

# CloudBlue Connect

## Secure your place in the subscription economy

SIMPLIFY AND STREAMLINE ALL OPERATIONS WITH THE PREMIER MULTI-CHANNEL AUTOMATION PLATFORM

Discover a new way to deliver catalog and channel management with CloudBlue Connect. Unify all indirect and direct channel operations into a single platform and simplify every task. To truly deliver 'Anything' as a Service creates its own unique set of challenges. Our solution helps you enhance operational efficiency, increase agility and establish a scalable business.

### 1. Publish



Streamline and accelerate product and service release cycles in the channel with Connect. Manage all your channel platform APIs from one location and publish on every platform with a single configuration to ease cumbersome, fragmented processes.

Delivering Anything as a Service (XaaS) demands agility and complex partner agreements. Connect helps you interconnect your existing systems with partners to sell and fulfill every service the customer needs. Once products are published, you only need to update the product offer once through Connect and every channel automatically receives updates.

### 2. Propagate



Increase catalog distribution without making operations unsustainable. Connect helps distribute your catalog across countries in both direct and indirect channels. Cut your time to market and manage ongoing delivery through the platform.

Connect unifies all product and catalog information across multi-country and multi-tier channel systems to easily propagate into new markets and use cases.

### 3. Expand



Expand into new ecosystems with Connect's set of APIs and pre-configured extensions. Open up your solutions to third party sales and integrate partner products into your channels with minimal development costs.

Use our extensions to quickly integrate the platform to the partners tech stack and automate product fulfillment. Streamline all partner information and vendor agreements with our centralized platform and nurture ecosystem growth.

Connect offers endless integration tools to keep pace with the needs of distributors. Unify transaction systems, back-end systems, vendor and catalog management to solve fragmented operations thus creating efficiency savings. Expand your catalog and deliver agile solutions with the ability to manage every task from one platform.

### About CloudBlue

CloudBlue Connect addresses the operational realities of transforming into a XaaS business. Centralize and automate your systems to save time, automate processes and reduce unnecessary development tasks. Access our existing channel ecosystem to boost availability via 175+ top-selling vendors, 150+ leading brands and over 88,000 partners globally.

Transform your business and enable hyperscale growth with the power of partner ecosystems.

### Learn more today

Contact your CloudBlue representative, or email [together@cloudblue.com](mailto:together@cloudblue.com)

**CloudBlue**