

A long-exposure photograph of a city street at night, showing light trails from cars and streetlights. The sky is dark blue, and the buildings are lit up with various colors.

Build and scale an IoT business

Easily build your IoT business with a built- in ecosystem of skilled partners, solutions and tools

www.cloudblue.com

A horizontal bar with a gradient from dark blue to light blue.

CloudBlue

You want to break into IoT by using your current customer base and networks, or you might already create IoT devices but need help getting discovered by potential partners. You may also want to leverage IoT to deliver your solutions to customers. With thousands of solutions and IoT vendors, it's difficult for you to get a complete end-to-end picture for projects to build your IoT business. Your biggest blocker to IoT adoption is a lack of technical expertise.

Difficulty finding IoT vendors

You want to build your IoT business, but you need to partner with vendors to complete your IoT stack. With so many vendors and platforms in the market, it's hard to find the right vendor for your business.

Resellers need training to sell IoT

You have IoT solutions, but your reseller partners don't have the technical and sales expertise on these solutions. They need training before they can actively start selling your IoT solutions.

Unable to bundle with IoT devices

You have the software, and you have the IoT devices. But you don't have the skills or the capabilities to bundle the devices with the software to create a single IoT solution.

Build your IoT business with CloudBlue

CloudBlue connects you with the right IoT vendors so you can build the best IoT stack for your business. From one platform, you can manage all your partnerships and products, including third-party products. With all your products in one place, you can easily bundle IoT products with software that you can sell as a solution. And if you have any issues, you can receive support services to resolve problems faster. And once your solutions are ready for the market, you can use go-to-market automation to educate all your channels on any IoT products or solutions you sell.

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 physical goods to SaaS, IaaS and XaaS.



CloudBlue Services

CloudBlue's Professional Services optimize CloudBlue technology and help you integrate it with your systems.



Go-to-Market Automator

Go-to-Market Automator simplifies and digitizes the go-to-market launches of your products and services within an intuitive interface.

TIM meets market demands for IoT

“With CloudBlue, legacy and cloud services are table stakes. What’s more interesting is our ability to deliver machine-to-machine, in-car entertainment, and IoT services to an increasingly connected audience.”

Francesco Fraccalvieri, Head of Marketing for B2B and Marketplace

A few years ago, email domain and other internet services were not widely bundled to telco services. TIM set out to change this but faced high costs, inflexibility and a clunky go-to-market strategy. TIM used CloudBlue to transform its business and expand its offerings, including building an end-to-end subscription and catalog management for IoT with their own connected car services. Thanks to automation and standardized processes, TIM's apps onboarding process has drastically improved. The company successfully launched more than 40 products in just 30 months.

What makes CloudBlue different?

Ecosystem management

Join the CloudBlue ecosystem or build your own community from one platform, where you can manage all your vendors, partners, resellers and products.

Multi-tier deployment

Use an N-tier account structure to organize your marketplace in multiple levels (regions, countries, OpCos, channels) and configure it.

Omni-product management

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

CloudBlue Catalog

Add your products to the CloudBlue Catalog for potential exposure to 2 billion end customers or add syndicated CloudBlue products to your portfolio

Go-to-market automation

Give internal teams and external partners a single portal with sales enablement content, customizable sales assets and marketing campaigns.

Custom services

Let CloudBlue experts help you deploy and maximize CloudBlue technology for your business as well as create a customized go-to-market strategy.

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

