

Deliver App-Aware Infrastructure

with the power of three: Cisco, AppDynamics and you

Ask about the low-cost, pre-built Visibility Pack

AppDynamics is the industry leading business application performance and analytics solution.

With more than 2,500 major enterprise deployments spanning all industry verticals, AppDynamics has a high-value, high-expansion rate. Historically, customers spend 5-15x more on the software beyond the initial land deal.



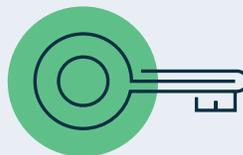
Whats in it for you?

Sales Rep Rewards



Increased Margins

Unlike most partner programs, AppDynamics guarantees a margin of **10% - 20%** of the total contract value for registered deals—ensuring you get higher, more predictable commissions.



Unlock a New Pipeline

By bundling AppDynamics into the opportunity, you'll have a strong proposition that sets you apart from the competition and improves your win rate. Top partners experience a **7x** drag with additional hardware, software, and services outside of AppDynamics.



Grow Lifetime Value

Realize long-term financial potential with a high value, high expansion rate. Historically, customers spend **5-15x** more on the software beyond the initial land deal.

The perfect way to start: AppDynamics Visibility Pack

✓ Provides application visibility into core enterprise networking and data center solutions

✓ Add to infrastructure deals for just
\$70k
(\$42k after 40% discount)

✓ Pre-built, affordable package
Low-risk add-on to existing deals
Low-cost way to tie Cisco value to business outcomes
Show value fast and drive expand dialogs

End User, Application, Server & Network Visibility

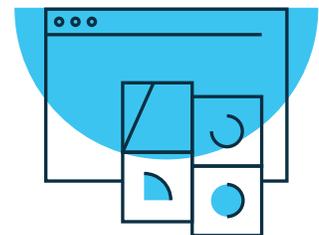
Questions to help determine if an account is ideal



Does the company have their own custom software development team or organization (the larger the better)?



Do they have projects moving applications to a public cloud from their current private cloud or data center?



Do they have customer-facing, revenue generation applications that are critical to their business?

Ready to get Started?



Contact your AppDynamics Channel Account Manager or email: accelerate@appdynamics.com to learn how you can access new buying centers and build an ongoing revenue stream with AppDynamics.

AppDynamics is
now part of Cisco.

