



Customer Success Stories

AMÉRICA MÓVIL / CLARO

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“We have complexity in terms of go-to-market, and CloudBlue translates that complexity into something more simple to manage.”

José Julian Jimenez, Cloud Solutions Sr. Manager, Claro Colombia



Managing multi-subsidiary SaaS / IaaS procurement and delivery

América Móvil's (AMX) management team needed to develop a multi-subsidiary catalog of SaaS and IaaS solutions in a way that was sustainable to manage at scale. They knew revenue growth would depend on the strength of its sales teams. Beyond procurement and delivery, the company needed a way to distribute product information, share pricing deals and launch new vendors across its network of entities.

It needed a solution that could support several B2B marketplaces with exceptional process flow and function across multiple countries, languages, currencies, and operating systems to maintain the strength of each local entity.

Differentiation

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

Centralization

A clear view of how the entire operation runs, country by country is now available

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

América Móvil chose CloudBlue to run several marketplaces in different opcos and subsidiaries, from one integrated platform. It leveraged CloudBlue's catalog of 200+ vendors, and automated onboarding, product information management, procurement, and fulfillment across its entire multi-subsidiary organization. This simplified its distribution, pricing, billing, and usage information across 16 countries in Latin America, and supported revenue growth with sales assets in multiple languages.

By centralizing through CloudBlue, América Móvil was able to build go-to-market strategies tailored to local demand. It was also able to differentiate itself from other providers by using the CloudBlue platform to operate in both USD and local currencies - An incredibly valuable USP.

A centralized e-commerce platform

allows AMX to run different go-to-market strategies in each country while maintaining a clear overview of how its entire multi-subsidiary organization runs.

Automating the same business across different regions,

allows AMX to scale on its own terms. They can use CloudBlue to translate the complexity of multi-subsidiary SaaS and IaaS procurement and delivery into something much easier to manage.

Multi-currency subscriptions

have become easier to manage and scale by automating through the CloudBlue Commerce platform

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.

With CloudBlue, América Móvil solved the operational challenges of managing a multi-subsiary marketplace at scale. CloudBlue's centralized, integrated platform cut through the complexity associated with SaaS and IaaS product fulfillment and helped to save valuable time and resources by automating multiple processes.

América Móvil was then able to refocus efforts on supporting its sales network with simple yet powerful go-to-market strategies tailored to the immediate needs of each local market in multiple languages and currencies. By operating in both US Dollars and local currencies, América Móvil was able to differentiate itself from its competitors and create a brand new USP - all helping to achieve the goal of increased revenue from subscription services.

Company: América Móvil (AMX)

Headquarters: Mexico City

Industry: Telecommunications

Web: www.americamovil.com

Operating Countries: 25 countries across Latin America **America**, The Caribbean, Central & Eastern Europe 

Customers: +277.4 million mobile subscribers.
+84.3 million fixed RGUs

Operating Revenue: +\$42 billion



Thank you