



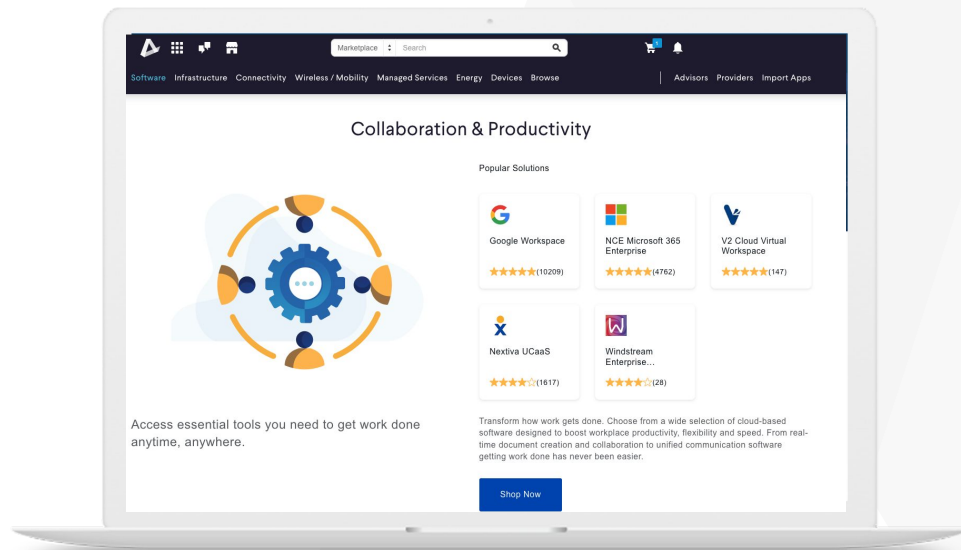
Selling Cloud with AppDirect

Tap into the leading B2B commerce platform

September 2023



Future-proof your business with a full cloud portfolio



Grow share of wallet

By adding consultative support through AppDirect to the trust you've already established with customers



Extend your team

With cloud expertise combined with pre- and post-sales SaaS and IaaS consultative support



Use our platform

To bring more value to customers and increase retention

Companies are channel-first: Advisors offering a consultative approach will continue to win business



>**35%** switching channel partners



>**96%** had ROI on SaaS spend with
a technology advisor



Shifting spend to channels that
support cloud strategies

Technology advisors who help clients adopt & manage new technologies will increase their share of IT spending



The right partner can make all the difference

Get the right platform and expertise behind you



Simplify business processes to scale
your business



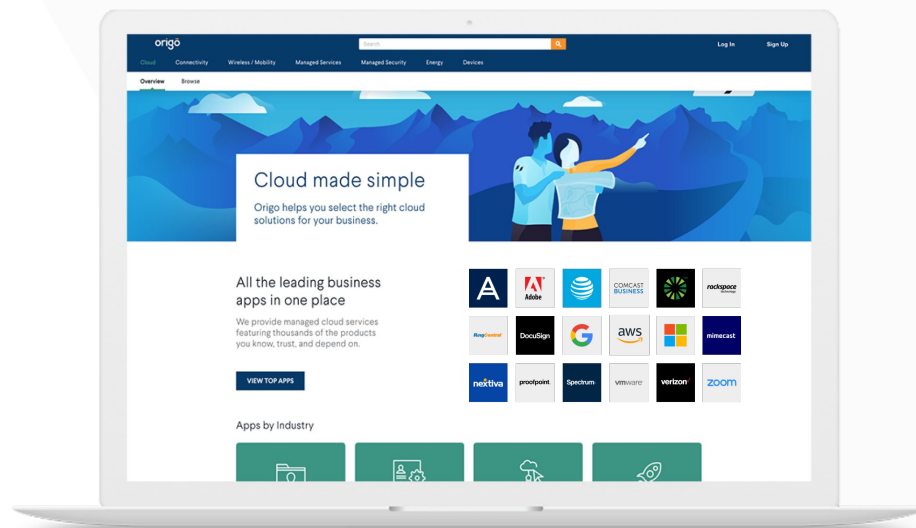
Diversify your portfolio with
next-generation cloud solutions



