

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.

## Scale enablement for direct and indirect channels

**Achieve greater success by simplifying and consolidating sales processes for both your direct and indirect channels**

[www.cloudblue.com](http://www.cloudblue.com)

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

## CloudBlue

Scaling your business often leads you to establish an indirect channel. Building this as an additional unit in your organization, separate from your existing direct channel, limits your ability to scale due to costly overhead. Consolidating these efforts would allow you to cut costs and increase opportunities to realize more revenue from both channels. In addition, you can standardize content that would allow you to go to market faster through any channel.

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### Redundant operations hurting revenue

Managing your direct and indirect channels separately often leads to duplicate operations including personnel and systems. This only adds to your overhead and limits your ability to have productive multi-channel product or solution initiatives.

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### Slow time to market for solutions

Whenever you want to make a change to your offerings, you have to constantly update your fragmented channels. This requires a lot of manual effort and greatly reduces your time to market for new solutions.

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### Lack of expertise in the channel

Entering new territories, segments or vertical markets requires expertise and relationships that currently partners don't have.

### CloudBlue empowers indirect channels

CloudBlue enables you to quickly enter new markets with your current channel partners through our vast ecosystem of partners and cloud products. With our technology, we can help you reduce the cost of maintaining your channel and keeping all of your partners up to date. By achieving end-to-end consistency with all product sales and marketing materials, you will be able to increase your channel partner's digital IQ to help them sell more solutions faster than ever before. All of this will help you drive revenue growth through the indirect channel without increasing your headcount.

## 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.

## Vuzion helps resellers grow sales

“With Vuzion GROW and the CloudBlue Go-to-Market Automator, we've been able to equip our resellers with a centralized sales enablement solution.”

Michael Frisby, Managing Director, Vuzion

Vuzion was looking to increase reseller retention and improve average revenue per customer. They wanted to provide added value and help resellers increase their sales. The answer was Vuzion GROW, a portfolio of GTM and marketing services designed to help resellers grow their businesses faster. The CloudBlue Go-to-Market Automator is at the center of the Vuzion GROW service offering and provides an interactive and easy-to-use sales enablement solution.

## 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-channel distribution Set up

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

### 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.

### Go-to-market automation

Give your sales team and channel partners a centralized portal to learn about your products with standardized sales and marketing content.

### Extensibility with any system

CloudBlue can integrate with any homegrown or third-party commerce system, subscription management system or ERP tools.

### Go-to-market services

Tap into a team of CloudBlue experts to help you deploy CloudBlue technology and maximize the 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

