



Cloud Services Wholesale

For deploying new services, wholesale model is the option with lowest risk. It can be entirely based on operating costs and services can be offered with shortest time to market. This enables fast entry into cloud services market for operator and gradual build-up of user base. On the other hand, for operator providing a wholesale cloud services, it brings additional revenue and quicker return on investment.

INTRODUCTION

Cloud is considered to be the backbone of contemporary telecom strategies, as telecoms are looking for new revenue sources and trying to leverage their existing telecommunication infrastructure and customer base. However, cloud relies on economies of scale. This means that alternative operators and operators on challenging markets are having hard time investing into and deploying cloud services. ComCloud answers this crucial business question via its modular and optimized design as well as by supporting different business models. One of such model is wholesale.

MULTIPLE BUSINESS MODELS

Looking to offer the best business case and the best chance for success to operators, ComCloud is available via a number of business models, ranging from fully operational to fully capital expense.



Adaptive Investment Models

This approach offers lower investment risk by creating a larger number of business cooperation models and establishing a balance between risks and benefits. These models differ by investment type, return on investment, cost per user and go-to-market time.

Wholesale

ComCloud supports wholesale model, i.e. white labeled cloud offerings and as such can be contracted from one of existing operators running ComCloud based cloud services. Such model enables operators to offer cloud services under their own brand. It provides full flexibility in terms of services bundle definition and accompanying pricing models, which translates into flexible profit margins for operators.



The wholesale model also enables detailed market insights without significant investments. Once a reasonable market experience and market potential is established, operators can opt for their own ComCloud deployment, making their cloud services more profitable while seamless migration of users and user data will ensure same user experience and uninterrupted service for customers.

SHORT TIME TO MARKET

The wholesale model offers shortest time-to-market possible for offering cloud services. It enables operators' quick market positioning with new cloud services thus gaining advantage over their competition.

Short time-to-market also offers possibilities for gaining some strategic advantages. Some of services might not be profitable on specific market but can be needed to complete cloud services portfolio or serve as technological flagship product thus providing additional sales tool for whole cloud services portfolio and at the same time requiring only minimal cost possible.

EXTENDED POTENTIAL

The wholesale option is very flexible in terms of branding and localization and can be easily adapted to any operator requesting such model. For an operator owning a ComCloud-based platform, a wholesale option opens a possibility to address much broader market than by using only its own brand and market potential. ComCloud enables multiple portal instances and different brandings, enabling the operator to offer services under its own and other brands, irrespective of its usage on the same or different markets. This is an excellent option in situations in which operators wants to offer cloud services with multiple brands, perhaps for different market segments with different service packages and pricing. Operator opting for wholesale model may also resell cloud services in other countries thus increasing number of users more rapidly and shortening time for return on investment. Example might also include a situation in which a larger group, operating in several countries might want to have a separate brand for each country (e.g. due to some specific needs, language, etc.) but only one cloud infrastructure deployed to optimize overall investment. ComCloud, and specifically wholesale model, enables operators to shape and offer their services according to the needs of each and every user.

EDUCATING THE MARKET

ComCloud in wholesale model provides operators with the ability to almost instantly offer services and track market response. This solves one of the major challenges in deploying cloud services – market and internal organization education. Many operators would like to



offer cloud services yet they do not fully know all the market parameters and marketing potential for cloud services. Low investment in wholesale model enables learning from experience and fastest learning curve. With wholesale we bring complete knowledge transfer which include technical, marketing, sales, organizational and legal aspects. Such approach enables research for optimal sales strategies, specific market niches, local market specifics, customer readiness level and preferences for cloud services.

A LOW-RISK PARTNERSHIP

A wholesale model generates partnership relations between us and operators, both the one providing and the one buying the wholesale service. This partnership enables knowledge exchange as well as provides lowest possible risk of investing in cloud services.

Stand-alone implementation of a cloud service is a project which demands significant financial investment, compared to the wholesale model which enables the operator-wholesale service buyer, to start offering services in the shortest time possible and with the lowest possible risk. The wholesale service provider increases platform utilization and shortens time for return on investment.

A wholesale instance can be implemented and set into operation within a single month, for a very small cost. The single job for operator will be to initiate marketing campaign. Once the business plan has been proven, an operator can implement its own ComCloud-based cloud platform, seamlessly migrate users and user data without service interruption or change in user experience thus increasing capacity and its profit margins.

WHY COMCLOUD?

Along with readily available wholesale solution which only requires branding specific to each client, we provide a comprehensive consulting know-how backed by extensive experience in cloud services sales, marketing and market positioning. ComCloud provides development options for a number of business models. This enables telecom operators to experiment with and adapt the models to their specific needs, as well as needs of specific local markets. ComCloud is one of rare, comprehensive cloud solution addressing business challenges in such broad way. We rely on building partnership and making our clients successful.

More information about ComCloud cloud solutions can be found at: www.comcloud.com.

Do not hesitate! Call us and find out more:

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