

Maximize your cloud investment

Don't let the complexity of buying cloud hinder your growth. The right partner and platform can help you confidently buy, manage, and optimize your cloud investment.

BUYING TECHNOLOGY IS CHALLENGING

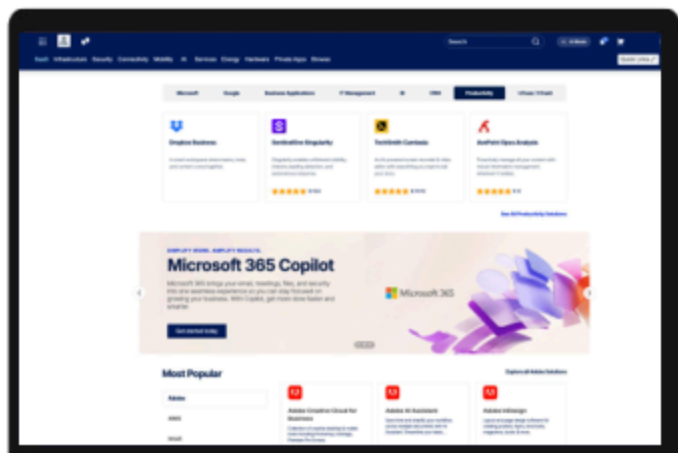
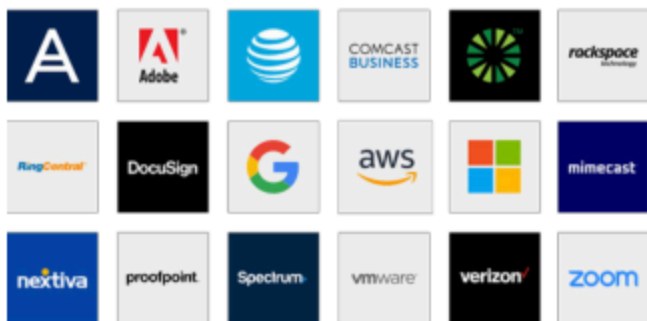
Purchasing business technology is difficult—from choosing the right solution to controlling cloud spend—implementing your cloud strategy can be complex. Finding, buying, and managing multi-cloud solutions across vendors can overburden the strongest IT teams.

>84%

OF COMPANIES
EXPERIENCE DIFFICULTY
BUYING NEW SAAS
SOLUTIONS

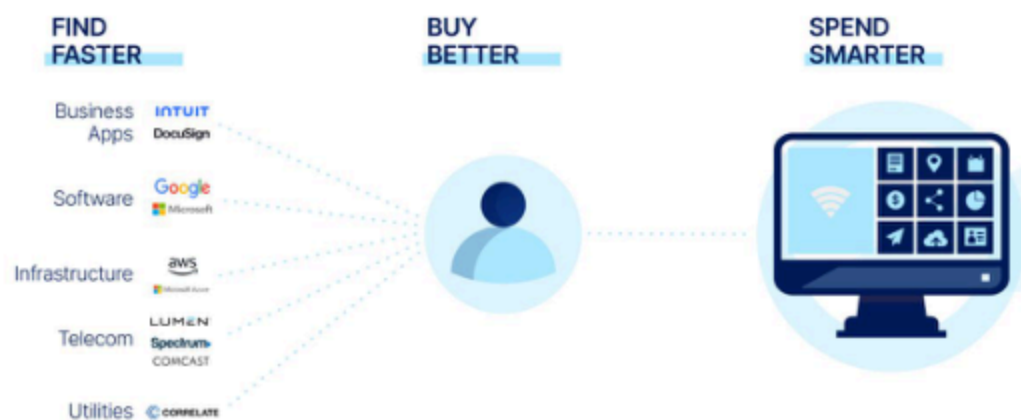
THE FUTURE OF B2B COMMERCE IS IN RELATIONSHIP-DRIVEN MARKETPLACES

The right partner and platform can remove complexities, helping you find and buy the best solutions, control spend, and secure your workforce. Whether you're new to cloud or implementing a full solution, we can help identify improvements, explore providers, and negotiate the best terms from a full catalog of solutions—including software applications, cloud infrastructure, connectivity, and more.



