

A nighttime city skyline with illuminated skyscrapers and light trails from traffic on a bridge in the foreground. The scene is dark blue and black, with vibrant lights from buildings and traffic.

ISV

Unify and streamline your direct and indirect channel operations with one solution

CloudBlue

With CloudBlue, you can unite all your channels with one platform. You'll have standardized integrations with partners, one catalog to distribute through any channel, and unified go-to-market resources. By using one solution, you'll reduce costs and create consistent product messaging. You can also combine the products in your ecosystem to create bundles to generate more sales opportunities. With increased operational efficiency, you can get products to market faster and grow your marketplace.

Unify your indirect and direct channel operations

Simplify the management of siloed systems with one unified platform. You'll reduce your back-office overhead and speed up your time to revenue and, allowing you to more efficiently build out your marketplace and establish a scalable business.

Simplify your indirect channel management with one solution

With CloudBlue's flexible, commerce-agnostic integrations, you can streamline commerce operations and cut down on operating costs. And with the ability to easily grow your indirect channel, you'll be able to get your products in new markets faster.

Give your customers a consistent experience with your products

Take control of your catalog, product listings and marketing materials to keep information updated and showcase your products in the best light to potential customers. You'll improve the customer experience with your product to boost sales.

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.

TLine transforms its services delivery

"CloudBlue has the best digital platform that integrates what they call the digital marketplace of the industry. Our strategic alliance in our own point of view was with the best partner."

 **Carlos Pino, CEO**

TLine, headquartered in Atlanta, specializes in providing IT solutions to large corporations in Latin America. A few years ago, the company noticed it couldn't keep up with customers. They needed to deliver exactly what customers needed when they needed it. TLine needed a cloud-based platform with automation, scalability and communication. They adopted CloudBlue to transform the way they administer technology and technology services. The company now automates any service as a subscription and turns it into subscriptions with recurring revenue.

What makes CloudBlue different

Omni-product management

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

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.

Multi-channel 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.

Multi-tier deployment

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

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.

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

