

“CloudBlue lets us deliver services at the right time and the right price”

Kristoffer Bradqvist, Head of Marketplace, Advania



- **Company:** Advania
- **Headquarters:** Stockholm, Sweden
- **Industry:** Managed Service Providers
- **Web:** www.advania.com
- **Operating countries:** Iceland, Sweden, Finland, Norway, Denmark - 25 offices in 5 countries
- **Employees:** 1260
- **Revenue:** \$100M - \$500M

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

Challenge: Automating XaaS bundles

Speed

Consolidated contracts, billing, and invoicing mean less manual administration for Advania and faster time to revenue

Automation

Centralized and automated sales and fulfillment processes help Advania focus more attention on their customers and their innovation

Simplicity

With a customized marketplace and access to CloudBlue's product catalog of 200+ XaaS solutions, it's now easier for Advania's customers to browse and buy

Retention

Advania can improve customer experience through their flexibility and variety of offerings, with CloudBlue's product catalog. This differentiates it from competitors, and increases loyalty and retention

Business Intelligence

Advania unlocked high-value business intelligence through the new real-time self-service platform