



Enabling Service Providers to Become Cloud Services Brokerages

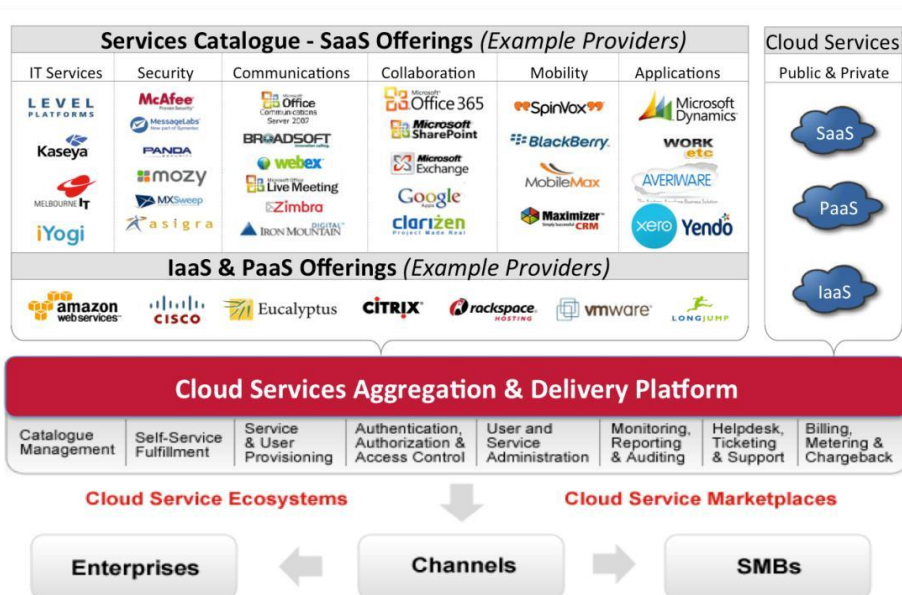
To retain customers, capture new markets and differentiate services, service providers need an edge on their competition and to future-proof their businesses to address emerging market opportunities. In what is often considered their “core” business, service providers are facing new competition from companies that are offering a growing range of value-added services to small, medium and large enterprises. .

Today, many of the world’s largest service providers, technology providers, distributors and enterprise IT organizations are leveraging the Jamcracker Cloud Services Brokerage (CSB) platform to unify the delivery and life-cycle management of cloud services to their customers, through their channels and to their employees.

Jamcracker provides a CSB solution that aggregates and delivers cloud services through a global ecosystem of service providers and cloud providers – called the Jamcracker Services Delivery Network (JSDN). Jamcracker’s cloud services aggregation and delivery platform enables service providers to bundle and distribute a broad array of third-party cloud services along with their own core and partners’ offerings, providing a unified cloud delivery and usage experience for their customers, whether selling direct or through their channel partners.

Service providers can launch their own branded CSB quickly and cost-effectively by leveraging Jamcracker’s platform as well as a catalog of pre-integrated cloud services partners, most of which include pre-negotiated wholesale discounts. These offerings include messaging, collaboration, security, data continuity, mobile and business productivity solutions from Mozy, Google, Microsoft, McAfee, WebEx, BlackBerry and dozens of other cloud providers.

Jamcracker Services Delivery Network





Jamcracker's Services Delivery Network (JSDN) enables many different types of cloud service offerings and deployment options to be delivered with a single point of provisioning, access, security, billing, administration and support. The JSDN is powered by a highly scalable and distributed architecture; with technology, operations, support infrastructure, market knowledge and services delivery business processes established over a decade of definition, development and refinement.

This cloud services enablement, delivery and management foundation incorporates technology, operations and market experience that allows service providers to leverage the following benefits:

- **Unified Services Delivery:** Jamcracker's CSB platform enables unified provisioning, billing, single-sign-on, user management, support and usage for third-party services available through Jamcracker's existing and new wholesale agreements, but also for service providers' own core services or partners' offerings. This allows providers to create bundles to maximize up-sell and cross-sell potential.
- **Wholesale Services Catalog:** Jamcracker has established distribution agreements and developed service adapters for a wide array of IT, security, communication, collaboration business application cloud providers. This enables service providers to rapidly get to market with a core set of well-recognized cloud services offerings.
- **Platform for Innovation:** Jamcracker's solution provides service providers with tremendous flexibility to experiment with new cloud service offerings, service bundles and to respond rapidly to changing market opportunities.

Jamcracker Value to Service Providers

- **Increased Customer Retention and Protect Margin**
Increase retention by bundling value-add cloud services with core services to retain most valuable customers.
- **Targeted Up-sell and Cross-sell Potential**
Real-time data and feedback from customers' behavior and preferences can be used to enable personalization, up-sell, cross-sell and other marketing activities.
- **Faster Time-to-Revenue**
Speeds up time-to-revenue by providing a ready-made catalog of services for delivery to customers that includes popular SaaS, PaaS and IaaS offerings.
- **Increased / New Revenues Streams**
Rapidly source services, create targeted bundle offerings, enable new distribution channels, and quickly respond to the changing market and customer demand for cloud services.
- **Reduced Operational Costs**
Automates tasks and streamlines processes including role-based access control, user provisioning and administration, granular access control and authorization policy enforcement, as well as automated billing and settlement.

About Jamcracker

Jamcracker was profiled by Gartner as a "Cool Vendor in Cloud Services Brokerage, 2011." Jamcracker enables organizations to become Cloud Services Brokerages, and its Services Delivery Network (JSDN) includes over a hundred cloud providers who are distributed via JSDN delivery partners that comprise hundreds of carriers, distributors, technology providers and enterprise IT organizations. For more information on Jamcracker, visit www.jamcracker.com.