

# RESELLER

# PROGRAM



- Expand your business
- Build professional apps
- White Label CMS
- Reseller support



AppMachine

# INTRODUCTION

Dear Future Reseller,

Thanks for your interest in the AppMachine Reseller Program.

With AppMachine you have a great tool to grow your revenue with mobile app building. Build your apps fast, no coding required, for iOS, Android and Windows Phone 8.

The program is specifically created for everyone with a growing passion for creating apps for clients. Whether you are a marketer, graphic- or web designer, web company, app developer, sales person or someone who would like to start their own app business, AppMachine can suit all your needs.

Among the many program benefits, resellers receive white label solutions and significant discounts off AppMachine's list prices.

As a new reseller, we will guide you through the startup period with all the support you need and even a full app review. Our sales guide will help you sell your apps for the right price while our successful reseller stories will inspire you to create and sell apps to your clients.

Please read this guide carefully. We will contact you in a few days to discuss your opportunities.

Kind Regards,



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# TABLE OF CONTENTS

Expand Your Business Today!	4
Benefits	5
How Do I Sell Apps?	6
A Reseller Story	8
Why Your Clients Want Apps	10
Reseller Bundle Subscription	11
FAQ	12
Sign Up	13

**“ Most companies and small businesses still think a mobile app costs 20K or more. They are flabbergasted I can deliver a professional app for a fraction of the cost.**

*Harry WildeBoer, Reseller AppMachine*

Harry's success story - page 9



# EXPAND YOUR BUSINESS TODAY!

## Your clients want a mobile presence!

There are so many businesses out there that need and want a mobile presence. You can be the one to provide it to them.

68% of SMBs believe having a mobile app would help them sell more and engage better with their customers. However, 78% do not currently have a mobile solution or mobile app for their business.

Source: Endurance Group survey, Februari 2015

Kinvey surveys **20% of millennials are 'Mobile Only'** and only 1 in every 8 websites is responsive, which drastically reduces the ability to connect with your potential customers!

## For Whom? For you!

All you need is a passion to start your own app business, some sales skills, a little bit of creativity, a small professional network to start with and an AppMachine Reseller Bundle.

Depending on your skill level, AppMachine offers a basic and advanced mode. You can modify pixel-level design details including image, padding, hex color codes and icon navigation. Advanced developers can even write their own JavaScript and connect to web services to create unique functional blocks of their own. You don't have to be a developer to start your own app business with AppMachine's intuitive and user friendly software.

## Why our resellers join AppMachine?

Our white label program, building native apps without coding and user friendly software.

**98%** of our resellers would recommend AppMachine to a friend or colleague.

**63%** of our resellers never built or published an app before.

Our resellers are very satisfied with the **fast app creation, user friendliness** and **publishing** in the app stores. We received a 5★ rating on these functionalities! That's why you should choose AppMachine to build your apps with and grow revenue within your own app business.

Source: AppMachine Reseller survey, May 2015

## Start your own app business today!



# YOUR BENEFITS

## Name Your Own Price

You determine the price you charge your customer for designing and building the app and the monthly hosting and maintenance fee. See [page 6](#) for an example pricing structure and more information.

## White Label Apps

As a reseller you can use our unbranded app previewer to demo your apps to your clients. By doing so, it is not visible that the app has been created with AppMachine. In published apps, AppMachine branding is normally visible. In the white label apps, all visible associations with AppMachine have been removed.

## White Label CMS For Clients

Your clients can manage parts of their apps themselves: edit information in the app, send push messages and track analytics.

## Reseller Support

Do you have any questions? Need technical support quickly? You will be assigned a dedicated account manager, a higher priority for your support tickets and excellent phone support from our help desk.

## Optional: Get Listed On Our Website

You can be featured as a Licensed AppMachine reseller on our website and app-building platform. Clients with little time can hire you with a few simple clicks. Everyone who is enthusiastic about AppMachine but doesn't have the patience or time to build an app will be able to connect to you. If clients ask for help in building or designing their app, we can refer them to you.

