



### ONE E-COMMERCE PLATFORM FOR ALL YOUR NEEDS

- Create and bring to market custom branded application stores quickly
- Support multiple application store types from one SaaS marketplace platform
- Provide full e-commerce services
- Transact in multiple languages
- Integrate your existing content catalogs through easy self-publishing and revenue sharing with partners
- Self-administer content, publishers, entitlements, licenses and more through one central console
- Manage your application store ecosystem, devices and software lifecycle
- Ensure an easy customer experience with one-click download and installation of applications and content
- Engage customers with content ratings, reviews, products wikis, blogs and more

### GROW YOUR E-COMMERCE BUSINESS MODEL

- Deliver all content through one centrally managed SaaS platform
- Set and manage your revenue sharing and distribution terms
- Integrate your choice of payment systems
- Transact in multiple currencies
- Enable one-time or subscription payments
- Enable chargeback management
- Calculate relevant sales taxes automatically
- Screen for fraudulent activity
- Enable content providers to publish once and reach multiple store operators and market segments

### EXTENSIVE SOFTWARE PROVISIONING FEATURES

- User accounts
- Purchase history
- Billing profile management
- DRM management
- Activation code warehousing
- Secure downloading
- Fulfillment
- License management
- One-click purchasing
- No shopping carts required

## Powerful white-label application store and e-commerce hosted services

Eliminate the cost and complexity of building and maintaining your own application stores. Reach new or underserved markets fast with branded marketplaces.

With Apps2Market, you can now offer your customers a custom branded application store experience where they can select, buy, install and update any type of digital content from any internet-connected environment.

### Any content, anywhere—from one platform

Sell and provision applications, music, movies and other digital content to environments based on x86 or ARM hardware running Windows, Android, Linux, Moblin and other platforms. Since Apps2Market is vendor-neutral, it enables you to combine all your e-commerce into one centrally-managed platform where you control all the terms.

### Get to market fast, on your own terms

Because it's a SaaS solution, Apps2Market gets you up and running faster and at significantly lower cost than building your own solution. And because it's white-label, you have many customization and integration options to create your own branded application stores and marketplaces. You can quickly grow your e-commerce model to reach new customers.

### Simplify your application store management

Eliminate the redundant costs and complexity of managing separate application stores and marketplaces for different customers. Apps2Market enables you to drive e-commerce from one hosted service to any mix of environments through custom branded application stores and marketplaces.

### Reach new markets with your content

Publish applications, digital content and promotions, set your distribution terms, and reach multiple markets around the world all at once through branded application stores. Import your existing content catalogs into Apps2Market and grow revenue in two ways: by reaching new or under-served markets, and by setting new terms with content providers.

### Target your market segments

Whether you want one application store or marketplace to serve all your ecosystems, or multiple application stores and marketplaces for each ecosystem, you can custom brand them individually, create as many you need to target your markets, and manage them all centrally from one console. Because Apps2Market separates content packaging and delivery from presentation, customers see only the content relevant to their environment.

Our template approach makes it easy to quickly create branded application stores and marketplaces for different customers.

### Deliver a seamless e-commerce user experience

As part of the service offering, you can tightly integrate e-commerce services to your application store or marketplace environment to give your customers the best user experience and security when purchasing content.

**END-TO-END SUPPORT SERVICES AVAILABLE**

- Application storefront customization
- Integration of existing application stores, marketplaces and content catalogs
- Application certification
- Integration of third-party system tools
- E-commerce integration
- Custom engineering
- Financial reporting
- End user support
- Customer care
- Hosting and deployment services

**LARGE-SCALE E-COMMERCE BEST PRACTICES**

- Over seven years proven experience running major application stores
- Service-oriented architecture
- Industry-standard JEE technology
- Failover and redundancy
- Six tiers of support available
- Integrated with world-class payment service providers including PayPal
- PCI compliant with Tier 1 certification

**ABOUT APPS2MARKET**

Apps2Market is a white-label hosted service that makes it quick, easy and profitable to sell any kind of digital content or service to consumers from any type of device or application, through branded application stores and marketplaces.

Apps2Market, a Xandros company, is headquartered in San Diego, California. For more information, please visit [www.apps2market.com](http://www.apps2market.com).

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**Fine-tune your business model**

Many application stores and marketplaces restrict the types of supported devices, allowed applications and content, licensing terms and how revenues are split. Apps2Market turns this model upside down.

For application store managers, you can now deal directly with content providers and deliver content to any application or device in your ecosystem. By importing your existing content catalogs into App2Market, you can reach new markets and set new terms for your ISVs and content providers in these markets. Since Apps2Market provides fine-grained control over pricing, revenue sharing, and other factors per market and per content item, you can fine-tune your business model to maximize revenue. If you're looking to build your content catalogs, Apps2Market provides a simple means of accessing content that's ready to go.

For content providers, Apps2Market makes it easier and more profitable to get your products into global markets. Publish your content once to the Apps2Market warehouse with predefined terms, and application store managers can quickly find what they want and automatically release it to their markets.

**Adopt a proven solution**

Built on years of application store experience and millions of downloads, Apps2Market today powers application stores and marketplaces for many environments.

