

vCloud Air Marketplace Portal

For the first time anywhere, there is a platform for VMware vCloud Air Network Service Providers – **AirSembly**.

Coming Soon

Now managed services providers can resell VMware's leading public cloud service, vCloud Air. Using the AirSembly platform, service providers will save millions of dollars and months in development while generating new revenues for their customers.



AirVM is the first VMware Independent Software Vendor (ISV) ecosystem partner to announce a platform to resell VMware vCloud Air services. The AirSembly platform allows managed service providers to quickly take the VMware vCloud Air Service to market through any type of multi-tier distribution model from a 'single pane of glass'.

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; automation and provisioning and management tools for cloud services automation, tracking & reporting; and automated billing and chargeback for each level in the sales channel, for all types of cloud services.

With the AirSembly cloud marketplace platform, a managed service provider can use AirSembly to offer VMware vCloud Air services from any of VMware's global data centers. These managed service providers can quickly realize new revenues by providing their end customers an easy-to-use self-service portal where they can order, provision and manage their vCloud Air services.



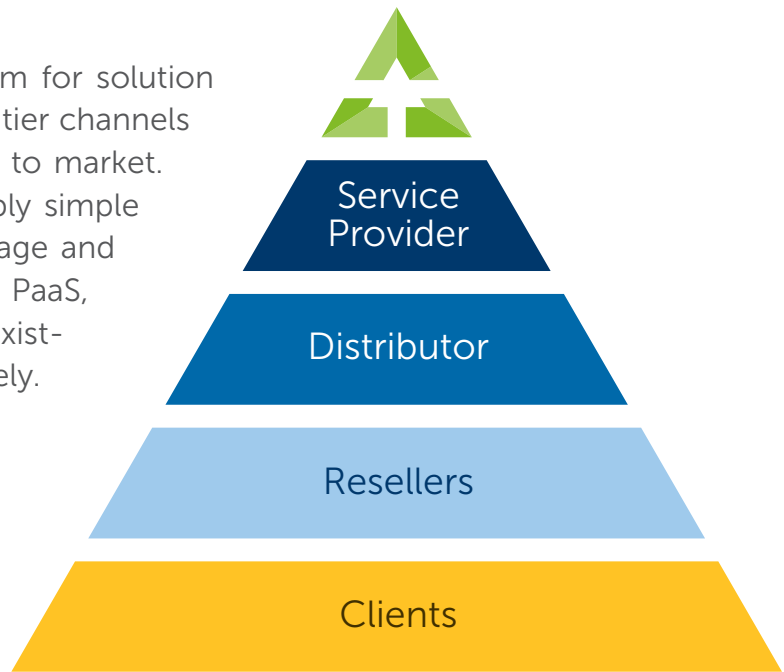
vCloud Air represents an incredible opportunity for managed service providers. With its support for multi-tier channels and white-label branding, AirVM's AirSembly for vCloud Air will give our MSP partners an easy way to take advantage of this opportunity."

Geoff Waters, VP of Service Provider Channel, Cloud Services Business Unit, VMware

Call **1-877-55-AirVM** for North America or **+44 (0) 870 471 5732** for Europe or visit **www.airvm.com**

