

AirSembly vCD Cloud Marketplace Portal

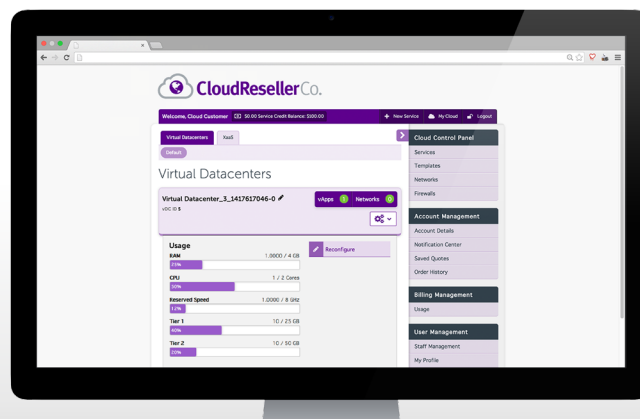
Are you a VMware vCloud Air Network service provider in need of a turnkey portal for your vCloud Director infrastructure? Now you can use the AirSembly cloud marketplace portal.

The AirSembly turnkey software platform will simplify and accelerate the sale of your cloud services. The platform allows you to quickly bring your cloud services to market through any type of multi-tier distribution model.



AirVM is the first VMware Independent Software Vendor (ISV) ecosystem partner to deliver VMware vCloud Air Network service providers a turnkey cloud marketplace portal, purpose built for vCloud Director (vCD) v5.6.

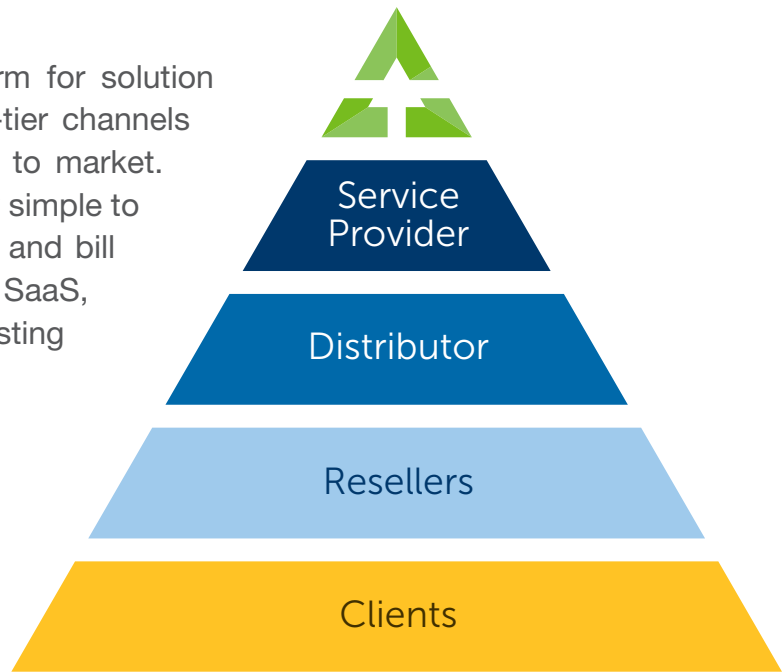
AirSembly is an award-winning cloud commercialization portal that makes it incredibly simple for service providers and software companies to sell, provision, manage, and bill for all types of cloud services, through any type of distribution model. AirSembly has a marketplace storefront for creating, white-label customizing, and quoting cloud services; provisioning and management tools for cloud services automation, tracking & reporting; and automated billing and invoicing for each level in the sales channel, for all types of cloud services.



