



# Selling Connectivity with AppDirect

The leading relationship-driven marketplace

November 2023

What's happening in the market?

What's happening in the market

## Connectivity is the foundation of a remote workforce

Businesses use the cloud to store and manage their information, applications, and services.

To leverage the benefits of cloud, companies need **strong connectivity services** to maintain productivity and minimize disruptions.



90-95% of  
apps will be  
cloud-native  
by 2025

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



**>35%** switching channel partners



**69%** prefer going through a single provider to help them with their technology solutions

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



AppDirect can help

# Increase value and commissions



## INCREASE WALLET SHARE

Sell **complementary** and **additional** connectivity services in a unified way to increase your share of wallet.

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.

Example: complement wireless services with mobility, security, etc, to keep earning more revenue from your customer.



## INCREASE VALUE TO YOUR CUSTOMERS

Solidify your position as a **trusted partner** and increase **customer loyalty** by providing customers with a one-stop shop for their diverse technology needs, from connectivity to cloud.

Catalog



# 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 connectivity providers

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

## CONNECTIVITY

verizon

COMCAST  
BUSINESS

COX  
BUSINESS

Spectrum  
BUSINESS

LUMEN<sup>®</sup>

AT&T  
Business

SANGOMA

Mitel<sup>®</sup>

## WIRELESS/MOBILITY

verizon

AT&T Wireless

EPIC iO

T<sup>®</sup>

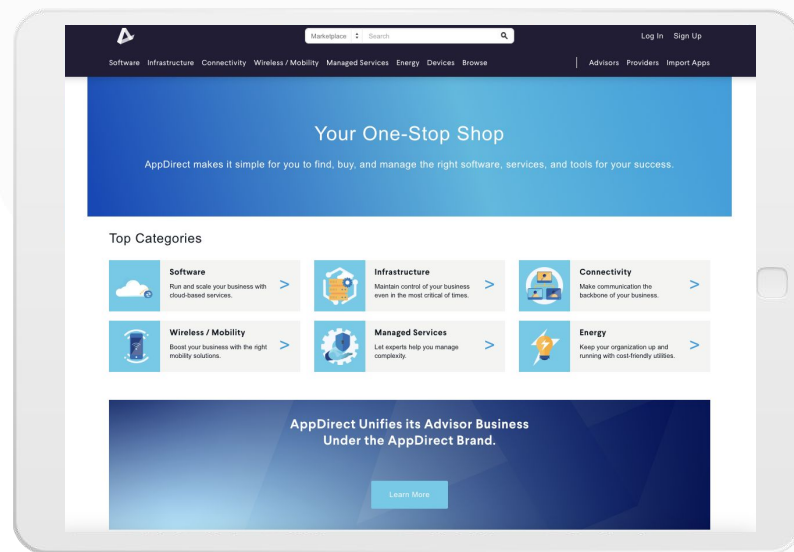
GOEXCEED

MetTel

*...and many more*



Simplify the experience of finding, buying & selling connectivity



### Full Suite Portfolio

600+ providers in our catalog from connectivity to cloud



### Expertise

Leverage our product experts to increase connectivity competency



### One-Stop-Shop Marketplace

Find, buy, and sell technology services in a single platform



# Support and Back Office Services

# Support

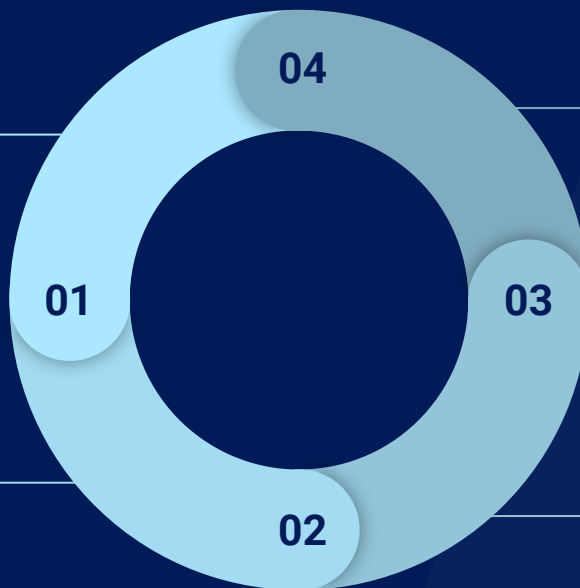
Lean on AppDirect as an extension of your team

## Engineering

Sales Engineers, Solution Architects, Provider Sales Specialists, and platform experts to support your entire customer lifecycle

## Back Office Support

Central back office team of Provider Solutions, Cable, Mobility, and Commissions Specialists and streamlined digital back office to manage quotes and orders



## Account Management

Dedicated Account Manager, Channel Manager, and Partner Success Manager to support both your day-to-day and long-term success

## Managed & Professional Services

Ensure seamless technology implementation and optimization with SmartSupport and Network Operations Center managed services



# Engineering

Engineering expertise to support your entire customer lifecycle



## Sales Engineers

Boost solution designs with technical expertise from solutions engineers and product specialists across advanced services.

