Citrix CloudPortal Business Manager

Unified cloud services delivery and business management platform
Enterprises and cloud providers have focused most of their initial cloud strategies on Infrastructure-as-a-Service (IaaS). However, more and more end users are now embracing 3rd-party business and personal cloud services in the workplace through grass roots projects, ad hoc adoption and consumerization. In response, IT is redefining cloud strategies to expand from basic infrastructure to an all-encompassing IT-as-a-Service (ITaaS) model so they can centrally manage and deliver a broad array of cloud or IT services.

At the same time, cloud service providers are realizing that growing their market share in a highly competitive market with the abundance of service providers is certainly challenging. One way the cloud operators can differentiate their cloud is by delivering additional cloud and IT services such as storage, platforms, apps and more. This will also enable the service providers to reduce churn and increase customer stickiness.

To achieve these goals, organizations need a solution that enables on-demand access to a broad array of cloud and IT services through a unified self-service catalog, while unifying the operations, commerce and management aspects of the cloud under a single integrated cloud business manager.

Citrix CloudPortal Business Manager

CloudPortal™ Business Manager is an integrated cloud services delivery and business management platform, that unifies and simplifies the delivery, operational, commerce and user management aspects of a cloud. Organizations can aggregate infrastructure, cloud, IT and value add services and deliver them to users through a simple, self-service catalog of cloud services. Users can shop for cloud services and manage their account without calling tech support or waiting for services to be manually provisioned.

Beyond service delivery, CloudPortal Business Manager centralizes the user management, provisioning and operational aspects of running a cloud into a single comprehensive cloud business platform. CloudPortal Business Manager includes powerful tools to automate provisioning and orchestration workflows along with customer service functions such as onboarding, billing and metering to more efficiently run your cloud.

The extensible architecture makes it easy to deliver a broad array of cloud services, while integrating with existing business, operations and IT systems such as help desks, ticketing, payment gateways, CRM and billing systems. Custom business rules and workflow requirements can easily be injected for service interactions such as account activation and provisioning requests to ensure business processes and technical requirements are met.

Key Benefits

Simplify cloud business management by unifying and automating cloud services provisioning, business/operations support systems, billing, metering and user management under a single, extensible and customizable platform.

Empower users with self-service access to the cloud and IT services, infrastructure and account management tools they need from an easy to use cloud services catalog.

Deliver a broad array of cloud services from a customizable catalog of services capable of delivering IaaS, PaaS, SaaS, STaaS, DaaS and enterprise applications built on extensible, cloud-scale platform.
Typical use cases for CloudPortal Business Manager include:

**Enterprises**
- Managing the complexity of aggregating, provisioning, and maintaining services from distributed, complex and heterogeneous cloud sources
- Improving business agility by removing IT provisioning bottlenecks
- Delivering infrastructure, cloud or IT services in a central, cohesive, and coherent manner

**Service Providers**
- Gaining a competitive differentiator by offering more than just Infrastructure-as-a-Service (IaaS) or traditional hosted services
- Reducing churn and increasing stickiness with value added services, customized solutions and services not offered by their competitors or market leaders
- Monetizing additional cloud services and providing their customers with a complete cloud business solution
- Decreasing investments in staffing and development of custom portals, automation tools, billing and operations support systems
Citrix CloudPortal Business Manager

Key features

Cloud Services Delivery and business management Platform
Simplify how clouds operate by automating and unifying service delivery and business operations onto a single cloud services delivery platform. CloudPortal enables you to efficiently manage and deliver a catalog of cloud solutions including IaaS, cloud and IT services. The comprehensive and extensible delivery platform combines user management, CRM, billing, pricing, reporting and support services onto one simple platform.

Deliver a broad array of cloud and IT services
Package and deliver IaaS, cloud, 3rd party or IT service from an intuitive self-service catalog. The extensible platform makes it easy to seamlessly deliver a broad array of cloud and IT services from CloudPortal leveraging a portfolio of pre-integrated partner solutions. Tight integration with Citrix® CloudPlatform™, powered by Apache CloudStack™, enables you to directly manage an IaaS offering including provisioning multiple hypervisors, controlling virtual machines, allocating storage, configuring networking settings and defining security rules. CloudPortal Business Manager also includes a connector for CloudPortal Services Manager for the delivery of desktops and hosted applications as-a-service.

Self-service IT
Empower users with simple, self-service access to shop for cloud services and manage their accounts without calling tech support or opening support tickets. Users have a single, comprehensive view of their cloud including utilization, availability, performance, billing, helpdesk and alerts.

Pricing, metering and billing
Define custom price points, track utilization, automate billing and payment processing all from a single extensible platform. 3rd-party plug-ins allow you to add additional protection measures including phone verification, credit card verification, CAPTCHA verification and GEO-based IP address rules.
Enterprise ready
Integrate private clouds with existing IT and business systems to create workflow approval rules for new user activation and service provisioning to ensure department requirements and budget approvals are met. Active Directory integration enables granular delegated access control and service availability based on users, groups and roles.

Enabling the journey to IT-as-a-Service
Citrix CloudPortal Business Manager enables cloud builders on their journey to IT-as-a-Service model by managing and delivering multiple cloud services through a single cloud services catalog. It unifies and simplifies the commerce, user management, service provisioning and operational aspects of running a cloud in a single comprehensive cloud business platform. Organizations can aggregate infrastructure, cloud, IT or value add service and enable users to provision them and manage accounts through a simple, self-service portal. The extensible architecture makes it easy to deliver a broad array of cloud services, while integrating with existing business, operations and IT systems.