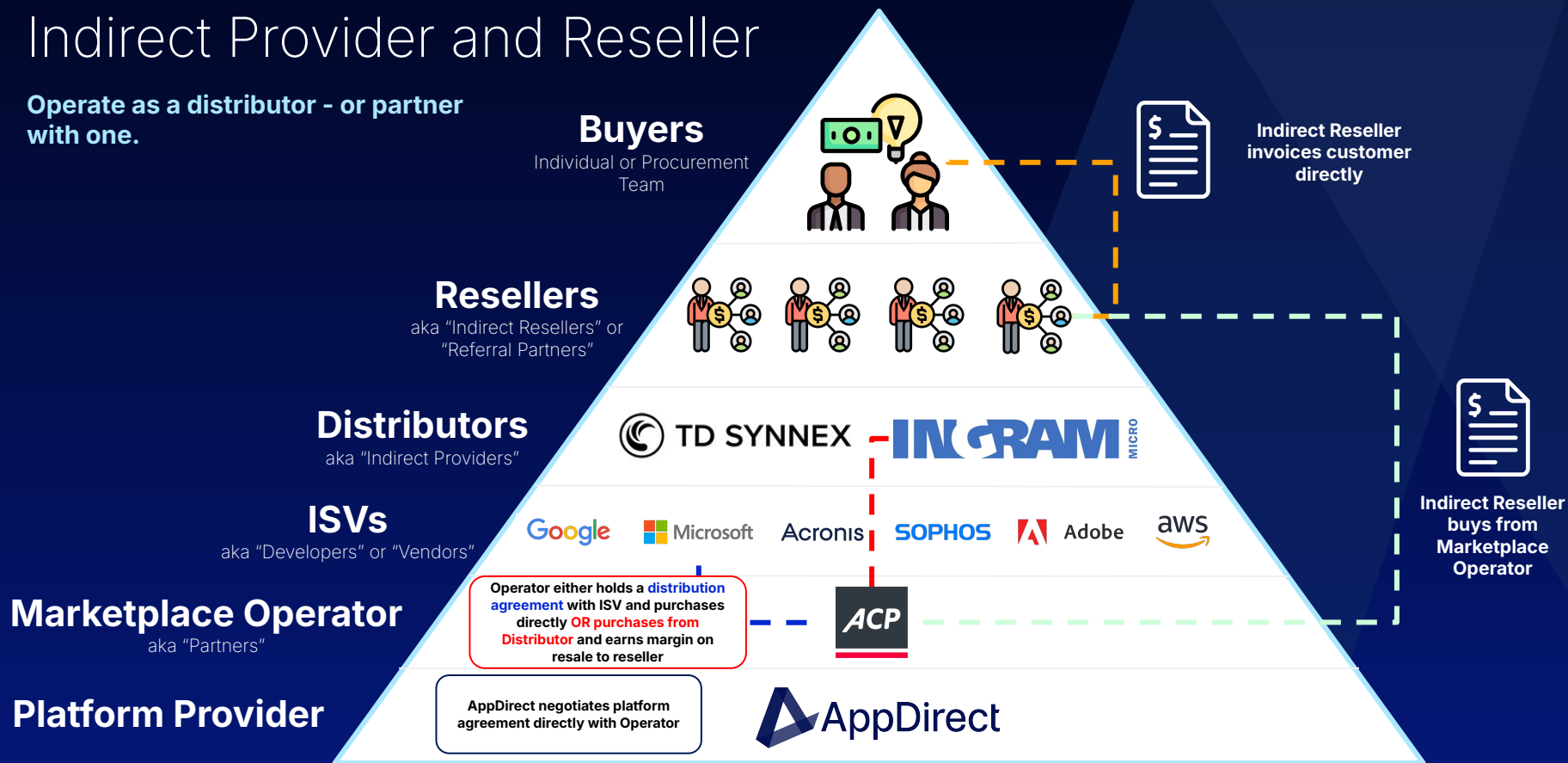AppDirect

Marketplace Operator invoices customer directly

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Direct with Referral Partner

Bring your own agreement and bill your own customers + expand your sales channel via referral partners.

