



Jamcracker provides branded marketplaces, consolidated billing and settlement to enable Microsoft CSP Partners to sell Microsoft services, including Azure, O365, and many others. Jamcracker's technology, cloud management platform, and experience helps CSPs to:

- Accelerate go-to-market and start selling in matter of days.
- Maximize revenue and profits by selling and cross selling CSP services from a marketplace of hundreds of pre-integrated third party services, and core services.
- Deliver CSP and non-CSP services to enterprise, mid-market and SMB segments, from a single, scalable platform and catalog of services.

Jamcracker Cloud Marketplace Enablement Platform for the Microsoft CSP Program

The Jamcracker Platform offers an end-to-end cloud service management solution that enables Microsoft CSP Partners to aggregate, sell, deliver and manage practically any number of Microsoft and other third party services. Partners can launch their own Microsoft CSP marketplace with many self-branded webstores for their direct customers and reseller partners. CSP Partners can strengthen customer relationships and expand sales to their enterprise and SME customer base. The CSP partnership with Microsoft has two models: Direct and Indirect.

Direct Partners are typically MSPs, System Integrators, and ICT providers. They enable their Enterprise customers to consume cloud services in an on-demand self-service manner from an Enterprise-wide Cloud Services AppStore.

Indirect Partners are typically IT Distributors, Master Resellers etc., who sell cloud services through their reseller / channel partners. Jamcracker enables Indirect CSP Partners to provide a complete CSP solution on behalf of their reseller partners. In addition to a branded services marketplace, the Jamcracker-powered CSP solution includes automated functions such as catalog management, direct billing, showback and chargeback reports, bundling of products and services for resellers to offer, subscription management, cloud spend analytics, and helpdesk customer support.

One of the most distinctive business values of the Jamcracker Platform is the ability to enable CSP Partners to offer not only Microsoft services, but also to bundle services from Microsoft, third parties, and core service – to be offered and billed as a single service. This allows CSP Partners to create and offer innovative bundles of services offerings to their end customers, while driving competitive differentiation.



Faster Go-To-Market on CSP Program

- Accelerate the rollout of cloud marketplace to matter of days.
- Rollout marketplaces in less than a day for resellers.
- Rollout CSP globally in different languages, currencies, taxation environments, etc.



Single Pane of Glass

- Billing and settlement
- Manage subscriptions and orders
- Provide support to the channel / end customers



Bundle Core and Microsoft CSP Services

- Bundle 3rd party or core services and cross-sell / upsell and increase to ARPU / ARPA.



Address Multiple Business Segments

- Ensure delivery capability of CSP and non-CSP services to enterprise and SMB markets segments.



Customer Success Stories

- Direct CSP: SCC and VADS (a Telecom Malaysia company). Please refer to their marketplaces for more info:
 - <https://www.scc.cloud/cms/en>
 - <https://marketplace.vads.com/cms/>
- Indirect CSP: IT Distributors like First Distribution. Please refer to their marketplace for more info:
 - <https://store.firstdistribution.co.za/jsdn/guest/storeHome.action?packet=D1131FC32B7DDE21CD98AD0BF48C8739C9ED2716C911E167>



Jamcracker Delivers a Comprehensive CSP Solution



Direct CSP Marketplace

- Enable partners to sell, provision, and bill Microsoft and non-Microsoft cloud services.
- Provide white-labeled AppStores to Enterprise IT departments



Indirect CSP Marketplace

- Create white-labeled marketplace and multi-tier reseller marketplaces to sell CSP Services.
- Multi-tiered channel enablement



Cloud Billing and Settlement

- Use the Jamcracker Billing Engine to manage complex multi-tier subscriptions-based and usage-based metering and billing.
- Set differential pricing for CSP services for different reseller levels.



Self-Service and Order on Behalf of

- Enable end-customers to browse, compare, procure and provision services quickly
- Resellers can order on behalf of their end customers, providing value-add by managing end customers' marketplace.



3d Party Services Bundling

- Bundle core services, 3 party services along with Microsoft services
- Enable partners to onboard services and create their own ecosystem of cloud services



Up-Sell and Cross-Sell

- Microsoft Office 365 products
- Azure Pack and non-Microsoft services



Jamcracker's credentials with
Microsoft:

BPOS: First to roll out BPOS on a multi-tier Cloud Marketplace

Office 365: First Office 365 deployment for a syndication partner

Hosted Microsoft Solutions: Enabled multi-tier distribution, billing, support, etc. for other hosted Microsoft services (i.g. Dynamics) for the past 10+ years

Azure: Integrated into and enabled the multi-tier distribution of Azure

Enterprise Offerings: Integrated into Active Directory (for Enterprises) and with Azure pack

For more information on Jamcracker, visit www.jamcracker.com