



Customer Success Stories

BECHTLE

AUGUST 2022

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CloudBlue



“For us, it’s revolutionary. We are able to deliver offerings as needed on demand. That’s key for our marketplace growth.”

Dirk Müller Niesser, General Manager, Bechtle



Accelerating product release and time to revenue

As an operator of over 80 IT system houses responsible for meeting the product needs of more than 70,000 customers, Bechtle needed to detangle development complexity and shorten product release cycles significantly.

Bechtle saw the strength in offering bundled solutions on its marketplace, but this required automated back-end integrations to support the fulfillment of these subscriptions.

In addition, growing its solution catalog manually was driving costs up, and the negotiation efforts required to add new vendors were cumbersome, slow, and resource-intensive. Bechtle needed a way to effectively integrate and manage products from 1000+ vendors on its marketplace.

Speed

CloudBlue’s product catalog offered instant access to hundreds of SaaS and IaaS vendors with ready-to-use connectors

Automation

Bechtle has automated product fulfillment and billing for its customers – one bill per month, whatever the bundle

Productivity

With one interface and one API, Bechtle slashed development time to boost the productivity of its marketplace

Lower costs

Bechtle has eliminated the need to manually source and integrate new vendors

Bechtle decided to partner with CloudBlue to expand its product catalog quickly and manage every connection from a single interface. With CloudBlue Connect, Bechtle could immediately expand its SaaS & IaaS catalog by leveraging integrations from over 200 vendors and automate an infinite number of unique billing models.

With this new layer of functionality, Bechtle could maintain the high standards it's known for and offer its customers ultimate freedom of choice. From this point forward, Bechtle was able to accelerate catalog expansion and generate new data sources from its products and services through a single touchpoint without compromising the sustainability of its existing business practices.

A centralized platform

enabled Bechtle to monitor operations and customer behavior to tool its sales teams with the right data.

Multi-cloud solutions

allow Bechtle to offer tailored bundles, delivered smoothly. As a result, Bechtle can be much more flexible in dealing with customer requests.

Shortening development times and reducing marketplace integration costs

For Bechtle, it was business-critical to improve customer retention with high service standards.

MSP Use cases

SaaS & IaaS catalog expansion

Launching or expanding their cloud catalog with 200+ top vendors integrations.

They can integrate any order management or PSA system to Connect at this stage: ServiceNow, ConnectWise without needing a Marketplace, or integrate existing marketplace storefront with Connect if they have one.

(XaaS) delivery automation

Whether is to work from home or in the office, MSPs need to automate the delivery and replacement of bundles to create their added value offerings like Workplace-as-a-service, Cybersecurity as a service, Wi-fi-as-a-service, etc.

Unified cloud procurement

MSPs need a centralized multi-vendor, multi-country cloud procurement, spend control and forecasting, and reconciliation for billing purposes solution. Purchasing as a group gives them also more negotiating power with vendors.

Multi-cloud orchestration

Central management of public and private cloud infrastructure is a core pain point MSPs are dealing with today, together with automated application deployment. During interviews, they highlight this as a key focus area for their next investments.

B2B Marketplace

Some MSPs are making a significant portion of their revenue by acting as hardware and software resellers. NOT for their Managed Services clients, but for the SMB market, leveraging their good pricing conditions with vendors.

Since partnering with CloudBlue, Bechtel has been able to offer more solutions from numerous vendors without increasing costs, complexity, or time to revenue. Using CloudBlue, Bechtel was able to offer customized solutions at more competitive prices. In addition, Bechtel eased the process of vendor management through a single API infrastructure.

With new access to massive amounts of data on a single platform and a simplified interface, Bechtel empowered its company to focus on customer-centric operations, boosting trust and loyalty as a result.

Company: Bechtel

Headquarters: Germany

Industry: Managed Service Providers

Headcount: +12,000

Customers: +70,000

Web: www.bechtle.com

Operating Countries: 21 countries across North America, Europe, the Middle East, and APAC

Annual Turnover: £4.483 billion

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