



Orbitera: the cloud marketplace solution for today's ISVs

Seamlessly sell multi-cloud solutions direct to customers and through partners.

In today's multi-cloud world, customers research and buy in the cloud. For Independent Software Vendors (ISVs) it can be difficult to be where the customers are. With Orbitera, create multi-cloud storefronts with direct or channel sales of full-stack solutions across cloud, legacy, and SaaS environments — all on one platform.

Cloud commerce by the numbers



Of the 100 largest vendors' new software investments will shift from cloud-first to cloud-only by 2019¹



Of enterprises have a multi-cloud strategy²



Challenge for cloud users is managing and optimizing cloud costs²

Challenges for ISVs

- Building a custom storefront requires significant time and engineering resources beyond the core competency of most ISV business models
- Maintaining a presence in the stores for every cloud is time-consuming and exclusionary to ISV channel sales
- When ISVs list their products and solutions on the cloud marketplaces they lose all usage and engagement metrics

Orbitera white-label marketplace: built for ISV success



Fully Customizable

Combine products, services and support plans in any configuration



Flexible & feature-rich

Support multiple tiers, pricing options and features



Self-service design

Customers search for solutions, self-educate on value, launch cloud trials, request PoCs, and purchase directly



Channel enablement

Enable multiple tiers of partners to support a variety of programs & pricing models



Own customer relationship

Nurture and upsell customers directly

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

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

Customizable and feature-rich marketplaces

Orbitera's white-label marketplace enables ISVs to sell products and solutions seamlessly in the cloud

Self-service storefront & dashboard

- Easily combine products, services and support plans in any configuration—with multiple clouds, pricing options and features.
- Give customers self-service access to view subscriptions, cloud usage data, and analytics in an integrated dashboard.

Streamlined customer experience

- Let customers effortlessly search for solutions, self-educate on value propositions, launch cloud trials, and purchase directly from your marketplace.
- Minimize the time and resources to field Proof-of-Concepts (PoCs) to customers

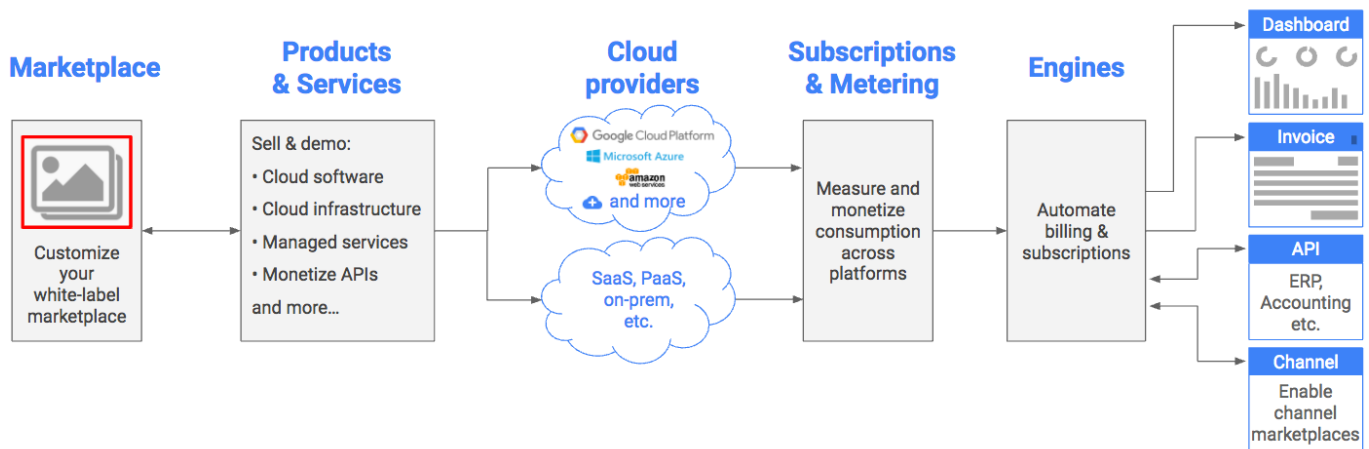
N-tier enabled channel sales

- Offer products and subscriptions to multiple tiers of resellers or plug into an established network for wider distribution.
- Benefit from flexible contract and revenue share structures, while controlling the technical integration, and protecting margins as resellers go to market.

Full control and ownership

- Retain complete ownership of the customer relationship to nurture or upsell.
- Preserve ownership of all lead and usage engagement data

A feature-rich, flexible marketplace



- 1 Customize product bundles by combining products, services, and support plans with multiple tiers, pricing, and features.
- 2 Create a custom white-label marketplace that contains products which run on multiple cloud, SaaS, PaaS, on-prem providers.
- 3 Customers search for solutions, make purchases—and more—directly from your marketplace.
- 4 Cross list products in partner and reseller marketplaces, both up- and downstream.

White-label marketplace 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