



PaaS Revenue Acceleration

Decrease Time to Market and Increase Revenues

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With the global cloud services market maturing at an alarming pace, cloud service providers need to move quickly to stake out a market presence in services above and as high as possible from “commodity” elastic compute, storage, and network—before the window of opportunity closes.

But that can be difficult if your marketing staff is fully occupied managing your existing service portfolio, launching new cloud services, or revamping your channel for the cloud.

That is where Altoros PaaS Revenue Acceleration Services comes in. This suite of services is designed specifically to accelerate your time to market for launching new PaaS cloud services using Cloud Foundry and a marketplace powered by Juju Charms. It also helps to make the new services profitable as quickly as possible.

Using competitive hosting market analysis, workshops, and a growing collection of software tools used by service providers to repatriate customers away from AWS (as of 2014, Altoros maintains 23 tools in its collection), Altoros PaaS Revenue Acceleration Services will provide you with the market intelligence, best practices, and go-to-market expertise you need to take full advantage of the SMB cloud services market opportunity.

We will apply the expertise we have gained from working with 2 out of 3 largest cloud providers in the US, to help you make maximum use of all possible channels and routes to market, while at the same time assisting you in creating a portfolio and customer experience that will set you apart from the competition. As a result, you will increase profits, accelerate time to revenue by anywhere from 30% to 50%, and significantly grow your subscriber base.

Altoros PaaS Revenue Acceleration Services will help you to:

- Understand what does not work for hosting providers of a certain size and specialty
- See examples of successful cloud service launches in a market dominated by AWS, and discover the key drivers behind their success
- Learn about the examples of disastrous cloud offerings in a market dominated by AWS
- Develop a cloud services strategy and a business plan
- Define your cloud services above the commodity elastic compute, network, and storage
- Analyze sales channels for the cloud
- Develop a go-to-market plan
- Launch your cloud services
- Analyze and tune the buyer and reseller experience after the launch
- Conduct release planning and portfolio management to fine-tune and optimize your offerings

Flexible and extensible services for every need

Altoros PaaS Revenue Acceleration Services offers several different services to help you successfully deploy new X-as-a-Service and PaaS cloud offerings—whatever your needs, experience, and staffing resources.

Altoros PaaS Revenue Acceleration Services will help you by:

- Determining the right services to offer, including the right delivery model (private, hybrid, or syndicated) for each service in your portfolio
- Providing you with critical business thinking and practices developed over more than 200 Altoros's automation deployments, plus extensive SMB market research
- Analyzing your sales channel model and buyer/reseller experience to identify ways to increase your profits and grow your subscriber base

Benefits for cloud service providers:

- Quickly identify ways to profit from the SMB market opportunity
- Get deliverables and workshops that will accelerate your time to market and shorten your time to revenue by 30 to 50%
- Increase your average revenue per user (ARPU) with activities such as post-launch assessments, channel reviews, analyses of processes for bringing new customers onboard (incl. cross-selling and upselling them), and release planning support
- Grow your customer base by leveraging all available channels for tapping new markets and acquiring new customers

Cloud Business Strategy

This service applies our extensive experience in the public, private and hybrid cloud services market to help you develop your channel strategy, business case, and cloud service portfolio. The four-week engagement includes:

- **Competitive analysis and assessment**

Deliverables typically include:

- ✓ Analysis of marketing and sales campaigns and product launches from three to five cloud providers of your choice, with report delivery via a Web conference or in-person
- ✓ Examples of successful cloud service launches in a market dominated by AWS, and the key drivers behind their success
- ✓ Examples of disastrous cloud offerings in a market dominated by AWS

- **PaaS business strategy workshop**

Mapping of the market opportunities against competitive forces and your company's strengths

- **Business case review**

A review of your PaaS business case, with recommendations delivered via a Web conference

Cloud Go-to-Market

This service will accelerate your go-to-market and launch plans, as well as your revenue generation, by helping to define:

- **Service details**, including features, functions, activities, deliverables, bundles, and pricing
- **Business processes**, including the steps that customers take to order services, workflow for the online store, and end-user notifications
- **Marketing elements**, such as branding and messaging
- **A complete go-to-market plan**, including channel strategy, sales enablement, and a marketing plan

The six-week engagement includes:

- **A service definition workshop**: a two-day workshop focused on defining the details of the cloud service, from features and functions to deliverables, packaging, and pricing
- **A service experience workshop**: a two-day workshop focused on defining the service experience for end users, plus various aspects of the service that you will need to set up: the order process, billing, branding, service activation, bringing new customers onboard, adding and changing services, etc.
- **A service acceleration workshop**: a two-day workshop focused on defining your go-to-market plan and determining the resources required to execute it
- **A messaging and positioning review**: a review of and recommendations for the positioning, messaging, packaging, and pricing you have established for your cloud service (delivered via a Web conference)

The service also includes an option for Go-to-Market Execution Support. This option provides a dedicated program manager who will help you to develop a go-to-market plan and drive the successful execution of the plan across all of your geographies and entities.

Cloud Business Optimization

In this service, we apply our extensive cloud service experience to provide you with ongoing, proactive marketing support, helping you to continually evaluate and return your cloud business so as to maximize your revenues and online sales, as well as accelerate the process of bringing new customers onboard. With this service, you can choose from any or all of the following components:

- **A post-launch assessment**, including a report from Altoros and a one-day workshop. Together, these activities will help you to assess the end-user experience (including the shopping cart experience, steps for bringing new customers on board, as well as cross-selling and upselling) and to provide recommendations for any changes that are needed.
- **A release-planning service**, which consists of a quarterly, two-day workshop that delivers a cloud market update and defines up to five services in terms of their features, functions, activities, and deliverables. The workshop also helps you to determine your PaaS services bundles, delivery strategy (hosted, syndicated, or hybrid), value proposition, and requirements for support readiness.
- **A two-day reseller program workshop** where we help you to develop plans for expanding your business through new reseller channels.

Additional Services

The Go-to-Market Execution Support Service

This service extends the standard advisory-level Cloud Go-to-Market service by providing you with a marketing resource to execute your cloud plan for a period of anywhere from 12 to 52 weeks. The support includes product management, product marketing, and program management resources; developing the marketing deliverables; and developing and executing the go-to-market plan.

Learn More

Only Altoros PaaS Revenue Acceleration Services deliver a combination of sophisticated market intelligence, in-depth experience of working with service providers, and years of expertise in delivering software-as-a-service (SaaS). To learn more about how Altoros can accelerate your cloud services, please call (650) 265-2266 ext. 502 or e-mail igor.aksinin@altoros.com.