## Solutions Architects

Work with experts to scope, design, and vet custom IoT, CX and Cybersecurity solutions.

## Provider Sales Specialists

Work with Verizon, AT&T, Lumen, and cable experts.



# Back Office Support

Your central back office to get accurate insights and receive responsive support



## Provider Solutions Specialists

Quoting and contract generation with AT&T, Verizon, and Lumen

## Cable Team

Qualify and quote cable-specific opportunities

## Mobility Team

Qualify and quote across all major mobility providers

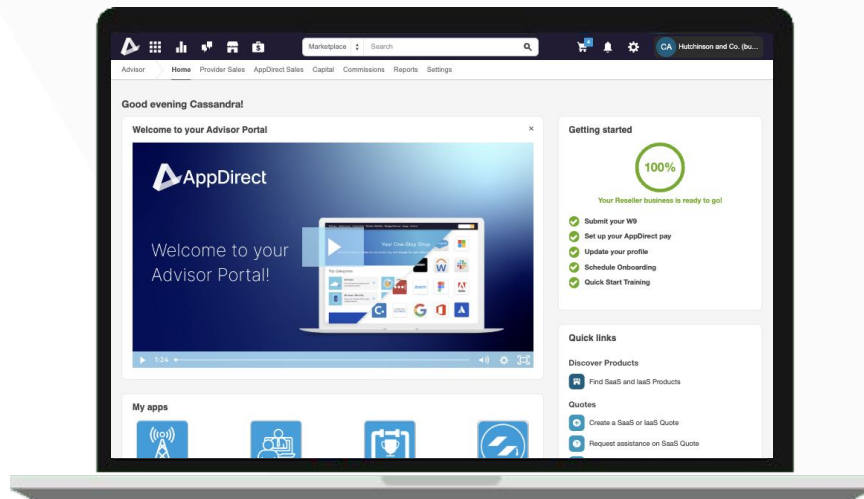
## Commissions Support

Early detection and resolution of commission payout discrepancies, commission inquiries and escalations



# Back Office

With over 1000 team members AppDirect leads the industry with the deepest bench and the richest digital tools



## Quotes

Manage your connectivity and cloud quotes.



## Orders

Stay on top of your open orders.



## Commissions

View unified commissions and variance reporting.



## Dashboard

Gain a clear view of your business with quick access to your back office.





# Account Management

Your dedicated PSM, CM, and Account Manager are there to support you day to day and for long term success



## Channel Manager

Get advice on your advisor business and sales strategy and let us facilitate training and access to provider resources.

## Partner Success Manager

Our team can help you qualify, register, and generate quotes and contracts, as well as assist with order escalations and status inquiries.

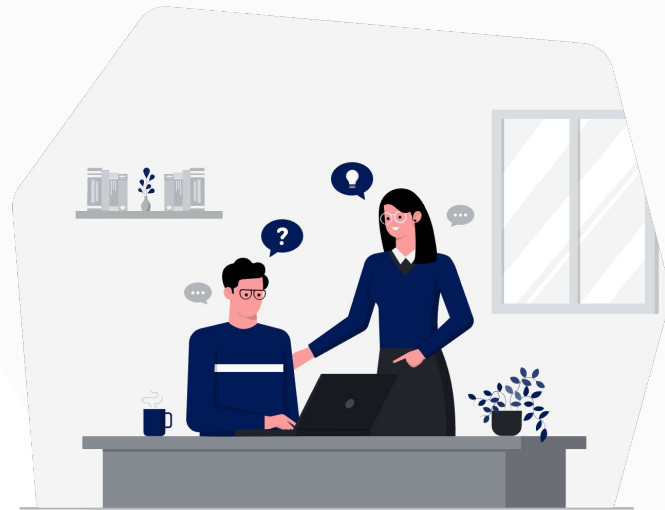
## Account Manager

We help you focus on building lasting customer partnerships and delivering value to increase customer satisfaction, retention, and the overall growth of your business.



