



The  
Marketplace  
Growth  
Conference


# Solutions vs. Features

Speaking the Language of Solution Partners

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SVP, Global Channel & Field Operations | Appfire





**“It is really important to know how these folks make money. How they stay in business. How they manage/massage a deal in from top of sales funnel (inbound lead, webinar attendee, white paper download?) through qualification, into discovery, into a proposed project Statement of Work, and then into a real project execution and deployment.”**

-Steve Cross

# Early Solution Partner Feedback

//

I don't have time to go off and do research on the marketplace to find new things. We're just too busy.

//

It's hard to make sense of your portfolio. Can you give us a better way to understand it?

//

Customers don't come to us looking for apps, they come to us with business problems to solve.

# Obsess over buyers, not your product(s)

Buyers choose their procurement channels, and each channel has a different language.

## How You Want To Sell

- Features & Functionality
- Feeds & Speeds
- Look at what we built!

## How Customers Buy

- I have a problem to be solved
- I need to leverage technology to improve something in my business
- What can make my job simpler or easier?

# Three critical messaging paths

When looking to enable an indirect sales motion, you need to be able to speak several different languages in both your Marketing & Partnership efforts.

## Direct Messaging

This is what drives your PLG and marketplace motions, but typically focuses on features and is directed at an end user or admin persona.

## “To” Partner Messaging

Teach partners to recognize customer problem statements that your technology can uniquely solve. Think about value you add to their business outside of just widgets and features.

## “Through” Partner Messaging

What do you want a partner to say about you, to their customers? What are the key points to get across, remembering the problem/solution framework?

# Direct Messaging



## Dashboard Hub Pro - Charts, Reports, Time in Status, Tables

by [Appfire](#)

for Jira Cloud, Jira Server 8.15.0 - 9.15.2, Jira Data Center 8.15.0 - 9.17.2 [and more](#)

3.6/4 57

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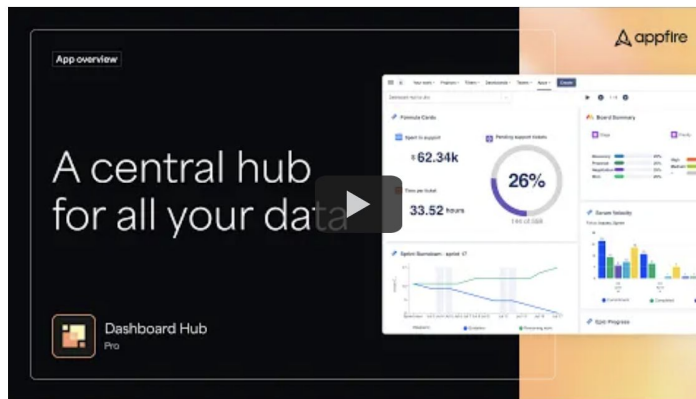
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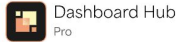
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Cloud

Easy Jira, Confluence and Comala custom charts. Reporting dashboards with 15 integrations, table, JSM SLA share & Time in Status



# 'To Partner' Messaging



## Powerful and easy custom dashboards and charts

Centralize all your ITSM, Agile, or DevOps data into one reporting hub with highly customizable & visual charts.

### Pain Point

### Solution

|   |  |
|---|--|
| <b>Tedious data visualization</b>           | <b>Custom Charts</b><br>Build the unique charts you need with the Custom Charts gadget. This gadget displays the result of a JQL query or an existing filter, as a table or a chart. |
| <b>Cumbersome report sharing</b>            | <b>External Share</b><br>Create unique and secure public links to share your Jira reports, plus letting stakeholders access dashboards directly from the JSM Customer Portal.        |
| <b>Switching between different tools</b>    | <b>Central Data Hub</b><br>Access all your data in a central location thanks to 14+ integrations, hybrid Cloud-Data Center dashboards and multi-instance dashboards.                 |
| <b>Limited out-of-the-box visualization</b> | <b>Full-fledged visualization</b><br>Boost up your charts with pre-defined templates, formula cards, and -100 advanced gadgets that can be also used in native Jira dashboards.      |

## Common use cases

### ITSM

Forget about tedious reporting processes and provide full-transparency to customers while easing and improving your data visualization across your whole portfolio

### Agile

Democratize reporting dashboards by empowering Product Managers, Dev Teams and Leadership to make informed decisions



### DevOps

Monitor, track and respond to events, alerts and the status of your services and architectures to minimize downtimes and promote team collaboration



- One** EULA
- One** Support portal
- One** Trust center for security, privacy & compliance
- One** Globally-recognized software vendor

Appfire is the leading enterprise collaboration software provider that makes work flow any way teams want to work, from planning to product ideation, to product development, project delivery, and beyond.

**Hosting** | Cloud | Data Center  
**Platform**    
**Compatibility**

- **Atlassian Suite:** Jira Software, Confluence, JSM, Assets, StatusPage, Opsgenie, and Bitbucket.
- **monday.com:** monday work management, monday sales CRM, monday marketer, monday projects, and monday dev.
- **Third-party apps:** BigPicture, Time to SLA, Projectrak, and more!

# 'Through Partner' Messaging

appfire

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## The strategic guide to streamlining IT change management

How to modernize processes for efficient and effective IT Service Management infrastructure

The diagram features a central gear icon surrounded by various icons representing different aspects of IT change management: a lightning bolt, an envelope, a speech bubble, a document, a warning sign, and a checkmark. Arrows indicate a flow from these elements towards the central gear.

## Change request best practices

- Have and follow a consistent change and approval process
- Define how to evaluate and calculate risk at your organization
- Establish solid service level agreements for your change management requests using **Time to SLA**, to ensure that they're met on time
- Ask the right questions (e.g., impact, risk, complexity, urgency, etc.) and determine how success is defined
- Use **Canned Responses** to automate repetitive tasks and create response templates for different change types
- Over-communicate and document plans and procedures in a place all stakeholders can access
- Employ DevOps practices to streamline change management by leveraging tools

like Bitbucket Pipelines to automate testing, building, and deploying changes, allowing for faster and more efficient change implementation

- Link related Jira issues to establish impact scope and maintain a clear trail using **Enhancer Plugin for Jira**
- Make sure additional resources are available to assist or rollback changes in emergency situations
- Conduct after-action reviews (AKA: post-mortem reviews) after major successes and failures
- Continually evaluate the approval process so it mitigates risk without delaying action

How is change management implemented in your organization?  
Are there other ways to reduce manual effort, better understand the scope, or communicate upcoming changes?

The strategic guide to streamlining IT change management

37 Related apps

## Related apps

- Use **Comala Document Management** to establish a clear review and approval process for your change management processes in Confluence.
- Use the **Enhancer Plugin for Jira** and **Jira Misc Workflow Extensions (JWME)** to add an additional condition, validation, and post-function capabilities to workflows.
- Use **Canned Responses Pro Templates** for Jira to create response templates for common change requests and automatically trigger workflow events from responses.
- Use **Time to SLA** to ensure that change management requests are fulfilled on time with dedicated service level agreements (SLAs).
- Use **Configuration Manager for Jira (CMJ)** or **Project Configurator for Jira** to manage changes in your Jira application's configuration.
- Use the **Assets and Inventory Plugin** for visibility into the assets (e.g., laptops, computers, and software licenses) that could be impacted by a change.

## Contact your Appfire partner

[#EMAIL]  
[#PHONE]  
[#WEBSITE]

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# Questions?