Become the go-to resource for your
customers' **cloud strategies**



Expand into cloud
with confidence



Cloud Portfolio

Confidently complement
your connectivity
portfolio with 100s of
new cloud solutions



Enablement & Support

Leverage training
courses and product
experts to increase cloud
competency

Offer your customers a full technology stack

ENERGY

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

CONNECTIVITY & SD-WAN

Fiber | Cable | Wireless | Satellite | TEM

MANAGED SERVICES

NOC | SOC | Professional Services
SmartSupport | Asset Management

SECURITY

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

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

MOBILITY & IoT

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

CUSTOMER EXPERIENCE (CX)

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



All the leading cloud apps from brands you trust

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

Cloud Infrastructure



Cloud Applications



Malwarebytes





John Schwarze
Founder, Tin Can Distributors

“

The product portfolio is one of AppDirect's key elements – they have more offerings than what most others have. This differentiates them in the market, they're doing something that no other master agent is doing.

[Watch](#) video for more success stories

Scaled cloud deals by 20x



Cloud support

Don't do it alone. Turn to cloud product specialists and resources to confidently diversify your portfolio.



Cloud Product Specialists

Boost solution designs with technical expertise from sales engineering and cloud product specialists



Cloud Academy

Learn to position and sell cloud with on-demand videos and in-person training sessions



Envision Sessions

Drive your cloud business and boost your customers' productivity



AppHelp

Provide end-user Help Desk services, migration services, and on-boarding support

Cloud Academy

Your one-stop-shop for educational content and resources to master the art of selling cloud



Envision Sessions



Productivity



Collaboration



Communication

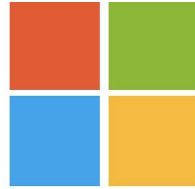


Infrastructure (IaaS)



Security

Build your cloud sales funnel with
free customer sessions



Find the right product, pair it with the right practices, and source all of the assistance you need implementing and managing your technology.

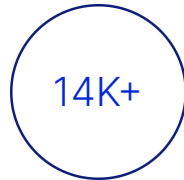
AppHelp

Helping millions on
their cloud journey



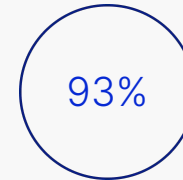
Calls Annually

End-user **Help Desk** services and **on-boarding** support



Migrations

Customer **migrations to cloud** productivity tools (Office 365, Google Workspace)



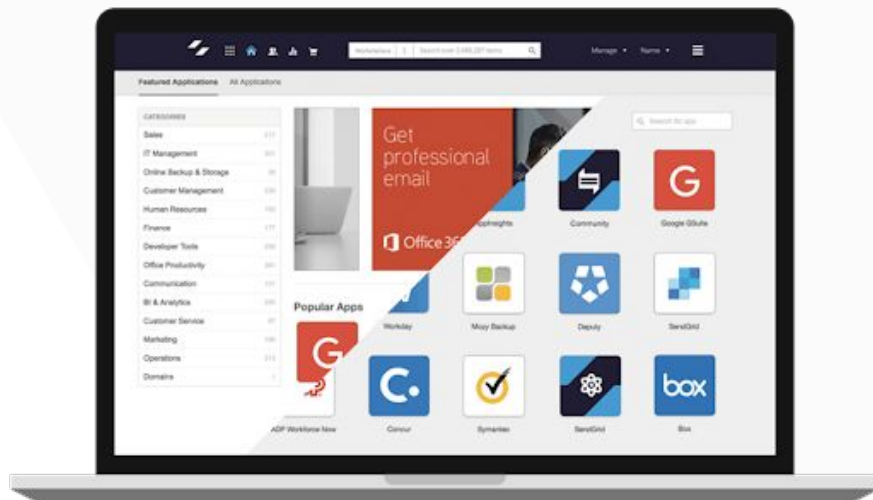
Customer Satisfaction

End-customers rate us highly for **on-boarding, migration, and end-user support**



