

A nighttime photograph of a city skyline, likely New York City, with several skyscrapers illuminated. The foreground shows blurred light trails from traffic, suggesting motion and energy. The overall color palette is dominated by blues and purples, with warm lights from the buildings.

**Tech manufacturer**  
**Invest in technology to**  
**consolidate your catalog,**  
**bundle products and offer**  
**them in a subscription**

## CloudBlue

Rather than using multiple, outdated solutions to deliver bundled products in a subscription fashion, you should acquire technology that simplifies the process. For your indirect channel, you need to find a way to standardize your integrations. This would make it easier to manage all of your partners, from keeping them updated with the latest product information to enabling them to launch new solutions faster. This would help you realize greater revenue and make your business more agile.

---

### **Effortlessly deliver bundles**

Updating your systems will go a long way to reduce the total cost of delivery and your time to market for new bundled solutions. You will have the freedom to bundle your different products together, incorporate services, and offer them in a subscription fashion.

---

### **Optimize your indirect channel**

While you earn a large portion of revenue from your indirect channel, there are still many things you can do to optimize your operations. By reducing the total cost of ownership of integrations with a standardized format, you will realize more revenue and accelerate your time to market.

## 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.

## Dell increase Office 365 sales

"We looked at the cost of implementing a solution, and at speed to market. Although we compared several solutions, CloudBlue was the fastest and most cost-effective option for us. It also came highly recommended by Microsoft."

 **Bastien Casset, Program Manager**

Dell wanted to add syndicated Office 365 to its own cloud services lineup, but since it was a third-party solution, Dell IT would not support it directly. With CloudBlue, they were able to have a single platform that handles provisioning, billing and account management for Dell Office 365. Managed services allowed them to take a hands-off approach, concentrating on core business activities instead. As a result, they were able to accelerate their time to market and increase Office 365 license sales by 15%.

## What makes CloudBlue different?

### Hyperscale platform

Launch, manage and scale your marketplace with omni-product onboarding, multi-tier deployment, and go-to-market automation.

### Multi-channel distribution

Set up and distribute your catalog through your external (direct and indirect) channels and manage 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, resellers and products.

### Omni-product management

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

### Multi-tier deployment

Use an N-tier account structure to organize your marketplace in multiple levels and configure it by product catalog, language and currency.

### Go-to-market automation

Give internal teams and external partners a single portal with sales enablement content, customizable sales assets and marketing campaigns.

## 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

