



**Distributor**  
**Deliver greater value  
to the world's largest  
digital ecosystems**

## CloudBlue

The distributors that overcome the latest market changes will have embedded themselves in ecosystems. They will deliver value by making it easier for different parties to collaborate. This starts by adopting technology that will help facilitate partnerships and collaboration. This will allow faster time-to-market for new products, open up more revenue opportunities, enable innovation while reducing costs for everyone involved.

---

### **Rapidly scale your business**

You are often faced with the trade-off of scaling your business while increasing your operational costs in the process. To effectively scale your business further, you need modern systems that can help you reduce operational complexity and costs.

---

### **Unleash the full potential of ecosystems**

Everyone is at risk to the ecosystem play. Rather than be reactive to such disruption, you should focus on how you can help orchestrate greater collaboration within your ecosystem and those that you wish to join. This will help you discover more revenue opportunities, allow you to innovate and continue to deliver new value-added services.

## 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.



### 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.

## Tarsus achieves massive growth

"The right platform is what differentiates us... It's really starting to put daylight between us and our competitors."



Anton Herbst

Tarsus was facing a big problem with billing and provisioning. They were not able to do it and needed a solution that will enable them to solve this critical piece of their business. After conferring with other CloudBlue customers, they chose to utilize our technology. Since adopting CloudBlue, they have been able to differentiate and separate themselves from the competition. It gave them the ability to bill and provisions a host of services, enabling them to grow their subscriptions from 72 to 85,000.

## What makes CloudBlue different?

### Extensibility with any system

Integrate with your own or any third-party commerce system, subscription management system or ERP tools through APIs to connect workflows.

### Hyperscale digital platform

Launch, manage and scale your marketplace with omni-product onboarding, multi-tier deployment, and go-to-market automation.

### Omni-product management

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

### 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.

### Multichannel distribution

Set up and distribute your catalog through your external (direct and indirect) channels and manage internal procurement all from one platform.

### Go-to-market automation

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

