Claro

américa móvil

"We have complexity in terms of go-to-market. CloudBlue translates that complexity into something simpler to manage."

**José Julian Jimenez, Cloud Solutions Sr.Manager
Claro Colombia (América Móvil Group)**

- **Company:** América Móvil (Claro Colombia)
- **Headquarters:** Mexico City, Mexico
- **Industry:** Telco
- **Customers:** +286,5 wireless subscribers; + 80,4 Fixed RGUs
- **Web:** americamovil.com
- **Operating Revenue:** +41 billion USD
- **Operating countries:** 24 countries

Challenge: Managing multi-subsidiary SaaS / IaaS procurement and delivery

Automation

AMX have now automated across multiple regions, currencies, and languages

Simplification

Their SaaS & IaaS procurement is now much simpler to manage

Differentiation

AMX has been able to create a valuable USP, by operating in both USD and local currencies

Centralization

AMX now have a clear view of how the entire operation runs, country by country

Accuracy

AMX now has the most up-to-date billing information, country by country. Customer by customer

Scale

By automating the same business in different countries AMX can manage costs, inventory and offers, and scale more easily