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

By 2024, over 1  https://www.gartner.com/document/3995854?ref=solrAll&refval=279956293

Gartner predicts that increased adoption of hybrid and multi-cloud will drive 75% of organizations to use a cloud service broker by 2025.2

Gartner 2020 Market Guide for Cloud Service Brokerage

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

To capture this opportunity, 100% of enterprises have a public cloud strategy, and the majority of businesses managing services for public clients seek the benefits of Hybrid Management. But just as hybrid cloud adoption poses challenges for MSPs, providing managed services for hybrid cloud environments presents challenges for even the cloud-savvy MSP.

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

Enhance Your Services Portfolio with a Cloud Service Broker

5 Benefits of Leveraging a Cloud Service Broker

Managed services enable you to better control and manage your customers’ hybrid-cloud environments for your customers:

1. Gain complete visibility

   Provide a single pane of glass that enables your customers to have full visibility of their hybrid cloud spend and usage across public and private cloud environments. 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.

Gain unparalleled visibility by maintaining complete visibility into your customers’ environments. With a cloud service broker, you can provide your customers with all the self-service controls they need to manage their hybrid environments.

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