



GRIDHEART

CLOUDMORE CASE STUDY





# GRIDHEART

## The Client

Gridheart is a Swedish value-added cloud distributor helping hundreds of Managed Service Providers (MSPs) across the Nordics, UK, and Ireland to resell and manage cloud services, bringing the best cloud-based IT services together into one single unified experience.

## The Challenge

Offering a wide range of services from many vendors, including business solutions, cloud infrastructure, and security backup and recovery, Gridheart wanted to deliver all these solutions using one platform, so that customers could discover, buy, and manage all their cloud services in one place.

Having many years of experience delivering recurring services, Gridheart has been at the forefront of the evolving needs of its vendors, who were navigating towards a subscription business model, and customers who saw the advantages of a recurring business model. Gridheart saw that it could meet their need to drive faster growth via a platform that would both automate vendor procurement and streamline customer sales, management and billing.

## The Solution

Carl Hagström, CEO at Gridheart, explains why Cloudmore was the best solution. “Cloudmore helps us to solve the procurement challenge for

recurring and metered services and gives us one place to sell, manage and bill our partners.”

Using Cloudmore, Gridheart can automate its business and offer a number of benefits to its customers. The company has been working with MSPs for more than ten years, which gives them valuable insight into what drives MSPs and what makes them successful. Carl reveals, “To scale quickly in the subscription world, MSPs need to digitize costly manual processes and centralize control. They also need a customer management tool that enables effective customer self-service and automates provisioning and billing.”

Cloudmore allows Gridheart to offer its partners the ability to purchase and manage subscriptions, and to manage their vendors. With the option to bundle a mix of services and offer upgrade options as well as full white labeling and API functionality, Cloudmore offers a great deal of flexibility. Carl explains, “The versatility of the Cloudmore platform makes Gridheart the ideal choice for MSPs that want to grow their subscription or recurring revenue business.”

Cloudmore also meets important needs for MSPs, including subscription management, billing, and customer self-service. Carl continues, “Using the self service portal, our customers can keep track of subscriptions, costs, and billing. Keeping up to date using manual systems and processes would be a full-time job for multiple people and could be prone to error.”



## **Gridheart Customers Directly Benefit from the Platform Investment**

It is essential for Gridheart that it helps its MSP customers go to market efficiently, protect margins and improve the customer experience. The Gridheart Marketplace, powered by Cloudmore, enables an end-to-end solution to build the MSP service catalog, provide a private, customizable marketplace for end-customers and to streamline management and billing operations to create a win-win through the supply chain.

The Gridheart Marketplace also gives its customers the ability to plan and make data-driven sales decisions based on reports from the platform. Customers can also uncover cross-sell and upsell opportunities that will increase revenue. Support teams can direct their efforts towards value-added activities instead of having to solve simple tasks such as additions, moves, and changes because customers can self-serve.

Carl discloses, “Our top partners have automated their whole offering, reducing the cost of sale and operations and eliminating billing errors.”

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## Vendor Benefits

Many vendors are transitioning towards a valid subscription or recurring model. This can be a lengthy and complex process. It involves not only re-engineering the business model - which might entail new SKUs, pricing, and procurement processes - but also the development of a set of APIs to support automation.

Carl elaborates, “Vendors now realize that they need to develop their offerings and automate service provisioning to meet customer evolving requirements and adapt to modern go to market methods. By using Cloudmore, we provide valuable marketing and sales automation and can also help them to reach new customers quickly. They can also add other services to their offerings, boosting their margins.”

“Gridheart can provide a unique insight into the local markets and ensure vendors reach the all-important SMB market,” continues Carl, “A market that MSPs now dominate. The MSPs act as trusted advisors when it comes to IT-related services, and they, in turn, come to us because they need help buying cloud services. Having direct relationships with multiple vendors makes it harder for MSPs to be profitable, and the vendors have realized that creating strategic partnerships with local distributors is important, so they can reach local MSPs without having to set up local offices. We market the vendor’s solution to our large base of MSPs and we help the vendors with first-line support, sales activities, and platform integration.”

## Goals for the Coming Year

In 2020, Gridheart added a significant number of services to its portfolio and now has a complete service catalog for MSPs. Carl elaborates on the company’s future objectives: “The plan for 2021 is to build further on this and to introduce these services to existing and new partners. Our partners need cross-sell and upsell opportunities to grow revenue and increase margins, and this is something we can help them with. The area we are focusing on is the Nordics where we aim to be the number one choice for all MSPs.”

Carl concludes, “Cloudmore is a game-changer and simply gives us a competitive edge over other cloud service distributors.”



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