

Hardware & Logistics sales guide

THE HIGH COSTS OF MANUAL IT ASSET TRACKING

With 62% of employees working remotely and more than 1.7 billion devices deployed worldwide, manual IT asset management can lead to productivity loss, lost assets, multiplied costs, and security breaches.



CUSTOMER CHALLENGES

Common challenges faced by your customers and prospects and solutions to position against them.

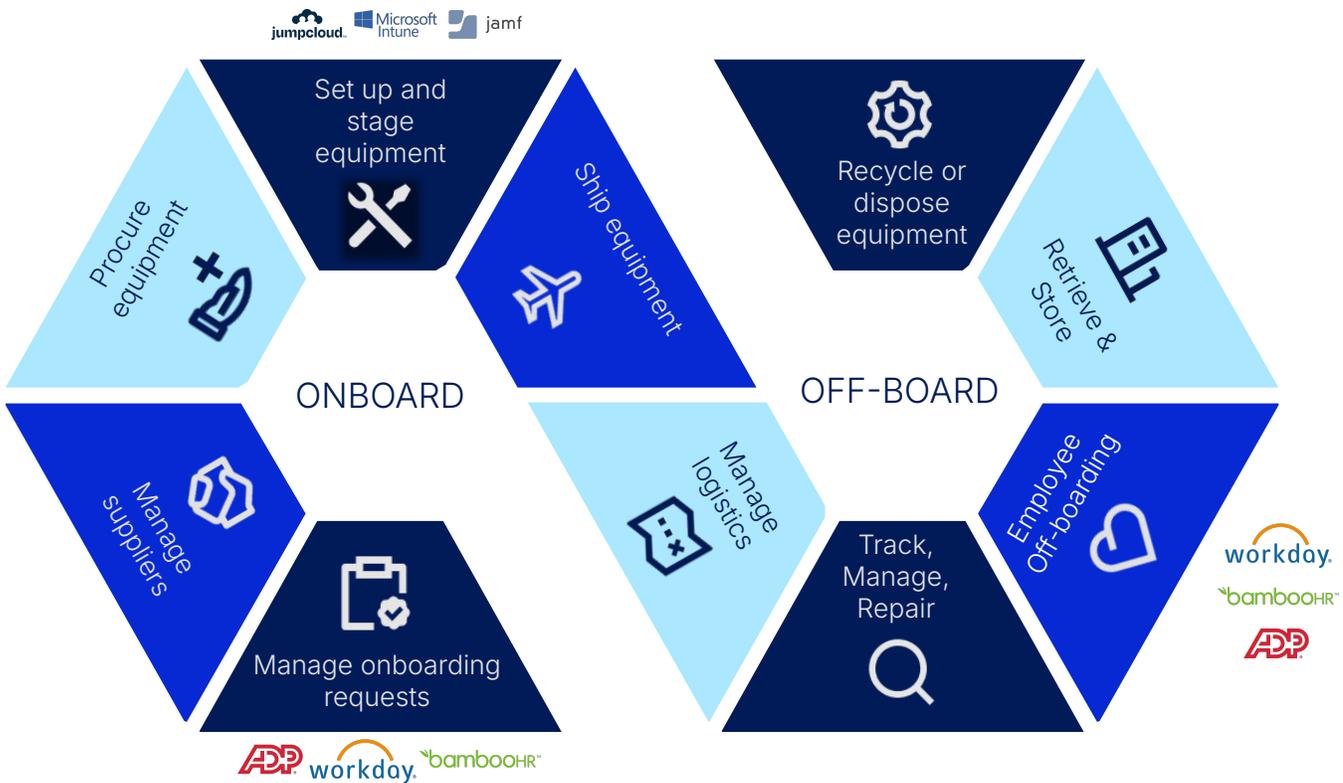
CHALLENGE	SOLUTION
High touch and inefficient processes	<p>Eliminate repetitive manual IT tasks</p> <p>Streamline device management from procurement to disposal within a single platform integrated with your existing systems. Automate routine tasks, improve coordination with HR teams, and focus on strategic initiatives.</p>
Asset recovery rates and security breaches	<p>Track your devices</p> <p>Asset recovery processes achieve 97%+ retrieval rates (industry average 50-60%), while ensuring secure data handling and device redeployment.</p>
Need to increase employee productivity	<p>Efficient workstation setup</p> <p>Prompt workstation setup for day-one productivity and satisfied, engaged employees.</p>



What Firstbase offers

A COMPLETE SOLUTION TO MANAGE THE ASSET LIFECYCLE OF YOUR CUSTOMERS

Firstbase is an all-in-one platform designed to automate the entire lifecycle of business assets, from procurement and deployment to maintenance, retrieval, and disposal. It integrates with HR, MDM, ITSM, and SSO systems.