## Sales Assistance

We help you sell your apps by providing sales documentation, market trends and whitelabel marketing material.



# HOW DO YOU SELL APPS?

The demand for app developers is growing and prices of apps are falling, so the best time to start your apps business is now. But where to start? What to charge your clients? Let these examples be your guide.

Historically, getting an app for both iOS and Android has been expensive. Even the simplest apps delivered by developers and creative agencies would start at a minimum of \$10,000 USD. Complex apps generally run from \$15,000 USD to \$100,000 USD for just one platform.

AppMachine changes this opportunity dramatically by reducing the time and HR costs associated with app building. To help you set up your business, we provide you with three levels in app building with rough guidelines what of to expect and what to charge.


Example pricing

## Startup fee (in \$ USD)

 **Design only**  
\$600


Design of the app.

🕒 1 to 2 days

 **Simple app**  
\$1000+


Designing & creating a simple app. no coding.

🕒 days to weeks

 **Complex app**  
\$2000+

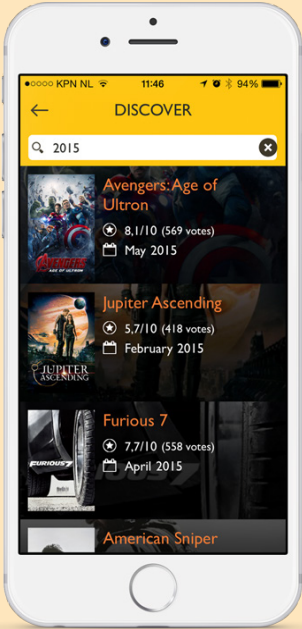
Create a more complex app and design, no coding.

🕒 days to weeks

 **Advanced**  
\$5000+

Go for the code and design; advanced app building.

🕒 weeks



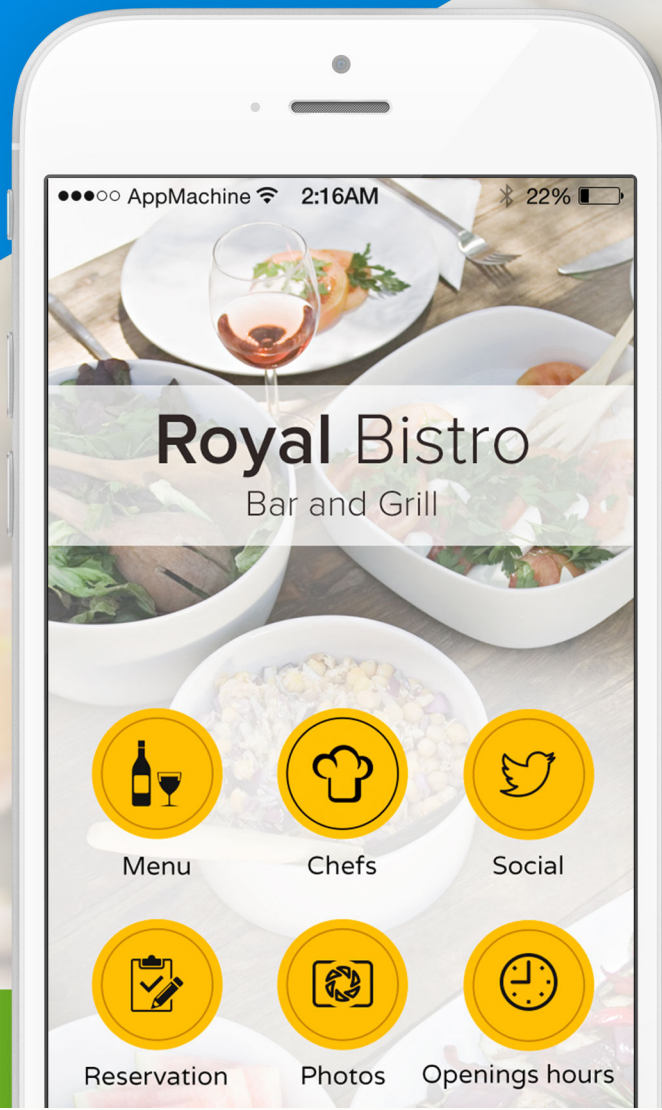
## Monthly maintenance costs

You can also ask for monthly fee for maintenance and hosting of the app. For example \$100 USD to \$149 USD, depending on the complexity of the app.



