



# Connectivity & SD-WAN/SASE

Make communication the backbone of your business

March 2025

What's happening in the market?

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## 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 in  
2025

# Main challenges companies face buying and managing connectivity services



## **TECHNICAL EXPERTISE**

Companies lack the expertise or human resources to discover, procure, implement, maintain, and troubleshoot connectivity solutions.



## **MARKET KNOWLEDGE**

It's time-consuming and complex to understand all of the solutions that are offered by connectivity providers, as well as which are the right fit for their business.



## **COMPLEX BILLING & COST**

Tracking connectivity expenditures is complex and companies need help understanding how cost is incurred.

# AppDirect can help



## **TECHNICAL EXPERTISE**

Expertise and professional and managed services to help companies implement connectivity solutions.



## **BUSINESS EVALUATION**

Engineers and experts evaluate each business, from their industry, to their size, and considering their unique needs—bringing an array of implementation specialists and consultants, as required.



## **COST OPTIMIZATION**

Tools that visualize connectivity spend and usage across services to inform business decisions and identify cost savings. Vendor relationships under one Master Service agreement (MSA) and within a single platform for complete visibility and control.

AppDirect can help implement a holistic approach to connectivity services

## ENERGY

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

## COMMUNICATIONS SOLUTIONS

Data | Network | Mobility & IoT | Satellite  
SD-WAN | SASE | TEM | UCaaS | CCaaS

## MANAGED & PRO SERVICES

Network (NOC) & Cloud Monitoring | SOC  
Technical Support | Professional Services

## HARDWARE & LOGISTICS

PCs | Laptops | Phones | Monitors | Digital Displays  
Hardware Services & Logistics

## SECURITY

Physical Security | Network Security  
Endpoint Security | Cloud Security

## INFRASTRUCTURE

Public, Private, & Hybrid Cloud  
Data Center & Colocation | Disaster Recovery

## SOFTWARE AS A SERVICE

Microsoft | Google | ERP | CRM | Productivity  
Business Applications | IT Management | BI

## ARTIFICIAL INTELLIGENCE

Large-Language Models | Agentic AI | Copilot |  
Gemini | Chat Bots | Customer Experience



The leading  
providers



All the solutions you  
need to keep your  
business connected

## Connectivity Sub-Categories

Network Connectivity	Network Elements	Network Applications
Secure Access Service Edge (SASE)	Fiber Cable	UCaaS CCaaS
Software-Defined Wide Area Network (SD-WAN)	Wireless & Mobility Telecom Expense Management (TEM)	

## Supporting Services

Mobile Lifecycle Management (MLM)  
Network Lifecycle Management (NLM)  
Network Monitoring and Managed Services  
Cloud Infrastructure & Cloud Management  
Technical Support  
Hardware and Logistics  
Professional Services (truck rolls, field services)

# Value-Added Services



## **PROJECT MANAGEMENT**

Project Managers that assist in onboarding, organizing and streamlining strategic initiatives, technology upgrades, and lifecycle management.



## **PREMIUM TECHNICAL SUPPORT**

Complete technical support for your operating systems, security, and device management. Expert help for all your technology - from computers and phones to peripherals and smart devices.



## **NETWORK MANAGEMENT** (MONITORING & FIELD SERVICES)

End-to-end network management including 24/7 monitoring, incident response, and on-site support for all your network devices. Complete lifecycle services from procurement and staging to maintenance of your entire network infrastructure.

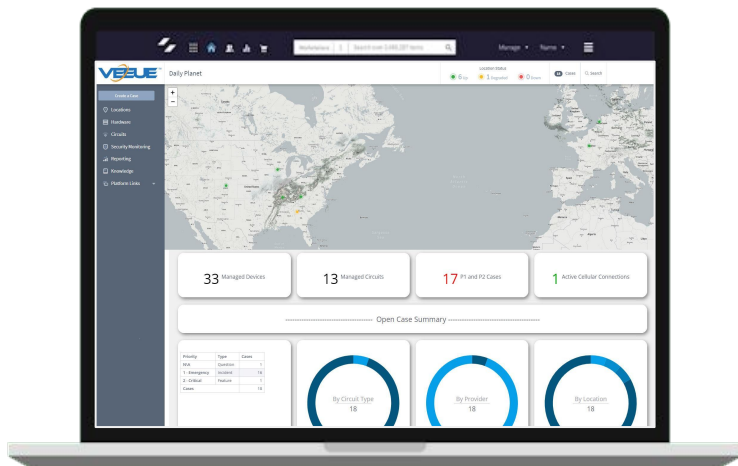


## **HARDWARE & LOGISTICS**

Deliver and manage end-user hardware (laptops, phones, etc); including inventory management, staging, configuration, testing, assembly, retrieval, secure disposal, and more.

# NOC as a Service

Maximize uptime with a best-in-class networking management and monitoring platform



## Team of Analysts

We proactively manage & ensure the performance of your networked environment



## Integrated Toolset

All of the capabilities of ServiceNow and LogicMonitor in a single integrated platform



## Centralized View of Network Health

A single-pane of glass to monitor everything with an IP Address

# Premium Technical Support



## **100K+ calls annually**

End-user Help Desk services from troubleshooting, to installs, to malware removal



## **93% customer satisfaction**

End-customers rate us highly for on-boarding, migration, and level 1 help desk support



## **96% first call resolution**

Most end-customer issues are resolved on the first call



# Manage your spend end-to-end

Find, buy, and manage network infrastructure and mobility device vendors, assets, and recurring expenses all through vCom.



## Planning and procurement

Solution design

Sourcing

Contract management



## Expense management

Invoice management

Accounting

Analytics



## Operations management

Order management

Asset management

Service and support

# Thank You

