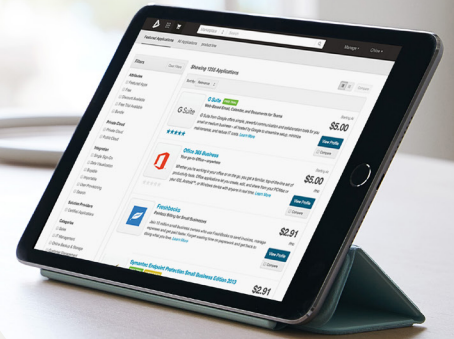




# AppMarket Ecosystem Edition

Extend the value of your core solutions and accelerate innovation with a commerce-enabled developer ecosystem.



DATA SHEET

In today's digital economy, the only way to unlock the full potential of cloud commerce is to enable third-party developers to create products and services that complement your core solutions. With AppMarket Ecosystem Edition, you can launch a fully commerce-enabled marketplace to not only sell your own offerings, but also enable developers to create software to extend and enhance your products.

## AppMarket Ecosystem Edition can enable you to:

### Improve the Value of Your Partner Program

With AppMarket Ecosystem Edition, you can market third-party services that complement your core offerings and generate sales for your partners. When they're ready to buy, customers can purchase and get provisioned with new services immediately, resulting in happier customers and partners.

### Reduce Time to Market with a Digital Ecosystem

AppMarket Ecosystem Edition makes it fast and easy for developers to onboard into your ecosystem. Moreover, you can enable developers with other essential features, such as content lifecycle management, a walkthrough wizard to create content, and a built-in approval workflow to easily manage publish requests.

### Measure Your Success

AppMarket Ecosystem Edition gives you access to real-time comprehensive reporting, all in-product. Track everything from the top products sold to the number of sales per representative, helping you track performance and easily understand areas for improvement.

### Reduce Churn Rate and Increase Customer Lifetime Value

AppMarket Ecosystem edition allows you to recommend, bundle, and sell the right products to meet the needs of your customers. This enables you to become a trusted advisor to your customers, leading to satisfied, successful customers.

### Enable Developers to Manage Content, Pricing, and Provisioning

AppMarket Ecosystem Edition gives you complete control over the third-party applications you sell. Your developer partners can manage their own content, pricing, versioning, releases, and integrations without any help from your teams.



## Key Features

The key features of the AppMarket Ecosystem Edition include:

### THEME CUSTOMIZER

Easily customize your marketplace branding (logo, brand colors, etc.)

### DEVELOPER CENTER

Easily on-board developers and let them manage content (text, videos, images), pricing, and provisioning. They can also manage the full customer and application lifecycle from one platform

### CHECKOUT FLOW

Create and change bundles, pricing, or packaging to find the right product-market fit, as well as offer discounts or trials to incentivize the right purchase behavior.

### REVENUE SHARE MANAGEMENT

Reconcile and payout to third-party software vendors

### APPLICATION MARKETPLACE

Launch a custom white-label marketplace that helps refer leads to developers

### REPORTING CENTER

Track and visualize your results

### APIS AND WEBHOOKS

Easily integrate AppMarket Ecosystem Edition with your existing infrastructure (CRM, etc.)

## WHY APPMARKET ECOSYSTEM EDITION IS DIFFERENT

- > **A powerful developer center**  
More than 1,000 developers have on-boarded to AppMarket customers
- > **Proven success**  
AppDirect has customers from some of the world's leading ISVs, manufacturers, and telecom companies
- > **A platform at scale**  
The AppDirect platform serves millions of customers, and powers millions of end-user subscriptions, worldwide
- > **Make it your own**  
AppMarket Ecosystem Edition is designed from the ground up to support digital commerce ecosystems



DATA SHEET

## Key Benefits

- > Onboard developers to your ecosystem to quickly market third-party services that complement your own
- > Improve the value of your partner program
- > Enable developers to manage content, pricing, and provisioning
- > Lower churn and increase customer lifetime value

**AppMarket Ecosystem Edition can help open the door to faster innovation and time to market with products that make your solutions more competitive and compelling.**

For more information and to contact us, visit [appdirect.com/products/appmarket](https://appdirect.com/products/appmarket)

## ABOUT APPDIRECT

AppDirect provides the only end-to-end cloud commerce platform for succeeding in the digital economy. The AppDirect ecosystem connects channels, developers, and customers through its platform to simplify the digital supply chain by enabling the onboarding and sale of products with third-party services, for any channel, on any device, with support.

Powering millions of cloud subscriptions worldwide, AppDirect helps organizations, including Jaguar Land Rover, Comcast, ADP, Deutsche Telekom, connect their customers to the solutions they need to reach their full potential in the digital economy.