



‘Everything as-a-Service’

10 tips to profit from new business opportunities



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Commercial Director



total webhosting solutions

Our Companies



pcextreme



SAVVII



Internet

VERSIO



YOURHOSTING

realhosting



REVICED
CLOUD SERVICES



resello

ADVICE

HELP

SUPPORT

TIPS

GUIDANCE

ASSISTANCE





WAKE UP

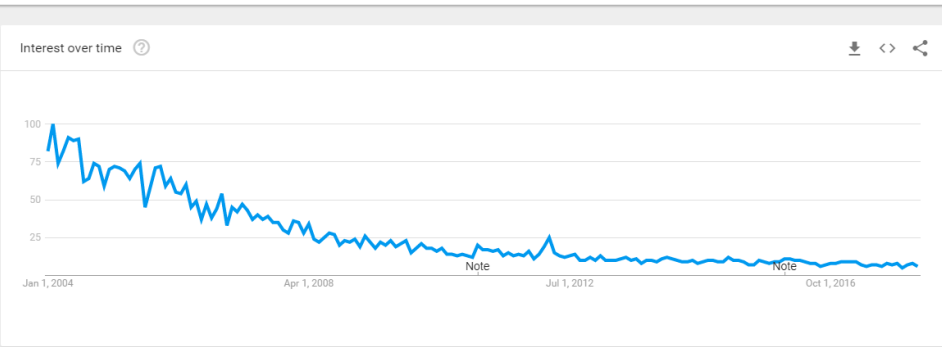
CALL!

IT is happening!

● webhosting
Search term

+ Compare

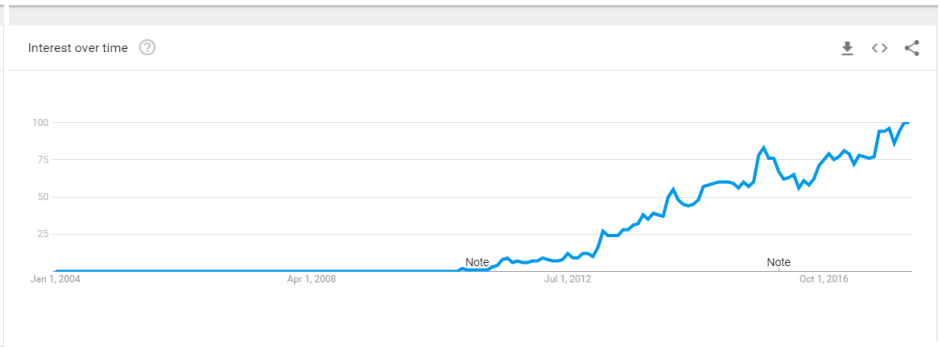
Germany ▾ 2004 - present ▾ All categories ▾ Web Search ▾



● Office 365
Search term

+ Compare

Germany ▾ 2004 - present ▾ All categories ▾ Web Search ▾



IT is happening!

By 2020, IDC predicts over 70% of cloud vendor revenue will be mediated by channel partners and brokers.

IT is happening!



IDC predicts 73% of CIOs will embrace a “cloud first” strategy in 2018.

IT is happening!

PUBLIC CLOUD SERVICES GROWTH (2016-2021 CAGR %)

SERVICE MODELS



16.2%

SaaS
(Software as a Service)



29.5%

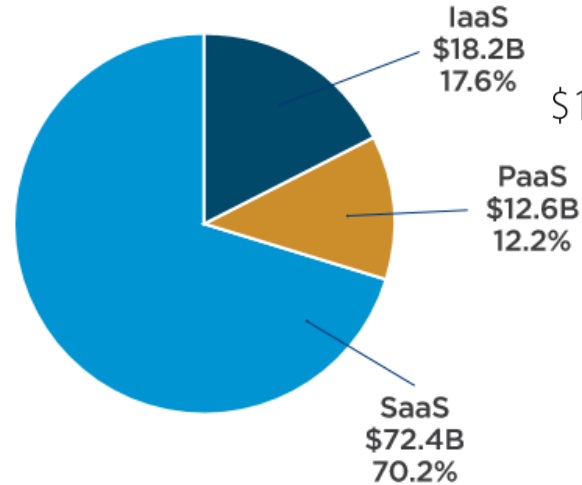
PaaS
(Platform as a Service)



