



# Customer Success Stories

EXERTIS

JULY 2022

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 CloudBlue

exertis

**“CloudBlue has been absolutely amazing. They supported us every step of the way.”**

Rik Hubbard, Cloud Services Director, Exertis UK



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

Exertis needed to launch and scale their cloud platform, fast. But how could they possibly integrate quickly enough? The Exertis group is made up of a large amount of acquired companies that all come with their own different IT infrastructures: on-premises, off-premises, SAP, and in-house solutions.

In an increasingly complex cloud environment, during the pandemic, and with no in-house knowledge of Cloud, Exertis needed a solution to support their digital transformation within a very ambitious timeline.

### Flexibility

Exertis can enable its subsidiaries 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

Rather than pour time and resources into full-integration, Exertis decided to create a federated environment in which each of their subsidiaries could treat CloudBlue as a completely standalone environment. The Exertis team runs CloudBlue as a central platform and keep a very light touch environment with their subsidiaries.

Exertis used CloudBlue to cut through the complexity of vendor portfolios with potentially 1000s of SKUs. This allowed them to focus on helping their resellers sell and simplify their task of managing a huge catalog.

They were also able to fully automate their billing processes, saving time, resources and money.

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## Launching a digital marketplace

has allowed Exertis to streamline end-to-end management of subscriptions, including the customization of the platform, billing, and branding.

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## Leveraging CloudBlue's 'One-to-many' capabilities

has enabled Exertis to reskin the CloudBlue solution, and also offer its channel partners their own white-labeled cloud market environment.

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## Product Information Management

has allowed Exertis to streamline listings & pricing, reducing the complexity of managing an enterprise level catalog.



# IT Distributor potential use cases

## Launch or expand your cloud catalog with 200+ top vendor integrations

Onboard your existing vendors and leverage our 200+ connectors to add more.

Streamline **contracts, listings on marketplaces, procurement and fulfilment.**

Add **predictable revenue** with digital products to **impact your bottom line.**

## Enable your channel partners for as a Service distribution to scale

Grow your own network of cloud partners and resellers with minimal overhead. Your resellers can manage their own listings, onboard their own products and services and create XaaS bundles with yours. All using their **white-labeled storefronts**, either private for procurement or public for their end customers to access.

## Create your digital marketplace for subscription-based services

Streamline end-to-end management and billing of **subscriptions**, including SaaS, IaaS, PaaS and metered-usage based processes between you, your vendors and resellers to dramatically reduce complexity and cost.

## Unify your operations across subsidiaries, languages and currencies

Unify in one single platform all your cloud operations across different opcos, subsidiaries and partners in different countries, languages and currencies.

Simplify operations and dramatically **reduce operational costs.**

With CloudBlue, Exertis has been able to customize vendors and software into simple logical structures. This has made it possible for them to serve their resellers more quickly, reducing time spent on the portal. This means Exertis partners can focus on selling and creating predictable recurring revenue.

Through CloudBlue's white-labeled storefronts, Exertis has been able to meet increased demand for customization of cloud marketplaces. This allows them to offer improved flexibility, credibility and sense of ownership to their customers.

With CloudBlue, Exertis has also been able to cut time-consuming catalog management tasks down to half a day. Even when complex vendors like Microsoft bring something new to the market, Exertis can have it live and available for their resellers to sell almost immediately.

**Company:** Exertis

**Headquarters:** United Kingdom

**Industry:** IT Distribution

**Web:** [www.exertis.com](http://www.exertis.com)

**Operating Countries:** 21 countries across North America, Europe, the Middle East, and APAC

**Partners:** 2400 technology brands. 50,000 sellers & resellers

**Annual Turnover:** £4.483 billion

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