SIMPLIFY CLOUD WITH ONE PLATFORM AND ONE ADVISOR

Implement your cloud strategy with a single trusted advisor, vendor-agnostic guidance, and application management all on one platform.



01 – FIND AND BUY THE LEADING CLOUD SOLUTIONS

Simplify solution discovery

Work with cloud experts to identify the right solutions for your organization's evolving needs with no upfront cost or obligation.

Streamline procurement

Access leading multi-cloud solutions and benefit from our supplier relationships without negotiating individual contracts and pricing, all under a single master service agreement.

02 – MANAGE SAAS APPLICATIONS AND OPTIMIZE SPEND

Optimize processes

Facilitate workforce and identity management with secure access in a central location.

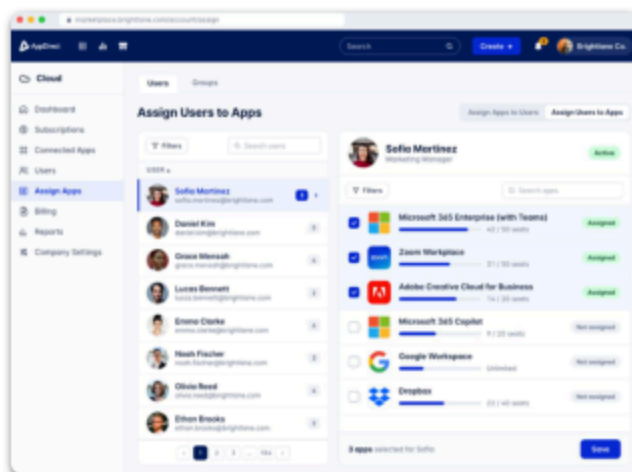
Enable data-driven decisions

Visualize spend and application usage to inform renewals and identify savings. Increase productivity with unified search, feeds across applications, and custom notifications.

Lower IT costs

Instantly provision apps and add or remove user licenses on a single platform. Reduce IT costs with automated employee onboarding and offboarding flows.

Contact your advisor to maximize your cloud investment



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, 165K partners, and 21 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.





Active Providers

Onboarded marketplace providers grouped by category. Hyperscaler and Cloud is listed first.

Hyperscaler and Cloud



AWS

Amazon Web Services — full-stack public-cloud compute, storage, networking, and AI. It is categorized under Hyperscaler and Cloud in AppDirect's provider catalog.

<https://aws.amazon.com>



Google (Commercial SKU)

Google Cloud Platform and Workspace — cloud infrastructure and collaboration. It is categorized under Hyperscaler and Cloud in AppDirect's provider catalog.

<https://cloud.google.com>



Google (Government)

Google Cloud Platform and Workspace — cloud infrastructure and collaboration. It is categorized under Hyperscaler and Cloud in AppDirect's provider catalog.

<https://cloud.google.com>



Microsoft

Microsoft 365, Azure, Windows, and Dynamics — productivity and cloud platform. It is categorized under Hyperscaler and Cloud in AppDirect's provider catalog.

<https://www.microsoft.com>

Accounting & Finance



eBillity

Time tracking, billing, and expense management for service businesses. It is categorized under Accounting & Finance in AppDirect's provider catalog.

<https://ebillity.com>



FreshBooks

Cloud accounting and invoicing built for self-employed pros and small businesses. It is categorized under Accounting & Finance in AppDirect's provider catalog.

<https://www.freshbooks.com>



Intuit

QuickBooks, TurboTax, and Mailchimp — accounting, payroll, and small-business finance. It is categorized under Accounting & Finance in AppDirect's provider catalog.

<https://www.intuit.com>



Backup & Recovery



Acronis

Cyber-protection platform: integrated backup, anti-malware, and disaster recovery for MSPs. It is categorized under Backup & Recovery in AppDirect's provider catalog.

<https://www.acronis.com>



AvePoint

SaaS data management and backup for Microsoft 365, Teams, and SharePoint. It is categorized under Backup & Recovery in AppDirect's provider catalog.

<https://www.avepoint.com>



Axcient

Business continuity and disaster recovery (BCDR) for MSPs — Direct-to-Cloud backup. It is categorized under Backup & Recovery in AppDirect's provider catalog.

