

Sales Guide

Software as a Service

SAAS HAS NEVER BEEN MORE IN DEMAND

SaaS adoption is at an all-time high, with 95% of organizations using SaaS solutions to power their business. With AppDirect, you can offer your customers everything they need in one place, from productivity to IT management solutions.

Tap into a **\$1,132B** opportunity

SaaS market to grow at 20% CAGR (2025–2032)

CUSTOMER CHALLENGES

Common challenges faced by your customers and prospects, and solutions to position against them.

CHALLENGE	SOLUTION
Complex SaaS market	Industry-leading expertise & catalog Get vendor-agnostic advice and end-to-end support to implement and manage the right SaaS solutions for your business – all from a curated catalog of 600+ leading SaaS solutions.
Tedious subscription management	Unified billing & management Unify all your subscriptions on one invoice and let AppDirect manage all the vendor relationships under a single MSA, saving you time and effort.
Inefficient spending	Centralized visibility Uncover hidden cost saving opportunities with full visibility into your SaaS portfolio. AppDirect helps you eliminate waste and optimize your IT spend.



Start the sale with Microsoft & Google

01

START WITH WHAT YOUR CUSTOMERS ALREADY KNOW & TRUST

Nearly every business already uses or plans to use productivity software, making Microsoft and Google an easy starting point.



Drive your sale with the Microsoft & Google datasheets in your Customer Marketing Toolkit 

Microsoft 365 and Google Workspace dominate **85%+** of the productivity suite market share

02

TURN EVERY SALE INTO A LONG-TERM PARTNERSHIP

Today's businesses want more than software—they want a trusted partner. Stand out by delivering value-added services across the SaaS lifecycle to boost ROI and grow customer lifetime value.



Cloud Managed & Professional Services

Maximize the value of your customers' Microsoft and Google investments with cloud consulting, migration, and technical support.



Premium Technical Support

Keep your customers online with our help desk that offers fast, reliable assistance for both end users and admins



03

LAYER ON ADDITIONAL SAAS TOOLS TO INCREASE VALUE

Take the next step by bundling complementary SaaS tools to address your customer’s broader business needs, from improved collaboration and productivity, to streamlined IT management.

Collaboration & Productivity

- Dropbox
- Zoom
- Brainstorm

Why: Help teams work better together with tools they know and prefer.

85% of all business applications today are SaaS-based

IT Management

- DataDog
- JumpCloud
- Kaseya
- Ominissa

- SolarWinds
- Zendesk
- ScaleOps

Why: Centralize customer management and insights to scale smarter.

Business applications

- Adobe
- DocuSign
- Intuit QuickBooks

Why: Drive operational efficiency with best in class business tools.

AI tools

- Microsoft Copilot
- Google Gemini
- Acrobat AI

Why: Integrate AI to improve productivity and automate workflows across teams.



Streamline SaaS management

Take the lead in helping customers manage their entire SaaS subscription lifecycle, all in one place.

OPTIMIZE SAAS PROCUREMENT & MANAGEMENT

When customers buy SaaS from you, they gain access to the AppDirect Procurement Platform, which includes:

50% of organizations using SaaS applications are looking to centralize management on one platform



Procurement Marketplace

A single location to find and buy all their technology services, while you still earn commission.



Spend Management

Consolidate application and subscription management



Workforce Identity

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



Data Management

Gain insights into application spend and usage to drive smarter business decisions

Learn more in the [Procurement Platform Datasheet](#) 

OFFER EXPERTISE & LONG-TERM SUPPORT

From onboarding to ongoing support, we provide the services to help your customers succeed, while making your job easier.

Customer onboarding	Account management
Guide customers with personalized walkthroughs of the Procurement Platform from our onboarding team for a smooth onboarding experience.	Work alongside a dedicated account manager to offer white-glove support at every stage of your customer's journey*.

**Reach out to your Channel Manager for account management eligibility*

Sign you and your customer up for an onboarding session [here](#)



Ask the right questions

Follow these steps to uncover your customer's AI needs, assess current systems, and understand long-term goals. Be attentive to key indicators in your customer's responses.

01

UNDERSTAND THEIR TECH STACK

QUESTIONS TO ASK

- What are the core tools or software your teams rely on daily?
- What are some of the barriers you face in adopting new cloud-based solutions like SaaS or business applications?
- What tools do you use to run meetings? Is your current conferencing platform meeting your needs for collaboration and file sharing?
- How do you backup your M365/Google Workspace data?

02

UNDERSTAND HOW THEY BUY THEIR SAAS TODAY

QUESTIONS TO ASK

- How challenging is it to deal with different vendors, salespeople, and buying cycles?
- How many different providers are you speaking to today?
- How much time are you spending to evaluate different vendors and solutions?

