Selling Cloud Infrastructure with AppDirect

September 2024

Why sell cloud infrastructure?

Advisor-facing slides

What does Cloud Infrastructure consist of?

Public Cloud	Private Cloud	Hybrid Cloud	Co-Location	Disaster Recovery
Computing resources are shared by multiple organizations making it a cost-effective and scalable solution. Top providers: AWS, Azure, GCP	Computing resources are dedicated to a single organization or entity, providing increased security and control.	Combines private cloud with public cloud resources, allowing organizations to leverage the benefits of both while addressing specific needs and constraints.	A service where a company rents space in a data center facility to house its servers and other IT equipment.	A process designed to minimize the impact of a disruptive event on a business's operations and data.

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Add Cloud Infrastructure solutions to your portfolio with our catalog

ENERGY

EV Charging | Water & Waste
Electricity | Natural Gas | Solar

CONNECTIVITY & SD-WAN/SASE

Fiber | Cable | Wireless | Satellite | TEM

MANAGED SERVICES

NOC | SOC | Professional Services
SmartSupport | Asset Management

MOBILITY & IoT

Wireless Services | Internet of Things (IoT)
Managed Mobility | Expense Management (WEM)

SECURITY

Physical Security | Network Security
Endpoint Security | Cloud Security | SASE

CUSTOMER EXPERIENCE (CX)

UCaaS | Contact Center | CPaaS | SMS
Analytics | Artificial Intelligence (AI)

CLOUD INFRASTRUCTURE

Public, Private, & Hybrid Cloud
Data Center & Colocation | Disaster Recovery

SOFTWARE AS A SERVICE

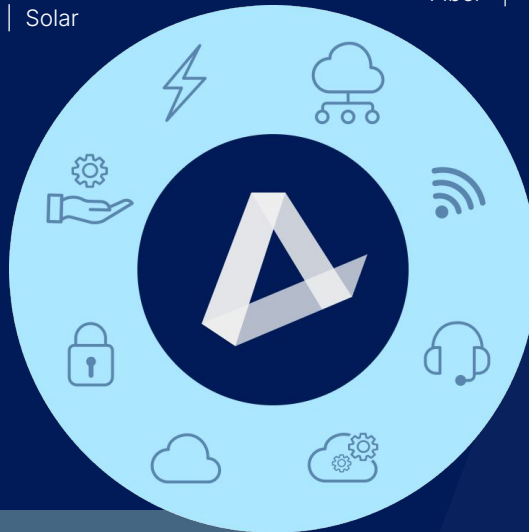Microsoft | Google | ERP | CRM | Productivity | Business
Applications | IT Management | BI

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What's happening in the market

Increased demand for low-cost IT infrastructure and fast data accessibility

High growth
IaaS market is expected to grow to USD **$738B** by 2032

Multi-cloud adoption
As much as **85%** of businesses are using two or more cloud platforms

Rising prices
Providers have increased pricing by **20% - 30%** YoY

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Add Infrastructure to your portfolio

INCREASE WALLET SHARE

Shared cloud accounts for 45% of total infrastructure spending. Sell IaaS solutions to help customers adapt to a cloud-based workforce. As your customers explore new solutions and make additional purchases, you'll benefit from **a larger share of their spending**.

GAIN RECURRING REVENUE STREAMS

Offer customers solutions from a **diverse portfolio** to stay ahead of their evolving business needs.

Ex: Complement Microsoft purchases with Azure to keep earning more revenue from your customers.

INCREASE VALUE TO YOUR CUSTOMERS

Solidify your position as a trusted partner and **increase customer loyalty** by helping customers get ahead of rising prices and coming scarcity.

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Extend your team with our specialists

Sales Engineers

Boost solution designs with technical expertise in customer discovery and qualification.

Solution Architects

Confidently present solutions scoped, designed, and vetted by experts.

Data Center Experts

Leverage multiple vetted vendors for projects or new environments.

Resources to help you sell

Level up your customer experience advisory skills and learn to position and sell IaaS with comprehensive training tools and events

IaaS
Learning Plans

AppDirect

Live workshops

Instructor-led sessions with practical sales activities and scenarios. Learn alongside like-minded advisors and technology providers.

Learning plans

In-depth insights into the evolving IaaS landscape and tips to position and sell.

Customer Marketing Toolkit

Co-brandable datasheets, guides, pitch decks, email templates, and more.

End-customer facing slides

Main challenges companies face buying and managing infrastructure

TECHNICAL EXPERTISE

Companies lack the expertise or human resources to discover, procure, implement, maintain, and troubleshoot cloud infrastructure

MARKET KNOWLEDGE

It's time-consuming and complex to understand all of the tools that are offered by infrastructure providers, as well as which are the right fit for their business.

SECURITY CONCERNS

Companies are concerned about data privacy, compliance, security, and control over cloud infrastructure. 52% of SMBs say that stolen data is their biggest security concern.

COMPLEX BILLING & COST

Tracking cloud expenditures is complex and companies need help understanding how cost is incurred and how to allocate those costs across their cost centers, project, or product budgets

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AppDirect can help

TECHNICAL EXPERTISE

AppDirect offers professional and managed services to help companies migrate and maintain their workloads in the cloud.

BUSINESS EVALUATION

Our engineers and experts evaluate each business, from their industry, to their size, and considering their unique needs— bringing an array of implementation specialists and consultants, as required.

SECURITY CONSULTATIONS

AppDirect is partnered with leading cybersecurity software and service providers.

COST OPTIMIZATION

AppDirect evaluates a company's technology processes in search of cost-saving options. Additionally, companies can visualize spend and usage across infrastructure services to inform business decisions and identify cost savings.

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The leading providers

Position Cloud Infrastructure solutions that are **vendor-agnostic** with **experts** to guide you.

Hybrid

Public Cloud

Co-location

Private cloud

IaaS benefits

Cost savings

No need to invest in expensive hardware. Pay only for the resources you use, often on a pay-as-you-go basis.

Scalability

Scale resources, like computing power or storage, up or down depending on demand.

Flexibility

Deploy applications and services quickly without the long lead times needed for hardware procurement and setup.

Maintenance-free

Since the cloud provider maintains the physical hardware, you don't have to worry about managing the underlying infrastructure.

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Case study

Ideal customers

Our solutions are a good fit for:

Companies looking to optimize overall infrastructure spend, for a forklift upgrade, or to rapidly scale their capacity

IT teams lacking resources to understand, implement, and maintain infrastructure and speciality workloads

Companies that require robust security measures and adherence to industry regulations

Industries: IT & Telecom, Retail & Ecommerce, Healthcare, Government, Higher Ed, Manufacturing

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Key IaaS Win

$156K ARR for CTG who helped chemical manufacturing company shift from private to public cloud

Challenge

Wanted to transition from private to public hosted cloud but had challenges:

- Navigating the shifting channel landscape, aiming to introduce cloud to customers
- Decoding cloud complexity, including complex licensing from providers
- Balancing multiple priorities, limited time to build Microsoft expertise

Solution

- CTG engaged AppDirect specialists to introduce cloud solutions
- Introduced Azure Virtual Desktop alongside exploring additional licenses

Results

- Unblocked potential revenue of **$13,000 MRR** or **$156,000 annually**

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Thank You

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