

Cloud Sales Guide

CLOUD COMPLEXITY BRINGS OPPORTUNITY

There is a shift in buying habits due to the complexity in procuring the right cloud technology. Companies are switching to partners who offer long-term consultative support and strategic services.



MAXIMIZE YOUR CLOUD INVESTMENT

The right partner and platform can remove complexities, helping to 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, negotiate the best terms from a full catalog of cloud solutions, and benefit from premium support services.

CHALLENGE	SOLUTION
Cloud market is complex	Simplify cloud with one platform and one advisor Implement your cloud strategy with a single trusted advisor, vendor-agnostic advice, and application management on one platform.
Buying technology is difficult	Find and buy the leading cloud solutions Work with cloud experts to identify the right solutions and access the leading cloud solutions without needing to negotiate contracts and pricing across suppliers.
Transitioning to new cloud technology and supporting employees	Manage and support cloud apps Get assistance implementing and managing your technology with services that span the cloud lifecycle: migration, install and setup, onboarding, and end-user support.

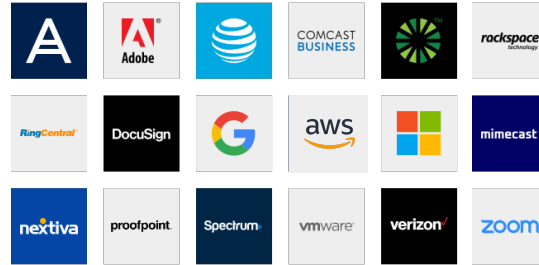


EXPLORE PROVIDERS FROM A FULL CATALOG OF SOLUTIONS

SaaS Microsoft Office 365 - Google Workspace
- Application services - IT Service Management

Cloud Infrastructure Hosted Infrastructure -
Public, Private & Hybrid Cloud: Microsoft Azure,
AWS, Google GCP, Data Center & Colocation,
Disaster Recovery and Managed Security

Security Firewalls - Threat Detection & Incident
Response - DDoS Mitigation - Malware, Virus &
Phishing Protection - Ransomware - Identity
Security



Customer Experience (CX) UCaaS - Contact
Center - CPaaS - Collaboration - Automation
SMS - AI - BI - Analytics

ASK THE RIGHT QUESTIONS

Challenges in finding, buying, and managing technology make cloud infrastructure and SaaS easy conversations to have. Here are some questions you can use:

Finding and buying technology

- How many different vendors are you using today? How much time are you spending with vendors?
- How challenging is it to deal with different vendors, salespeople, and buying cycles?
- How would your business benefit from having a single solution to procure and manage SaaS applications?

SaaS

- How many SaaS applications is your company using today? How are you buying and managing those applications?
- Do you think you are making the most of the apps you are purchasing? Is cost consolidation a goal for this year?
- How do you deploy and secure SaaS apps for your remote workers? What challenges does that present?

Security

- What are some of your concerns around data security, privacy, and/or compliance?
- How do you protect against lost or stolen devices & passwords, especially for mobile/remote workers?
- What challenges does your organization have in maintaining a secured environment for data and devices?

Customer experience (CX)

- What communication systems do you have in place today? Are they on-premise?
- How do your offices or branches call, communicate, or collaborate together?
- How is customer satisfaction impacted due to the complexity of maintaining multiple vendors and applications?

Cloud infrastructure

- What are your disaster recovery and business continuity plans? How do they meet your business needs?
- How have you virtualized your data or infrastructure? Is your infrastructure more on-premise or cloud-based?
- What are your plans for scaling and securing mission-critical workloads?

Lifecycle management

- How difficult is it to onboard new vendors or bring in cloud apps for employees?
- Many are having to do more with less when managing cloud. Are you finding your team's bandwidth or workload stretched?
- How much time does your IT team spend deploying and supporting new technologies?



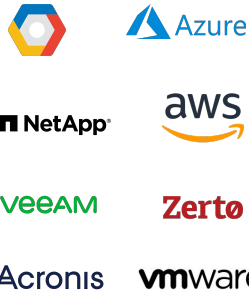


SIMPLIFY SOLUTION DISCOVERY

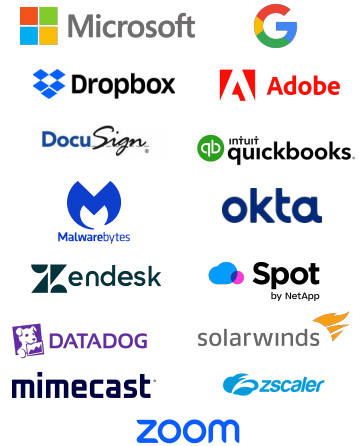
Work with cloud experts to identify the right solutions for your organization’s evolving needs and areas of opportunity with no upfront cost or obligation.

Access the leading cloud solutions and benefit from our relationships without needing to negotiate contracts and pricing across suppliers.

Cloud Infrastructure



Cloud Applications



OFFER STRATEGIC CLOUD SERVICES AND LONG-TERM SUPPORT

FIND AND BUY CLOUD SOLUTIONS

Provide customers free sessions with implementation and management services for their cloud technology. Envision sessions streamline the purchase of the most popular cloud solutions. Customers receive a SaaS discovery assessment, with detailed report and recommendations.

MANAGE AND SUPPORT CLOUD

Offer services that span the cloud lifecycle: transitioning, install and setup, onboarding, and end-user support. Provide end-user Help Desk services, migration services, and on-boarding support with AppHelp.

SIMPLIFY PROCUREMENT

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

MORE SALES GUIDANCE

[Co-brandable Cloud Data Sheet](#) | [Envision session](#) | [AppHelp](#) | [Cloud Academy](#)
[Events](#) | [Blog](#) | [LinkedIn \(AppDirect for Advisors\)](#)

Contact your AppDirect CSM for more information about our cloud solutions - our team of experts will guide you on the best path forward

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