# Managed & Professional Services

Ensure seamless technology implementation and optimization



## SmartSupport

Ensure quick issue resolution for cloud-based apps, PC hardware, and security, with high customer satisfaction, efficient response times, and support for migrations.

## NOC

A 24/7 Network Operations Center team offers specialized incident management, proactive monitoring, and data-driven insights to ensure uninterrupted operations and quick issue resolution.

# Advisor Tools



# Advisor Tools

Access all the self-service tools you need to run your business from selling to educational resources.



## **Cable Seller**

Locate, quote, and contract cable services in minutes.



## **Connectivity Service Locator**

Instantly access fiber maps and locate fixed wireless locations and provider availability.



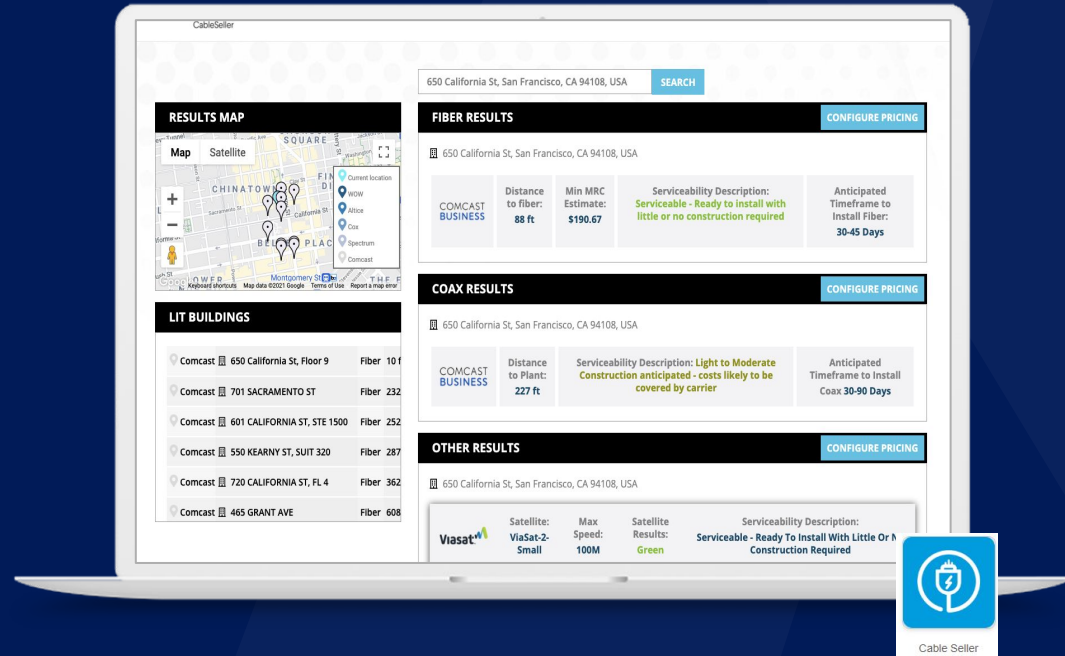
## **Connectivity Quotes**

Quickly locate provider availability and create connectivity quotes.

