



**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.



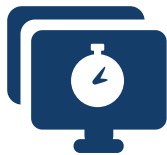
### Go to market your way

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**<sup>™</sup> 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.

