



Customer Success Stories

A1 DIGITAL

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A1

“It works smoothly and easily, which was amazing.”

Herwig Kaltenhauser, Head of Cloud Automation Platform Technology



Automating the whole ordering and fulfillment lifecycle across the supply chain

A1 Digital had to build a supply chain ready to support a multi-tiered, multichannel marketplace.

The ordering and fulfillment lifecycle is built up of many core tasks including vendor onboarding, adding solutions and calculating subscription costs. The ability to automate these processes was key for A1 Digital, yet doing so for a multi-tiered, multichannel marketplace was creating layers of development complexity that was costing valuable time in the short-term and risking marketplace viability in the long-term.

It needed a way to solve its automation challenge and create a sustainable B2B marketplace while keeping development costs and timeframes manageable.

Speed

By saving critical development time, A1 was able to launch a B2B marketplace in only 6 months

Automation

A1 has automated 95% of its use-cases, so service delivery can match customer demand

Simplicity

A1 has reduced the complexity of its multi-level marketplace and lowered development costs

Scale

A1 rapidly aggregated its business operations across 12 countries in Europe and Latin America

A1 Digital partnered with CloudBlue to ease the scaling of its business operations in Europe and Latin America. With operations unified using CloudBlue's platform, A1 Digital could access a 360 view of its business, reduce cascading processes and unify commerce activities across different currencies, languages, and customer billing specifications.

CloudBlue's off-the-shelf automations were applied from this new, centralized viewpoint, allowing A1 Digital to tackle multiple processes at once and saving time when onboarding new products or adding new solutions. This created a functional solution for the majority of use-cases, allowing the company to focus its valuable development time on custom integrations that served the unique needs of its B2B marketplace.

A product catalog with 200+ vendors

helps A1 Digital reduce the complexity of multi-subsidiary SaaS and IaaS procurement across its marketplace while improving its market offering.

CloudBlue Commerce

automates billing cycles for A1 Digital and can handle custom pricing, multi-country subscriptions and multi-currency calculations.

Telco potential use cases

Create or expand your digital catalog

Launch or expand your catalog of SaaS and IaaS solutions with 300+ ISVs cloud-ready solutions.

You can integrate any order management system to Connect at this stage, without needing a Marketplace, or integrate your existing marketplace storefront with Connect.

Streamline vendor contracts, product listings on different countries and automate procurement and fulfillment.

Add predictable recurring revenue with digital products for cross-selling and adding value.

Create XaaS Bundles

Offer XaaS bundles including hardware, software and your services such as Cybersecurity, IoT, productivity and networking bundles for enterprise or SMB customers.

Launch your own bundled offerings such as Workplace-as-a-Service, Wi-Fi-as-a-Service, Cybersecurity-as-a-Service minimal overhead thanks to a complete ordering and fulfillment automation.

Manage your own listings, onboard products, and services, and create personalized XaaS bundles for different markets and verticals.

Launch your XaaS enabled marketplaces

Create white-labeled storefronts for every Opco, either private for procurement or public end customers to access with one single platform. Each Opco can manage their own offerings and catalog, but all is managed through a unified system, dramatically reducing your TCO.

Streamline end-to-end management and billing SaaS, IaaS, and PaaS through multiple marketplaces and OpCos, serving your multi-country, multi-language and multi-currency SMB customer base at scale.

Offer Hybrid Cloud Solutions

Offer complex solutions which involve IaaS + SaaS + automated application deployments using Multi-Cloud Orchestrator (MCO) to simplify consumption, ordering, fulfillment and deployment of complete hybrid cloud solutions.

Build a holistic approach to capture an all-encompassing IaaS by enabling a multi-cloud brokerage to offer via public and private clouds including your data centers.

Build Strategic partnerships with IaaS vendors such as Microsoft, Google, and AWS.

As a result of its partnership with CloudBlue, A1 Digital was able to automate and optimize 95% of its business use-cases across the supply chain. This, combined with simplified management of custom prices and multi-currency usage billing cycles, saved time and resources at every stage of development.

With reduced complexity and improved agility, A1 Digital was able to launch a multichannel B2B marketplace in just six months that could support a global customer base. Offering the first self-serve marketplace in Austria and subsequent expansion across Eastern Europe helped to bolster the company's reputation as a digital leader.

Company: A1 Digital

Headquarters: Austria

Industry: Telecommunications

Web: www.a1.digital

Operating countries: 12 countries globally

Headcount: 180

Customers: 1.528

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