## Become AppMachine reseller today!

Our resellers give us a 5 ★ rating (out of 5) for the user friendliness of our software, the fast app building process and the quality of our support.



# A RESELLER STORY

COMMUNICATION AGENCY  
VAN ECK & OOSTERINK

## “Excellent Service by AppMachine.”

Communication agency Van Eck & Oosterink has traditionally been a printing house and graphic company. “But times are changing,” says CEO René van Eck.



### “Paper is no longer the number 1 information carrier.

The provision of information is becoming more and more electronic. When that became clearly noticeable in our portfolio, we decided to change our company to a full service communication agency,

**Building mobile apps has to become a part of our product range, so we first made a showcase app for ourselves: Simple but Unique, an app in combination with a traditional book.”**

Our goal is to explore a new market: building mobile apps for SMB companies. We see a great potential in that area. By making our own app, we have proven our capability to build beautiful, professional apps with a clear added value. For us, the app is a marketing tool that supports our strategy.”

The app Simple but Unique was built using AppMachine. “A pleasant and satisfying experience,” says René, who has become an AppMachine reseller. **“The CMS works great and the service is excellent.** I just like to get to someone on the phone when I need information or support. AppMachine meets my needs completely.”







# A RESELLER STORY

FORMER CAR SALESMAN  
HARRY WILDEBOER

When app builder Harry met sassy AppMachine, it was love at first sight.

“Wow, is it that easy to build mobile apps for clients? This club is gonna make it, so I'd better join them.”



Harry Wildeboer, became an AppMachine reseller back in 2013 and was one of the first to join AppMachine's Reseller Program. "I was pleasantly surprised by the ease of the app building software," says Harry. "I immediately saw the opportunities selling apps to clients offered so I became AppMachine reseller and started my app business."

**The Best Thing About Being Reseller?** "The combination of discount, dedicated support and the frequently developed new features," Harry says. "There is also a White Label Client CMS which works perfectly fine, but I hardly use it. I'm not hiding that I use AppMachine to make my apps. Are you kidding? I'm promoting it! I think it's trustworthy to have the support of such a large company as AppMachine."

Although he now is an experienced app maker, Harry is not the average tech driven whizzkid or fancy designer. "I started as a car salesman 30 years ago and became a financial consultant later. So I already knew how to sell. Now thanks to AppMachine I learned how to build apps. I even started learning JavaScript."

**What Is The Best Way To Sell Apps To Clients?** "Just build them," recommends Harry. "Building apps is easy and even free until you publish. You don't have to be a sales genius to sell apps. Simply choose some clients, build an app for them and show the app with the previewer. Offer the app for a good price and you will sell 7 out of 10!"

Read the whole article on our website: [www.appmachine.com/blog](http://www.appmachine.com/blog)

# WHY YOUR CLIENTS ALL WANT APPS

Even If They Don't Know

## They're Still Early Adopters, But Prices Are Down

The use of smartphones is growing rapidly, almost faster than the number of apps. In a couple of years every company will have one or more apps. This means you can still set yourself apart with a mobile app.

## Easy to Maintain

Clients can partly maintain their own mobile apps by using your White Label CMS. It's easy, anyone who's a bit skilled in using any software can do the job!

## Keep in touch with their customers

There is a new generation of customers using mobile almost exclusively for contact, search queries and purchases. Mobile apps are the number one

means of communication for returning customers and frequent visitors since apps service these customers far better than mobile websites. 1-in-3 people say they will even use their mobile phone in-store to find information rather than ask an employee.

## Be a presence in your clients digital lives

Do we need an app? Do we need a website? Mobile apps are installed on consumer smartphones. How cool is that? Be a presence in your clients digital lives. You'll be just a tap away from getting in touch, no need for a browser but offer a superb user experience. Use storytelling to convince your clients they need and app and explain what's in it for them!

