

Transforming Sales Models with Cloud Commerce

Orbitera simplifies and automates Cloud Commerce. It was founded with the simple objective of helping organizations better sell, use, and manage software in the cloud. Orbitera helps software vendors, service providers, and IT channel organizations run their businesses efficiently in the cloud.

The groundbreaking Orbitera Cloud Commerce Platform is the only comprehensive solution that offers application packaging and provisioning as well as management and analytics for billing, cost optimization, marketplace, channel programs, and trials and lead generation in one powerful platform.

Cloud Commerce delivers seamless transactions between buyers and sellers and connects them in an end-to-end cloud ecosystem. The Orbitera Cloud Commerce Platform enables the operations and processes that software and service providers rely on to sell in the cloud. It also makes it easier for enterprise customers to buy, deploy, and manage software in the cloud.

Providers quickly and easily demonstrate the value of their software from application packaging and provisioning for cloud readiness all the way to lead management via integration to marketing automation systems.

**Package:**

Package new and existing software to run on the cloud infrastructure of their customers choice

**Trials:**

Provision dynamic customer trials

**Marketplace:**

Sell software online through a marketplace

**Channel Programs:**

Enable channel ecosystems to sell via parent marketplaces or their own

**Subscription:**

Deliver custom pricing based on usage or subscription models

**Billing:**

Generate accurate bills monthly by customer tier

**Lead Management:**

Manage leads and opportunities with integration to marketing automation and CRM systems

**Buy, Use, and Manage Software:**

Customers easily use and manage cloud ready software

Sell and use software in the cloud with the Orbitera Cloud Commerce Platform

So many challenges, like the ones below, prevent companies from making the leap to running a successful cloud business, and Orbitera can help address each and every one.

- 1
Engineering processes
- 2
Effective sales programs
- 3
Varying price models and structures
- 4
Multiple integrations to back office systems

The unified Orbitera solution helps teams across product management, finance, marketing, and business development collaborate to drive efficiency and improve business outcomes.



Create and optimize new revenue opportunities

- Create cloud ready products
- Launch on the cloud
- Customize pricing and configurations



Empower direct and channel sales in the cloud

- A highly flexible and configurable platform
- Billing data in and insights out
- Connecting the ecosystem



Better engage with and retain your customer base

- Try before you buy
- Build loyalty
- Deliver visibility

Trusted by Industry Leading Organizations

Orbitera helps hundreds of software and service providers and channel organizations sell, and enterprise customers buy and use software in the cloud.

“ Orbitera enables Melbourne IT to design, build and implement billing services that align to enterprise requirements, including automated invoice generation and reserved instance analysis. In addition, we are now able to provide reliable invoicing, showing a granular breakdown of cloud charges and usage for our customers, increasing both efficiency and customer satisfaction... ”

—Steve McCormick, Director Architecture & Cloud Solutions Practice, MelbourneIT

“ At F5 we are proud of being a market leader in the ADC and Security markets. Orbitera has been our partner of choice in the development of automated AWS TestDrives to help provide F5 customers with simple, fast, and effective way to familiarize themselves with F5 capabilities in the Cloud. ”

—Damir Vrankic, Director of Product Management, Cloud and New Business Models, F5 Networks

