Frequently Asked Questions

Please see below for more information on the AppDirect AI Marketplace & Creation Studio along with answers on how you can use it as an advisor and monetize it for your customers.

Question: What is the AI Marketplace & Creation Studio?

Answer

- The AI Marketplace & Creation Studio is a new product developed by AppDirect to help companies build and use AI apps without any coding required. You can visit the AppDirect AI page to learn more.

Question: Why should I care about starting to sell AI?

Answer

- Monetizing AI has been out of reach in the channel until now. With AppDirect AI, your customers can intuitively build and use customized AI apps in a secure environment to streamline their operations and increase their productivity.

Question: How is the product priced?

Answer

- Please refer to the Pricing page for pricing information.

Question: How do we involve a Product Sales Specialist in a sales call?

Answer

- If you have an Enterprise opportunity, please reach out to your Channel Manager and they will guide you on the best path forward.

Question: Is the AI Marketplace a centralized location where users can find and buy AI solutions like Copilot?

Answer

- No, the AppDirect AI Marketplace is not a platform for purchasing external AI solutions like Copilot. Instead, it is a space where you and your customers can discover and engage with AI apps created by users in the AI Creation Studio.
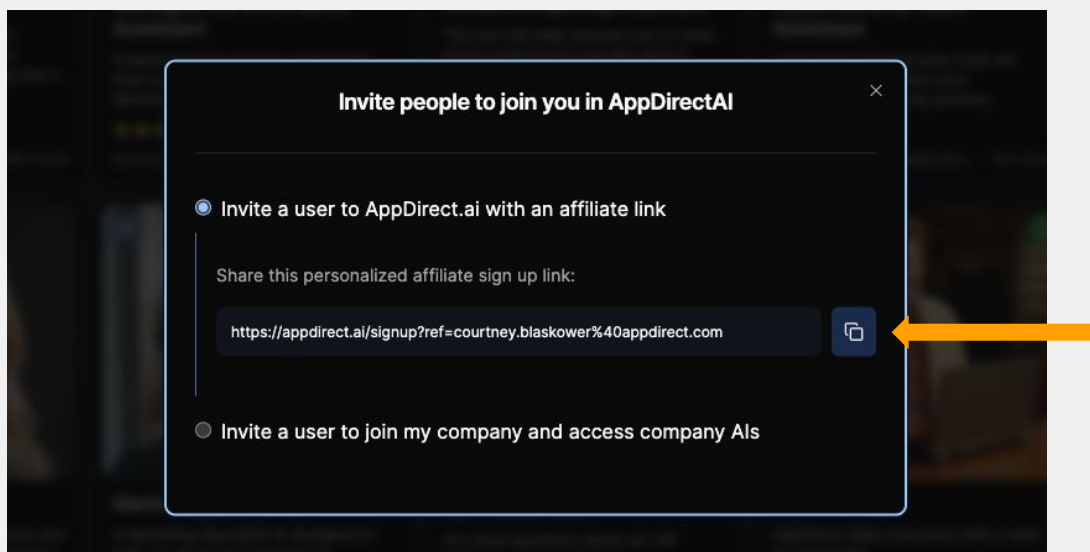
Frequently Asked Questions

Question: How can I refer my customer and ensure attribution for that account?

Answer

- You first need to set up your own account on appdirect.ai.
- Once the account is set up, click on "Invite" at the top right and a modal window will appear.
- Select "Invite a user to AppDirect.ai with an affiliate link".
- You can then copy the URL and share this link with your customer to attach the customer to your account.
- You can also refer to the **AI Referral Guide** located in your Customer Marketing Toolkit → AppDirect Platform.

Question: If I sign up for an account, will I receive commissions on my own billing?

Answer

- No. You will only receive commissions on paid customer accounts attributed to you.

Question: How can I make sure my AI apps along with my customers' are used ethically?

Answer

- The AI Creation Studio offers full customization, allowing users to train their apps according to their preferences and specific needs. Users have the ability to add safeguards and instructions to ensure that the behavior of the AIs aligns with their ethical standards.

Frequently Asked Questions

Question: Will the AI Marketplace and Creation Studio be integrated into our existing AppDirect platform?

Answer

- Yes, we now have an AppDirect AI tile that you can access on your MyApps page. Simply login to view. If you do not see this tile, please reach out to aisupport@appdirect.com.

Question: Why should I use the AI apps? In what instances would this be useful to me and my customers?

Answer

- There are a wide range of pre-configured AI apps that you and your customers can use to improve your workflows and boost your productivity. This includes but is not limited to:
  1) **Sales Assistants:** These AIs offer advice on sales strategies, customer engagement, and closing deals. Whether you need general advice or specialized knowledge on specific products or services, there are sales AIs trained on companies like Verizon, Lumen, and Crowdstrike that can offer tailored guidance.
  2) **Advisor Onboarding:** Use this AI to navigate AppDirect resources, learn to submit advisor opportunities, examine commissions or discuss go-to-market strategies.
  3) **Marketing Specialist:** This AI can help you articulate the value your business offers to both customers and prospects.

  We invite you to sign up to appdirect.ai to explore the AIs that you can start using today to realize their benefits. Stay tuned for new AI tools that are launching soon.

Question: Technology products and services are always evolving, how do I know provider-specific AIs, for example the Verizon or Lumen Sales Assistants, will provide up-to-date information?

Answer

- The internal AppDirect team constantly updates the knowledge base that AI apps are trained on, meaning that AIs are always up to date with the latest information specific to their domain and function.

Question: When will I be able to charge users for AI apps that I create and share in the public marketplace?

Answer

- The ability to monetize your own AIs is on the current roadmap and will be available to advisors soon.

Question: How do I know that the data I use to train the AI apps is secure?

Answer

- The proprietary datasets you upload to your AIs are stored on completely private and secure servers hosted by Azure, and will never be shared outside of your AI.