



CloudBlue

# CloudBlue Platform

Drive revenue growth through seamless automation



## Overview

The Anything-as-a-Service (XaaS) delivery model, projected to surge from \$245 billion in 2021 to \$1225 billion by 2030, represents remarkable growth opportunities. To tap into these, enterprises need an automation platform to streamline and scale XaaS delivery. The CloudBlue platform has been designed to do exactly that, empowering businesses to fast-track growth and expand their portfolios in the As-a-Service economy. Our platform not only enhances operational efficiency but also propels agility, significantly accelerating time to market.

The CloudBlue platform comprehensively supports XaaS delivery models, including Software as a Service (SaaS) and Infrastructure as a Service (IaaS). It also accommodates a range of flexible pricing models, from perpetual licensing, where upfront payment is made for the license, to pay-as-you-go pricing models.

## The CloudBlue platform

The CloudBlue platform is an XaaS marketplace solution enabling vendors, distributors, resellers, and service providers to collaborate and perform as-a-service business operations. It empowers you to efficiently handle intricate subscriptions and curate a broad spectrum of products, solutions, and services from our extensive CloudBlue Catalog of over 400 products. You can launch your own white-labeled marketplaces worldwide and strategically manage a multi-channel network of resellers.

Our platform integrates with any external systems using industry-standard methods, such as REST APIs and extensions/integrations, as well as any manual methods that meet your needs.



# Our SaaS deployment model

Engineered for efficiency, profitability, and sustainability, the CloudBlue platform operates as a SaaS model. In doing so, it allows businesses of all scales to reduce expenses typically associated with updating legacy systems and infrastructure while minimizing operational costs. What's more, the platform can seamlessly integrate with an existing ecosystem of business applications, such as accounting, service management, CRM, or e-commerce applications.

Hosted on Microsoft Azure and managed by CloudBlue, this cloud-based platform adheres to

the highest security standards and data privacy regulations, ensuring optimal safety for your data.

With a commitment to catering to diverse customer needs, the platform offers both multi-tenant and single-tenant deployments. The platform is configured in a multi-tenant model by default, hosting multiple customers in a single instance. With customers' needs in mind, our platform also supports single-tenant deployments, providing a dedicated instance for each customer.

## Core modules

Our platform is structured around core modules, each designed to address a specific business operation:



### **Subscription and billing management:**

Provides the ability to launch and manage your B2B subscription and billing models for your customers. You get full control over the entire lifecycle: from establishing subscriptions, processing payments, creating detailed usage-based invoices, to easily making adjustments at the subscription level.



### **Multi-tiered marketplace management:**

Create and manage multi-tiered, white-labeled marketplaces across global regions, languages, and currencies. This solution lets you list your products, drive revenue, and reach more customers quickly and easily.



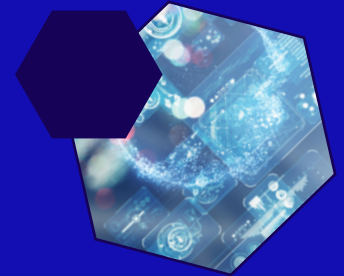
### **Vendor and product information management:**

Allows you to broaden your product portfolio, capitalizing on the CloudBlue catalog's 400+ products while maintaining control over your products and vendors. The solution makes it easy to onboard new vendors and suppliers, manage digital agreements, and consolidate your product definitions and information in one place.



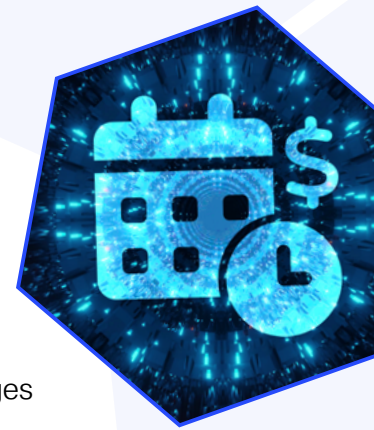
### **Reseller management:**

Our solution makes it straightforward to onboard and manage your reseller network and set up a well-organized multi-tier reseller system. It also empowers resellers to create customized white-labeled branded storefronts. All these features are designed to help you explore new avenues for revenue growth.



# Key features

Here's a rundown of the key features that make the CloudBlue platform an unbeatable choice for your business. We've grouped them into categories for easy understanding.



## → Subscriptions & billing management

### ◆ **Subscription management:**

Create, manage, and automate your customer subscriptions. Manage all changes made throughout the subscription lifecycle, including upgrades or downgrades, renewals, and restoring an expired subscription.

### ◆ **Billing management:**

Manage diverse types of billing, including one-time, usage-based, recurring, and installments. Integrate your billing with third-party systems to invoice customers automatically.