Buyers
Individual or Procurement Team

Marketplace Operator invoices customer directly

Resellers
aka "Indirect Resellers" or "Referral Partners"

Marketplace Operator pays reseller commission

Distributors
aka "Indirect Providers"

None

ISVs
aka "Developers" or "Vendors"

Google   Microsoft   Acronis   SOPHOS   Adobe   aws

Marketplace Operator
aka "Partners"

Operator holds direct agreement with ISV, purchases directly and earns margin on resale

ACP

Platform Provider

AppDirect negotiates platform agreement directly with Operator

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Indirect Provider and Reseller

Operate as a distributor - or partner with one.

Buyers
Individual or Procurement Team

Indirect Reseller invoices customer directly

Resellers
aka "Indirect Resellers" or "Referral Partners"

Distributors
aka "Indirect Providers"

TD SYNNEX

INGRAM MICRO

Indirect Reseller buys from Marketplace Operator

ISVs
aka "Developers" or "Vendors"

Google   Microsoft   Acronis   SOPHOS   Adobe   aws

Marketplace Operator
aka "Partners"

Operator either holds a **distribution agreement** with ISV and purchases directly **OR purchases from Distributor** and earns margin on resale to reseller

ACP

Platform Provider

AppDirect negotiates platform agreement directly with Operator

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Technically Speaking

Outbound Integration

AppDirect maintains integration with key vendors.

Marketplace

AppDirect-built Framework and Integration

Vendor APIs

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Coming Soon Outbound Catalog Extension

**Partner with distributors like Ingram Micro or TD Synnex to take advantage of their commercial agreements.**

Marketplace

AppDirect-built Framework and Integration

Distributor APIs

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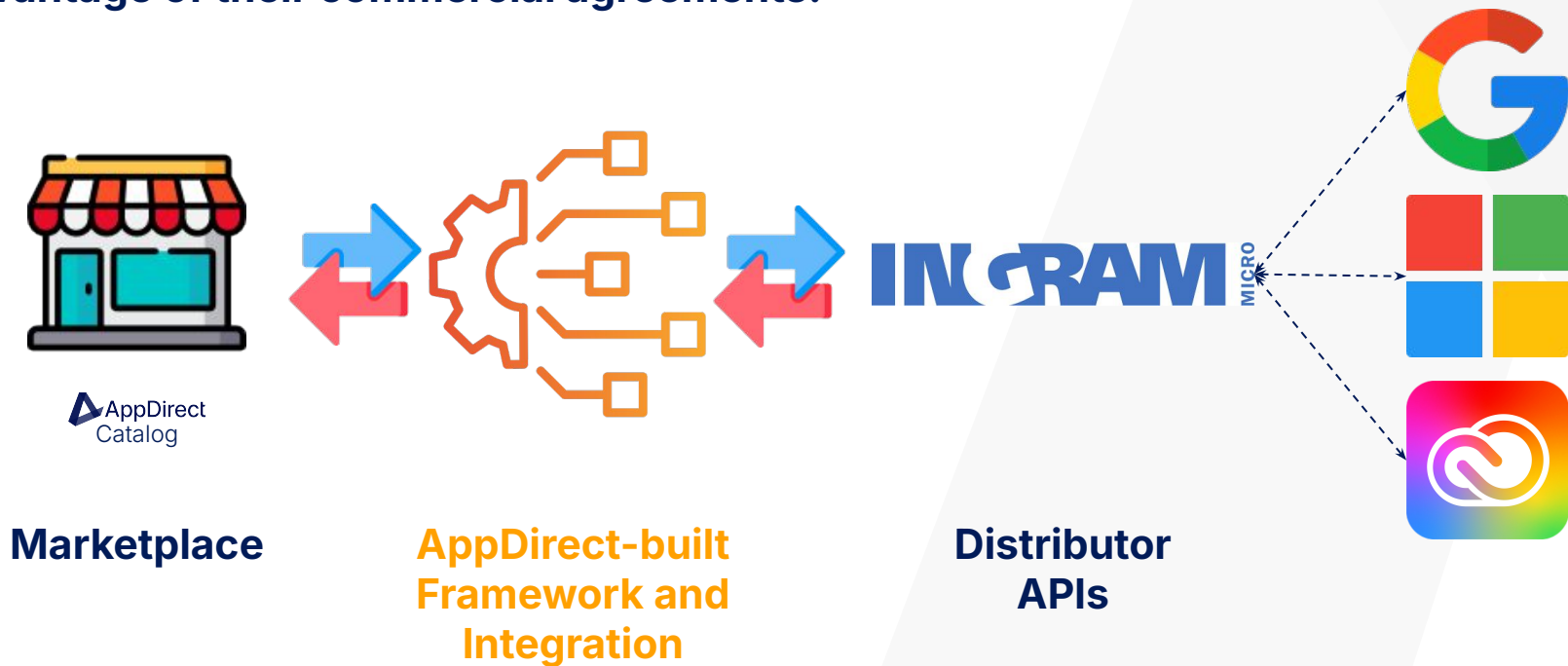
Inbound Integration

