

ComCloud:Marketplace

Purchasing and activating new ICT and Cloud services and services' upgrades was never as fast or as simple as it is now!

The processes of reviewing new service offerings and managing the existing service portfolios are thoroughly simplified, making them easy to accomplish in just a few simple steps. ComCloud platform is adapted to provide the best answer to the needs imposed by the ever-increasing IT market requirements.

Service providers can easily manage their users and products from the centralized management system, while users can manage their own internal users and service-related expenses.



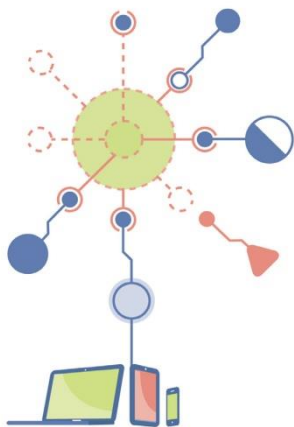
ComCloud:Marketplace advantages

ComCloud:Marketplace is a virtual marketplace for Cloud and ICT services and applications. It is aimed at operators who offer their services to all business user segments, regardless of their size.

Two major components comprise the system:

- User interface – a modern, widget-based, responsive management portal which enables users to log onto the system and interact with the product catalogue, as well as with all other ComCloud services while having seamless user experience,
- Product catalogue – a GUI-based, easy-to-use management interface for defining marketing offers and database containing all relevant data on users and services, as well as information about which particular service is used by which users.

Integrated SSO (Single Sign On) functionality provides significant advantages to ComCloud:Marketplace, offering service providers or operators important benefits:



- The entire ICT and Cloud offering provided by the operator is centralized and fully adapted to the needs of business users. They can easily browse the marketplace and adjust the scope of purchased services to their particular requirements.
- Service providers gain access to an entirely new, open and integrated services market. Due to its flexibility and customizability, it broadens its appeal to all business users, regardless of their size.
- Quick and easy purchase of Cloud and ICT services ensures secure and trouble-free sales for the operators. In turn, end users gain access to their purchases more rapidly which enables them to react more quickly to market demand fluctuations and assure their business continuity.
- Continual updates and upgrades to the services and easy activation of new user applications ensure significant competitive advantages to service providers.
- Intuitive financial model “pay as you go” in the form of a monthly fee generates new business opportunities.
- Application licence and maintenance expenses are significantly reduced.
- Both prepaid and postpaid charge models available.

ComCloud:Marketplace advantages



- Modern, consumer-oriented user interface.
- Purchase and change history.
- Multiple organizational user levels (seller/reseller, company administrator, end user) combined with user hierarchies and groups provide structured service and application management.
- Everything is centralized: browsing, application and service promotions, subscriptions.
- Easy authentication through SSO (Single Sign On) functionality.
- Highly customized promotions and flexible flash sales models.
- Automated service and application provisioning.

A host of Cloud services – a single solution

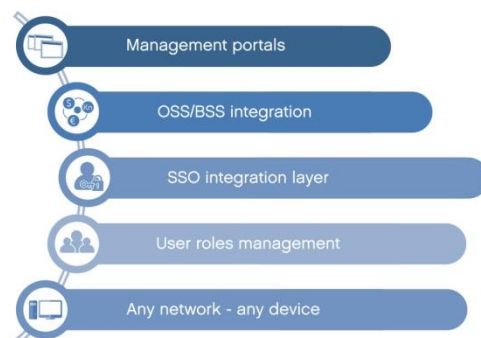
ComCloud:Marketplace conforms to all contemporary market requirements and adds business value to both large or small markets. While developing this solution we first and foremost focused on advanced features and functionalities which, today, represent an essential ingredient to successful business operations.

ComCloud offers quality in an optimized and modularized fashion! Its architecture provides framework for delivery of various Cloud services and products. Service providers retain full control in choosing which services they want to add and when they want them. Each new service is implemented as a module of the ComCloud architecture. This way it instantly becomes available through the Marketplace and makes use of all existing integration connections, thus eliminating all superfluous expenses. Similar is also true for integrating wholesale services. By using this approach ComCloud ensures positive business cases, starting with several thousand, rather than tens of thousands or hundreds of thousands of customers. ComCloud architecture and ComCloud:Marketplace ensures your business success!

Main features

The system is developed as an innovative telecom-oriented product aimed at delivering a diversified Cloud and ICT services portfolio.

ComCloud:Marketplace is an open, expandable, scalable and modular platform for Cloud services delivery! ComCloud:Marketplace enables both operators and users to use Cloud services innovatively, without constraints and technology lock-ins, and according to their needs and desires.





Additional information on ComCloud:STaaS application and services is available at www.comcloud.com.
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