

# HYALTO

## Self-Serve Cloud

### SCENARIO

We offer discounted public cloud to small and medium sized enterprises.  
New clients sign up for our cloud through an online process.

We are tight on resources and look for efficiencies wherever we can, such as having clients place orders for new cloud services through an online form. We process orders manually, and it takes several days and a few different people to provision a new service, so having some automation capabilities would be a tremendous help. We need our IT team to be less focused on provisioning services and more on enhancing our cloud infrastructure.

The ability for more advanced customers to have access to a self-service UI would not only save us time, but it would very likely increase satisfaction among this group of customers. They would much prefer to be able to self-manage rather than wait for us to answer a support request.

Any efficiencies we can gain in the billing department would be a big plus.  
We only accept payment by credit card, and currently process each charge manually.

## Provider Requirements and HyAlto

### 1. Operational efficiency

For any cloud provider finding ways to streamline operations saves time and improves margins. HyAlto is built to help you monetize the cloud by providing efficiencies for sales, finance, IT, support, and most importantly for your customers.

### 2. Self-serve marketplace

The HyAlto marketplace provides customers (and channel partners) an easy way to search for and order the products they need. Depending on how the product catalog is set up, ordering can be an effortless process.

- Bundle public, private or hybrid cloud services with additional products like back-up, disaster recovery and more.
- Customize an all-in-one solution to make getting started quick and effortless for even the most novice of customers.
- List products and services a-la-carte for more advanced clients who know exactly what they require.

### 3. Automated provisioning

The experience of ordering through the self-serve marketplace is enhanced even further when a client discovers new services have been provisioned within minutes of submitting an order.

HyAlto features fully automated provisioning, which is a huge win for a provider with limited resources. Clients are onboarded in minutes with zero touch from IT, and with support for IaaS, PaaS, SaaS and XaaS products, the provider realizes reduced costs and increased margins on every single order.

### 4. Client self-management

Offer clients the ability to manage their own cloud environment via a web-based self-serve portal that can be customized depending on their technical ability. HyAlto allows clients a measure of control while once again saving the IT team valuable time by removing them from simple tasks that the client can now perform.

A few uses for a self-serve portal:

- Order new virtual datacenters, virtual machines or other cloud services
- Start or stop services
- Resource management and monitoring
- Review service details, including consumption and pricing.

A portal can be a huge time saver for the MSP and the customer. Because it's do-it-yourself (DIY) by nature, it reduces service costs for the provider. Customers can conduct business as usual with minimal outside involvement.

### 5. Automated finance process

The self-serve marketplace and automated provisioning are very helpful on their own, but to bring it all together HyAlto provides detailed usage and metering, which can be fed into your billing system for automatic invoicing and credit card processing.

Providers consistently call out billing/invoicing as one of their most time-consuming tasks, and the time saved with HyAlto is another opportunity to lower costs and increase margins. Plus, the level of usage detail offered ensures accurate billing and easy resolution of invoice related inquiries from clients.

## CONCLUSION

HyAlto delivers for the provider and clients in a lower-touch, do-it-yourself business model. Clients in this environment often want control and HyAlto allows you to give them that ability.

With HyAlto integrated into your business you save employees valuable time and increase margins on every order.

The logo for HyAlto, featuring the word "HYALTO" in a bold, sans-serif font. The letter "A" is stylized with a blue triangle pointing upwards, and the letter "L" is stylized with a blue triangle pointing downwards. The background of the logo area features a stylized mountain range with blue and white peaks and clouds.