Third-party (ISV or Marketplace) developers maintain their own integration based on AppDirect's standard integration capabilities with a specific marketplace OR publish in the AppDirect Catalog.

Marketplace

Developer-built Integration

Vendor APIs

Acronis

SOPHOS

FreshBooks

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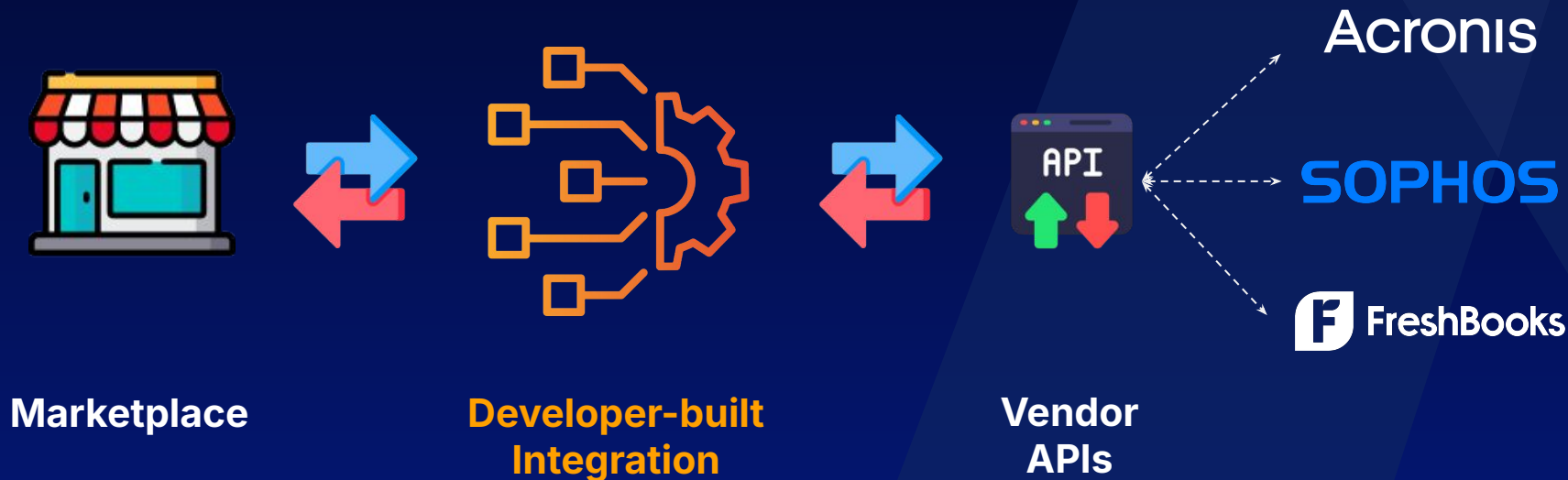
Distribution and Integration is in our DNA

