

# “The power of CloudBlue isn’t just the platform, it’s also the Go-To-Market team”

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**Company**  
One NZ

**Headquarters**  
Auckland, New Zealand

**Industry**  
Telecommunications

**Web**  
[www.one.nz](http://www.one.nz)

**Customers**  
2.4 millions

**Headcount**  
3000+

## CHALLENGE

# Growing value within your SME customer base

### Sales

In week one, One NZ sold 171 licenses to 3 customers

### New Licenses

In their first year with CloudBlue, One NZ gained a total of 4000+ new licenses and change orders

### ARPU

Through CloudBlue, One NZ could bundle existing services, mobile and fixed broadband, other ICT services, and hyperscalers, enabling it to sell richer offerings to existing customers

### Conversions

In quarter one, One NZ’s conversion results were 43% (Vs their original target of 15%)

### Speed

Through CloudBlue’s subscription management, One NZ was able to fully onboard key vendors like Microsoft, Acronis and Hostopia faster than ever before

### One Single Bill

One NZ was able to integrate billing quickly into the CloudBlue platform using the existing APIs. This allowed the company to eliminate dual billing