

Embracing Cloud with Konekt

Tomorrow. Enabled.



The future of the IT Channel is Cloud.

What is Cloud?

Cloud is a term which is thrown around a lot in the IT industry and it's named as such because the information being accessed is found remotely in the cloud or a virtual space.

Cloud is an extremely broad term as it encompasses all tools and technologies that deliver a service over a network (typically the internet) rather than provide locally or on-site within an enterprise.

There are 3 types of cloud; Private, Public and Hybrid. You may see it more holistically being referred to as XaaS which is a general, collective term that refers to the delivery of anything as a service.



Cloud terminology:

- SaaS (Software-as-a-Service)
- IaaS (Infrastructure-as-a-Service)
- PaaS (Platform-as-a-Service)
- CaaS (Communications-as-a-Service)
- STaaS (Storage-as-a-Service)
- NaaS (Network-as-a-Service)
- DBaaS (Database-as-a-Service)
- MaaS (Malware-as-a-Service)
- DRaaS (Disaster-Recovery-as-a-Service)
- BaaS (Blockchain-as-a-Service)
- **XaaS (Anything-as-a-Service)**



What's the opportunity of Cloud?

It is predicted that by **2021, 94%** of workloads will run in some form of cloud environment and that dedicated servers will be a distinct minority (Cisco). The adoption of cloud tools and communication will become mainstream, **but why wait?**

There is no time like the present. Migrating to the cloud should be top of your customers' priority list and Konekt can help you ensure you are ready to maximise the opportunity within this ever-expanding market.



20%

Is how far most companies are on the 'Cloud Journey'.
(McKinsey & Co)

64%

of respondents state cost optimisation as the drive for cloud adoption.
(Flexera)

\$266.4bn

Is the worth of Worldwide public cloud services market 2020
(Gartner).

27%

Is the predicted further growth of Cloud in 2021
(Frost & Sullivan).



Konekting the Channel.

Not only is cloud changing the way people work, it is also affecting the way people buy. The role of a distributor was previously seen as 'pick, pack and ship' but the introduction of cloud technology has shaken up the supply chain. The role of distributors has evolved and those that can offer real value to end-users as they migrate to cloud have since stayed on top. With the introduction of new ways to do business, such as master agency models, leading distributors aim to provide a service rather than a product.

At Konekt, we work on a master agency model with Zoom. This means, that Konekt and Konekt partners refer opportunities to Zoom for them to close a sale directly then all parties involved will receive a commission from the monthly/annual subscription.



So why do you need Konekt as the middleman?

We provide all the tools and expertise in-between to ensure our partners don't face any issues during deployment, while ensuring happy customers.

For partners who have limited internal resource, we lend our team. For partners who don't have an online system for managing all their business and orders, we provide our online webstore platform, and for partners who require financial flexibility, we work on a payment plan.

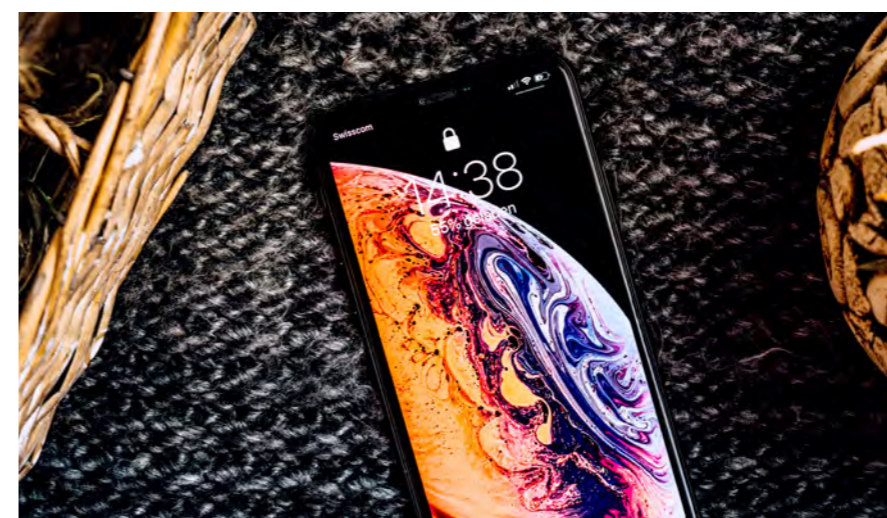


What are the benefits of Cloud?

We all know the benefits for businesses to move to using cloud technologies; reduced costs from on-premise infrastructure, improved flexibility from being able to access anywhere, business continuity through unexpected events, and of course easy scalability to respond to demand.

But there are also many benefits for the IT channel by offering these types of 'as-a-service' products. This includes:

- ✔ Bring new solutions to market faster and accelerate growth
- ✔ Access new revenue streams
- ✔ Consistent regular income from subscription models
- ✔ Improved disaster recovery
- ✔ No capital investment required
- ✔ Flexible scalability
- ✔ No logistics costs
- ✔ A wide range of options
- ✔ Multi-cloud solutions and bundles
- ✔ Increased customer loyalty





Are you looking for a technology partner for cloud?

For Channel Partners to incorporate Cloud into their portfolios and to be able to reap the benefits of offering XaaS, they need a level of end-to-end business automation in place as well as a well-coordinated front-end (webstore) and backend (your internal systems where you handle all your cloud selling related tasks like bundling, billing, inventory and administration).

Konekt have done the hard work for you, so you can start selling cloud solutions immediately through Konekt's multi-tiered white labelled webstore, **HUB**.

HUB eliminates the need for manual ordering processes by ticking off each step of fulfilment, from the customer placing an online order, through to billing and updating inventory. By taking care of recurring cloud subscriptions - including the sub-agency model contracts which will feed through a monthly commission* - Hub gives you one less thing to worry about.

We understand that end-users prefer to try out various platforms before making their purchase. Therefore, Hub has also been set-up to allow free trials (when offered by the vendor). It's as easy as ticking a box.

Ultimately, the purpose of Hub is to reduce workload for our partners and save them time and money. The white labelled functionality allows partners to extend this service to their end-users, so everyone can benefit from product management and ordering all in one place!

To become a Konekt Partner, visit: konekt.tech/become-a-partner

It isn't just

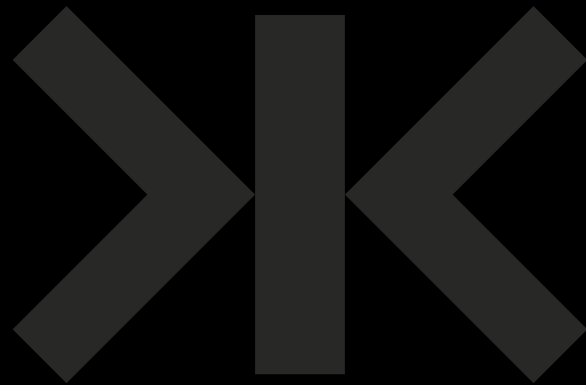
HUB

that makes us an ideal partner to help you leverage cloud. Konekt offer:

- A team with over 10 years of experience in cloud migration
- An extensive portfolio of cloud vendors
- A suite of cloud services for our partners to utilise to help grow their business



Success. Enabled.



Konekt

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