



Retail

Modernize your systems to handle new opportunities with SaaS and XaaS



CloudBlue

With CloudBlue, you will be able to improve your back-office efficiency by leveraging our technology to more effectively deliver new offerings, including XaaS and SaaS. Our technology can integrate with your current systems and help you automate key tasks that will allow you to scale your business and handle complex offerings with different transactional models such as subscriptions and one-time purchases.

Increase revenue with every transaction no matter the channel

You need the ability to offer flexible offerings that combine different types of products with varied transactional models. To ensure you can deliver the best experience possible, you need modern technology to connect your technology stacks, manage these unique offerings in your catalog with greater ease, and increase your capability to handle complex transactions with different products and transactional models. This would help you capitalize on a major opportunity to combine value-added products and services with the products you are already selling, helping you increase revenue and compete against digital disruptors.

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.

What makes CloudBlue different?

Hyperscale platform

Use powerful platform technology to launch, manage and scale your marketplace(s) with omni-product onboarding, multi-tier deployment, multi-cloud orchestration, automated ordering and provisioning, and go-to-market automation.

Ecosystem management

Take advantage of the largest cloud ecosystem with 80,000 resellers, potential access to 2 billion customers, and 30 million cloud subscriptions across 200 leading brand customers, with 30 of those customers having 150,000 seat subscriptions.

MediaMarktSaturn grows subscriptions

“Without CloudBlue, we would not have had the capability to quickly launch and effectively manage all the warranty services we wanted to offer for our products.”

 **Juan Rendon, VP Services**

MediaMarktSaturn wanted to diversify its revenue model by offering subscription services in its physical stores and online commerce. They wanted to quickly launch a scalable solution to expand their services catalog while boosting customer loyalty.

CloudBlue delivered a solution for them to create warranty subscriptions and manage their billing operations. Within only a few months, MediaMarktSaturn successfully tested and launched its warranty services across its major markets, growing subscriptions from 0 to over 100k over six months.

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

