



## 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](http://www.jamcracker.com).