

“We needed a robust platform that would allow us to be scalable, have a great user experience, self-service, and automation. CloudBlue allows us to do all those things”

Richard Ramlal,
Sr. Technical Program Manager,
Business Operations



- **Company:** VMware
- **Headquarters:** Palo Alto, California
- **Industry:** Independent Software Providers, Multi Cloud Services
- **Web:** www.vmware.com
- **Operating countries:** 42 countries across the Americas, Europe, APAC, The Middle East & Africa
- **Headcount:** 37,500
- **Revenue:** \$12.851B

Proprietary information of CloudBlue
Do not distribute or duplicate without CloudBlue's expressed written permission.

Challenge: Building a thriving partner ecosystem

Product Agnostic

Through CloudBlue, VMware were able to leverage the APIs to build a product-agnostic connector

Scale

VMware can upload and list products globally, and easily maintain and track changes with a central system

Data

VMware has been able to unlock powerful insights that guide the future direction of its service model

Autonomy

End-customers can place orders through VMware's self-service portal to ease workflows for every partner

Automation

Integrated and automated end-to-end subscription lifecycle management helps VMware to grow its ecosystem sustainably

Speed

VMware has been able to speed up development cycles, allowing them to innovate faster, integrate faster, implement faster, and onboard faster

Multi-Cloud

VMware moved from being a private cloud leader to becoming a multi-cloud and SaaS leader