



Solution overview brochure

Monetize cloud services

HPE Aggregation Platform for SaaS



Hewlett Packard
Enterprise

Leverage the momentum of SaaS and cloud-based services to generate revenue and attract more business customers.

Become a one-stop shop

Revenue generated from value-added services is key to communication service providers' (CSP) survival at a time when over-the-top players are saturating the market and competition is ever-increasing. These new competitors operate at Internet speeds, accelerating service development, deployment, and lifecycle management. This leaves incumbent CSPs facing the dilemma of how to effectively compete against players whose priority is bringing beta-quality services to market as fast as they can and letting the market decide which survive. All the while, incumbent CSPs—who own the network footprint—must face this challenge while operating within stringent financial constraints imposed by today's economy.

One way to address these challenges is by leveraging the growing momentum of the as-a-Service (XaaS) market, and the increasing number of cloud-based applications available on it. More and more, CSPs are considering the pay-as-you-go delivery model for IT and communications services to further penetrate the small and medium business (SMB) market. This approach enables you to grow revenues by maintaining and attracting new business customers through IT and communications use-based service bundles—a one-stop shop for business services.

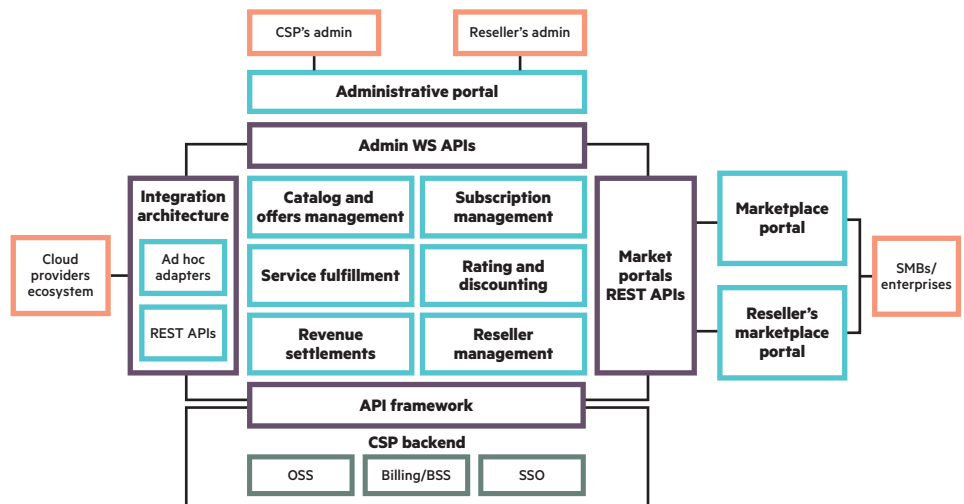


Figure 1: A single platform for aggregating cloud services

Get help

Let Hewlett Packard Enterprise (HPE) Aggregation Platform for SaaS (AP4SaaS) assist you in offering and monetizing cloud services. Designed from the ground up, AP4SaaS functions as a central control point to manage the complete cloud services offering lifecycle and serves as a mediation layer among your systems, the cloud services you offer, and your customers' environments.

Get help from HPE to become a cloud services broker, enabling you to offer Infrastructure-as-a-Service (IaaS), Platform-as-a-Service (PaaS), and Software-as-a-Service (SaaS) solutions to your enterprise and SMB customers.

AP4SaaS streamlines your operations, resellers, and customers by automating key processes across the service lifecycle. It also enables you to create a Marketplace Portal where your customers can discover IaaS, SaaS, and PaaS services and bundles; run trials; subscribe to services; and consume them. It also provides a powerful environment for product managers to develop and price service bundles and efficiently manage the lifecycles of IaaS, SaaS, and PaaS services and providers.

The platform supports standard functions customary for this type of environment, such as:

- Ingest cloud service providers and their services.
- Create commercial offers.
- Let customers discover cloud products and bundles using the Marketplace Portal, for an easy-to-use, self-service web experience.
- Manage user provisioning into cloud services.
- Set-up and apply pricing and discounting of cloud products subscription and use for billing purposes.
- Support revenue settlements among you, third-party cloud service providers, and resellers.
- Provide reseller support, enabling you to provide cloud services via your reseller channel.
- Let resellers build their own commercial offer and use a tenant of the Marketplace Portal to publish their own cloud commercial offers, fully customized with their brand, language, currencies, and communication style.

Review AP4SaaS

AP4SaaS supports the full lifecycle of a cloud offer, from service ingestion to commercial offer creation, subscription management, and billing.

