

“For us, it’s revolutionary. We can deliver offerings as needed on demand, that’s key for our marketplace growth.”

Dirk Muller Niesser,
General Manager, Bechtle



- **Company:** Bechtle
- **Headquarters:** Germany
- **Industry:** Managed Service Providers
- **Web:** www.bechtle.com
- **Operating countries:** 80+ IT system houses and 14 e-commerce locations all across Europe
- **Headcount :** +12,000
- **Customers:** +70,000

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Challenge: Accelerating product release cycles

Speed

Bechtle has instant access to hundreds of SaaS and IaaS vendors with ready-to-use connectors, through the CloudBlue catalog

Automation

Bechtle can now automate product fulfillment and billing for its customers - one bill per month, whatever the bundle

Lower costs

Bechtle no longer needs to manually source and integrate new vendors, helping to save time and money

Productivity

With ready-to-use APIs, Bechtle slashed development time to boost marketplace productivity - one interface, one API

Centralization

Bechtle can manage all marketplace activity from a single, centralized platform

Flexibility

With a varied product catalog and automated product delivery, Bechtle can offer freedom of choice - quickly