

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.

## Streamline multi-channel distribution

Reduce your operational costs by running your direct and indirect channel as one business unit

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

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

## CloudBlue

You're operating your direct and indirect channel with separate systems, manual processes and costly homegrown solutions, which limits your ability to scale. To increase revenue from your indirect channel, you need to find a way to connect these disparate systems, remove manual processes, standardize integrations and easily deliver your offerings through any channel. This will make your operations more efficient, increase revenue and help you reduce headcount.

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### Costly duplicated workflows

You have to maintain multiple integrations with each partner you want to work with. These integrations are not only expensive, but your time to market is also incredibly slow because it takes too long to update each partner.

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### Expensive catalog fragmentation

Onboarding products to different platforms takes a long time and slows down your time to market for new solutions. It is also extremely difficult to manage your catalog when it is fragmented across different platforms or tools.

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### Tedious product management

Product information management across different systems for your direct and indirect channel requires a lot of manual work to keep up to date. Changes take a lot of time and reduce your ability to move quickly with new solutions.

### Easily distribute your catalog

Instead of using multiple tools to manage your catalog, you need a single solution that will streamline these processes. Having your catalog information in different locations cripples your ability to remain agile and go to market quickly with new solutions. With ever-changing customer demands, you have been forced to deliver more complex solutions. This means expanding the number of partnerships and integrating new products into your portfolio. CloudBlue makes it easier to manage different partners, from agreements to integrations.

## 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.

## Cobweb delivers across its network

“CloudBlue provides a platform that enables Cobweb to efficiently deliver services to 1,000's of customers along with a thriving network of solutions and providers to ensure a positive, fruitful partnership for all involved.”

**Julian Dyer, CTO**

Cobweb believes cloud services and solutions can truly liberate organizations and help them achieve their business goals by removing IT restrictions and scaling with businesses as they grow. With CloudBlue, they were able to quickly and easily roll out and expand the range of cloud services they offer to its direct customers and over 250 channel partners across Europe. This helped them to rapidly scale their revenue streams through their direct and indirect channels.

## What makes CloudBlue different?

### Multi-channel distribution

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

### Ecosystem management

Join the CloudBlue ecosystem or build your own community from one platform, where you can manage all your vendors, partners, and resellers.

### Hyperscale platform

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

### Omni-product management

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

### Go-to-market automation

Give your sales team and channel partners a centralized, customizable portal to learn about and sell your products.

### Multi-tier deployment

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

## 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

