

“Transact, fulfill, take a look at data. That’s what a partner like CloudBlue can offer.”

Matthieu Poupard,  
Alliances and Partnerships Director



- **Company:** Klaxoon
- **Headquarters:** France
- **Industry:** Independent Software Vendors
- **Web:** [www.klaxoon.com](http://www.klaxoon.com)
- **Operating countries:** 120 countries worldwide
- **Headcount:** 357 employees

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## Challenge: Propagating through hyperscaler marketplaces

### Multi-Tier

Klaxoon has built a great partner ecosystem in Europe and are replicating that effort in the US, by multi-tiering new business partnerships for resellers

### Automation

By automating, Klaxoon can explore continuous product innovation without adding complexity to the sales and invoicing process

### Scale

Klaxoon can now sell at scale to small and midsize businesses through ecosystem marketplaces worldwide

### Autonomy

The self-service platform creates new, low-touch revenue streams without adding to workflows

### Efficiency

Klaxoon can grow at a higher speed but at a lower cost, through CloudBlue’s access to hyperscaler marketplaces

### Reach

Klaxoon is growing internationally thanks to CloudBlue’s cloud commerce community and automated multi-currency billing