

“You don’t need to develop anything. Once you decide on a product or vendor it’s just two or three clicks and in two minutes it’s available to sell.”

Thomas Mitzka,
Product Manager AWS, 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: Growing a cloud solutions portfolio

Syndication

Bechtle now has access to hundreds of top B2B solutions by syndicating CloudBlue’s product catalog

Development time

Bechtle has saved 100,000+ resource hours by eliminating the need develop vendor integrations case-by-case

Flexibility

Bechtle can now get ahead of customer demand with an expanded catalog and flexible subscription bundles

Distribution

Bechtle can easily share new products and services across their 100 disparate business units

Simplification

With a single platform and automated delivery processes, Bechtle has been able to simplify their cloud sales

Speed

Bechtle can go to market faster, for a continuously growing multi-cloud portfolio