

“All the complexity can be managed by CloudBlue, so we can just focus on helping our resellers get the best possible outcome”

Rik Hubbard,
Cloud Services Director at Exertis UK



- **Company:** Exertis
- **Headquarters:** United Kingdom
- **Industry:** IT Distribution
- **Web:** www.exertis.com
- **Operating countries:** 21 countries across North America, Europe, the Middle East, and APAC
- **Annual Turnover:** £4.483 billion

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

Challenge: Empowering a multi-tiered, digital network of fully automated cloud marketplaces

Flexibility

Exertis can enable its disparate IT teams to work with CloudBlue as a completely standalone solution

Scale

With CloudBlue, Exertis has been able to speed up the process of finding and onboarding new vendors

Simplification

Through CloudBlue, Exertis can manage 1000's of SKUs from their biggest vendors, while also automating issues like licensing, seat count, and billing

Centralization

Exertis uses CloudBlue as a central platform to manage the heavy lifting, so they can keep a light touch environment with their disparate ERP systems.

Automation

Exertis has been able to automate their billing processes, increasing accuracy and saving both money and time

Speed

Exertis has customized vendors and software into simple, logical structures, making it faster and easier for resellers to sell