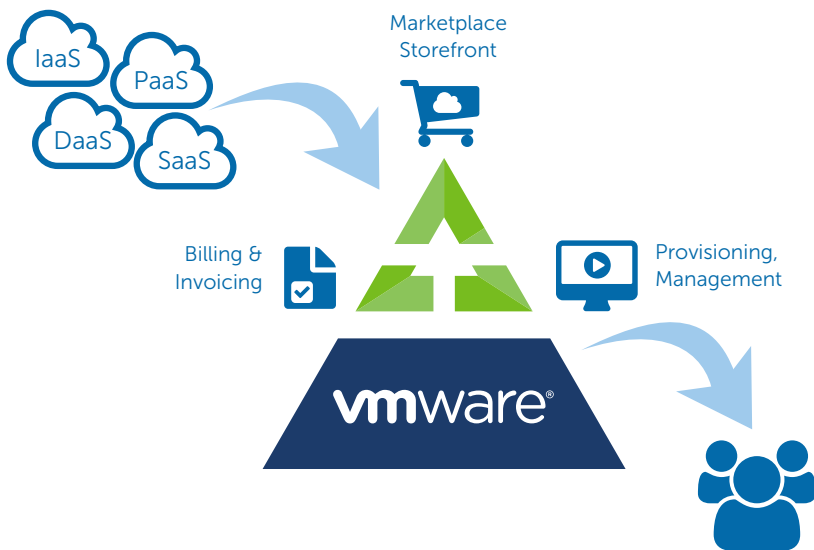
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The Platform

AirSembly is a cloud marketplace platform for solution providers, software companies and multi-tier channels that want to quickly bring cloud services to market. The AirSembly platform makes it incredibly simple to brand, customize, sell, provision, manage and bill for all types of cloud services (IaaS, PaaS, SaaS, DaaS, DRaaS), integrate these into existing workflows and go to market immediately.



AirSembly has achieved the industry's most feature-rich automation with VMware vCD.



This builds on the deep integration AirSembly already has with vSphere and vCloud Networking & Security. VMware's global network of vCloud Air Network service providers now have a way to access new vCD 5.6 features such as virtual machine monitoring that are only available from an ISV portal.

The AirSembly Platform is comprised of 4 portals that were purpose-built for multi-tier channels: service provider, distributor, reseller, and a self-service client portal.

The AirSembly platform has 3 core components:



Storefront

Customize and brand your cloud product catalogue for any service, at any interval, private as well as public clouds, and also for individual sales channels and customers. The display and shopping experience are optimized for smartphones and tablets.



Billing & Invoicing

Automated metering, billing and invoicing is available for each level in the distribution channel, for all types of cloud services. Numerous invoicing options are available including automatic invoicing and multi-language, multi-currency and multi-jurisdictional tax support.

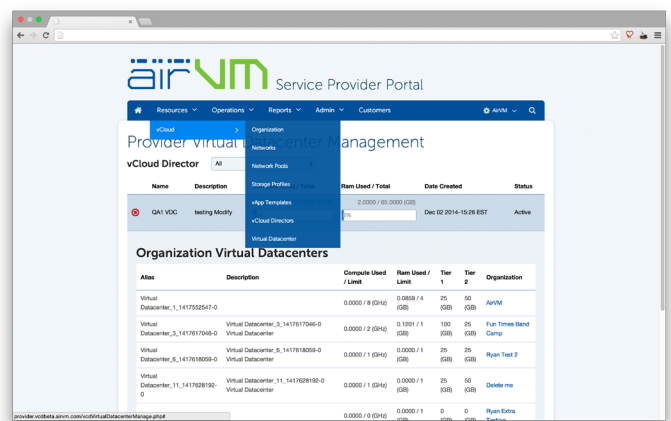


Provisioning & Management

Integrate your cloud services into your existing commercial business workflows and track & report your critical sales information at all levels in the sales channel. IaaS (VMware) provisioning is fully automated and additional products can be manually provisioned. Deploy AirSembly as a hosted service or software platform; either way running on VMware.

AirSembly is exclusively built for VMware, the leader in virtualization and cloud infrastructure solutions. Here's a quick overview of the key features in the AirSembly cloud marketplace portal integration with vCD 5.6:

