



AirSembly™

Cloud
Management
Platform

airvm®
Unlock the Cloud™

AirSembly is an entire cloud management platform designed to help you expand your cloud services business. Unlock the features of VMware vCloud Director and VMware vCenter through a highly customizable platform.

With AirVM as your Partner



Unlock new sources of revenue

Provide customers the ability to order cloud services on demand with our self-serve portal; adding new revenue opportunities to existing customer agreements.

Bundle in your own services to sell with existing VMware offerings, creating new value added bundles to upsell.

Scale through channel partners to reach new markets. 80% of all cloud services are sold through channel partners.

Reach new customer types and regions without having to increase your own infrastructure investment.



Increase operational efficiency

Support your cloud business, including ordering, provisioning and billing, with current resources. AirSembly automatically supports VMware product updates, saving you valuable hours currently spent on VMware change management.

Customers can also self-manage, reducing the technical support time for your employees and freeing them up to focus on other critical business items.



Go to market your way

Whether you choose to sell direct or through channel partners, AirSembly easily adapts to your business model. The platform has a white labeled storefront and multiple billing options.

As your business grows you can easily onboard new channel partners, or add new products and services to sell.

The **AirSembly**[™] Cloud Management Platform

AirSembly has 3 core components: a marketplace storefront, billing & chargeback, and automation & provisioning – all supporting multi-tier cloud distribution. Combined, these features enable you to quickly bring your cloud services to market through any type of distribution model.



Automation & Provisioning

Integrate your cloud services into your existing workflows, and track and report sales information at all levels in the sales channel. Provisioning is fully automated and additional products can be manually provisioned.



Marketplace Storefront

Customize and brand your cloud product catalogue for any service, at any interval, for both private and public clouds, and also for individual sales channels and customers.



Billing & Chargeback

The AirSembly platform supports chargeback and billing capability. Automated metering, billing and invoicing is available for each level in the distribution channel, for all types of cloud services. The platform also supports pre-paid billing with credit cards.

Reduce Time to Revenue

Reduce your time to revenue by 60% vs. manual provisioning of orders.

Our self-service portal doesn't just save you money! You can begin billing customers up to 60% faster for new services with automated provisioning and self-serve features, compared to the average of 3–5 days via traditional sales and order processing. **You gain billing days every month, on every order.**

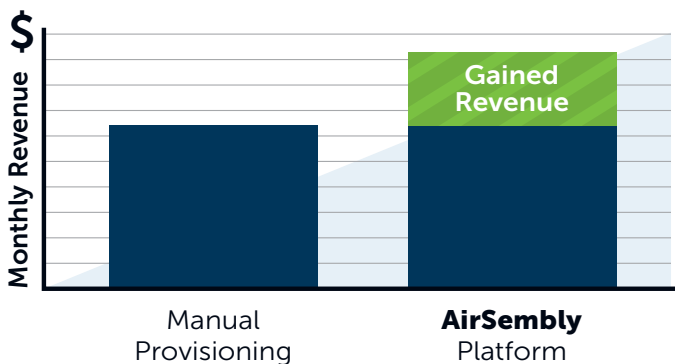
With our XaaS features you can sell your own products right along with your VMware offering. Create new bundles to offer customers additional value and increase revenue.

Here's an example of how you reduce your time to revenue. The average cost per VM is based on discussions with industry colleagues, but we understand that costs vary.

If it takes 5 days for the buying process and order fulfillment - sales, order placement, provisioning, billing set up, turn new services on - AirSembly reduces that to just two days. You gain 3 billing days for every VM ordered.

Once your customer makes the final purchase decision and the order is entered, provisioning and billing is done within minutes.

- Average revenue per VM – \$6.16/day (assuming an average VM MSRP of \$185/mth)
- 3 billing days gained per VM using AirSembly.
- If you create 5 new VMs per day, you gain an extra 15 billing days each day
- $15 \times \$6.16 = \$92.40/\text{day}$, or \$33,633.60 per year



Increase Operational Efficiency

AirSembly pays for itself in operational cost savings in less than 4 weeks.

Deploying AirSembly means you don't need additional staff to support the platform, and your team can spend less time on VMware based support.

Automated provisioning, a self-serve portal and a dashboard allow customers to self-manage, further reducing support costs. Your team will have more time for high priority business items.

Here's an example of an operational cost savings model. We understand that numbers and costs vary for each customer.

- If the cost cost of an IT person is \$100k/year USD
- And they spend 15% of their time on VMware change management and support
- And they spend another 50% of their time on manual provisioning of VDCs and VMs
- Then their total VMware related time is 65%, or \$65k of their salary
- With AirSembly provisioning time is eliminated, as is all but 5% of their time for change management, saving \$60k in salary that can be allocated to other business priorities

