



# CloudBlue Go-to-Market Automator

## Streamline your go-to-market initiatives

## CloudBlue

Go-to-Market Automator is a digital solution that helps you simplify and digitize the go-to-market launches of your products and services within an intuitive interface. As an add-on to CloudBlue Connect and CloudBlue Commerce, Go-to-Market Automator centralizes and standardizes how your content is provided and consumed by your internal teams and indirect partners to help streamline sales enablement, marketing activities and technical implementations.

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### Go to market simpler

Provide go-to-market content to your internal teams and external partners through one interface where you can build a repository of sales playbooks and marketing campaigns. Playbooks include sales guides, sales sheets, training materials and more, while marketing assets include landing pages, email templates, social syndication and ad banners. You can also add prebuilt content for top-selling products from the syndicated catalog that is maintained by CloudBlue.

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### Go to market faster

Easily create, upload and manage your content through the Builder tool, which standardizes content publishing, or use prebuilt content from the CloudBlue syndicated catalog. With the marketing automation and lead management tools, marketing teams (internal or external) can quickly drive demand generation, and the blogging tool provides alerts, updates and announcements. Efficient scoping, configuration and deployment gets you up and running fast (8 weeks average).

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### Go to market smarter

Make informed decisions with syndicated industry content on emerging trends as well as insightful reporting at both the admin and user levels. You can prioritize your efforts with holistic reporting on adoption and engagement metrics for your products and services across all channels. Self-serve reports show marketing campaign performance to identify optimization opportunities. With customizable, co-brandable sales and marketing assets, you can easily scale your GTM efforts.

## What can your business achieve with go-to-market automator?



### Go to market effectively

Give your teams standardized, comprehensive sales enablement resources and marketing assets and tools to get to market faster with your products and services.



### Streamline enablement

Establish one centralized UI for your direct and indirect teams to access sales enablement and customer-facing sales and marketing materials for your products.



### Offer marketing automation

Automate marketing efforts to streamline marketing resources and create wider demand generation for greater product and brand awareness.

## What can you do with Go-to-Market Automator?

### Customizable UI

Tailor the look of your UI with your company colors and branding, and select the features and functionality that best suit your business' needs.

### Marketing campaigns

Generate campaigns including banner ads, emails, landing pages and social media, that can be customized and launched with automated deployment.

### Sales playbook assets

Provide your teams with standardized playbooks that include sales guides, sales sheets, logos, presentation decks, screenshots and videos.

### Lead management tool

Capture and track the leads for your products and services, and measure the effectiveness of your marketing campaigns.

## About CloudBlue

CloudBlue delivers a hyperscale platform with hypergrowth products and services and access to a hyperconnected ecosystem of 200+ top-selling vendors, 200+ leading brands and over 80,000 partners globally.

### 120 pre-integrated products including



**80,000** active resell partners

**30 million** cloud subscriptions

**2 billion** potential end customers

### 200 leading-brand customers including

