Monetize cloud services
Manage and automate cloud services with HPE AP4SaaS
Leverage the momentum of SaaS and cloud-based services to generate revenue and attract more business customers.

**Become a one-stop shop**

Revenue generated from value-added services is key to communication service providers’ (CSPs’) survival at a time when over-the-top players are saturating the market and competition is ever increasing. These new competitors operate at Internet speeds, accelerating service development, deployment, and lifecycle management. This leaves incumbent CSPs facing the dilemma of how to effectively compete against players whose priority is bringing beta-quality services to market as fast as they can and letting the market decide which survive. All the while, incumbent CSPs—who own the network footprint—must face this challenge while operating within stringent financial constraints imposed by today’s economy.

One way to address these challenges is leveraging the growing momentum of the “as-a-Service” (XaaS) market, and the increasing number of cloud-based applications (apps) available on it. More and more, CSPs are considering the pay-as-you-go delivery model for IT and communications services to further penetrate the small and medium business (SMB) market. This approach enables you to grow revenues by maintaining and attracting new business customers through IT and communications use-based service bundles—a one-stop shop for business services.

**Get help**

Designed from the ground up, HPE Aggregation Platform for SaaS (AP4SaaS) helps you offer and monetize cloud services. It functions as a central control point to manage the complete cloud services offer lifecycle and serve as a mediation layer among your systems, the cloud services you offer, and your customer’s environment.
Let Hewlett Packard Enterprise (HPE) help you become a cloud service broker—enabling you to offer Infrastructure-as-a-Service (IaaS), Platform-as-a-Service (PaaS), and Software-as-a-Service (SaaS) solutions to your enterprise and SMB customers.

AP4SaaS streamlines your operations, resellers, and customers by automating key processes across the service lifecycle. It also enables you to create a MarketPlace Portal where your customers can discover IaaS/SaaS/PaaS services and bundles, run trials, subscribe to services, and consume them. Finally, it provides a powerful environment for product managers to develop and price service bundles and efficiently manage the lifecycles of IaaS/SaaS/PaaS services and providers.

In summary, the platform supports standard functions customary for this type of environment, such as:

- Ingest cloud service providers and their services
- Product and offer creation based on cloud services ingested
- Let customers discover cloud products and bundles using the MarketPlace Portal, for an easy-to-use self-service web experience
- Manage user provisioning into cloud services
- Pricing and discounting of cloud products subscription and usage for billing purposes
- Revenue settlements among you, third-party cloud service providers, and resellers
- Reseller support enabling you to provide cloud services via your reseller channel
- Let resellers build their own commercial offer and easily customize the Marketplace Portal to their brand, language, currencies and communication style.

**Figure 2: AP4SaaS lifecycle process**
Review the main modules

Cloud suppliers and service ingestion—This phase involves selecting and integrating cloud services into AP4SaaS and managing service providers through an efficient lifecycle process. Cloud services are integrated with AP4SaaS through the onboarding process. After the initial analysis, depending on service complexity and service integration requirements, an AP4SaaS service adaptor is developed.

Public cloud product and offer releases—Once cloud services are integrated with AP4SaaS, products and bundles can be created by your marketing and product managers, using the intuitive web interface provided by the Administration Portal. Service plans and pricing models are defined and information related to the presentation of these products is created and can be automatically pushed to the MarketPlace Portal. Product testing also occurs to ensure proper function for ordering, delivery, billing, and service management. Once a product is tested, it is approved by marketing for placement and is published onto your and/or your resellers’ Marketplace Portal.
Commercial user self-service—Customers can browse your or your resellers’ MarketPlace Portal (shown in Figure 3) to explore offerings. If products are of interest, customers can try—and subscribe to the services. Customers can also use the portal to seamlessly manage their employees and subscriptions, generate reports, and access subscribed services. Depending on your needs, the MarketPlace Portal can be implemented by extending the existing customer portal available in your environment, using the AP4SaaS web services interface to expose all the platform’s capabilities.

Business support—AP4SaaS interfaces with all necessary operation and business support systems for cloud service management events charging, and discount records are sent to the CSP’s billing system for customer invoicing. Revenue settlements with service provider and resellers is also supported.

