

# Enabling Cloud-Based Digital Business Models

## Monetizing the Digital Economy

Digital businesses rely on the agility, scalability and other attributes of cloud solutions – but monetization requires a cloud-based business model that can extend traditional software licensing to enable subscription or usage-based consumption.

*Gartner forecasts that the market for applications, application infrastructure, and systems infrastructure delivered as public cloud services will reach \$43 billion in 2015.*

Most companies pursue their digital business strategy with a "razors and razor-blades" approach by creating and offering their own value-added services and up-selling them to their existing customers. Other companies focus on aggregating and distributing their partners' value-added offerings.

## Key Requirements

As technology providers scramble to stake their claim in this new frontier, many of them confront a sobering reality: Creating and implementing the right operating model to build a successful cloud business is far from easy. In fact, many executives acknowledge that it's one of the most difficult challenges they face today.

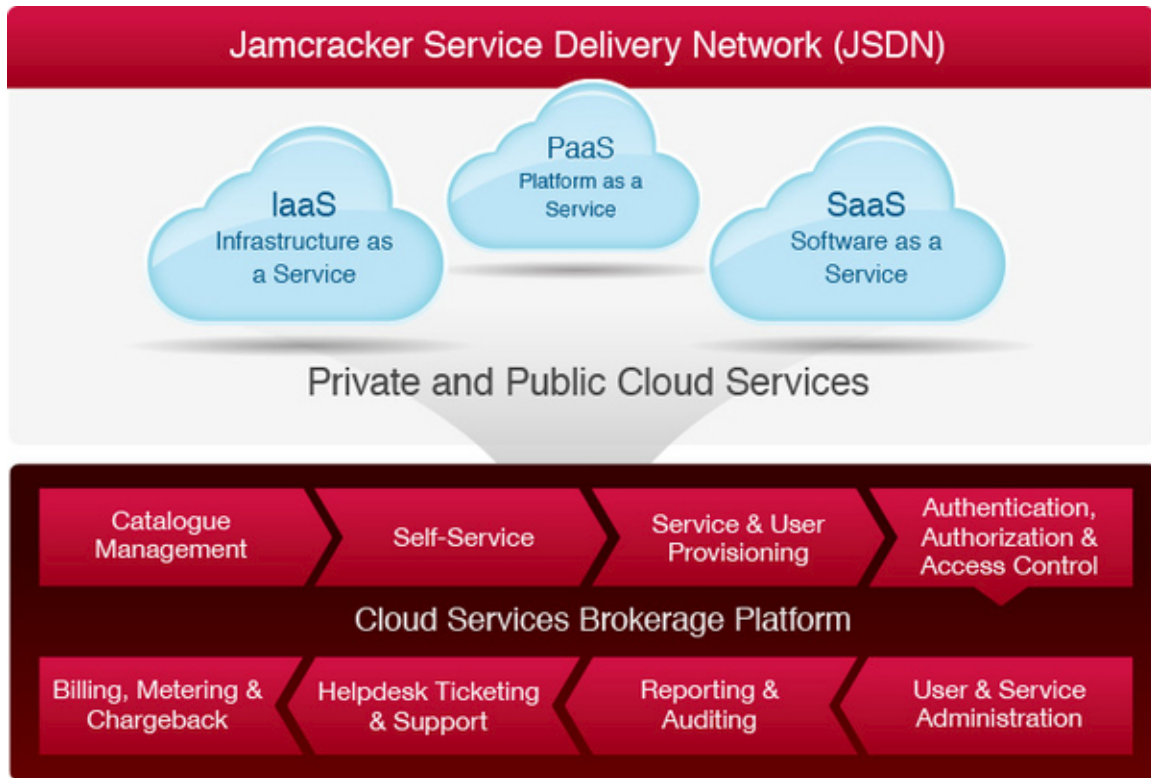
Critical capabilities for a cloud-based business model include:

- Flexible and agile processes for rapidly developing, deploying and delivering new services.
- Self-service customer ordering and provisioning capabilities.
- Automated sales operations and multi-tiered distribution for channel partners.
- Billing capabilities that can support usage or subscription-based pricing.
- Reconciling royalty payments to content providers and channels.



## Jamcracker's Solution

The Jamcracker Services Delivery Network (JSDN) provides a comprehensive solution that enables organizations to create, deliver and manage cloud-based services as well as to implement a cloud-enabled business model for how they offer and deliver legacy solutions.



Jamcracker has enabled leading global technology companies to build their own value-added ecosystems and implement cloud-based business models for selling and delivering add-on services to their customers as well as through their channels. These companies include Panasonic, Konica Minolta, Broadsoft, SITA, and many others.

Jamcracker enables these organizations and others to realize tremendous benefits including:

- Increasing customer retention and profitability.
- Reducing cost of sales, royalty management and 3rd party provider settlement.
- Driving new revenue streams leveraging a cloud-based business and delivery model.
- Growing partner loyalty and sell-through revenues globally.
- Streamlining sales operations and channel enablement.

## About Jamcracker

Jamcracker is the leading cloud services brokerage enablement company, powering the largest network of public, private and community marketplaces around the world. The Jamcracker Services Delivery Network (JSDN) is powered by an open standards-based platform that automates the deployment and management of applications and infrastructure services across private, public and hybrid cloud environments. With Jamcracker, organizations can manage and deliver their own multi-cloud services as well as broker 3rd party providers'. IT organizations, technology and service providers can now unify private, public and hybrid cloud consumption for their employees, customers and through their channels.