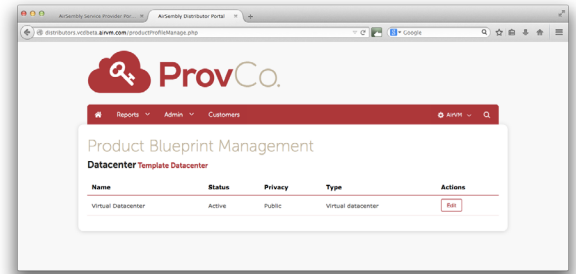
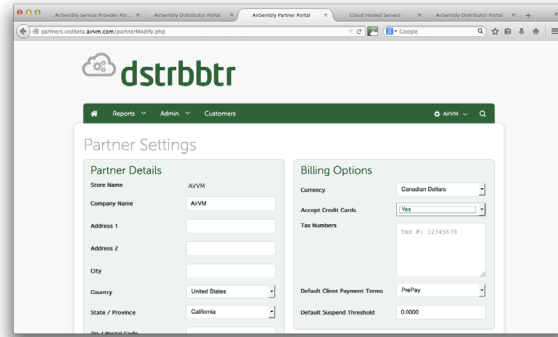
- The service provider portal is the highest level in the platform where the data centre/laaS operator can register capacity, set up product pricing and set up a multi-tier channel (if applicable)
- For vCD, the AirSembly provider portal allows you to point to the vCD instance and register a new host.
- RabbitMQ integration will poll and provide real-time synchronization between AirSembly and vCD



- When synchronizing, AirSembly will go to the vCD environment and in real-time pull in all of the existing orgs, capacity of the resources, all of the users associated with those orgs, the vdc's (if they were already provisioned), storage profiles, networks pools, external networks and make them available to AirSembly for consumption.

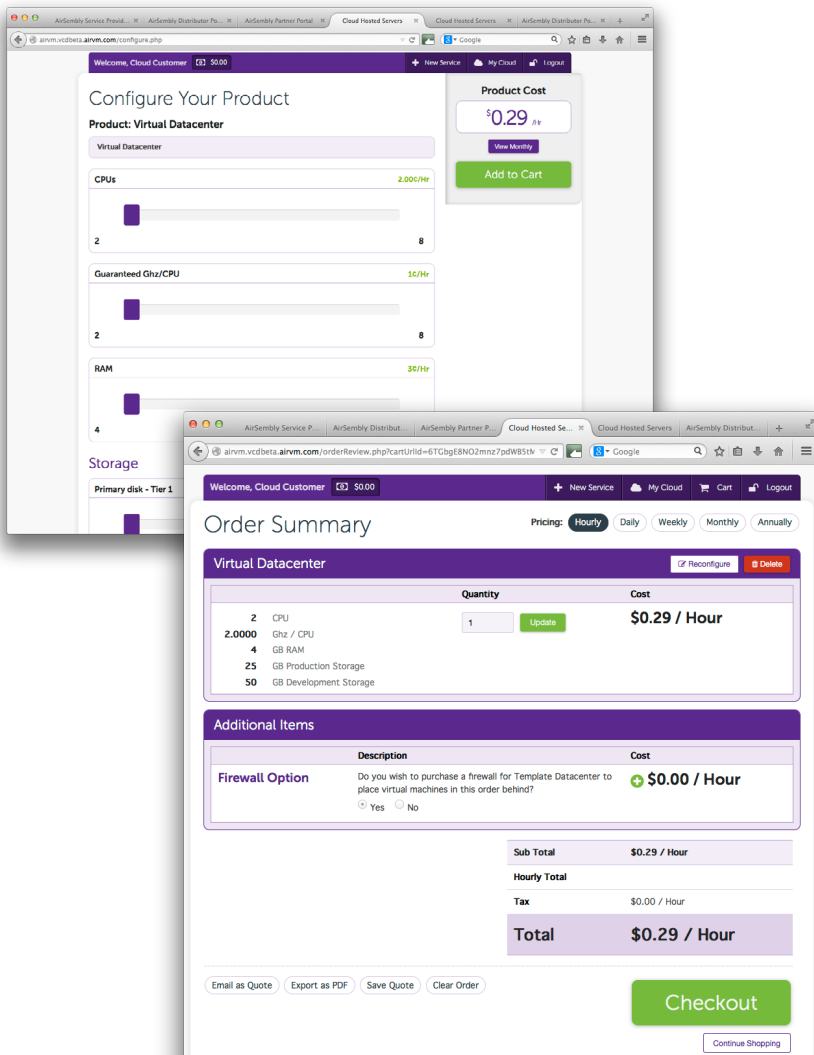
Each tier of the AirSembly platform supports white-label branding.