Revisiting the "4 Keys to Technology Success" and how Distribution teams at AppDirect are both taking advantage of and extending these capabilities to your benefit
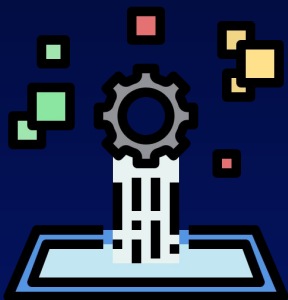
Digital Platform
Each "connector" is its own microservice with distinct capabilities

Digital Ecosystem
Inbound integrations enable ISV developers to easily integrate
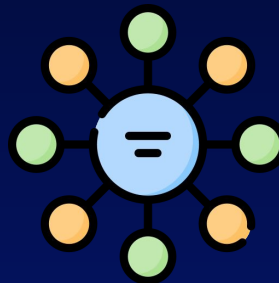
Digital Hub
Integrated products can support user lifecycle and centralized authentication

Digital Channel
Bring your own agreement, utilize AppDirect's, or do both

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Case Study: ACP Gruppe

Challenge:
Managing a channel of resellers

ACP Gruppe faced a challenge of offering a unified experience across 35 independent "franchises"

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Dilemma:
Build or Buy?

With an ex-Microsoft developer on staff who recommended 10+ full-time engineers to keep pace with only Microsoft, a decision was made to **buy** instead of **build.**

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> " [Adobe Platinum] Reseller[s] **must have their own Marketplace** capable of transacting VIP Marketplace business and **must update their Marketplace** with any API updates required to support transactions with customers through this program.

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The Decision:
Buy. Why?

Scaling Channel Management

ACP needed a solution that could support and scale with their franchise model. This included leveraging AppDirect's marketplace and reseller capabilities to support not only their internal reconciliation needs, but also their franchise and customer management.

Maintenance of Vendor Integrations
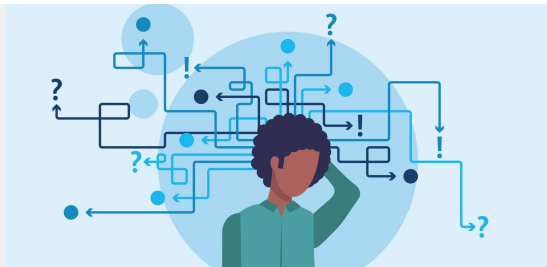
ACP recognized the massive effort it would take to

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Results
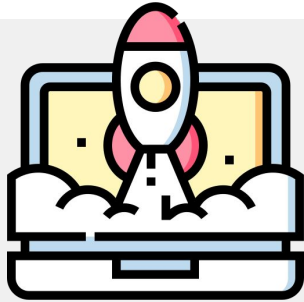
Seamless Launch

Explosive Catalog Growth

Nearly 3x Revenue

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ACP Doubles Revenue with Marketplace and Unified Subscription Management Experience

Striving for an automated reseller program, consistent portfolio across all subsidiaries, and improved customer experience.

Challanges

- **Company structure with more than 35 independent resellers ("profit centers") and complex intercompany billing**
- Microsoft New Commerce Experience (NCE) program required changes after deployment of the marketplace

Solution

- AppDirect platform
- Automated onboarding of products & ISVs, billing, and customer **and reseller** management
- Migration from old platform performed in record time
- Unified catalog for as-a-service solutions with **2,000**+ products listed; unified interface for subscription management

Results

- Doubled monthly recurring revenue in **two** years - millions of Euros annually
- 1,500+ customers using marketplace
- Simplified buying and invoicing experience for ACP customers and **resellers**
- Quick time-to-market for NCE and Adobe

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Assets and resources

Scan this QR code to access
assets related to this session

Thank You

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