Increase value and commissions

Extend cloud sales with a unique procurement platform to ease your customer's cloud challenges



Increase value

Augment your cloud advisor services by offering a free digital procurement platform



Retain customers

Create customer stickiness with a platform to procure and manage cloud apps



Grow wallet share

With customers procuring and managing more IT spend on a platform provided by you

Bring more value to your customers

FIND FASTER

Business Apps
INTUIT
DocuSign

Software
Google
Microsoft

Infrastructure
aws
Azure

Telecom
LUMEN
Spectrum
COMCAST

Utilities
CORRELATE

BUY BETTER



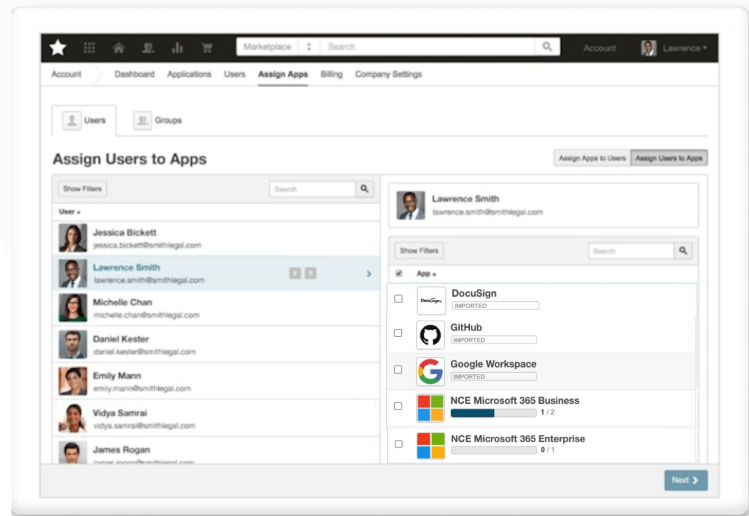
SPEND SMARTER





Procurement Platform

Offer customers a platform to procure cloud technology, manage spend and secure their workforce



Procurement Marketplace

Save time with a single location to find and buy all the technology services that power your business



Spend Management

Consolidate application and subscription management and gain insights to drive business decisions



Workforce Identity & Data Management

Reduce IT costs with automated onboarding, centralized access and secure authentication