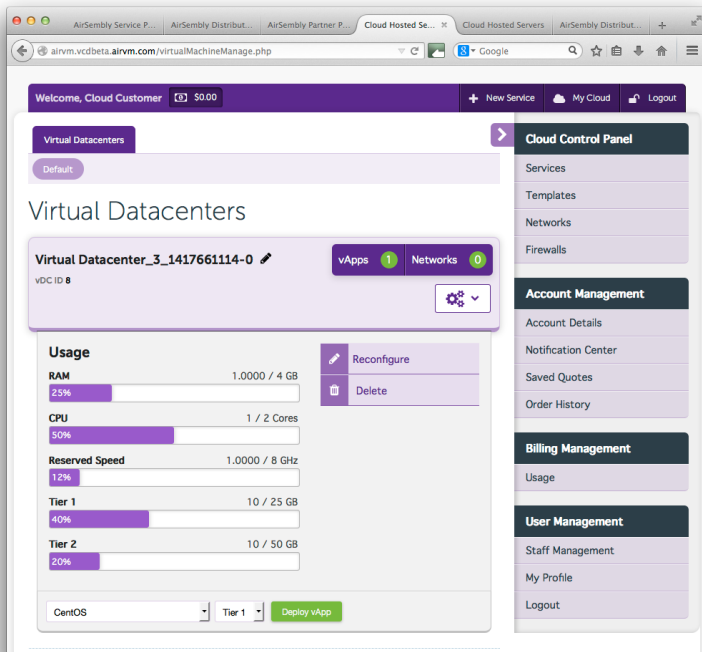
- A service provider can white-label the service so when a distributor signs into the platform, the provider's product branding is displayed including logo, web-style and the ability to white-label the product and go to market using their own branding.
- Similarly, a distributor can customize the products and provide white-label and branding to its resellers; resellers can do the same for its end customers.



Once the reseller creates a storefront and defines white-labeled branded services to be consumed by the end-customer, a vDC can be configured and customized with pricing based on the specific capacity.

- At the checkout stage, the customer or sales person can email the quote to an end-customer, save the quote on the customer account, or export it as a .pdf.
- Alternately, the customer can order the vDC and start the automated provisioning process.



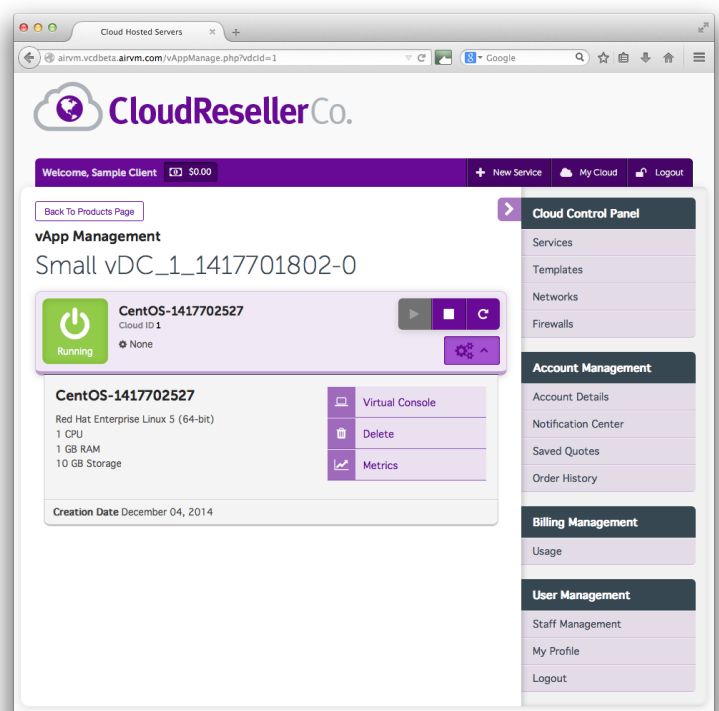


Catalog management is very easy in the self-service customer portal.

When a customer consumes their first virtual data centre they have access to vm templates that are available from the public service provider catalog as well as private templates that they can upload and deploy directly from the AirSembly portal.

The platform allows for full life-cycle management, you can reconfigure and delete vDCs as well as stop/start, restart and delete virtual machines.

Data center operators can access the virtual console as well as trouble-shoot virtual machines using the vCD 5.6 API, AirSembly will pull vm based performance metrics from the vCD environment. These metrics include % CPU utilization, CPU mhz usage, memory usage, disk reads and disk writes.



Contact us to discuss the AirSembly vCD cloud marketplace portal.

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