

Customer Success Stories

ONE NEW ZEALAND

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

Brian Moore, Chapter lead - Release and Optimization, One NZ



Growing value within your SME customer base

One New Zealand wanted to build an efficient, scalable marketplace for SMEs. To achieve this, it knew it needed to become a leaner operation. That would mean consolidating its different groups, eliminating technical debt, and integrating multiple platforms. To be able to do this, it decided to partner with CloudBlue to launch its Business Marketplace, based out of CloudBlue’s Commerce and Connect platforms.

One New Zealand launched its Business Marketplace in September 2021, initially including three SaaS solutions (Microsoft 365, Acronis, and Hostopia) with a focus on SMBs. Its broader strategy included the expansion of the Business Marketplace into enterprise customers as well as into further SaaS and IaaS solutions.

Sales

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

Conversions

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

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 now has the ability to bundle existing mobile, fixed and ICT services with SaaS vendors, enabling it to sell richer offerings to existing customers

Early in the pre-sales conversations with CloudBlue, One NZ realized that they would face challenges upskilling and reassigning its existing sales and post-sales teams. This was a crucial step to manage well, in order to keep the pace of the expansion plans for the Business Marketplace.

It chose to adopt CloudBlue's Acceleration Services, including a dedicated team of two sales experts, as well as a pool of technical support agents covering onboarding, welcome to service, migration, and break-fix support – 24/7/365. Acceleration Services were managed by a delivery partner through CloudBlue, from December 2021.

Small core team

By partnering with CloudBlue, One NZ was able to manage the digital transformation with a small core team of 5 people. This kept resource requirements low and more efficient.

Self-service portal

By building a self-service portal through the CloudBlue platform, One NZ has been able to offer SMEs a great digital experience while maintaining a low touchpoint.

Scale through Acceleration Services

With the support of CloudBlue's Acceleration Services, One NZ was able to go to market faster, and scale more easily.

Telco potential use cases

Create or expand your digital catalog

Launch or expand your catalog of SaaS and IaaS solutions with 300+ ISVs cloud-ready solutions.

You can integrate any order management system to Connect at this stage, without needing a Marketplace, or integrate your existing marketplace storefront with Connect.

Streamline vendor contracts, product listings on different countries and automate procurement and fulfillment.

Add predictable recurring revenue with digital products for cross-selling and adding value.

Create XaaS Bundles

Offer XaaS bundles including hardware, software and your services such as Cybersecurity, IoT, productivity and networking bundles for enterprise or SMB customers.

Launch your own bundled offerings such as Workplace-as-a-Service, Wi-Fi-as-a-Service, Cybersecurity-as-a-Service minimal overhead thanks to a complete ordering and fulfillment automation.

Manage your own listings, onboard products, and services, and create personalized XaaS bundles for different markets and verticals.

Launch your XaaS enabled marketplaces

Create white-labeled storefronts for every Opco, either private for procurement or public end customers to access with one single platform. Each Opco can manage their own offerings and catalog, but all is managed through a unified system, dramatically reducing your TCO.

Streamline end-to-end management and billing SaaS, IaaS, and PaaS through multiple marketplaces and OpCos, serving your multi-country, multi-language and multi-currency SMB customer base at scale.

Offer Hybrid Cloud Solutions

Offer complex solutions which involve IaaS + SaaS + automated application deployments using Multi-Cloud Orchestrator (MCO) to simplify consumption, ordering, fulfillment and deployment of complete hybrid cloud solutions.

Build a holistic approach to capture an all-encompassing IaaS by enabling a multi-cloud brokerage to offer via public and private clouds including your data centers.

Build Strategic partnerships with IaaS vendors such as Microsoft, Google, and AWS.

CHALLENGE

SOLUTION

USE CASES

RESULTS

Since joining forces with a delivery partner through CloudBlue's Acceleration Services in Dec 2021, One NZ has had access to the team of platform-ready salespeople it needed in order to sell their new solution/services. The impact on sales and growth went far beyond what was originally targeted:

Week 1

207 licenses sold to 3 customers

Quarter 1

Sales conversion results 50% vs 15% target

Year 1

Total number of new licenses + change orders 4K+

One NZ is now ready to execute on its broader strategy of future expansion into the enterprise segment and going further into security SaaS IaaS solutions.

Company

One NZ

Headquarters

Auckland, New Zealand

Industry

Telecommunications

Web

www.one.nz

Customers

2.4 million

Headcount

3000+

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