

Digital Transformation Application

Published on Azure Marketplace with SaaSops® Marketizer™

SharpCloud is a powerful agile data visualization tool for digital transformation teams working together on enterprise risk management, innovation management, portfolio management, business road mapping, and digital workshops.

Challenges:

- SharpCloud's existing tenant creation operation involves manual provisioning.
- SharpCloud had multiple production environments running in the US, UK, and EU for customers from different regions.
- SharpCloud's pricing models are defined based on the number of user accounts in multiple tiered blocks of users.
- To scale, SharpCloud needed self-provisioning through Marketplace and streamlining the customer acquisition process.

SharpCloud was looking to create new channels for customer acquisition and reached out to Corent to rapidly publish their application on Azure Marketplace. SharpCloud was already a multi-tenant Software-as-a-Service (SaaS) application hosted on Microsoft Azure in 3 different regions. SharpCloud wanted their multiple production deployments to be integrated with Azure Marketplace; subscribers automatically be directed to respective regions and self-provisioned to access the SharpCloud application.

Solution:

- SaaSops automated the tenant provisioning process by interfacing subscription requests from Azure Marketplace with SharpCloud's Provisioning API.
- SaaSops mapped all 3 SharpCloud environments operating in different Azure regions by directing customers from Azure Marketplace to their nearest deployment, based on their choice of subscription.
- SharpCloud now has the capability to leverage SaaSops metering to bill customers based on usage, which gives immense flexibility to adopt different pricing models to market their product effectively.

Benefits:

- ✓ Accelerated publishing on Azure Marketplace.
- ✓ Enabled self-provisioning capability.
- ✓ No code change required for binding SharpCloud with Azure Marketplace.
- ✓ All 3 existing production environments mapped on Azure Marketplace to direct customers towards SharpCloud in their region.

"Marketizer™ has helped us get SharpCloud in the Azure Marketplace really quickly. This would have taken months to achieve on our own..."

**– Russell Johnson,
CTO and Co-Founder, SharpCloud**



Result:

Powered by SaaSops® Marketizer™, SharpCloud swiftly published their application on Azure Marketplace within a very short time. It enabled SharpCloud to accelerate the business transformation of process efficiency & business agility and attract new customers.