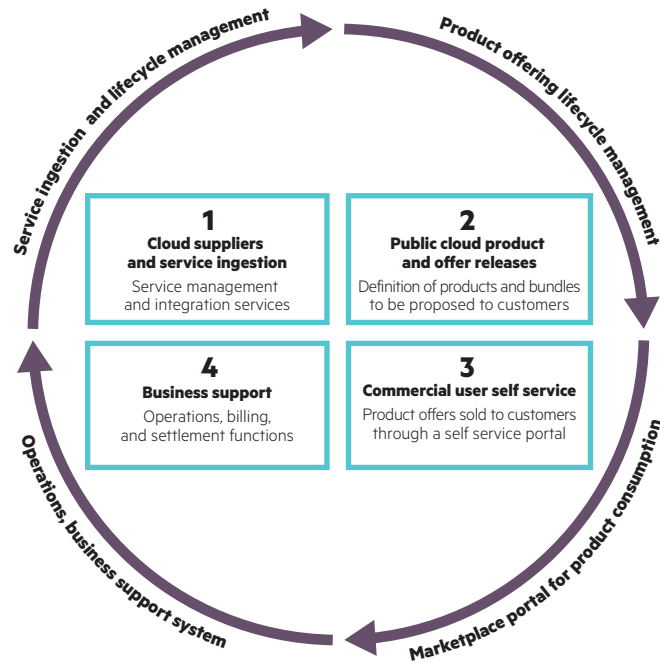


Figure 2: AP4SaaS supports the full lifecycle of a cloud offer

Cloud suppliers and service ingestion—This phase involves selecting and integrating cloud services into AP4SaaS and managing service providers through an efficient lifecycle process. Cloud services are integrated with AP4SaaS through an ISV onboarding process.

Public cloud product and offers—Once cloud services are integrated with AP4SaaS, products and bundles can be created by your marketing and product managers, using the web interface provided by the administration portal. Service plans and pricing models are defined and information related to the presentation of these products is created; the product is then published to the Marketplace, privately to selected customers, or to the public (see Figure 3).

Commercial user self-service—Customers can browse yours or your resellers' Marketplace Portal (see Figure 3) to explore offerings. Customers can try—and subscribe to—the services. They can also use the portal to seamlessly manage their employees and subscriptions, generate reports, and access subscribed services.

Business support—AP4SaaS interfaces with all necessary operation and business support systems for cloud service management. Charging and discounting is supported by AP4SaaS, and detailed records about charging and discounting are provided at every billing cycle to your billing system for customer invoicing and post-billing processes. Revenue settlements with the service provider and resellers are also supported.

Gain these benefits

CSPs' view—A service-oriented model, through the Aggregation Platform, adds value to customers by leveraging brand and channels, customer knowledge, support services, and partnering skills. By creating a service portfolio and providing a central service catalog—along with integrating operation and business systems—you act as a service broker, giving customers a single central point to deliver aggregated services—enterprise IT, communications, and business services.

With HPE Aggregation Platform for SaaS, you can:

- Rapidly introduce relevant revenue-generating services leveraging the as-a-Service delivery and business model
- Manage a large portfolio of services with limited effort
- Launch new services with limited investment and risk
- Create attractive packages and bundles for various market segments, including IT and communications services
- Keep and attract new users with a flexible Marketplace Portal, where customers can discover, test, buy, and manage their services
- Increase service adoption with easy self-provisioning

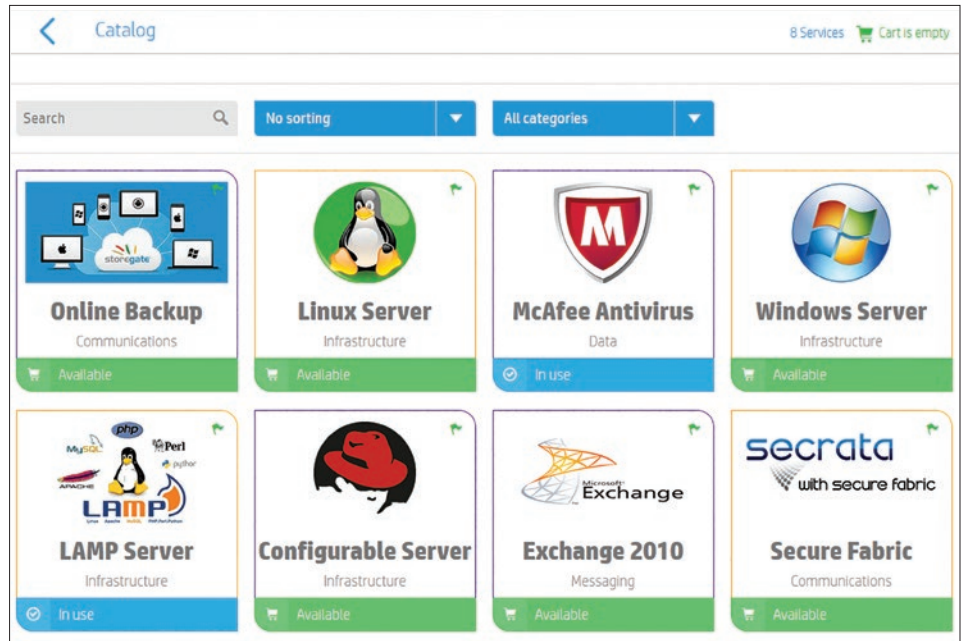


Figure 3: A snapshot of the AP4SaaS Marketplace Portal

Resellers' view—AP4SaaS offers resellers an opportunity to create products and bundles, and sell them through the CSPs' platform access. The services, exposed to the reseller by the CSP, are redefined through a dedicated reseller administration portal and pushed out to a fully customizable reseller marketplace portal for trial and/or purchasing. These services may be white labeled and sold as a reseller product or bundle.

SMBs' view—SMBs that purchase cloud services with the AP4SaaS' Marketplace portal customer experience can choose which cloud services of the catalog should be visible to which employees/ groups, and can define organization, roles, and authorization policies to control the purchase.

Get started—it's time

Further penetrate the SMB market. Use HPE AP4SaaS to grow revenues by maintaining and attracting new business customers through IT and communications use-based service bundles. Be a one-stop shop for business services.

Learn more at
hpe.com/csp/cse4csp



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