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Enhance Your Services Portfolio with a Cloud Service Broker

By 2024, over

50%

of IT spend will be in the public cloud and **2/3 of end users who move applications to public cloud will seek help from a third party.**[1]

As public cloud adoption booms, hybrid cloud environments have become the new normal for businesses across the globe. In order to seize the benefits of adopting public cloud as part of a hybrid cloud strategy, businesses are looking to Managed Service Providers (MSPs) to help them make this transition.

To capture this opportunity, MSPs need to extend their service portfolios to offer integrated managed services for public cloud so their customers can realize the benefits of hybrid infrastructure. But, just as hybrid cloud adoption poses challenges for internal IT departments, providing managed services for hybrid cloud presents similar challenges for even the most cloud savvy MSPs.

You don't have to solve all of these challenges on your own!

Gartner predicts that increased adoption of hybrid and multi-cloud will drive

75%

of organizations to use a cloud service broker by 2025.[2]

5 Benefits of Leveraging a Cloud Service Broker

Navigate some of the most common challenges associated with managing hybrid cloud environments for your customers:
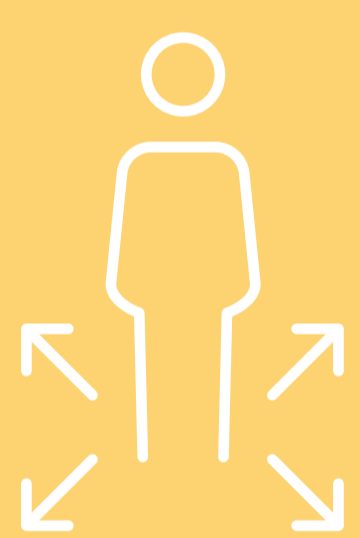
1   **Gain complete visibility**

Provide a single pane of glass to enable your customers to have full visibility into their spend and usage across public and private clouds. As the administrator, you can maintain visibility into your customers' environments.

2   **Deliver a rich self-service experience**

Your customers no longer request self-service, they demand it. With a cloud service broker, you can provide your customers with customized, automated, self-service access to public and private cloud resources when they need them.

3   **Simplify billing and consumption management**

Cloud service brokers aggregate cloud bills from multiple providers and often integrate with your backend systems to ensure you get paid. They can also help your customers understand and manage their consumption through custom reporting, live dashboards and monthly budgets.

4   **Accelerate onboarding**

Leverage automation to streamline your customers' onboarding process and provide them with value on Day one.

5   **Automate lifecycle management**

Help your customers avoid resource sprawl and overspend by automating the entire lifecycle of infrastructure resources, from the initial access request through decommissioning.

Partner with Snow to Enhance Your MSP Portfolio

Incorporating cloud service brokerage capabilities into your hybrid services portfolio can help you grow revenue, enhance customer experience, and ease the challenges associated with extending your services to public cloud.

Snow Commander is a powerful hybrid cloud management solution that allows MSPs to provide their customers with a rich self-service experience delivering quick and easy access to their hybrid resources.

Snow's comprehensive hybrid portal provides your team with the visibility they need to effectively govern resource usage. With self-service provisioning automation capabilities, even the most agile development teams won't miss a beat. Our feature-rich workflow engine enables change orchestration with cost analytics, governance policy and automation and boasts extensible functionality to empower transformation across the organization.

Take the Next Step

Schedule a call with a Snow expert to learn how Snow Commander can help you strengthen your services portfolio.

Learn More

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