

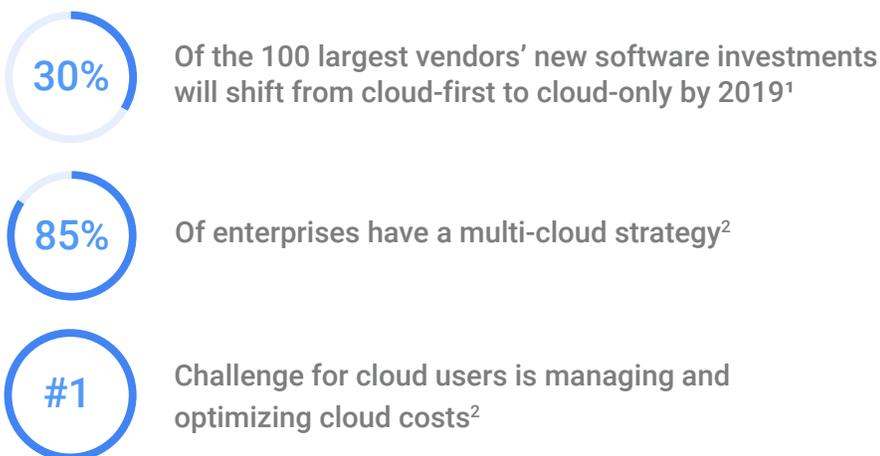


# Orbitera: the comprehensive billing solution for today's ISVs

Custom pricebooks, automated cloud billing, and support for every usage.

Cloud commerce has revolutionized the buying and selling of software. Independent software vendors (ISVs) face new, rapid-growth challenges: customers want to try before they buy, purchase from channel partners, and manage multi-cloud bills. Orbitera simplifies billing processes so ISVs can focus on expanding opportunities.

## Cloud commerce by the numbers



## Challenges for ISVs

- Customers want different products in different payment models -- requiring infrastructure and support beyond most ISV capabilities
- ISVs have difficulty monitoring consumption costs in one cloud; now face multi-cloud expansion
- Lack of user-specific pricing leads to lost revenue

### Orbitera cloud billing and cost management: built for ISV success

-  **Comprehensive support**  
for hybrid, subscription, and consumption payment models
-  **Automatic allocation**  
accurate bills for complex multi-cloud data in near real time
-  **Channel partner enablement**  
n-tier billing across multiple tiers of sellers
-  **Custom pricebooks**  
tailored to customer needs
-  **Streamlined operations**  
to maximize profit margins

<sup>1</sup>Gartner, 2016 <http://www.gartner.com/newsroom/id/3354117>

<sup>2</sup>RightScale, 2017 <http://www.rightscale.com/blog/cloud-industry-insights/cloud-computing-trends-2017-state-cloud-survey>

# Streamlined, cohesive cloud commerce

Orbitera answers the need for flexible pricing on varying volumes of data that run on multi-cloud platforms.



## Automatic multi-cloud monitoring

- Automatically monitor and allocate complex consumption data to create simple, accurate bills
- Give customers valuable insight into consumption costs and user behavior



## N-tier enabled channel sales

- Extends billing through multiple tiers of sellers
- Manages usage at each tier—charges are based on usage and volume tier discounts are preserved



## Customizable pricing

- Confer user-specific pricing to customers for any payment model—subscription, consumption, and hybrid
- Integrate all data in a single-pane dashboard to help customers make informed, data-driven decisions

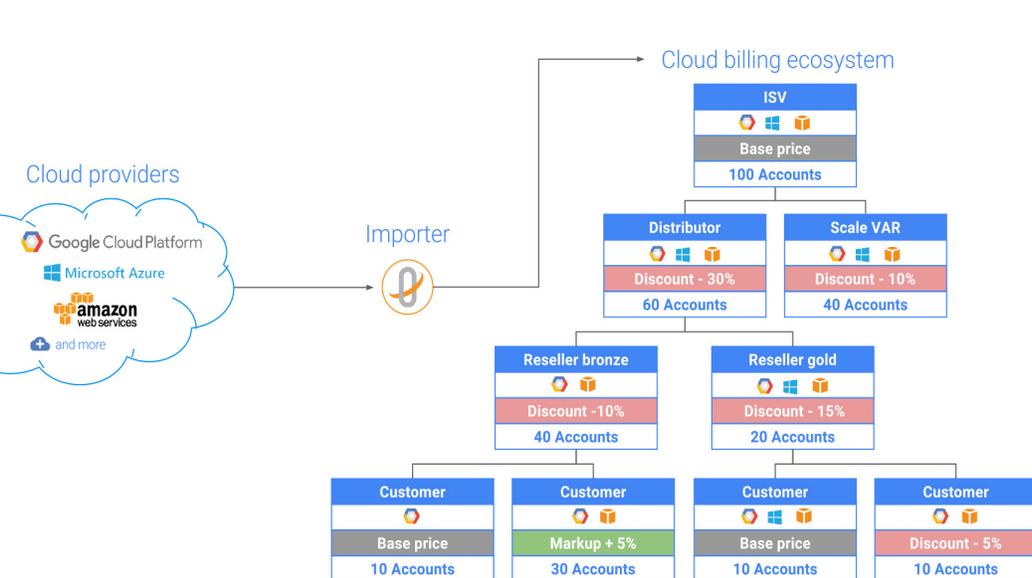


## Simplified billing and margin optimization

- Simplify and streamline the creation, management, invoicing, and billing for custom SKUs
- Maximize resale profit margins with custom pricebooks that deliver consumption and subscription pricing

## Cloud billing simplified

Streamlined multi-cloud data importation, usage-based billing, and margin optimization. Here's how it works:



- 1 Import**  
Multi-cloud consumption data is automatically pulled into the Orbitera importer.
- 2 Analyze**  
The importer uses secure Identity Access Management to analyze billing data and segregate customer reports.
- 3 Invoice**  
N-tier hierarchy enables flexibility to add unlimited partner accounts downstream.

Billing and Cost Optimization is part of Orbitera's end-to-end cloud commerce solution.



Orbitera and Google Cloud work together to simplify cloud commerce through multi-cloud, open platform and global infrastructure. Get a live demo of Orbitera.

[www.orbitera.com/demo](http://www.orbitera.com/demo)