

Cloud Service Provider Case Study:

ActiveCloud Enables Own Cloud Business with ActivePlatform® Provisioning and Billing Automation Software

ActiveCloud is a group of companies, which together comprise a large service provider for Russia, Belarus, and Uzbekistan, among other countries.

Situation

Historically, ActiveCloud used a brokerage platform for cloud delivery and billing. Although that solution was one of the leading brokering enablers, it has not been optimized for accounting and tax practices in CIS countries. To meet the demands of billing automation in accordance with national accounting and tax policies, as well to enable growth of cloud business, the existing system required a number of custom developments and integrations. One of the weaknesses of the existing system was a non-intuitive interface and billing organized for service units or groups of units. This made the end client relationship management rather complex, especially while working with non-IT employees.

Additionally, the planned Belorussian national currency denomination in 2015 required a substantial existing brokerage system update, and this triggered ActiveCloud management to take an explorative action.

Analysis

ActiveCloud competes as a modern service provider of innovative cloud services and

IT technologies. Hence, user experience and user interface, along with adjusted automated billing, were critical success factors for a brokering platform. Two other trends in client management best practices needed to be accounted for as well: the ability to track the whole account status and an automated referral program to help grow services turnover and expand the customer base.

ActiveCloud management was determined to bring on board a flexible, responsive brokerage platform that would sell through third-party IaaS and SaaS, as well as ActiveCloud's own packaged IP and cloud services. The analysis included market trends research for emerging and mainstream cloud services, which would define the future IT landscape.

Key expectations from a new solution were the embedded ability to sell and manage own packaged IP and cloud services from own existing assets, on-demand cloud services delivery, automated comprehensive billing, all-around client, account, license, and user management, as well as data transfer to supporting business systems.



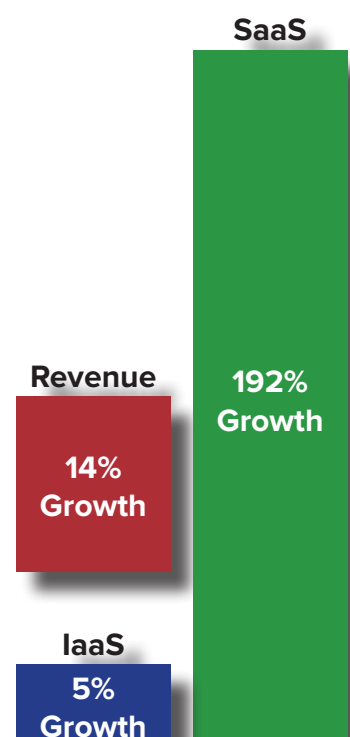
Solution Summary

ActiveCloud solves data protection concerns through development of a light and agile cloud brokerage platform

Benefits Summary

ActivePlatform cloud provisioning and automation platform is helping ActiveCloud:

- Deliver efficient private-cloud services provisioning and automation
- Solve data protection problems common to public-cloud solutions.
- Reduce recurring billing costs associated with traditional cloud reseller platforms



Solution

In 2013 a team of developers got an assignment from ActiveCloud to create a light and agile cloud brokerage platform for its parent company. Due to data protection regulations in the European Union and other countries, the new cloud brokerage solution, ActivePlatform, was focused on building its offering and installation in a dedicated private cloud.

ActivePlatform modules were built to be an ideal fit for IaaS brokerage workflow, including services usage management, tariff plan creation and management, as well as billing automation. The IaaS sales, delivery and billing are conveniently reflected in the head service provider administration console, reseller administration console, and end user UI. To enable cloud services promotion, a storefront for the end user includes additional functionality for sales discounts, products and services upsell.

Results

Migration to ActivePlatform was completed successfully in Belarus before the currency denomination date, which enabled a seamless transition for corporate accounts and end users of cloud services. The business-critical domain name management and cloud services have also been successfully migrated in Belarus, Russia, and Uzbekistan.

“ActivePlatform cloud brokerage system fully meets both our core and specific cloud provider needs, including compliance with personal data protection national regulations. With the advantage of being in a strategic partnership with ActivePlatform, we influenced a brokerage solution development and implementation, which met our cloud business needs better than

any previous options. ActivePlatform has a full set of brokerage tools and supports business scalability. With ActivePlatform we grew our client base, reduced churn, and increased customer satisfaction.”

-Nadezhda Ruchanova, COO, ActiveCloud



With help of this new brokerage system, ActiveCloud can now profile a corporate client much more easily. It can create a matching basket of offerings to meet its IT and business needs. The service provider sees clear growth in the client base, improvements in cloud services sales volume, in average revenue per account, as well as improved operating profits.

ActiveCloud engaged the software vendor ActivePlatform with a strategic partner agreement, which allowed the service provider to deeply influence design of the brokering system to its ultimate strategic advantage.

Contact ActiveCloud

For more information about ActiveCloud visit www.active.by

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