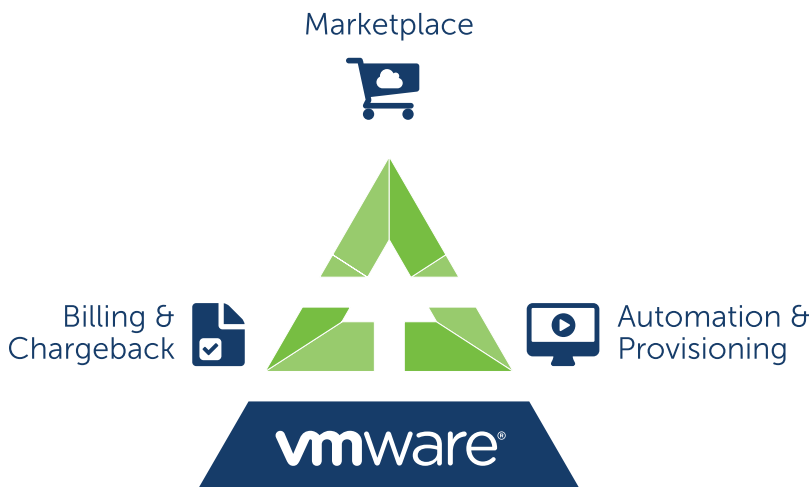
The Platform

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 vCloud Director. 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 resell the vCloud Air service.



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 & Chargeback

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.



Automation & Provisioning

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 integrated with VMware and the vCloud Air service.

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 VMware vCloud Air:

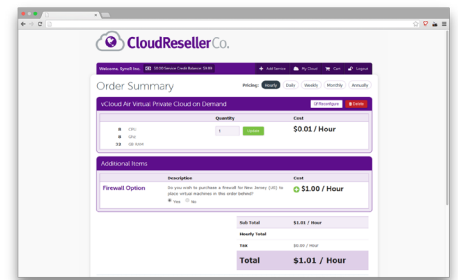
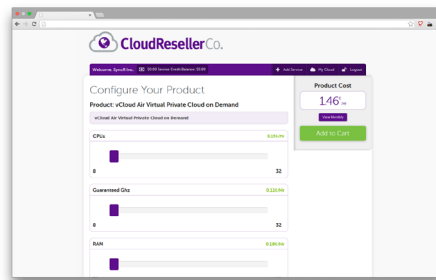
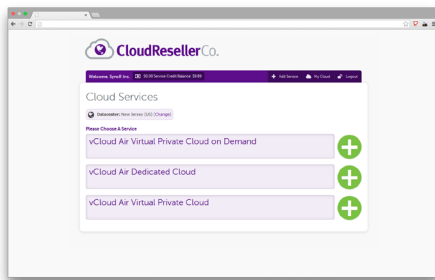
- The service provider portal is the highest level in the platform where the data centre/IaaS operator can register capacity, set up product pricing and set up a multi-tier channel (if applicable)
- in the AirSembly provider portal, the vCloud Air management page allows you to establish a connection with one of the global VMware vCloud Air data centres.
- at the service provider portal a product manager will create a vCloud Air service blueprint which includes setting the pricing for the key elements of the vCloud Air service such as compute power, cores, RAM, and storage tiers
- the AirSembly platform will support the 3 types of vCloud Air compute services: dedicated cloud, virtual private cloud, and virtual private cloud on demand



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
- Finally, resellers can do the same for their end customers

An easy-to-use self-service customer portal allows the end client to consume the vCloud Air services and also full life-cycle management of the vCloud Air virtual data center compute services.



- A reseller can create a storefront marketplace consisting of 2 types of data centers: (i) their own infrastructure based on vCloud Director or vCenter and also (ii) resale of VMware's vCloud Air global data centers. In either case, the end customer can easily consume the services.
 - the end customer can select a VMware vCloud Air service with a customized configuration as defined by the reseller. Note that the pricing is automatically updated based on the selections.
 - at the checkout stage, a sales person can email the quote to an end-customer, save the quote on the customer account, or export it as a .pdf.
 - once the customer orders a vCloud Air Service, the AirSembly platform will automatically provision the service for consumption.
- The self-service client portal supports full life-cycle management of the vCloud Air virtual data center service.**
- once the service is created you can upload a vApp template and deploy it in the vCloud Air virtual data center
 - the platform allows you to stop, re-start and delete the vApp as well as providing virtual console access, allowing creation of snapshots, display virtual machine performance metrics and converting existing vApps into new templates

The AirSembly vCloud Air portal will be available in the 1st half of 2015.

Contact us if you want to be part of the beta trial for vCloud Air or learn more about the AirSembly platform. Contact us and one of our sales professionals will be in touch with you within 24 hours.

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