



DATA SHEET

# Odin Automation Essentials

*A fast and simple way to sell a combination of integrated cloud services, web hosting services and provider's core offerings through one platform*

Automated Service Solution

## What

- A comprehensive service automation solution with integrated e-commerce functionality, designed to enable the sale, billing, provisioning and management of Domain Registration, Shared Hosting (Windows and Linux), VPS Hosting (Containers and Virtual Machines), Microsoft CSP Services (Office 365, Dynamics 365, EMS, Azure, Windows 10) and related offerings

## How

- Installs and deploys a service automation solution within hours, including a branded online storefront equipped with Microsoft CSP services and web hosting services
- Automates orders, billing, payments (one-time & recurring) and invoicing with included modules and choice of multiple secure payment plugins and SDK support
- Centralizes management of cloud business using a single, unified control panel for sales, customer data, usage statistics and more

## Why

- Expedites time-to-market for providers so they can get the Microsoft Cloud Services catalog up and running without the effort typically required for sales and automated provisioning
- Enables providers to drive greater revenue opportunities since they can bundle, cross-sell and upsell Microsoft CSP Services with traditional web hosting services and managed services
- Reduces costly and complex infrastructure investments with an out-of-the-box, preconfigured offering

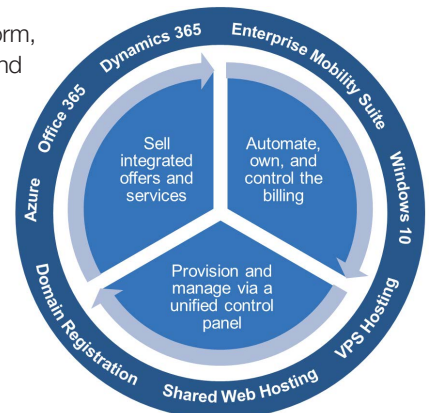
## Experience an end-to-end cloud automation platform.

Constructing a flexible and multifaceted cloud service distribution platform is complex and takes valuable time, energy and resources away from customer service and business development. As a result, your growth and efficiency have been limited – until now.

Introducing Ingram Micro's Odin Automation Essentials, a preconfigured service automation platform and self-branded web store enabling you to sell integrated cloud, web hosting and your own core solutions with a single scalable and comprehensive system. Historically, Microsoft Cloud Solution Providers (CSP), hosters, value added resellers (VAR) and managed service providers (MSP) spent days or weeks trying to purchase, resell and deliver cloud services like Microsoft Azure, Office 365, Dynamics 365, Enterprise Mobility Suite, and Windows 10. Agents had to establish various contractual relationships, design provisioning and management techniques and processes, and assemble billing, payment and support systems.

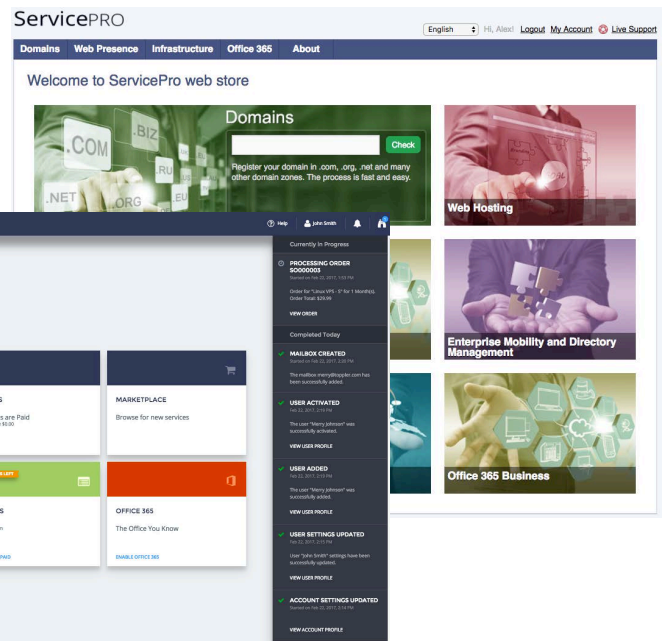
With Odin Automation Essentials, we eliminate all of these time-consuming tasks, allowing clients to install and deploy a comprehensive and scalable online storefront for cloud services, web hosting, VPS hosting and core technology, in just a few hours. Even better, Odin is equipped with Microsoft Cloud Services ready for sale out of the box, using existing contracts. Other features include fully automated order intake, billing and invoicing, payment processing, configuration and provisioning modules.