Prices are down



Easy to maintain



It's all about marketing



Workflow turns mobile





# RESELLER BUNDLE SUBSCRIPTION

The Reseller bundle is intended for designers or firms who manage apps for clients, or for anyone who wants to publish multiple apps and maintain them. You buy a bundle of apps, for a fixed price. For example, if you buy a Medium Reseller Bundle, you will pay \$30 USD per app, per month, regular customers pay \$89 USD per month!

	Small	Medium	Large
Number of apps in all 3 app stores	3	10	25
Price per month \$ USD	\$99 \$33 per app	\$300 \$30 per app	\$649 \$26 per app
Native Plus & Pro	✓	✓	✓

Larger bundles? Are you planning to sell more than 25 apps? Please contact us.

## WHAT YOU WILL EARN? We give you an example



\* for 10 apps



# FAQ

## Can I buy multiple bundles?

Yes, you can stack the bundles.

## Are there any other costs?

Publishing apps to the Apple App Store requires an Apple developer license. This costs \$99 per year. A Google Play Developer license is \$25 USD (one-time fee). A Windows Phone Store individual license costs \$19 USD (annually) and a company license costs \$99 USD (annually).

## Which features does the Bundle offer?

The Reseller Bundle offers all the benefits of the Reseller program, such as :

- All the features of Plus and Pro
- Fully White-Labeled
- Client CMS Tool
- Access to Client Preview Tool
- Reseller support

## How can I keep track of all the apps I have published?

In the Reseller section on [design.appmachine.com](https://design.appmachine.com), you can check all your active app subscriptions in the 'Subscriptions' tab. You can also check the number of remaining app licenses in your current bundle.

## What are my monthly costs?

The monthly costs depending on the bundle you choose, between \$99 USD and \$649 USD (billed monthly).

## Can I change apps within my bundle?

Yes, If you have an app that only needs to be in the stores for a few months, you can upload another app after you have withdrawn the first one. In the Small bundle you can have 3 apps simultaneously in the store, but throughout the year, those can be different apps with a maximum of 3 app changes per year. We reset the counters once every 12 months.

## Can I cancel at any time?

Yes, the Bundle is a monthly plan, you can cancel the bundle at any time.

## What happens to my apps when I cancel my subscription?

Once the active subscription period for the reseller bundle has ended, the apps will no longer work and will be removed from the stores. All reseller benefits, like no-branding and the white-label CMS, will be deactivated. If you would like to keep the apps live, you can activate a Plus or Pro subscription for them.



SIGN UP

## Ready to become AppMachine Reseller?

Go to <http://design.appmachine.com/resellerclub>

## Congratulations!

You are now an official licensed AppMachine reseller.  
You will immediately receive additional information about the Reseller Program.

## Questions?

- Send an email to [support@appmachine.com](mailto:support@appmachine.com)

OR

- Make an appointment with **Arne** or **Allard**

[SCHEDULE AN APPOINTMENT](#)



# RESPONSIBILITIES

## Your Responsibilities As An AppMachine Reseller

We will do anything to help your app business succeed. But you taking some responsibilities will increase your chance on a successful business.

- Be clear to your customers and don't make false promises.
- Ensure that all apps submitted meet the App Stores review guidelines.
- Maintain good contact with your clients.
- Support your clients in using the unbranded CMS, if necessary.
- Complete your profile on the AppMachine Reseller Program page, so that we can present you as an AppMachine reseller.

*When you become an AppMachine reseller you will refrain from activities which could damage AppMachine or our good name and you will accept the Reseller terms of use.*

**“ Overall the process of building an app was very straightforward and I appreciate that. The speed is quite good too, even in the test environment. The rapid, iterative testing of the app helps with our agile development strategy.**

**Very nicely done.”**

Alex Huppenthal, AppMachine builder

PROGRAM

RESELLER

[WWW.APPMACHINE.COM](http://WWW.APPMACHINE.COM)