<https://axcient.com>



CrashPlan

Endpoint backup for laptops and desktops — continuous, off-site, encrypted. It is categorized under Backup & Recovery in AppDirect's provider catalog.

<https://www.crashplan.com>



Datto (Kaseya)

Business continuity and disaster recovery (BCDR) for MSPs — SIRIS, ALTO, and SaaS backup. It is categorized under Backup & Recovery in AppDirect's provider catalog.

<https://www.datto.com>



Dropsuite

Cloud email backup, archiving, and protection for Microsoft 365, Google Workspace, and more. It is categorized under Backup & Recovery in AppDirect's provider catalog.

<https://dropsuite.com>



Redstor

Cloud-native backup and disaster recovery for MSPs. It is categorized under Backup & Recovery in AppDirect's provider catalog.

<https://www.redstor.com>



RuBrik

Cyber resilience and data protection — backup, ransomware recovery, data security posture. It is categorized under Backup & Recovery in AppDirect's provider catalog.

<https://www.rubrik.com>



Backup & Recovery



Spanning (Kaseya)

SaaS data backup for Microsoft 365, Google Workspace, and Salesforce (Kaseya). It is categorized under Backup & Recovery in AppDirect's provider catalog.

<https://spanning.com>



Unitrends (Kaseya)

Business continuity and disaster recovery appliances and SaaS (Kaseya). It is categorized under Backup & Recovery in AppDirect's provider catalog.

<https://www.unitrends.com>



Veeam Resale

Enterprise data protection, backup, and ransomware recovery — resale tier. It is categorized under Backup & Recovery in AppDirect's provider catalog.

<https://www.veeam.com>



Veeam VCSP

Veeam Cloud and Service Provider program — backup-as-a-service for partners. It is categorized under Backup & Recovery in AppDirect's provider catalog.

<https://www.veeam.com/service-providers.html>



Veritas

Enterprise data protection, backup, and information governance. It is categorized under Backup & Recovery in AppDirect's provider catalog.

<https://www.veritas.com>

Cloud Communications



eComFax (CWWS)

Online fax service — secure cloud faxing for businesses. It is categorized under Cloud Communications in AppDirect's provider catalog.

<https://www.ecomfax.com>



eFax Corporate (Consensus)

Enterprise cloud fax — secure, compliant document delivery (Consensus). It is categorized under Cloud Communications in AppDirect's provider catalog.

<https://www.efaxcorporate.com>



Cloud Communications



GoTo

Unified communications, IT support, and collaboration suite (formerly LogMeIn). It is categorized under Cloud Communications in AppDirect's provider catalog.

<https://www.goto.com>



InterMedia (Leta)

Unified communications, contact center, and business cloud apps. It is categorized under Cloud Communications in AppDirect's provider catalog.

<https://www.intermedia.com>



RingBoost

Vanity, local, and toll-free phone numbers for marketing campaigns. It is categorized under Cloud Communications in AppDirect's provider catalog.

<https://www.ringboost.com>



TurboBridge

Audio conferencing services for businesses and resellers. It is categorized under Cloud Communications in AppDirect's provider catalog.

<https://www.turbobridge.com>

Cloud Infrastructure



NetApp

Hybrid cloud data services and storage — ONTAP, Cloud Volumes, and Spot. It is categorized under Cloud Infrastructure in AppDirect's provider catalog.

<https://www.netapp.com>



V2 Cloud

Cloud desktops (DaaS) and virtual workspaces. It is categorized under Cloud Infrastructure in AppDirect's provider catalog.

<https://v2cloud.com>



Compliance & GRC



Compliance Manager GRC (Kaseya)

Compliance automation and risk management software for IT teams and MSPs (Kaseya). It is categorized under Compliance & GRC in AppDirect's provider catalog.

<https://www.kaseya.com>



RapidFireTools (Kaseya)

Network assessment and compliance auditing for IT pros and MSPs (Kaseya). It is categorized under Compliance & GRC in AppDirect's provider catalog.

<https://www.rapidfiretools.com>

CRM



Copper

CRM built natively for Google Workspace — pipeline, contacts, and email integration. It is categorized under CRM in AppDirect's provider catalog.

