

## Telcos and aggregators look to monetise on single app store offers while online companies bank on single app sales

Players	Telcos (e.g. Orange)	App aggregators (e.g. Partnerpedia, App Central)	Online companies (e.g. Google)
Type of apps in store	<p>Telco-developed apps for enterprise customers as well as apps developed by business partners and other developers</p> <p>Some apps are industry-specific or business need-specific</p>	<p>Existing apps from the enterprise customers</p> <p>Apps from third-party developers</p>	<p>Apps from third-party developers</p>
Service description	<p>Provides a single-point customisable enterprise app portal/store integrated with other cloud-based offers</p>	<p>Provides a customisable, virtual "store" for apps</p>	<p>Provides a one-stop shop for enterprise apps, stored in a sort of app organiser</p>
Product positioning	<p><b>Cross-sell apps stores to existing corporate customers</b></p>	<p><b>Enterprise app store is the core product</b></p>	<p><b>Third-party apps as a core product</b></p>
Target	<p>Existing corporate clients</p>	<p>New clients, mostly SMEs</p>	<p>Mostly very small enterprises</p>