

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.

Test and launch an XaaS business

Take the complexity of XaaS out of your operations with powerful technology

www.cloudblue.com

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

CloudBlue

To build and deliver XaaS solutions, you need to transform your business into a subscription-based model. This requires capabilities that the majority of legacy systems fail to offer. In addition to the subscription requirement, you also need the capability to bundle any type of product which might include a combination of consumables, electronic appliances, computer software or other products and services. All of this contributes to the complexity of XaaS and why many companies struggle to test and launch such offerings.

Lacking a strong online presence

When compared to your competition, you find that your online presence could be stronger. To start competing in this space, you need to acquire e-commerce tools that have the capability to deliver XaaS including bundles.

Systems can't handle subscriptions

To deliver XaaS, your sales and finance teams need subscription-ready tools and systems to support a recurring revenue business model. The current systems you have do not have the capability to deliver XaaS to the extent that you need to achieve success.

Limited exposure to new services

You are finding it difficult to increase the exposure of your new services-based portfolio to customers. Not being able to accomplish this limits your reach and prevents you from entering new markets.

Painlessly deliver XaaS solutions

With CloudBlue, you can manage a diverse portfolio of subscription-based offers with a single platform. Our technology can integrate with your existing systems to help you transition and/or retire your legacy systems. With the capability to bundle any type of products or services, you can begin delivering XaaS solutions without crippling your current capability due to the inherent complexity this type of offering introduces to your operations.

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.

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

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.

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.

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.

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

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