03

EVALUATE THEIR SAAS MANAGEMENT NEEDS

QUESTIONS TO ASK

- How do you currently keep track of the SaaS subscriptions your company is using?
- How do you handle onboarding and offboarding users across your applications?
- How much time does your team spend on password resets?

04

EXPLORE BUSINESS GOALS & GROWTH PLANS

QUESTIONS TO ASK

- In what areas would you like your team to move faster or be more efficient?
- What new initiatives, such as expansion or remote work enablement, do you have underway?
- What are your top business priorities this year?



Overcome objections

Here are some common objections and example responses that you can use to address your customer's concerns and hesitations.

"Why should I use AppDirect if you don't have all of the software in my existing IT stack?"

"Even if we don't offer every app in your current stack, you can still import and manage all your software directly through AppDirect. That means you get a single, unified view to handle renewals, billing, usage, and support. We also help you consolidate where it makes sense, and we're constantly expanding our catalog."

"I already have a license provider."

What makes AppDirect different is that we help you centralize, manage, and optimize all your software in one place. We go beyond licensing, helping you gain visibility, control, and expert support across your entire SaaS stack, all from one platform.

"My provider already offers better discounts, so I'm hesitant to switch."

"AppDirect offers competitive pricing, but we go further by helping you simplify renewals, reduce waste, and uncover hidden costs in your SaaS stack. It's not just about what you pay now, it's about how much you can save over time by managing everything more efficiently."

"I already have a 3-year deal, how can I be sure you'll match the terms?"

"We work directly with providers to try and match or improve your existing terms. We'll review your current contracts and look for ways to get more value, flexibility, or savings based on your usage and goals."

"I don't want to lose access to the vendor's technical support team"

"You won't lose access to anything – in fact, you'll gain an extra layer of support. You'll still work directly with the vendor's technical support just like you do today. On top of that, AppDirect gives you access to our tech support team, so you have experts on your side for escalations, guidance, and hands-on help whenever you need it."

"I can manage my subscriptions on my own. Why would I need your help?"

"On average, businesses waste \$8.3 million annually on unused SaaS licenses due to mismanaged portfolios and shadow IT, but we help you optimize and control your subscriptions to prevent this."



Spot the ideal customer



Businesses adding more cloud applications to support growth, improve productivity, or replace outdated or redundant software.



Companies with multiple SaaS apps but who lack centralized management, security controls, or cost visibility.



IT teams needing to secure and backup their data across their SaaS environments.



Businesses that don't have the in-house skills to properly integrate, manage, and optimize their SaaS portfolio.

Grow your share of wallet by selling multi-category

CYBERSECURITY

Help your customers strengthen their SaaS security posture with cybersecurity solutions that provide proactive threat detection, response, and compliance support.

DISASTER RECOVERY

MSFT and Google do not natively backup user data. Protect your customers from data loss with solutions that allow them to restore data and minimize downtime after cyberattacks or accidental deletion.

Visit the [Security](#) and [Cloud Infrastructure](#) pages for more information.

CX

SaaS solutions are the backbone of modern CX strategies. Help your customers enhance customer engagement and loyalty through CRM platforms and AI-driven support tools.

MANAGED SERVICES

Many teams lack the expertise to support their SaaS purchases. Cloud managed service providers fill the gap by delivering support and management for SaaS applications.

Visit the [CX](#) and [Managed Services](#) pages for more information.



Offer Premium tech support

Equip your customers with always-on IT support and expert help without the cost or complexity of an internal team.

OPERATING SYSTEMS

- Install/Reinstall
- User management
- Updates and drivers
- File and printer sharing
- Security settings
- Data backup and transfer
- Error troubleshooting

SOCIAL MEDIA

- Account creation and configuration
- Connect with contacts
- Privacy settings and best practices
- Sharing settings

PERIPHERAL MANAGEMENT

- Printers/Scanner/Fax setup
- Wi-Fi Printer sharing
- External hard drive setup and management
- Bluetooth device setup
- Connect monitors
- Setup docking stations

MALWARE/VIRUS REMOVAL

- Viruses, malware, spyware, ransomware removal
- Pop-up blockers
- Malware/Anti-virus software
- Firewalls
- Security patches

TABLETS/ MOBILE DEVICES

- iPhone and iPad
- Android Tablets and Smartphones
- Windows Tablets and Smartphones
- Apple Watch
- Kindle
- Nook

NETWORKING DEVICES

- Wireless Routers and Modems
- Hotspots
- Wired Routers

BROWSERS

- Installation and navigation
- Configuration and customization
- Performance optimization
- Add-ons and extensions

PC HARDWARE DEVICE SUPPORT

- Laptops
- Desktops
- Chromebooks

BUSINESS AV TECHNOLOGY

- Interactive Whiteboards (Smartboards)
- Chromebox for Meetings
- Smart TVs
- Projectors
- Webcams

