



# Customer Success Stories

DEEP RECOGNITION

AUGUST 2022



**“It’s an absolute game-changer for us. It just makes it easy: Billing is taken care of. It’s perfect.”**

John McGiffin, CEO and Founder at Deep Recognition



## **Simplifying the consumption, scalability and optimization of recognition technology**

Deep Recognition brings together the most advanced and relevant AI techniques, transforming data into actionable insights, so organizations can make data-driven decisions – an emerging market segment the company refers to as Recognition as a Service. Historically, however, enabling consumption, scalability and optimization in this field is not easy.

From customer orders through to the product experience, delivering and deploying AI solutions is no mean feat. Likewise, without a proper platform to be able to create and offer bundles, there are inherent challenges with the financial experience in terms of billing. Deep Recognition needed a way to solve these challenges and increase the reach of its products in new verticals.

### **Speed**

Deep Recognition has reduced virtual deployment from 12 weeks to 10 business days

### **Simplification**

By launching their marketplace and catalog through CloudBlue, Deep Recognition has made it easier for customers to see and understand what’s available to them

### **New Verticals**

Individual services can now be separated and composed, allowing Deep Recognition to enter new verticals like healthcare and telecommunications

### **Retention**

Deep Recognition can now enable customers to provide another layer of services on top of their existing assets, increasing value and retention

Deep Recognition partnered with CloudBlue to simplify the way it delivered its products and interacted with customers overall. With CloudBlue's marketplace and catalog, Deep Recognition can better understand customer needs and deliver them as a service.

As a result, Deep Recognition delivers a next-generation digital experience that focuses more on the adoption, orchestration and automation of the services that customers want to use. Through CloudBlue, Deep Recognition was able to greatly simplify virtual deployment and recurring billing processes.

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## End-to-end customer experience

Using CloudBlue, Deep Recognition's marketplace and catalog help its customers consume a wide range of products and services.

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## Specific bundles for specific needs

While competitors may force customers into buying full packages with solutions they'll never need, CloudBlue enables Deep Recognition to compose their services and deliver tailored bundles.

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## Making billing easier

CloudBlue is the engine that makes billing easier. Deep Recognition can find out what the customer needs, deliver it to them as a service and bill automatically.

# ISV potential use cases

## Ecosystem Marketplaces

Build your own (or) get access to commercial or hyperscaler marketplaces.

Centralize your entire ecosystem of vendors, channel partner and end customers.

## Marketplace Automation

Publish your catalog, process listings, and unify order management across any external marketplace.

Automate your operations across different marketplaces, integrating your internal fulfillments systems with a simplified API.

## Flexible Subscription & Usage Billing

Transform your products and services into a subscription-based business model and increase recurring revenue.

Maximize your offer creation with flexibility and support for flat, pay-as-you-go or one-off business models.

## Multi-Tier & Channel Management

Expand adoption of your solutions through a new set of use cases by exposing vendors to your channel of distributors, resellers and direct customers.

Configure and maintain a N-tier hierarchy in multiple countries, languages and currencies.

Thanks to its partnership with CloudBlue, Deep Recognition has made it easier for customers to access recognition technology and understand how it can be applied to real business situations. As a result, Deep Recognition's customers design their own consumption and enjoy a consistent and convenient digital experience.

Going forward, Deep Recognition's 360-degree view of the entire order-to-fulfillment process will better position them toward automation and scaling. Individual services can now be separated and composed, allowing Deep Recognition to enter new verticals like healthcare and telecommunications. Their improved digital offering now enables customers to provide another layer of services on top of its existing assets, greatly increasing value and retention.

**Company:** Deep Recognition

**Headquarters:** Victoria, Australia

**Industry:** Independent Software Providers, Recognition Technology

**Web:** [www.deeprecognition.io](http://www.deeprecognition.io)

**Headcount:** 13

**Partner Ecosystem:** Dell, Nvidia, Hewlett Packard Enterprise

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