



MONDAYCALL

# Cloud App Marketplace Provider Manages Their Sophisticated Business in the Cloud

Works with MondayCall and Salesforce to Select and Build Out Their CRM Infrastructure



## BACKGROUND

AppDirect offers an award-winning cloud service marketplace and management platform that enables companies to distribute web-based application services. The global network of AppDirect-powered marketplaces allows businesses to find, buy and manage cloud applications. AppDirect powers cloud marketplaces for companies such as Deutsche Telekom, Rackspace, Staples, and more.

## CHALLENGES

With the fast growth of cloud applications, AppDirect has been growing quickly to meet the market demand.

AppDirect needed to track relationships between Channel customers (who host the marketplace to their customers) and Developers (who build the Applications that are sold on marketplaces). Both Channels and Developers have their own separate, sales, onboarding and account management process. Increasing the complexity, each Channel can sell many Applications in a given marketplace and each Application can appear on many different marketplaces. Reporting would need to be able to tie together data in a meaningful way from both areas of the business.

AppDirect decided on Salesforce.com: for them the main reason was that most of their team was already familiar with Salesforce, having used it in previous positions. This would make the transition to the new CRM an easier process. In addition, Salesforce.com had many preexisting integrations that were relevant to AppDirect. These included out-of-the-box integrations with JIRA, Zendesk, and Marketo, tools for bug tracking, trouble ticket management, and marketing automation, respectively.



## Vital Statistics

- Provider of cloud service marketplaces
- Based in San Francisco, CA USA  
<http://www.appdirect.com>

## Business Challenges

- Has a sophisticated business that requires “many-to-many” management of Channels (marketplace owners) and Developers (application providers) each with their own sales, onboarding and account management processes
- Has multiple company divisions (each with their own cloud-based applications) that need to seamlessly access customer information

## Solution

- Had assistance from MondayCall throughout the entire CRM selection process to ensure their complex needs were going to be met
- Worked with MondayCall to configure Salesforce.com to manage Channels, Developers and marketplaces
- Reports and dashboards that are used daily to provide instant transparency into the business
- Automation of commissioning
- Integration with JIRA, Zendesk, and Marketo

## Benefits

- **AUTOMATED:** Custom processes for Channels and Developers increase automation, improve adoption and increase the amount of relevant data collected
- **VISIBILITY:** Reports and Dashboards are used daily to get instant transparency to the business
- **FUTURE PROOFED:** AppDirect continues to “grow into” the feature set, extending the value they receive from their investment
- **CROSS-DEPARTMENT COLLABORATION:** out-of-the-box integrations with cloud-based tools enable seamless communication with marketing, support and engineering
- **VALUE:** Increased efficiencies in Channel and Developer management have increased the value of the marketplace and its participants

Eric Lew, Special Operations Analyst at AppDirect, said, "The complexity of our business necessitated finding an expert partner who could help us understand if Salesforce was the right solution for us and to set it up. MondayCall worked with us and the Salesforce.com Account Executive throughout the whole sales process. MondayCall helped us understand Salesforce.com's product and technical capabilities so that we could make sure that Salesforce would meet our business requirements and that we would purchase the parts that we needed."

## SOLUTION

*"The MondayCall consultant set up a system that we are still growing into. This type of future-proofing gives us a longer runway to take full advantage of the benefits of Salesforce.com's product and technical capabilities."*

- Eric Lew  
Special Operations Analyst

MondayCall worked with AppDirect to scope the workplan and set up Salesforce for the Channel and Developer divisions of the company. MondayCall set up two different pipelines and built reports and dashboards so that management could get daily visibility. Management could get up-to-date views as to the status and performance of the business and create reports to examine trends. As part of the rollout process, MondayCall conducted formal training to the various sales teams to quickly get the team up to speed quickly.

Eric Lew mentioned, "The project went very smoothly and right according to schedule and budget. As an added benefit, the MondayCall consultant set up a system that we are still growing into. This type of future-proofing gives us a longer runway to take full advantage of the benefits of Salesforce.com."

Richard Dufty, AppDirect's VP of Global Sales and Strategic Partnerships, said, "When a CRM system is set up right, it gives the leadership team the information they need to make the best decisions to grow the company. I'm impressed with the level of infrastructure set up by MondayCall and our sales ops team and the amount of visibility I get every day into our business."

## BENEFITS

AppDirect continues to benefit from their investment. Proper set up of the system coupled with in-depth training has created a strong adoption of the system. Vast amounts of relevant data are being collected at every important stage of the process, which has given significant transparency to the sales process. Pipeline and performance data helps AppDirect track, predict and manage the business better.

The AppDirect team is also able to be more efficient and scalable by having an infrastructure that supports their account management process. As a result, AppDirect can be more responsive to their Channel and Developer customers and scale to significantly increase the value of the marketplace. It's a win-win situation for their Channel and Developer customers.

Integrations with Marketo and ZenDesk have increased the quality of the internal communication and collaboration among the marketing and support departments. Similarly, the integration with JIRA (in progress) will provide a similar level of communication with AppDirect's engineering department. Eric Lew noted, "With the accessibility to key data and the integration with multiple systems across the company, we've created real cross-departmental value that plays a big part in our ability to scale as a company. MondayCall has really played an integral part in our success with Salesforce."

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