29.7%

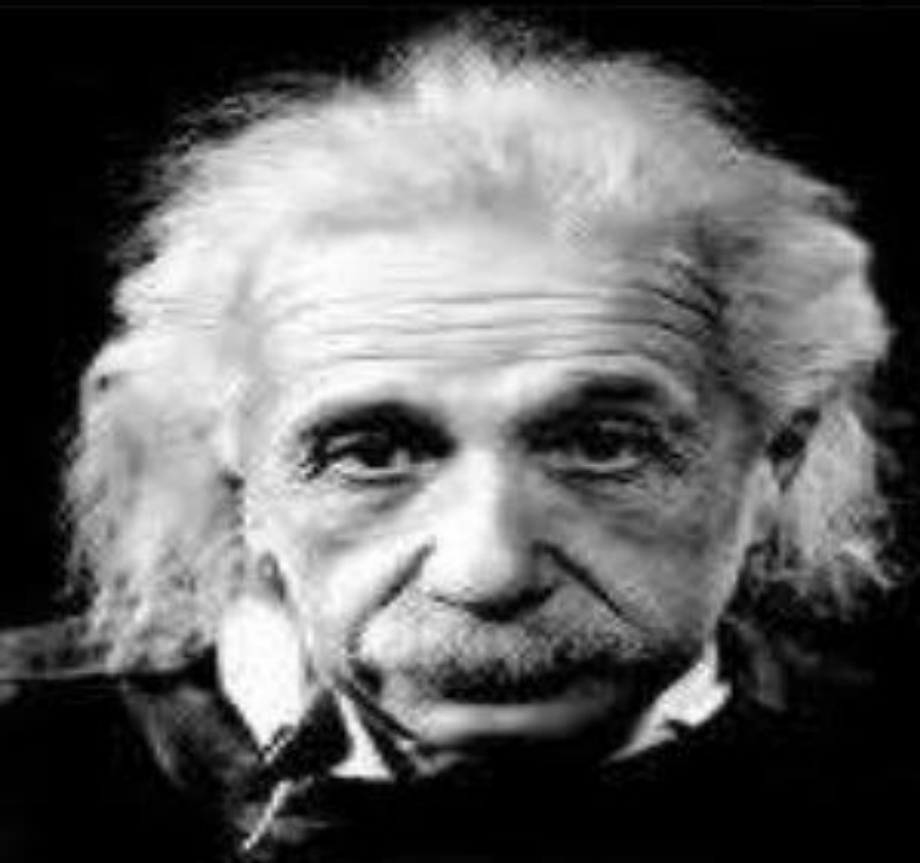
IaaS
(Infrastructure as a Service)

PUBLIC CLOUD SERVICES SPENDING, 2016



\$103.2 billion spent in 2016

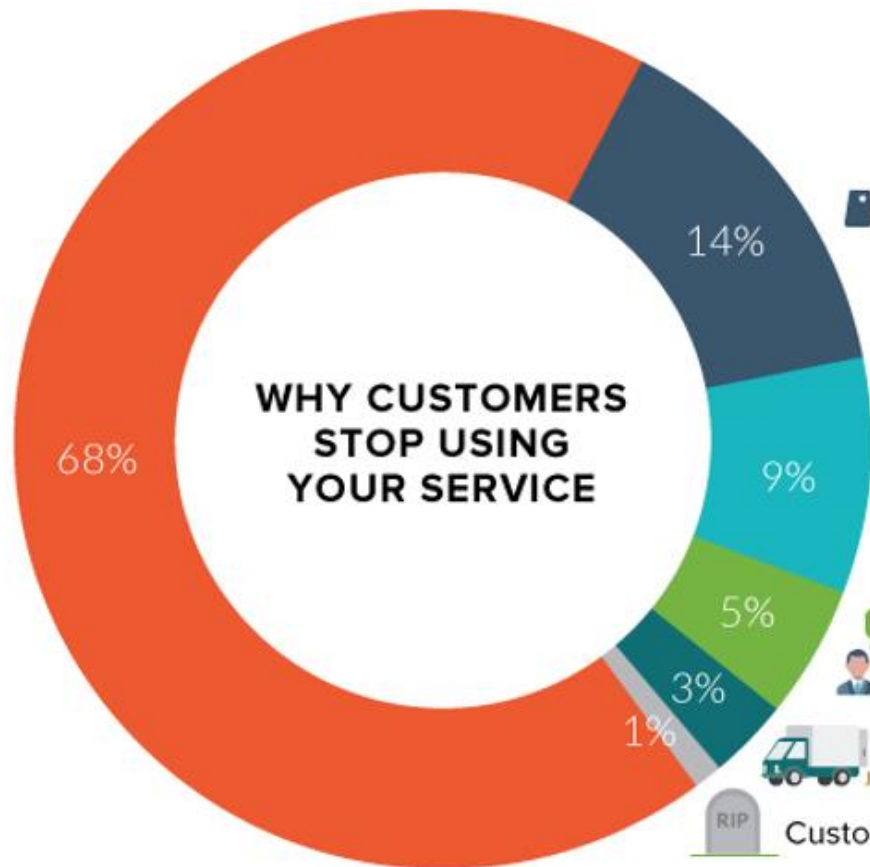
\$266 billion in 2021



“If you always do
what you always
did, you will always
get what you
always got”
~Albert Einstein



Customer believes you don't care about them



Customer is dissatisfied with your service



Customer persuaded to go to a competitor



Customer gets friend to provide service



Customer moves away



Customer dies



THE DELIVERY GAP

The vast majority of companies believe they offer superior a customer experience, but only 8% of clients agree.