<https://www.copper.com>



Nimble

Relationship-focused CRM that surfaces contact intel inside email and social. It is categorized under CRM in AppDirect's provider catalog.

<https://www.nimble.com>

Customer Support



Zendesk

Customer support and ticketing platform — service desk and CX. It is categorized under Customer Support in AppDirect's provider catalog.

<https://www.zendesk.com>

Cybersecurity



Banyax

Managed detection and response (MDR) and security operations services. It is categorized under Cybersecurity in AppDirect's provider catalog.

<https://www.banyax.com>

Cybersecurity



SAVE TIME | REDUCE COSTS | TAKE CONTROL



Barracuda

Email security, network security, and data protection for businesses. It is categorized under Cybersecurity in AppDirect's provider catalog.

<https://www.barracuda.com>



Coro

All-in-one cybersecurity platform for mid-market — endpoint, email, cloud, and data. It is categorized under Cybersecurity in AppDirect's provider catalog.

<https://www.coro.net>



CyberMaxx

Managed detection and response (MDR) with a 24/7 SOC. It is categorized under Cybersecurity in AppDirect's provider catalog.

<https://www.cybermaxx.com>



Palo Alto

Network security, cloud security, and SOC platform — Strata, Prisma, and Cortex. It is categorized under Cybersecurity in AppDirect's provider catalog.

<https://www.paloaltonetworks.com>



Rapid7

Vulnerability management, SIEM, and SOC platform — InsightVM, InsightIDR. It is categorized under Cybersecurity in AppDirect's provider catalog.

<https://www.rapid7.com>



RocketCyber (Kaseya)

Managed SOC for MSPs — threat detection across endpoint, cloud, and network (Kaseya). It is categorized under Cybersecurity in AppDirect's provider catalog.

<https://www.rocketcyber.com>



Symantec by Broadcom

Symantec enterprise security — endpoint, email, and data protection (Broadcom). It is categorized under Cybersecurity in AppDirect's provider catalog.

<https://www.broadcom.com/products/cybersecurity>



Trend Micro

Endpoint, cloud, network, and email security — Vision One XDR platform. It is categorized under Cybersecurity in AppDirect's provider catalog.

<https://www.trendmicro.com>





Cybersecurity



Xenex

Managed SOC-as-a-service and MDR. It is categorized under Cybersecurity in AppDirect's provider catalog.

<https://www.xenexsoc.com>



Zscaler

Zero Trust Exchange — SSE, SWG, ZTNA, and CASB cloud security platform. It is categorized under Cybersecurity in AppDirect's provider catalog.

<https://www.zscaler.com>

Document Management



AODocs

Cloud-native document management built natively on Google Workspace. It is categorized under Document Management in AppDirect's provider catalog.

<https://www.aodocs.com>



OpenText

Information management — content services, security, and business workflow (incl. Webroot). It is categorized under Document Management in AppDirect's provider catalog.

<https://www.opentext.com>

E-signature



DocuSign

Electronic signature, contract lifecycle management (CLM), and agreement automation. It is categorized under E-signature in AppDirect's provider catalog.

<https://www.docusign.com>



jSign(Consensus)

Electronic signature platform from Consensus. It is categorized under E-signature in AppDirect's provider catalog.

<https://jsign.com>



E-signature



RPost

Registered Email, e-signatures, and secure document tracking. It is categorized under E-signature in AppDirect's provider catalog.

<https://rpost.com>



Syngrafii

Patent-pending e-signature with handwritten, video-verified signing. It is categorized under E-signature in AppDirect's provider catalog.

<https://syngrafii.com>

Email Security



Avanan/Check Point

API-based email and collaboration security for Microsoft 365 & Google Workspace (Check Point). It is categorized under Email Security in AppDirect's provider catalog.

<https://www.avanan.com>



Graphus (Kaseya)

AI-driven phishing and email security for Microsoft 365 and Google Workspace (Kaseya). It is categorized under Email Security in AppDirect's provider catalog.

<https://www.graphus.ai>



Mimecast MSP

Email security, archiving, and continuity tailored for managed-service providers. It is categorized under Email Security in AppDirect's provider catalog.

