

SOLUTIONS FOR
VENDORS

TOP-NOTCH INTEGRATION PLATFORM

APPLICATIONLINK

OFFER INTEGRATIONS

WITHOUT BUILDING AN INTEGRATION TEAM



Expand Your Ecosystem

ApplicationLink helps software vendors, distributors and platform providers expand their ecosystem with reliable, production ready integrations for their resellers.



We Handle the Lifecycle

We scope, develop, maintain & support integrations between vendors and leading MSP systems. Allowing their team to focus on their core product, while we handle the integration lifecycle.



Scale Predictably

From a single integration to an entire ecosystem, we deliver a predictable, scalable collaboration model built specifically for vendors and their reseller network.

WHY VENDORS WORK WITH
APPLICATIONLINK

DEEP MSP ECOSYSTEM EXPERTISE

We understand how your resellers operate and how critical integrations are to adoption, operational efficiency and retention.

Our experience includes integrations with solutions such as:

- ConnectWise
- Autotask
- HaloPSA
- Syncro
- Business Central
- Xero
- QuickBooks

And many other MSP-focused solutions.



“as we are originally founded by an MSP”

MORE THAN JUST “V1”

BUILDING AN INTEGRATION IS ONE THING

Maintaining, updating & supporting it long-term,
is where the real challenge starts.



We help vendors manage:

- API changes
- Updates & maintenance
- Edge cases across different partner tools & environments
- Billing logic and reconciliation
- PSA workflow complexity
- Long-term compatibility and reliability
- Ongoing support and issue resolution

*This reduces operational burden for your internal teams,
while giving your resellers confidence in the integration offering.*

FASTER TIME-TO-MARKET

Instead of building an internal integration department, vendors can leverage our existing expertise, frameworks and (MSP) experience to launch integrations significantly faster.

This allows you to:



Accelerate partner
onboarding



Increase platform
attractiveness for
MSPs



Enhance vendor
stickiness



Expand your
ecosystem quicker



Respond faster to
market demand

SCALABLE COMMERCIAL MODEL

DESIGNED TO BE

**SIMPLE, PREDICTABLE AND SCALABLE FOR VENDORS,
DISTRIBUTORS AND PLATFORM PROVIDERS.**

EXISTING CONNECTORS

Launch integrations quickly without large upfront development costs, while ensuring the integration offering remains fully supported over time.

NEW CONNECTORS

Not yet connected to our platform? We design and build integrations from the ground up. Pay once to develop and a flat monthly fee to keep it running smoothly.

CUSTOM PLAN

Based on the project scope and ecosystem needs, we offer a tailored plan. This allows scalable growth while ensuring that commercial and operational complexities remain manageable.

FIXED MONTHLY FEE

SCALABLE COMMERCIAL MODEL

Existing Connectors

Fixed monthly fee

Covering:

-  Ongoing Maintenance
-  API and platform updates
-  No one-off development costs
-  Monitoring and support
-  Long-term integration reliability

New Connectors

One-off development costs

When new connectors need to be developed for solutions not yet supported by ApplicationLink, a one-off development fee applies in addition to the recurring monthly service model.

Personal Plan

Custom pricing

Variations of the existing model:

-  Multi-environment/region deployments
-  Distributor enablement program
-  Multi-connector rollout strategies
-  Custom support and onboarding structures
-  Enterprise or high-volume partner ecosystems
-  Tailored long-term partnership agreements

HOW WE HELP

TYPICAL USE CASES



Alert & Event Integrations

Automatically create PSA tickets from alerts, incidents or monitoring events while ensuring accurate ticket mapping and workflow automation.



Billing Recon - PSA

Synchronize billing data and automate reconciliation towards multiple PSAs, including quantity updates, usage synchronization and pricing changes.



Billing Recon Accounting Solutions

Creation of draft invoices in multiple accounting solutions while considering discounts, adjustable pricing and applying markups for consumption-based services.



Workflow Automation

Reduce manual actions between business-critical systems, streamline MSP operations through intelligent automation and data synchronization.

INFORCER USE CASE

INTELLIGENT PSA INTEGRATIONS

The Challenge

No PSA integration

- Alerts stuck in dashboards
- Manual ticket creation
- Risk of missed events

What's Needed

- Integrate with leading PSAs
- Automate event visibility
- Reduce manual admin
- Increase partner value

"If it's not in the PSA, it doesn't exist"

The Solution

ApplicationLink initially developed integrations with:

 Autotask®

 CONNECTWISE™

HALOPSA

SYNCRO

THE IMPACT

MORE THAN INTEGRATION

Partner Testimonial

For MSPs

- Real-time visibility
- Less manual handling
- Faster response
- Robust workflows
- Stronger compliance

For Inforcer

- Increased platform value & stickiness
- Deeper workflow integration

What We Did

- Multiple PSA activation
- Flexible field mappings
- Clear ticket status dashboard
- Real-time synchronization and top-notch support



"Just want to take this opportunity to say what a pleasure it's been working with you guys. It has been a breeze."

Chris Nelson,
Senior Software Engineer



"Couldn't agree more, you guys have been fantastic!"

George Cochrane von Seggern,
Product Manager



"This was one of the best run projects ever. Great partnership and great outcome"

Matthé Smit,
Chief Product Officer

WHY MSP VENDORS CHOOSE

APPLICATIONLINK



Experience

- 10+ years track record of building and maintaining intelligent integrations
- Deep technical knowledge of the solutions we connect
- MSP-focused integration expertise
- Proven experience across major PSA, accounting and vendor platforms



Collaboration

- Fast delivery and deployment
- Scalable collaboration approach
- Single partner for development, maintenance and support



Operational Efficiency

- Predictable long-term support model
- Reduced internal development overhead

WHAT'S NEXT?

Whether responding to partner demand or proactively growing your MSP ecosystem, we'd love to discuss how ApplicationLink can help.

Looking to expand your reseller integration ecosystem?

Let's discuss your platform, your integration needs and how we can help accelerate delivery while reducing long-term operational complexity.

Trusted Collaboration Approach

We partner with vendors, distributors, and platform providers to deliver reliable integrations without the internal build and maintenance hassle. Our role can vary from technical integration partner to long-term ecosystem enablement partner.

Flexible Partnership Models

Every vendor ecosystem is different. We structure collaborations based on:

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- Integration scope
 - Number of supported solutions
 - Distribution model
 - Support expectations
 - Growth strategy
 - Long-term roadmap

Let's Explore a Collaboration

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APPLICATIONLINK
IT'S IN THE NAME