

BECHTLE CUSTOMER SUCCESS STORY

Bechtle increases efficiency and automation with CloudBlue



Headquarters

Neckarsulm, Germany



Industry

IT Services and IT Consulting



Region

EMEA



End User Market

SMB & Public Sector

Company

Bechtle is a leading IT services and IT consulting company in Germany, with operations across 14 European countries. With over 40 years in the industry, Bechtle specializes in providing IT solutions to small and medium-sized businesses, as well as public sector clients.

Challenge

Though they had a robust technology stack, Bechtle still faced challenges in managing subscription-based services and integrating multiple vendor offerings into their existing technology stack. The manual processes involved connecting individual APIs were costly and time-consuming, leading to inefficiencies and resource drains.

Solution

Partnering with CloudBlue allowed Bechtle to integrate CloudBlue Connect into their existing marketplace. This enabled seamless catalog management, vendor integration, and provisioning, all while automating the ordering, fulfillment, and billing processes. CloudBlue's standard connectors reduced the need for individual API development, saving costs and resources.

Result

By leveraging CloudBlue's robust platform, Bechtle unlocked measurable operational and strategic benefits:



Significant cost savings by eliminating the need to build and maintain custom API integrations, freeing up critical IT resources.



End-to-end automation of ordering, fulfillment, and billing processes, resulting in reduced manual errors, faster transactions, and improved accuracy.



Accelerated time-to-market with rapid onboarding of new vendors and services, enabling Bechtle to scale its offerings faster than ever before.



Pan-European reach: Bechtle now delivers its managed services seamlessly across 14 European countries, enhancing consistency and customer experience.

Together, these improvements empower Bechtle to focus on innovation, enhance customer value, and grow its footprint across the SMB and public sectors.



[With CloudBlue] We can broaden our portfolio very quickly and become more attractive for our customers and drive business forward.

The Cloud Blue Customer Success Management team, and even the recent responsible product managers are absolutely great. And if we need any support, either for technical questions regarding CloudBlue itself or for a specific vendor or product, the answers always come promptly.

Thomas Mitzka

Head of Partner and Portfolio Management