Companies that believe they provide a superior proposition



Companies whose customers agree





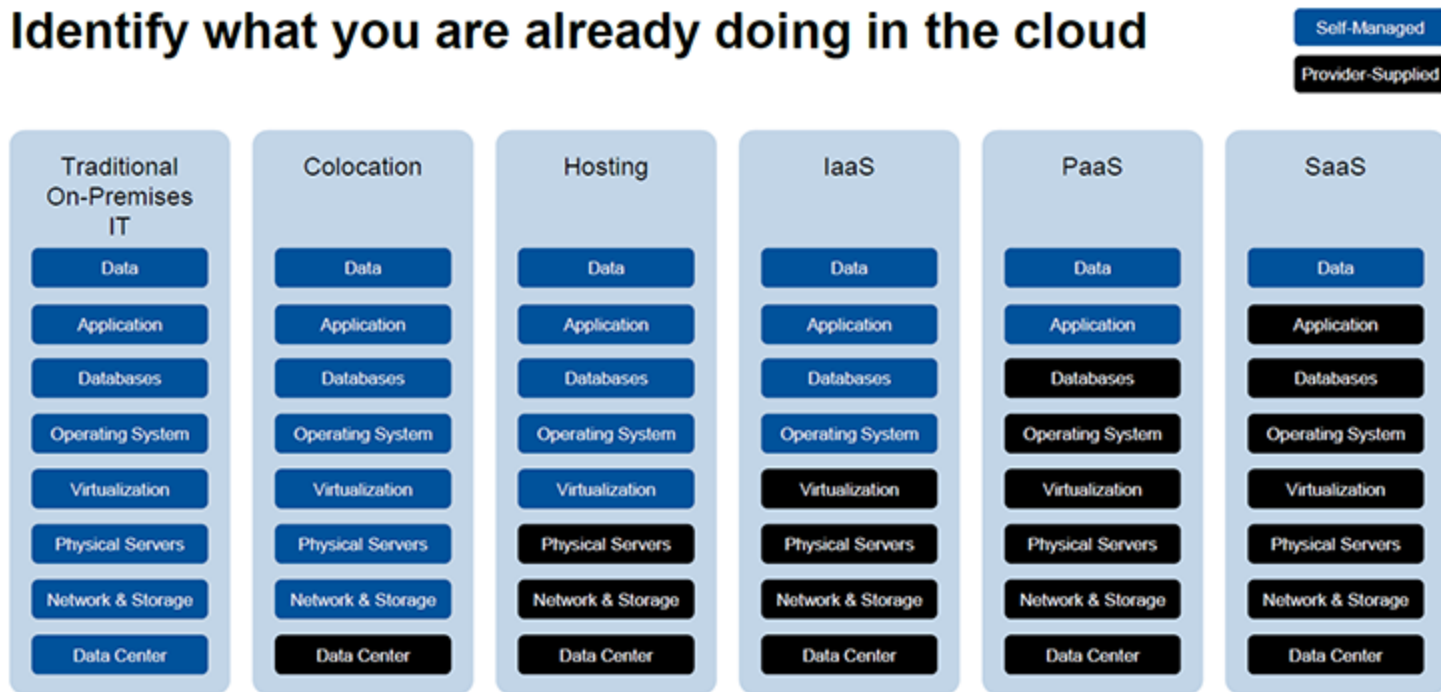
XaaS

XaaS

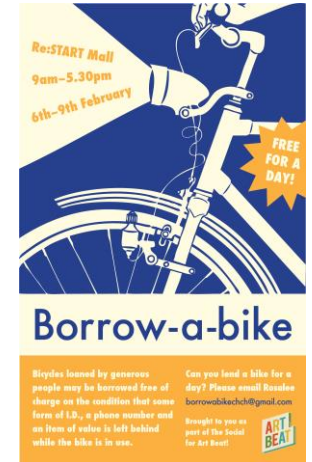
XaaS is a collective term said to stand for a number of things including "X as a service," "anything as a service" or "everything as a service." The acronym refers to an increasing number of services that are delivered over the Internet rather than provided locally or on-site. XaaS is the essence of cloud computing.