Review the solution architecture

SaaS services—HPE Cloud Service Enablement offers pre-integration with SaaS and a number of hosted applications with AP4SaaS. Applications are provided by third-party vendors, some operated in a hosted mode on your premises, and some delivered by the third-party vendors in a SaaS mode. This portfolio includes multiple pre-integrated solutions such as HPE CaaS IVR, Soonr PC Backup Service, HPE Business Voice Services, and partner solutions such as Microsoft* solutions and Storegate, among others.

Resellers—You can derive and/or generate additional revenues through your resellers by enabling them to sell operator SaaS services to their own customers. This integrated model enables resellers to build products and resell them to their customers via a fully customized, multi-tenant Marketplace Portal, without requiring any technical infrastructure on the reseller premises.
Leverage the growing momentum of cloud services and the increasing number of cloud-based applications available on the market. Consider the pay-as-you-go model for IT and communications services delivery to further penetrate the SMB market. Grow revenues by maintaining and attracting new business customers through IT and communications usage-based service bundles—a one-stop shop for business services.

Segment/SMB customers—Customers discover products offered by you and your resellers on the MarketPlace Portal, and, if interested in a particular product, they can trial or subscribe to it. After subscribing through a subscription wizard, customers can configure the product to suit their particular needs. Once the order is confirmed, customer employees can access and use these services, directly from AP4SaaS, in SSO. The look and feel of the MarketPlace Portal can be customized to suit individual SP requirements. The same applies to resellers, who have their own MarketPlace Portal to reach their customers.

Get easy on-boarding

Cloud service integration with AP4SaaS is modeled using service adaptors. These are the software components linking the cloud service with AP4SaaS. A service adaptor consists of service integration and provisioning components, and a service plan template to describe the service’s specific features—provisioning and billing attributes, user interface behavior, and more, an adaptor can be developed for any kind of service.

Gain these benefits—SPs

Communication Service Providers adopting a service-oriented model through the aggregation platform add value to customers by leveraging brand and channels, customer knowledge, support services, and partnering skills. By creating a service portfolio and providing a central service catalog—along with integrating operation and business systems, you act as a service broker, giving customers a single central point in delivering aggregated services—enterprise IT, communications, and business services.

With HPE Aggregation Platform for SaaS, you can:

• Rapidly introduce relevant revenue-generating services leveraging the “as-a-Service” delivery and business model
• Manage a large portfolio of services with limited effort
• Launch new services with a limited investment and risk
• Create attractive packages and bundles for various market segments, including IT and communications services
• Keep and attract new users with a flexible MarketPlace Portal where customers can discover, test, buy, and manage their services
• Increase service adoption with easy self-provisioning
Realize these benefits—resellers

AP4SaaS offers resellers an opportunity to create products and bundles, and sell them through the SPs’ platform access. The services, exposed to the reseller by the SP, are redefined through a dedicated Reseller Admin Portal and pushed out to a fully customizable Reseller MarketPlace Portal for trial and/or purchasing. These services may be white labeled and sold as a reseller product or bundle:

- Integrated, brandable MarketPlace Portal used to offer IaaS and SaaS services
- Popular third-party SaaS applications span most business applications
- Reseller support for new SaaS services
- Reseller training on Admin and MarketPlace Portals

Get these benefits—SMBs

With HPE Aggregation Platform for SaaS, you can:

- Simplify the process and reduce the risk of accessing new technology
- Increase the predictability of costs for IT and communications services over time
- Increase customers’ ability to scale up or down as their business needs change using a pay-as-you-go model
- Gain access to a self-service portal and central location for managing employees’ IT and communications needs—enabling a focus on core business activities

Realize the value

Get the full value of your solutions, from planning and assessment through to testing, deployment, operation, and continuous improvement with HPE Solution Lifecycle Services for the communications and media industry. Each service area leverages proven processes and best practices to balance capital and operating expenses and reduce risk, while keeping your projects on time and operations running smoothly.

Learn more at
hp.com/csp/cse4csp