



Build and scale an IaaS business

Stay ahead of changing customer behavior by building and growing a modern multi-cloud IaaS business

www.cloudblue.com

CloudBlue

IaaS presents a unique revenue opportunity for your business. With the decrease in demand for on-premises data center infrastructure, you need to build a modern IaaS practice or evolve your current offerings to deliver multi-cloud infrastructure in a cost-effective manner.

Costly back-office overhead

IaaS is very different from other types ofaaS offerings. It requires more resources to handle time-consuming back-office work including, sizing, provisioning, billing and invoicing. You often over-allocate resources to take on these critical tasks.

Crippled by multi-cloud management

Working with multiple cloud infrastructure platforms puts a heavy burden on your services teams. Having to work across different portals and tools greatly reduces your ability to deliver the best experience possible for your customers.

Inability to differentiate

Customers are constantly seeking out the best value. To stand out from the competition and retain and attract customers, you need to build and monetize your own unique IaaS offerings and intellectual property. This is challenging without the right tools at your disposal.

Optimize your IaaS business

With CloudBlue, you can build and manage your IaaS solutions and services catalog from a single platform. You will be able to distribute your catalog with a self-serve storefront for customers and bundle unique IaaS offerings with third-party products. Rather than having to switch between different portals and tools, you can launch and manage complex workloads across multiple cloud platforms with one solution.

CloudBlue Solutions



CloudBlue Commerce

CloudBlue Commerce is a multi-tier commerce platform that allows you to launch marketplaces to partners, resellers and end customers.



CloudBlue Connect

CloudBlue Connect is a catalog and channel management platform support all product types, from technology goods to SaaS, IaaS and XaaS.



Multi-cloud Orchestrator

Multi-cloud Orchestrator streamlines application and workload deployments across your private, hybrid and public cloud stack.

Keenondots doubles IaaS revenue

“With CloudBlue’s Multi-cloud Orchestrator, you can just request a server with a certain configuration and capacity, and in a few clicks, you’re done. Our customers love that simplicity, and so do we. I’m convinced that Multi-cloud Orchestrator is the key to building and running an efficient and profitable cloud services business.”

Laurens van Alphen, Founder

Keenondots knew that speed-to-market and having the capability to rapidly respond to customer demands was critical to their long-term success of its IaaS offering. The areas that were holding them back were provisioning and billing for its services. CloudBlue’s Multi-Cloud Orchestrator helped Keenondots deliver a complete virtual data center with fully integrated deployment and management automation.

What makes CloudBlue different?

Hyperscale platform

Use powerful platform technology to successfully launch, manage and scale your marketplace(s) with omni-product onboarding, and multi-tier deployment.

Multi-tier deployment

Use a flexible N-tier account structure to organize your marketplace in multiple levels, including regions, countries, OpCos and channels.

Multi-cloud orchestration

Develop, orchestrate and deploy your own application templates and offer application-centric management services across your clouds from one platform.

Proven IaaS expertise and tools

Use demonstrated industry-leading IaaS expertise and tools to help you build your IaaS practice and access a rich portfolio of end-to-end IaaS services.

Omni-product management

Onboard, bundle, manage and define all the products in your portfolio, from technology goods to digital products, SaaS, IaaS and XaaS.

CloudBlue Catalog

Add your products and services to the CloudBlue Catalog for potential exposure to 2 billion end customers or choose from 120+ best-of-breed syndicated products.

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

