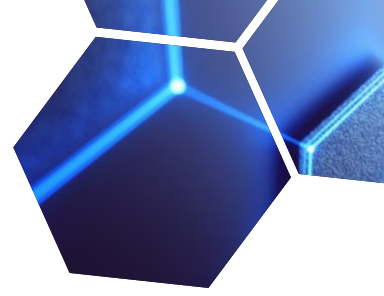


# CloudBlue

SALES GUIDE

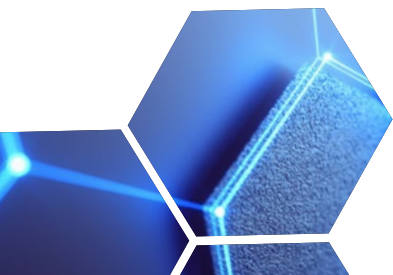
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**CloudBlue.**



# Content

<b>What is CloudBlue?</b>	<b>3</b>
<hr/>	
<b>Who is a potential CloudBlue customer?</b>	<b>3</b>
<hr/>	
<b>What do customers buy CloudBlue for?</b>	<b>4</b>
<hr/>	
<b>Key unique selling points</b>	<b>5</b>
<hr/>	
<b>What's the difference between CloudBlue and Ingram Micro Cloud Marketplace and Xvantage?</b>	<b>5</b>
<hr/>	
<b>Who can CloudBlue customers purchase cloud products from?</b>	<b>6</b>
<hr/>	
<b>Customer Example logos</b>	<b>6</b>



## What is CloudBlue?

CloudBlue is a Marketplace software platform designed specifically for the sale of IT / cloud subscriptions.

CloudBlue simplifies and automates the processing of cloud orders across multiple sales levels from end customer ordering to vendor billing.

There are over 400 vendor solutions such as Microsoft, Adobe, Acronis, etc. pre-integrated which can be added to any business marketplace to resell at the touch of a button.

Customers can also publish their own software products or services as a subscription by creating their own branded storefronts. They can then bundle them with other vendor solutions and create value-added offerings and automate the entire ordering and billing process.

For example:

- Workplace-as-a-Service: including Office 365, Kaspersky Antivirus, Zoom conference, Helpdesk support.
- Managed Security Services: including cybersecurity licenses, configuration, and ongoing support.
- Managed Backup Services: including Acronis licenses, setup, monitoring, and end customer support.

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## Who is a potential CloudBlue customer?

Telecommunications companies, Distributors, Systems Integrators, Managed Service Providers, Technology Vendors / ISVs.

The most relevant criteria to qualify a customer is the volume of cloud subscriptions they manage, or they intend to manage in the near future.

# What do customers buy CloudBlue for?

Any business looking to generate recurring revenue using subscription models.

IT-related solution offerings are moving away from one-off models to flexible rental models (pay-as-you-go, pay-per-month). This makes sales and billing more difficult and complex. CloudBlue automates all publishing, ordering, fulfilment, and billing across all partners in the supply chain, from Vendors to Distributors and Resellers to End Customers.

## Here the main use cases:

### Automate your top SaaS/laaS vendors business

- Automate your Microsoft NCE reselling business
- Automate your Adobe reselling business
- Automate your AWS reselling business
- Automate your Azure reselling business

### Launch a multi-tier cloud marketplace

- Create your own cloud marketplace and include your products, products from top cloud vendors and 3<sup>rd</sup>-party vendors of your choice
- Create branded storefronts for subsidiaries in multiple countries with a unified platform (Telcos, multi-national MSPs, Distributors, Tech Vendors)
- Offer branded storefronts to your reseller partners to sell cloud offerings to your end customers (Distributors, Tech Vendors)
- Centralize all cloud procurement on behalf of your large customers in one platform (MSPs)
- Create innovative IT bundles and take them to market as subscriptions (MSPs, Telcos, Tech Vendors)

### Automate distribution of your own IP through multiple channels (Tech Vendors/ISVs)

- Launch subscription-based solutions and automate distribution
- Create an open marketplace for 3<sup>rd</sup>-party vendors and partners to publish solutions and services which complement your core technology (Tech Vendors/ISVs)
- Publish and automate your product transaction on 3<sup>rd</sup>-party marketplaces (ISVs)



## Key unique selling points

As your cloud business volume grows, managing it manually entails enormous operational efforts, which is why our customers use CloudBlue' automation:

- Automated procurement and billing of 3<sup>rd</sup>-party vendors cloud subscriptions, e.g. Microsoft Azure, Office 365, Amazon Web Services... to scale the cloud business
- Development, administration, distribution, and billing of your own XaaS catalog
- Launch a self-service marketplace for cloud subscriptions and as-a-service bundles
- Establishment of a reseller sales department (white label storefronts with customer management and billing)
- Establishment of an as-a-Service supplier and partner ecosystem through standardization of ordering and billing processes

If these processes are not automated, it is not possible to scale a cloud business.

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## What's the difference between CloudBlue and Ingram Micro Cloud Marketplace and Xvantage?

CloudBlue enables its customers to design and manage their own offering and marketplace, regardless of the source of supply. In addition, each CloudBlue customer is the manager of their own system, which they can integrate as deep as they want into their own infrastructure.

The Ingram Micro Cloud Marketplace, on the other hand, only allows for reseller accounts, with which the reseller cannot manage his own products or publish and sell products from other sources. (This also applies to the Cloud marketplaces of other competitors such as TD OneStream, ArrowSphere or ALSO Cloud Marketplace. There you "only" get an account for resale on the distributor's platform).

Distributors' marketplaces cannot be integrated into the customer's own infrastructure either, e.g. by connecting to their own ERP or CRM system. CloudBlue offers a wide range of possibilities to integrate their own marketplace into their existing processes and technology stack.

The documentation is publicly accessible: <https://connect.cloudblue.com/community/developers/>

The underlying platform of the Ingram Micro CMP is CloudBlue. CloudBlue customers build their own similar cloud marketplaces using CloudBlue technology.



# Who can CloudBlue customers purchase cloud products from?

CloudBlue enables the following sources of supply:

- Ingram Micro (automated)
- Direct purchase from vendors (automated for vendors in the [CloudBlue catalog](#) )
- Own catalogue (own products and own processing)
- Other CloudBlue customers (e.g. telco marketplaces)

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## Customer examples

- Telefonica, America Movil, Telecom Italia
- Advania, Dustin, Zones
- Bechtle, Insight
- Intel, Lenovo, Dell, CDW

<https://www.cloudblue.com/customer-success-stories/>





**CloudBlue**

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Learn more

[www.CloudBlue.com](http://www.CloudBlue.com)

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