Alongside the Firstbase platform, your customers can purchase services (also called actions) and procure hardware in a flexible and agnostic OEM approach.



**FIRSTBASE
PLATFORM**



SERVICES (ACTIONS)
STAGING, REPAIR, RETRIEVAL,
REDEPLOYMENT



**HARDWARE
PROCUREMENT**



What Firstbase offers

SELL SERVICES ALONGSIDE THE PLATFORM

Assist your customers in managing hardware orders, returns, asset disposal, repairs, and other services that can be overwhelming to handle in-house.

Orders Equipping new hires	Returns Retrieving equipment from leavers	
<ul style="list-style-type: none"> ✓ Inbound receiving ✓ Storage ✓ Order Mgmt and scheduling ✓ Pick & Pack ✓ Freight 	<ul style="list-style-type: none"> ✓ Returns + Pickup Scheduling ✓ Freight ✓ Inbound Receiving ✓ Diagnostic, grading, cleaning, repack ✓ OS Restore & Data Erase ✓ Restock Fee 	
Asset Disposal (ITAD) Recycle, Resell, Donate	Repairs Warranty and Non Warranty	Replacements Refreshes and Breakfixes
Imaging US, UK, EU, Canada	Retrieve Equipment Taking in customer inventory	Hash-ID Extraction

HELP YOUR CUSTOMERS PROCURE EQUIPMENT AGNOSTICALLY

<p style="text-align: center;">Firstbase supplied</p> <p style="text-align: center;">Firstbase to procure devices on your behalf through Firstbase's Vendors</p>	<p style="text-align: center;">Firstbase managed</p> <p style="text-align: center;">Firstbase to procure devices on your behalf through your own Vendors</p>	<p style="text-align: center;">Customer supplied</p> <p style="text-align: center;">Customers can use their existing suppliers and ship equipment to Firstbase warehouse for management.</p>
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Monetization paths

01

Start simple with a hardware sale

Centralize your customers' hardware procurement through the AppDirect marketplace, giving them access to a selection of premium devices.

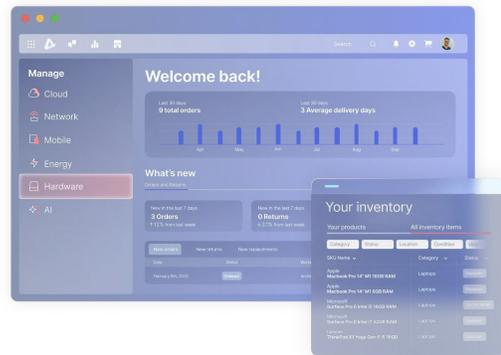


02

Deliver immediate value with the Free edition

Guide companies to their free plan, where they can manage hardware, users, and offices for free.

- ✓ Manage up to 50 employees
- ✓ Manage offices
- ✓ Track and manage hardware



03

Grow your revenue with the Firstbase Enterprise Edition

As needs grow, companies can upgrade to Enterprise for advanced automation, full lifecycle management, and enterprise-level scalability.



- ✓ Centralized Global Hardware Purchasing
- ✓ Single source of truth for all assets

- ✓ Process automation & employee self- service
- ✓ Optimized returns & upgrades



Ask the right questions

Use these conversation starters to uncover basic customer needs, assess current infrastructure solutions, and understand long-term objectives.

01

UNDERSTAND THEIR CURRENT SITUATION

- What is your current IT Support-to-employee ratio?
- What is your current process to manage the hardware lifecycle?
- If you could free up one IT Support headcount, what would they focus on? What benefits would that provide?
- What company initiatives do you have relative to growth, cost reduction, and/or employee experience?
- What initiatives do you have in SaaS Management, systems automation, security, or other areas of IT?

02

UNDERSTAND THEIR HEADCOUNT CHALLENGES

- How many new employees are you bringing on each quarter?
- What is your current quarterly attrition percentage for employees?
- Tell me about the hires this year that you have to support the headcount change within your organization?
- How many outstanding devices and peripherals do you have from departed employees?
- What is the average lead time for a new employee to receive devices and peripherals?
- How do you think about inventory management today?

03

QUESTIONS FOR MULTINATIONAL COMPANIES

- How are you supporting various geographies today?
- How do you leverage more than one third party to provide onboarding, devices, imaging, and retrieval, if at all?
- Please tell me how your international inventory management functions similarly to your HQ?
- What geographies do you plan on expanding to in the next 6-18 months?



Overcome objections

Here are some common objections and example responses that you can use to address your customer's concerns and hesitations.

"We already have systems to manage our IT assets (ex. HRM/ITSM)"

Have you looked at how to optimize those systems for equipment retrieval or disposal? Can I ask how much time your IT teams spend to provision an employee laptop manually?