<https://www.mimecast.com>



Mimecast Resale

Email security, archiving, and continuity — enterprise resale tier. It is categorized under Email Security in AppDirect's provider catalog.

<https://www.mimecast.com>



Proofpoint MSP

Email security, archiving, and information protection — MSP tier. It is categorized under Email Security in AppDirect's provider catalog.

<https://www.proofpoint.com>



Email Security



Proofpoint Reseller

Email security, archiving, and information protection — reseller tier. It is categorized under Email Security in AppDirect's provider catalog.

<https://www.proofpoint.com>



Trustifi

Inbound and outbound email security — encryption, DLP, and phishing prevention. It is categorized under Email Security in AppDirect's provider catalog.

<https://trustifi.com>

Endpoint Protection



Bitdefender MSP

Enterprise-grade endpoint protection (EPP/EDR/XDR) tailored for MSPs. It is categorized under Endpoint Protection in AppDirect's provider catalog.

<https://www.bitdefender.com/business>



CrowdStrike

Cloud-delivered endpoint detection and response (EDR) and XDR platform (Falcon). It is categorized under Endpoint Protection in AppDirect's provider catalog.

<https://www.crowdstrike.com>



Malwarebytes

Endpoint protection, EDR, and threat hunting for businesses. It is categorized under Endpoint Protection in AppDirect's provider catalog.

<https://www.malwarebytes.com>



SentinelOne

AI-powered endpoint protection, EDR, and XDR (Singularity Platform). It is categorized under Endpoint Protection in AppDirect's provider catalog.

<https://www.sentinelone.com>



File Storage & Sharing



Dropbox

Cloud file storage, sharing, and collaboration — Dropbox Business and Dash. It is categorized under File Storage & Sharing in AppDirect's provider catalog.

<https://www.dropbox.com>

FinOps



Archera

Cloud cost optimization via guaranteed reservations and commitment management for AWS/Azure/GCP. It is categorized under FinOps in AppDirect's provider catalog.

<https://archera.ai>



Spot by NetApp

Cloud cost optimization, infrastructure automation, and Kubernetes savings (NetApp). It is categorized under FinOps in AppDirect's provider catalog.

<https://spot.io>



Zesty

Real-time cloud cost optimization — dynamic reserved-instance management. It is categorized under FinOps in AppDirect's provider catalog.

<https://zesty.co>

Hardware



OMI

IT hardware reseller and lifecycle services. It is categorized under Hardware in AppDirect's provider catalog.

<https://www.omi.com>



Samsung

Mobile devices, monitors, and enterprise hardware. It is categorized under Hardware in AppDirect's provider catalog.

<https://www.samsung.com/business>





HR & Workforce



Deputy

Workforce management — employee scheduling, time tracking, and labor compliance. It is categorized under HR & Workforce in AppDirect's provider catalog.

<https://www.deputy.com>



Prodoscore

Employee productivity intelligence — measures activity across business cloud apps. It is categorized under HR & Workforce in AppDirect's provider catalog.

<https://www.prodoscore.com>

Identity & Access



Duo Security (Cisco)

Multi-factor authentication (MFA) and Zero Trust access from Cisco. It is categorized under Identity & Access in AppDirect's provider catalog.

<https://duo.com>



JumpCloud

Open directory platform — unified identity, device, and access management. It is categorized under Identity & Access in AppDirect's provider catalog.

<https://jumpcloud.com>



Okta

Identity-as-a-service — SSO, MFA, lifecycle management, and Zero Trust access. It is categorized under Identity & Access in AppDirect's provider catalog.

<https://www.okta.com>

IT Management



Device42

IT asset discovery, dependency mapping, and CMDB for hybrid infrastructure. It is categorized under IT Management in AppDirect's provider catalog.

<https://www.device42.com>





IT Management



IT Glue (Kaseya)

IT documentation platform for MSPs — passwords, configs, runbooks (Kaseya). It is categorized under IT Management in AppDirect's provider catalog.

<https://www.itglue.com>



Omnissa

Digital workspace platform spun out of VMware EUC — Horizon, Workspace ONE. It is categorized under IT Management in AppDirect's provider catalog.