# Cable Seller

The ultimate Cable serviceability tool

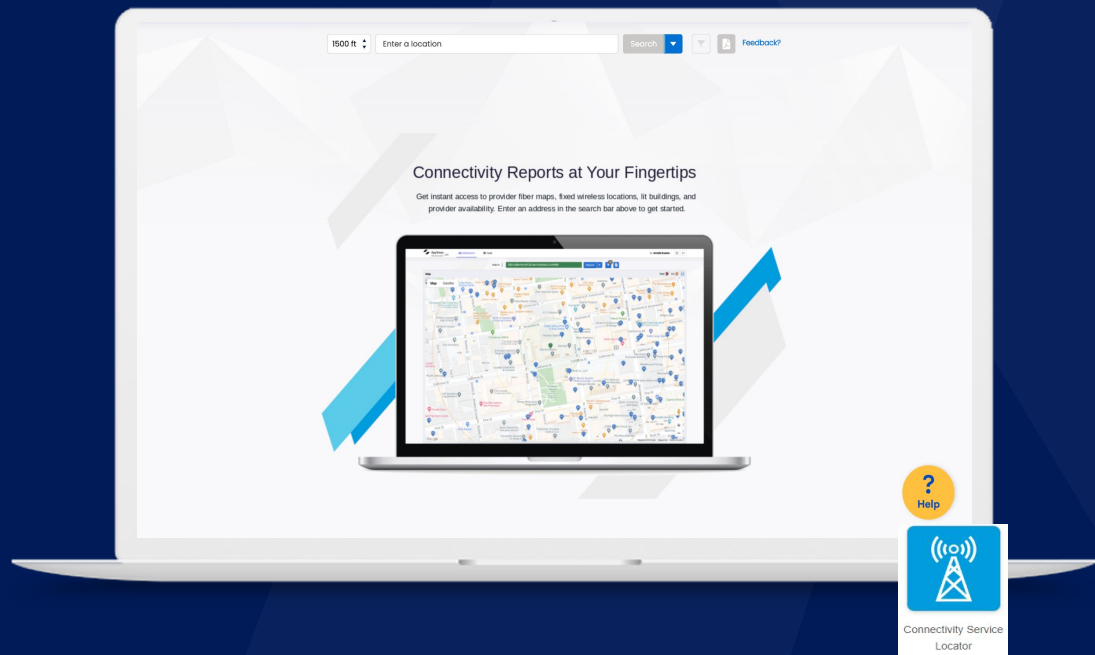
- ✓ Suite of providers includes Comcast, Spectrum, Cox, Altice, and WOW
- ✓ Provide immediate and accurate prequalification LIT results via APIs
- ✓ Access to the latest packages and promotions, to work with the best rates available



# Connectivity Service Locator

Instantly find provider services by address

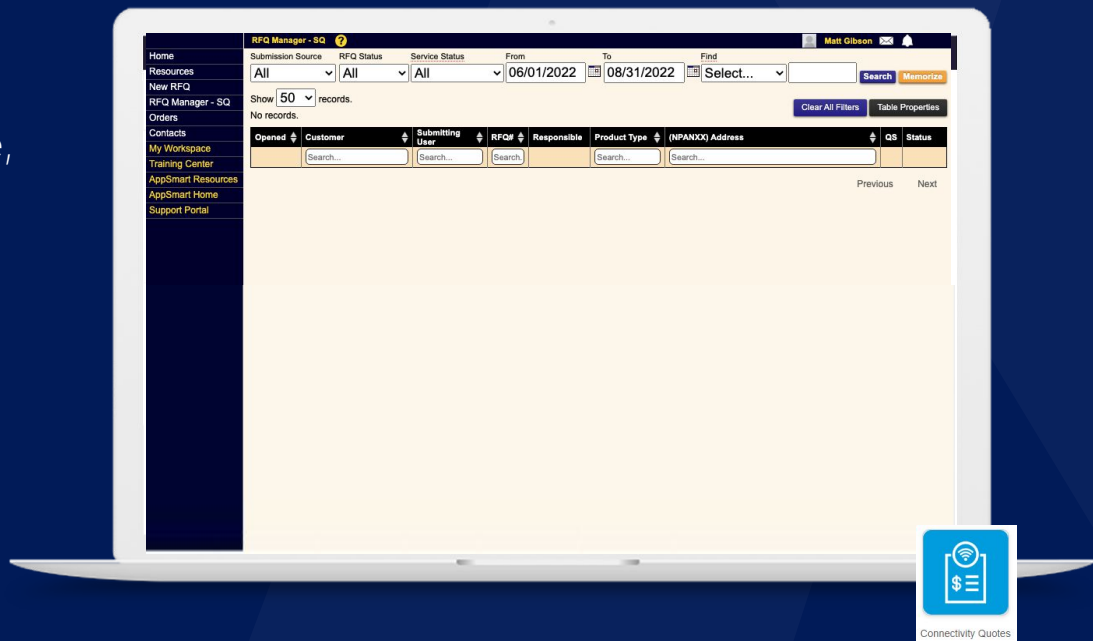
- ✓ Address level services availability
- ✓ Lit or near fiber status plus cable options
- ✓ Regional cable and fixed wireless provider information



# Connectivity Quotes

Better customer proposals powered by MasterStream

- ✓ Budgetary quoting for internet, voice, MPLS/VPN, & private lines
- ✓ Supports bulk upload of 1000s of customer locations
- ✓ Submit quotes directly to AppDirect for final pricing



# Commissions



# Advisor Commission Flow



\*AppDirect proactively files commission inquiries on advisors' behalf

\*\*ADVISOR COMMISSION = PROVIDER GROSS COMMISSION X ADVISOR RATE

# Thank You

