

Scenario

We are a cloud service provider without a direct sales organization. We prefer to resell our cloud services using the channel. We have deep technical resources on staff and specialize in providing hardware and tech support.

We have AirSembly and have already created our core products. We provide the platform to our reseller partners, and we train sales teams on how to use AirSembly to sell our products.

AirSembly allows our staff to stay focused on our core competencies and it provides reseller partners with a platform to easily resell our cloud services from.

Provider Requirements and the AirSembly Platform

Stay within core competency

One of the primary reasons cloud service providers choose to work with channel partners is because their area of expertise lies somewhere other than in sales. Channel partners can handle the sales side of your cloud services business, which allows you to focus on what makes your cloud offering unique.

The more you can focus your team on your core competencies – service, technical depth, hardware, professional services – the greater your competitive advantage in the provider market.

Enable channel partners

AirSembly gives your reseller partners an excellent tool for selling your cloud services, and also for fast and efficient onboarding of new clients.

The same benefits that you experience with AirSembly are available to them as well – automated provisioning, billing and chargeback, and offering end clients a self-serve marketplace.

There are additional benefits, including a white-labeled, highly customized UI and marketplace storefront, and the ability for them to add their own products and services to sell. They can also add markup to your products, allowing them to make some margin.

The included billing platform is a big help to channel partners, as it allows them to begin selling without having to invest in additional infrastructure – keeping their costs down.

Your efficiencies are their efficiencies, and it makes it easier for them to sell your cloud, run their business and keep end clients happy.