

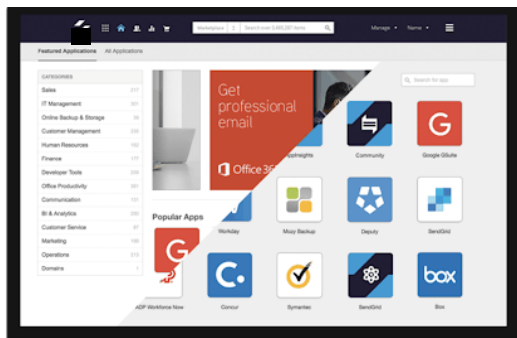


# Maximize your cloud investment

Don't let the complexity of buying cloud hinder your growth. The right partner and platform can help you confidently buy, manage, and optimize your cloud investment.

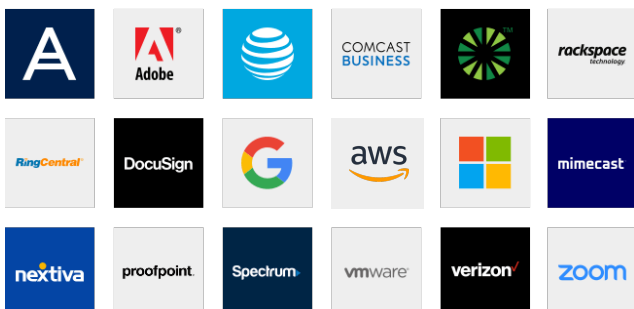
## BUYING TECHNOLOGY IS CHALLENGING

Purchasing business technology today is difficult—from choosing the right solution to controlling growing cloud spend—implementing your cloud strategy can be complex. Finding, buying, and managing multi-cloud solutions across vendors can overburden the strongest IT teams.



## THE FUTURE OF B2B COMMERCE IS IN RELATIONSHIP-DRIVEN MARKETPLACES

The right partner and platform can remove complexities, helping you 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, and negotiate the best terms from a full catalog of solutions—including software applications, cloud infrastructure, and connectivity.





## SIMPLIFY CLOUD WITH ONE PLATFORM AND ONE ADVISOR

Implement your cloud strategy with a single trusted advisor, vendor-agnostic guidance, and application management all on one platform.



### 01- FIND AND BUY THE LEADING CLOUD SOLUTIONS

#### 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.

#### Streamline procurement

Access the leading cloud solutions and benefit from our relationships without needing to negotiate contracts and pricing across suppliers. Streamline tedious procurement processes with a single master service agreement for multi-cloud solutions.

### 02- MANAGE SAAS APPLICATIONS AND OPTIMIZE SPEND

#### Optimize processes

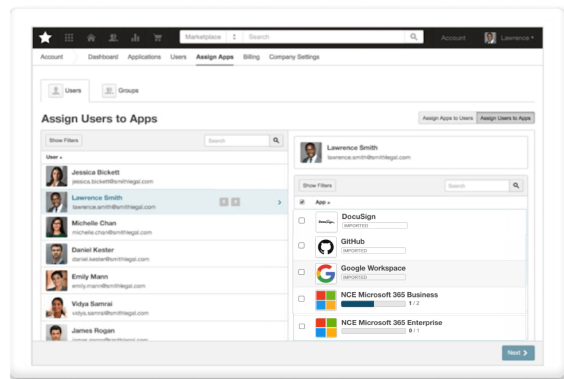
Facilitate workforce and identity management with secure access in a central location.

#### Lower IT costs

Instantly provision applications and add or remove user licenses on a single platform. Reduce IT costs with automated employee onboarding and offboarding flows.

#### Enable data-driven decisions

Visualize spend and application usage to inform subscription renewals and identify savings. Increase productivity with unified search and feeds across applications, and custom notifications.



#### ABOUT APPDIRECT

AppDirect is a San Francisco-based B2B subscription commerce platform company that brings together technology providers, advisors, and businesses to simplify how they buy, sell and manage technology. More than 1,000 providers, 10,000 advisors and 5 million subscribers rely on the AppDirect ecosystem of subscription marketplaces to power their innovation, growth, and success.

For more information about AppDirect, please visit [www.appdirect.com](http://www.appdirect.com). 650 California Street, 25th Floor, San Francisco, CA 94108

