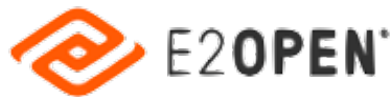




Club 50 meeting

May 2021



Club 50 Advisory Board



Craig Schlagbaum



Taylor Macdonald



Joe Sykora



Sandra Glaser Cheek

Sponsors





The Agenda

- Introduction
- New Member Introductions
- Sub-group updates
 - Channel Leader Compensation Survey – Christian Alvarez
 - Partner Scorecard – Nick Tidd/Meg Brennan
 - Changing Partner Compensation Models – Jeff McCullough
 - Channel Revenue Attribution - Joe Sykora
- Private Equity Panel – Suggestions?
- Club 50 Physical Meeting - Polling
- Ingram Micro/CloudBlue - Marketplace Strategy Presentation and Q&A
Tarik Faouzi – VP – Ingram Micro/CloudBlue
- AppDirect – Marketplace Strategy Presentation and Q&A
Daniel Saks - President and Co-CEO - AppDirect



Sub-group updates

- **Channel Leader Compensation Survey**
Christian Alvarez
- **Partner Scorecard**
Nick Tidd/Meg Brennan
- **Changing Partner Compensation Models**
Jeff McCullough
- **Channel Revenue Attribution**
Joe Sykora

Marketplace Strategy Presentation and Q & A



Tarik Faouzi

VP

Ingram Micro/CloudBlue

CloudBlue, an independent Ingram Micro business, is empowering the world's leading businesses to participate and monetize in the digital economy and is dedicated to helping service providers of all kinds build, scale and monetize cloud and digital services in the as-a-service economy. CloudBlue powers more than 200 of the world's largest service provider cloud marketplaces, which collectively represent more than 35 million enterprise cloud subscriptions. CloudBlue connects IP owners and Go-to-Market ecosystems to build a channel at scale. CloudBlue currently includes more than 200 ISV solutions and more than 80,000 resellers around the world.

Marketplace Strategy Presentation and Q & A



Daniel Saks
President and Co-CEO
AppDirect

AppDirect offers a subscription commerce platform that removes the complexity of building a recurring business model. Sell any product, through any channel, on any device—as a service. Our platform efficiently powers all sales, direct or indirect, lowering customer acquisition costs, and uniquely unifies identity, data, mobile, and billing management for digital services to increase customer lifetime value. Our platform opens up endless opportunities for digital commerce innovation, giving businesses the freedom to grow. We power millions of subscriptions worldwide for organizations like Jaguar Land Rover, Comcast, Sage, Keller Williams, ADP, and Deutsche Telekom.