

The Race toward Annual Recurring Revenue (ARR)

B2B as a service is transforming the IT supply chain



Everybody is becoming an MSP & Industry-vertical boundaries are disappearing



Acquired Apogee (Managed Printing Services company) in 2018.



Transformed into Managed Service Providers offering cloud enterprise solutions for transportation, health and manufacturing.



Successfully evolved from hardware only, to services and software.
>77% of Xerox's revenue today is after-sale annual recurring revenue (ARR).



Created 3 strategic groups for their ISV initiatives.

Customers want one-stop-shops

Business customers are demanding a simple, TCO-based approach instead of multiple products and multiple vendors.



End-customers want to consume technology more easily:

ONE-STOP-SHOP

- They want a single vendor for each business need.
- IT is not their core business.

FLEXIBILITY

- To up or downgrade, terminate or pause their service.
- They need to be able to respond to market fluctuations.

PAY-AS-YOU-GO

- They want to pay monthly so there isn't a large one-off up-front investment.

Cloud solutions are the driver for growth

Top 4 cloud-native platforms will continue to grow in 2021.

Cloud investments expected to **double** as a % of IT budget over the next **3** years.



The role of the MSP is to simplify their customers' experience. That brings great annual recurring-revenue (ARR) opportunities.

The potential rewards are great, but so is the complexity



These Four steps will help MSPs win the Race to Recurring Revenue

STEP 1

Create a broader catalog



STEP 2

Multi-tier XaaS marketplaces



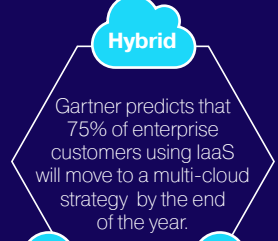
STEP 3

Create XaaS bundles



STEP 4

Offer cloud hybrid solutions



But business transformation is complex **70% of all transformation efforts fail**

Cut through complexity with CloudBlue SaaS

CloudBlue SaaS is a marketplace-as-a-service platform, which offers out-of-the-box or customizable functionality to build and scale your subscription business, fast. It's built on CloudBlue's enterprise grade managed marketplace technology and everything-as-a-service platform.



Extensible



Managed



Flexible and agile

With CloudBlue SaaS you can...

EXPAND YOUR CATALOG

The CloudBlue catalog offers more than 300 connectors to top B2B vendors, so that you can create the XaaS offerings your customers are asking for.

BUILD YOUR XaaS MARKETPLACES

It's a centralized, multi-language and multi-currency platform so you can unify your business across your subsidiaries.

AUTOMATE AND SCALE

It's designed for the subscription model to handle the complexity of subscription procurement, fulfillment and billing between you and your customers.

Learn more:

CloudBlue.com/CloudBlue-SaaS

Proprietary information of CloudBlue LLC - Do not distribute or duplicate without CloudBlue's express written permission.