Thank You

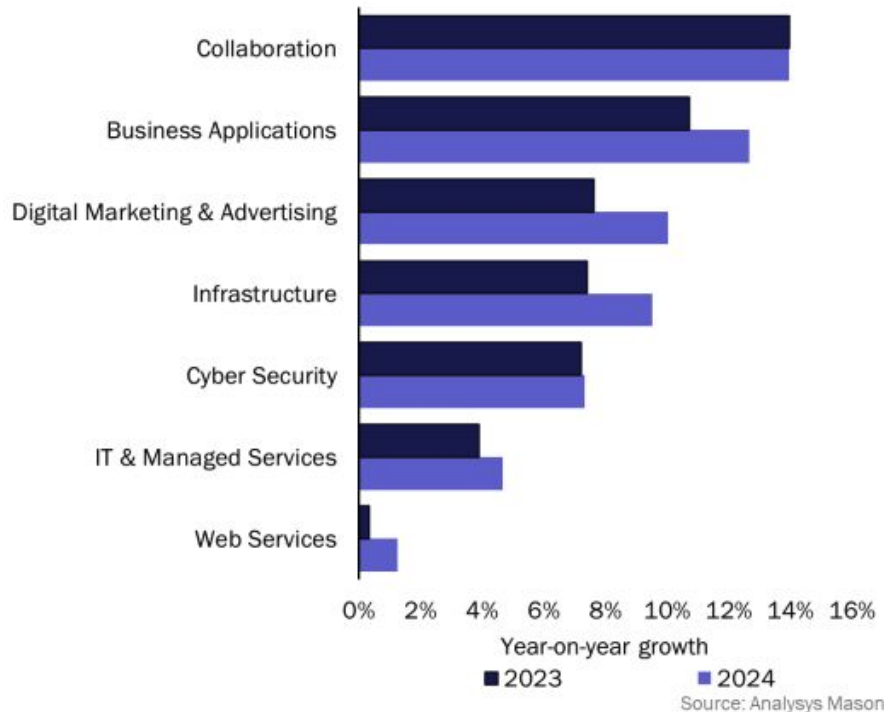


Backup slides

Your cloud opportunity is huge

>80%
want to buy
more than
connectivity
from you

“Anything as a Service”
cloud market will
grow to \$344.3B by 2024



SMBs are looking for your guidance when purchasing cloud solutions

70%



Say they spend too much time with vendors

50%



Find pandemic purchases weren't a good fit

Scaled cloud deals by 20x



John Schwarze
Founder, Tin Can Distributors

Turned initial \$1.7K UCaaS deal into cloud sale
with \$20K recurring revenue

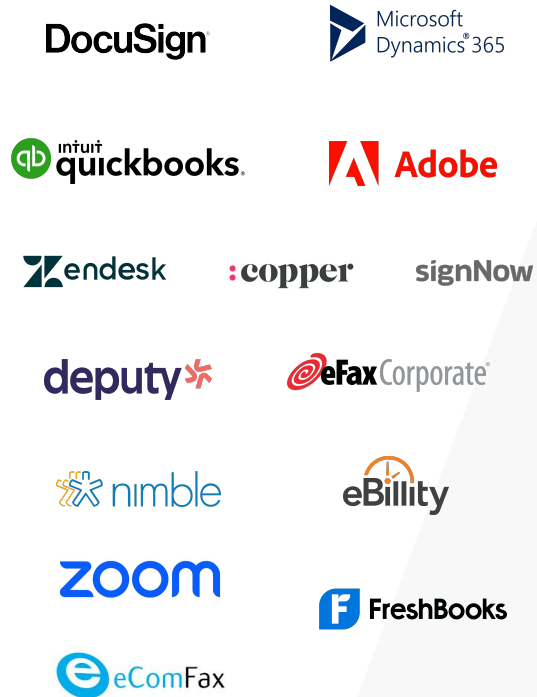
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AppDirect Cloud Services Portfolio

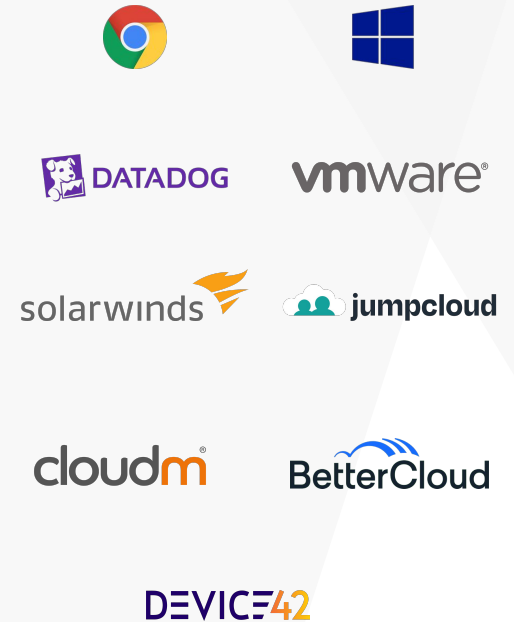
COLLABORATION & PRODUCTIVITY



BUSINESS APPLICATIONS



IT MANAGEMENT



Access to the Leading Cloud Providers in a Single Platform

SECURITY



INFRASTRUCTURE