"I don't have budget."

If you could reduce the amount you're spending on equipment replacement or re-allocate your top IT employees to higher value tasks, could that save you money?

"It's too complicated we're not ready for it"

We can help you all along the implementation journey. Shall we schedule a quick demo to prepare you for when the timing is right?

"For security concerns, we don't want another company to manage our assets"

Firstbase centralizes asset data so you know every device's location, status, and history with real-time reporting and linked to your MDM. Sentinel One being one of our customer is a testament to our reliability. Can we ask how your current workflow is going today?

"We need flexibility in procurement and don't want to be locked into a single vendor."

Many of our customers supply their own equipment and enjoy all of the benefits of higher IT employee support ratios and heightened security measures.

Remember, you don't need an immediate solution for every challenge—your knowledge and insights are valuable starting points. And you can bring AppDirect's team in early to help you build trust and identify the right solutions for your clients.



Spot the ideal customer

 IT teams with high touch and inefficient processes to manage their IT assets lifecycle.

 Companies experiencing rapid headcount change (ex. Growth, layoffs, or M&A).

 Security teams looking to secure data handling and device retrieval and redeployment.

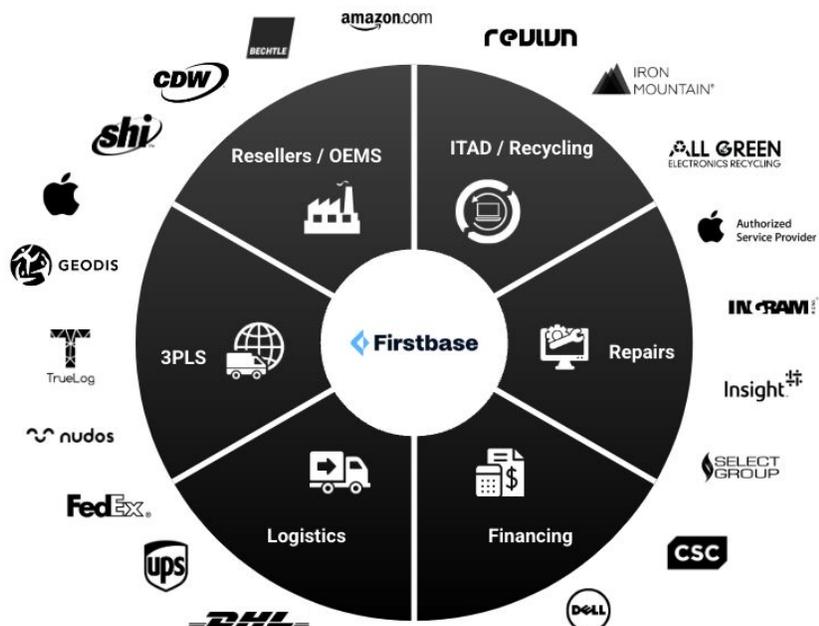
 Distributed companies, including remote employees, struggling without local IT presence, making expansion challenging.

 Look for companies that have at least 50 employees who have been issued a device.

Customer examples



Firstbase partners



Cross-sell opportunities

01

SOLUTIONS THAT COMPLEMENT FIRSTBASE

VNOC

Companies heavily rely on security to keep their data safe, but they often lack of dedicated IT teams to manage incidents. Offer them our NOC team extension to optimize their network operations.

PREMIUM TECH SUPPORT

Provide your customers with reliable cloud support services to swiftly resolve software, hardware, and internet problems through dedicated professionals.

Reference to AppDirect's [solution page](#) for more information.

02

QUESTIONS TO ASK TO HELP YOU SELL FIRSTBASE IF...

You're selling Hardware

You have a great fleet of Hardware for your employees, have you considered how managing your hardware assets efficiently can further optimize your operations?

You're selling Connectivity

While our connectivity solutions ensure your network's reliability, how are you managing the end-user hardware that connects to this network?

You're selling Managed Services

Our Premium Tech Support and / or NOC services ensure your IT infrastructure runs smoothly, ensuring that IT issues are handled and resolved swiftly. Have you considered enhancing your Hardware Asset Management lifecycle to give you complete control over your Hardware fleet as well?

Contact your AppDirect CSM for more information about Firstbase and cross-sell opportunities

ABOUT APPDIRECT

AppDirect is a San Francisco-based B2B subscription commerce platform company that brings together technology providers, advisors, and businesses to simplify how they buy, sell and manage technology. More than 1,000 providers, 10,000 advisors and 5 million subscribers rely on the AppDirect ecosystem of subscription marketplaces to power their innovation, growth, and success. For more information about AppDirect, please visit www.appdirect.com.