<https://www.omnissa.com>



ServiceNow

Enterprise digital workflows — ITSM, ITOM, HR, and customer service workflows. It is categorized under IT Management in AppDirect's provider catalog.

<https://www.servicenow.com>



TeamViewer

Remote access, remote support, and remote control software. It is categorized under IT Management in AppDirect's provider catalog.

<https://www.teamviewer.com>

Monitoring & Observability



DataDog

Cloud-scale monitoring, log management, APM, and security observability. It is categorized under Monitoring & Observability in AppDirect's provider catalog.

<https://www.datadoghq.com>



LogicMonitor

SaaS-based hybrid infrastructure monitoring and observability platform. It is categorized under Monitoring & Observability in AppDirect's provider catalog.

<https://www.logicmonitor.com>



SolarWinds

IT monitoring, observability, and ITSM platform. It is categorized under Monitoring & Observability in AppDirect's provider catalog.

<https://www.solarwinds.com>





Networking



Cisco

Enterprise networking, security, and collaboration hardware and software. It is categorized under Networking in AppDirect's provider catalog.

<https://www.cisco.com>



Fortinet

Network security and SD-WAN — FortiGate firewalls, FortiAnalyzer, and Security Fabric. It is categorized under Networking in AppDirect's provider catalog.

<https://www.fortinet.com>

Other



SEKUR (SekurMail, SekurVPN, SekurMessenger)

SEKUR (SekurMail, SekurVPN, SekurMessenger) is a technology provider available through the AppDirect Procurement Marketplace. It is available for onboarding through AppDirect's provider catalog.



Sophos (Resale)

Sophos (Resale) is a technology provider available through the AppDirect Procurement Marketplace. It is available for onboarding through AppDirect's provider catalog.



Sophos(MSP)

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Webex (Cisco)

Webex (Cisco) is a technology provider available through the AppDirect Procurement Marketplace. It is available for onboarding through AppDirect's provider catalog.



Productivity



Adobe

Creative Cloud, Document Cloud, and Experience Cloud — design, PDF, and marketing tooling. It is categorized under Productivity in AppDirect's provider catalog.

<https://www.adobe.com>



Shared Contacts for Gmail

Share Google Contacts across teams without admin overhead. It is categorized under Productivity in AppDirect's provider catalog.

<https://www.sharedcontactsforgmail.com>



TechSmith (Snagit & Camtasia)

Screen capture and video creation — Snagit, Camtasia. It is categorized under Productivity in AppDirect's provider catalog.

<https://www.techsmith.com>



Thread Legal

Email and inbox automation tailored for legal practices. It is categorized under Productivity in AppDirect's provider catalog.

<https://www.thread-legal.com>

RMM / PSA



Kaseya

IT and security management platform for MSPs — VSA RMM, BMS PSA, and more. It is categorized under RMM / PSA in AppDirect's provider catalog.

<https://www.kaseya.com>

SaaS Management



BetterCloud

SaaS management platform — discover, manage, and secure SaaS app sprawl. It is categorized under SaaS Management in AppDirect's provider catalog.

<https://www.bettercloud.com>





SaaS Management



CloudM

SaaS migration, management, and security for Google Workspace and Microsoft 365. It is categorized under SaaS Management in AppDirect's provider catalog.

<https://www.cloudm.io>

Sales Enablement



CrankWheel

No-download screen sharing built for inside-sales calls. It is categorized under Sales Enablement in AppDirect's provider catalog.

<https://crankwheel.com>

Training



Brainstorm

End-user training and adoption platform for Microsoft 365 and Google Workspace. It is categorized under Training in AppDirect's provider catalog.

<https://brainstorminc.com>



Hook Security

Security awareness training and simulated phishing for SMB and MSP. It is categorized under Training in AppDirect's provider catalog.

<https://www.hooksecurity.co>

Video Conferencing



Zoom

Video conferencing, phone, webinar, and contact center cloud platform. It is categorized under Video Conferencing in AppDirect's provider catalog.

<https://zoom.us>



Web Security & CDN



Cloudflare

Global CDN, DDoS protection, Zero Trust security, and edge compute platform. It is categorized under Web Security & CDN in AppDirect's provider catalog.

<https://www.cloudflare.com>



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