### ◆ **Data transformation management:**

Enable vendors to create and submit data files such as billing or invoice reconciliation data specific to a service provider. Service providers can then transform these files to suit their own systems - or downstream to their partners and resellers business requirements to ingest this information.

### ◆ **Order management:**

Manage orders generated when a customer buys a service, renews a subscription, switches to another service plan, or cancels a subscription.

### ◆ **Pricing management:**

Manage and centralize pricing data between vendors and other service providers.

### ◆ **Offers management:**

Establish and configure offers, plans, and features that align with your promotional strategy.

### ◆ **Payment processing management:**

Handle customer payments using the online store or customer control panel.

### ◆ **Self-serve management:**

Empower customers to self-serve and manage subscriptions and users.



## → Vendor & product information management

### ● **Vendor management:**

Manage vendors, suppliers, and partners centrally and deliver a wide range of offerings.

### ● **Catalog management:**

Manage your catalog of products or services online and publish them across multi-country, multi-tier channel systems while reducing complexity and time to market.

### ● **Listing management:**

List your products with detailed information on multiple marketplaces. Configure the product once and publish multiple listings with no additional development.

### ● **Product configuration:**

Define products by SKU (Stock Keeping Unit) in various languages, generate a range of product offers, and determine their consumption model, billing period and unit.

### ● **Usage Management:**

Upload reports on consumption usage and pay-per-use products to bill your resellers or end customers effortlessly.

### ● **Product information management (PIM):**

Define product details in multiple languages and brandings to match the needs of different marketplaces. Craft product templates in numerous languages and styles, manage your product description, then collect, store, and manage product metadata (attributes, class, categories, groups, and variations). Additionally, centralize the receipt of product updates from all vendors in a single location.

### ● **Product lifecycle management (PLM):**

Manage the complete lifecycle of pay-as-you-go products and plans. Create new products and plans and share them with your distribution chain.

### ● **Agreements and contracts management:**

Create, store, and manage agreements and issue contracts between business partners or vendors to digitally accept through a single interface.







→ **Multi-tiered marketplace management**

- **Marketplace management:**  
Administer a personalized e-commerce storefront to list products while offering trial options, promotions, and features for product comparison and search.
- **Marketplace integration:**  
Integrate with your own marketplaces to efficiently list products and sell effectively by collaborating with customers & channel partners.
- **Customer management:**  
Create, review, and manage customers and resellers within the CloudBlue marketplace platform.

→ **Reseller management**

- **Multi-reseller management:**  
Manage third-party resellers and grow your partner network.
- **Reseller marketplace:**  
Create your own branded or non-branded reseller marketplace by managing your own users and organizations - and additionally empower your reseller channel with their own branded storefronts.

→ **Security & compliance**

- **User management, security, and audit trail:**  
Set collaboration restrictions by granting or restricting invitations to specific domains. Define least-privilege access by selecting the exact permissions necessary to perform agreed-upon functions. Track all user behaviors within the system, recording who did what, where, and when, alongside any relevant system context linked to the action.
- **Identity & access management:**  
Define granular roles, rights management, authorization, and user authentication.



## → Data & integration management

- ◆ **Low Code development framework:**  
Build custom user interfaces and integrations within the platform, leveraging its existing SDK (Software Development Kit).
- ◆ **API (Application Program Interface) management:**  
Integrate with your own or any home-grown system, subscription management tools, CRM (Customer Experience and Relationship Management), CLM (Contract Lifecycle Management), chat interfaces, helpdesks, ERP (Enterprise Resource Planning) tools or provisioning system via APIs.
- ◆ **Extensions as a Service (DevOps):**  
Create, develop, and test your integrations with CloudBlue in dedicated hosted environments (Dev, Staging, Prod) to suit your integration needs.

## → Reporting & analytics

- ◆ **Reporting:**  
Track all portal activities, view account history, and have visibility over end-user account management using built-in reporting and business analytics.



## Why CloudBlue?

- ◆ **Accelerate revenue:**  
Speed up your recurring revenue with automated subscriptions, billing, and payments.
- ◆ **360-degree visibility:**  
Centralize vendor and supplier contracts and configure product definitions and information from a single interface.
- ◆ **Portfolio expansion:**  
Access CloudBlue's extensive catalog of 400+ products to broaden your portfolio. Our flagship products include Microsoft 365, Adobe Suite, Acronis Cyber Cloud, Google Workspace, AWS Marketplace, Trend Micro, Webex by Cisco, and many more.
- ◆ **Global marketplace management:**  
Easily run your white-labeled and multi-tiered marketplaces across multiple countries, languages, and currencies.
- ◆ **Widen your reach:**  
Expand your market presence by cultivating a robust multi-channel network of partners and resellers.
- ◆ **Cut costs:**  
Reduce overheads and enhance value with our robust and secure SaaS platform.