

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.

Launch a multi-channel marketplace

Launch a marketplace that meets the demands of your customers and helps manage your channels

www.cloudblue.com

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

CloudBlue

You are seeking new revenue streams and want to take advantage of cloud products and services in the market. But you are finding you need the capability to bundle these third-party products with your own cloud products and services, which is challenging given your current systems. The demands of the digital subscription economy require you to enhance your marketplace with automated ordering, provisioning, and billing while quickly adding new products to your portfolio and enabling your channel.

Lacking multi-channel capability

With a large reseller network, you are finding it hard to manage and deliver your catalog through your indirect channel alongside your direct channel. Managing both of these routes to market is complex due to the different systems you are using.

Can't build subscription-based bundles

Using multiple tools, including manual operations, to deliver marketplace functionality, such as subscription management, is too costly and inefficient. You should instead use a single solution to optimize the ordering and bundling of products in a true subscription model.

Customers have high expectations

The online experience customers are demanding requires greater capability. They want the freedom to manage and update their subscriptions, account and bills so they are paying only for what they consume with maximum value.

CloudBlue powers digital marketplaces

To deliver a truly rich marketplace and reach success, you need technology that will help you defragment your systems and catalog. Taking your catalog and seamlessly bundling any type of product or service to offer it in a subscription model is essential to meeting customer needs to scale. CloudBlue gives companies this capability while giving them the necessary support to implement it including platform training and go-to-market 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 physical goods to SaaS, IaaS and XaaS.



CloudBlue Services

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

KPN overcomes market disruption

“CloudBlue is hugely advantageous for us and crucial to the future of our business.”

Norbert Van der Knaap, Manager Hosted Applications

KPN was looking for new revenue streams to help them stay competitive in a highly disruptive market. They needed a platform that enabled its network distributors, resellers and service providers to take advantage of the new business opportunities provided by cloud-based applications.

They decided to go with CloudBlue, which gave them the capability to offer an application marketplace that their partners could leverage to provide private label cloud applications as a service. This allowed KPN to generate new revenue streams for its wholesale business, tailoring application offerings to meet their partner's needs and market requirements.

What makes CloudBlue different?

Hyperscale platform

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

Omni-product management

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

Multi-tier deployment

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

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.

Multi-channel distribution

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

Custom services

Tap into a team of CloudBlue industry experts to help you launch and deploy CloudBlue technology while maximizing its capabilities for your business needs.

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