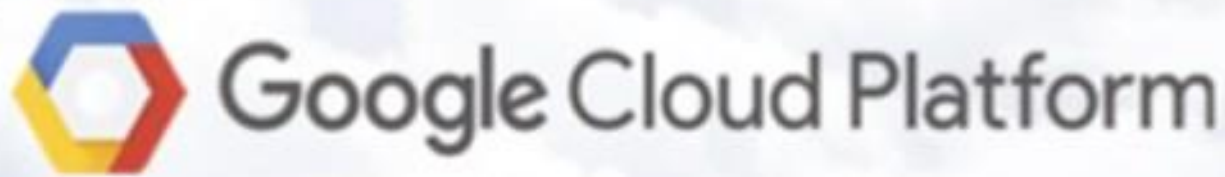


Identify what you are already doing in the cloud



'Everything' as-a-Service





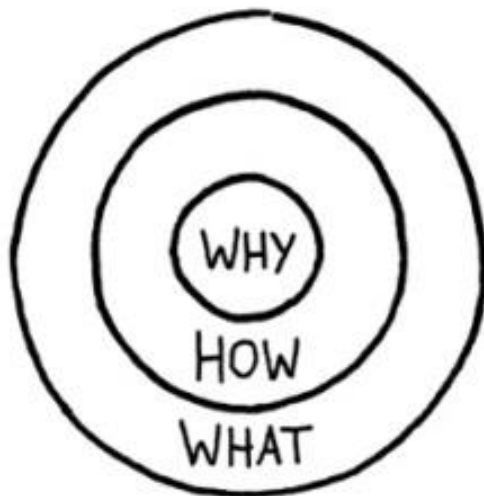
TIP #1: Start on time. And hurry!



TIP #2: Start with yourself. What is your strenght?



The Golden Circle



What

Every organization on the planet knows WHAT they do. These are products they sell or the services they offer.

How

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

Why

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. It's a purpose, cause or belief. It's the very reason your organization exists.

© 2013 Simon Sinek, Inc.



TIP #3: Start easy. What is your low hanging fruit?

TIP #4: Start structured. Follow a NPD process



Team

DESIGN

time



Plan

TIP #5: Start different. Look for the green grass



TIP #6: Start with the problem



→ SELL

the problem you

solve,

NOT THE PRODUCT.



TIP #7: Speak your customers language

SPEAK THEIR LANGUAGE

...LEDGES that not all selling takes
...person doing it. Some
...first language

de
wa

ANALYTICS DASHBOARD

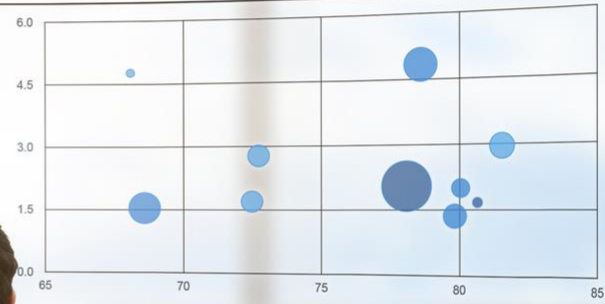
TIP #8: Start BI. Collect information straight away

92%

95%

Evolution	Metric	Actual vs Target	Actual	Target
	Revenue		\$3.4M	82.0%
	Profit		\$1.2M	108.7%
	● Avg. Order Size		\$850.3	71.0%
	On Time Delivery		96.0%	96.0%
	New Customers		15432	145.0%
	Cust. Satisfaction		98.3%	105.0%
	Market Share		46.9%	82.0%

Products positioning



Sales per countries



Top 10 products





TIP #9: Activate users. Trace and follow up

ENGAGEMENT

Level

MAXIMUM

LOW

AVERAGE

The image features two hands shaking in a firm grip, symbolizing partnership. The hands are positioned in the center, with the left hand wearing a dark suit sleeve and a striped shirt cuff, and the right hand wearing a light-colored striped shirt cuff. Overlaid on the hands and the background are numerous semi-transparent digital icons, including a smartphone, a tablet, a globe, a laptop, a shopping cart, a padlock, an '@' symbol, a location pin, a plus sign, a magnifying glass, a key, a shopping cart, and a group of three people. The background is a blurred office setting with bright light coming from the left, creating a professional and collaborative atmosphere.

TIP #10: Partner up. Never roll out your own ...



Cloud marketplace

Global Azure Stack Network

Platform

Solutions

About us

Sign up

Become a CSP partner

Grow your domain business

Protect your customers against ransomware



Explore your opportunity in the cloud

How to get started

Start your cloud success story with Resello as your specialized CSP Distributor

Be Part Of It