With an automated cloud business platform, you'll be able to avoid costly, inefficient and error-prone manual processes that weighed down your business in the past, while shortening order cycles and boosting average transaction size. You will be able to differentiate your brand and discover additional revenue sources by being able to reach more industries and customers, while capturing larger sales via subscriptions, service plans, bundling and cross-selling functionality. Best of all, Odin Automation Essentials will help you own the entire customer life cycle and user experience.



## Advantages

- Provide 1-Tier Microsoft CSP Services: Azure, Office 365, Dynamics 365, Enterprise Mobility Suite, Windows 10
  - Confidently sell the leading cloud solutions globally with CSP services preconfigured and ready to sell.
- Offer shared web hosting and VPS hosting services
  - Be at the forefront to your customers online success by supplying the most popular web hosting plans powered by Plesk 12.5, Plesk Onyx, Virtuozzo 7 and WordPress.
- Self-managed platform
  - Run and manage your unique business according to your own requirements.
- Customizable branding
  - Tailor the look and feel of your marketplace to help attract and retain loyal customers for life.
- Automated billing and invoicing with multiple payment plugins & SDK support
  - Offer user-friendly e-billing and payment experiences that run on auto-pilot and streamline accounting.
- Rapid addition of new cloud services
  - Minimize IT demands and development costs to meet new and existing customer demands.
- Up to 30,000 accounts supported
  - Adopt one platform to serve and manage your entire business community.



## Scale your cloud practice

Odin Automation Essentials automates the work previously done by hiring developers, system managers, and e-commerce and billing specialists. Through automation, you'll now be able to achieve more with less by focusing your limited bandwidth and resources on customer service, marketing, and business development rather than building and maintaining a costly infrastructure.

## Create new revenue opportunities

With the flexibility of Odin Automation Essentials, you'll be able to generate additional revenue by bundling Microsoft Cloud Services, domain registration, and shared and VPS hosting services with your own professional services, all on the same platform. This will enable you to expand and add products and services as your clients demand them, such as email migration, support, file sharing and collaboration, system administration, security solutions, as well as dedicated servers, co-location, and ISP services. With these capabilities, you can proactively build a strong cloud service portfolio that ensures added value and customer stickiness.

## Go to market faster

Bypass the costs, challenges and extended timelines traditionally required to enter Microsoft CSP markets. With Odin Automation Essentials, you'll now be able to rapidly add services with ongoing product updates, minimizing your IT needs and exceeding customer expectations and requirements. Up-sell existing customers and grow recurring revenue. And with an automated deployment script, set-up is a breeze. You'll be able take advantage of higher margins instantly with a wider portfolio of services.

## Ready to get started?

Get Odin Automation Essentials and start selling Microsoft CSP with self-hosted solutions on your own service automation platform today. Request a free trial or live demo by visiting [IngramMicroCloud.com/Odin-Automation-Essentials](http://IngramMicroCloud.com/Odin-Automation-Essentials), emailing [cloud.L&D@ingrammicro.com](mailto:cloud.L&D@ingrammicro.com) or calling +1 (800) 705 7057.

## About Ingram Micro Cloud

At Ingram Micro Cloud, we view Cloud not just as a single technology, but as a foundational platform to run and drive a whole new way of doing business. We help resellers and partners transform their business so they get up and running with Cloud in minutes, with little to no investment, enabling them to deliver bundled services, up-sell and cross sell, and manage their infrastructure most efficiently. We offer security, business apps, cloud services, communication & collaboration and infrastructure solutions to help our clients monetize and manage the entire lifecycle of cloud services, infrastructure, and IoT subscriptions, so they can simplify digital transformation with confidence, speed and agility.