



Microsoft chooses Resello as official Cloud Solution Provider (CSP) Distributor for Western Europe

Rust, Germany, March 12, 2018 - Resello has launched a powerful set of tools to enable direct and indirect Microsoft Cloud Solution Providers (CSPs) to automate selling products from the Microsoft cloud services marketplace. The Resello cloud distribution platform is already trusted by thousands of resellers and direct CSPs worldwide. The company is now one of the few Tier 2 Microsoft Distributors for Western Europe and the only one with over 15 years of experience in the hosting industry. Cloud Service Providers can purchase Microsoft's productivity solutions directly from Resello in a smart and convenient way.

The next logical step for Cloud Solution Providers is adding more than 70 Microsoft productivity tools, such as Office 365, Dynamics CRM, and Skype for Business, to their portfolio. The market penetration of Microsoft Cloud Solutions is increasing rapidly and is one of the main drivers of Microsoft boosting profitability. With its CSP program, Microsoft introduced cloud-based distribution of their business-standard productivity tools. Companies can either become a direct partner in Microsoft's CSP program or become an indirect partner through one of the CSP Distributors. Resello is now an official CSP Distributor.

Many direct partners in the CSP program find it challenging to manage and automate reselling subscriptions to their customers. As a solution, Microsoft is encouraging new reseller partners to become an indirect CSP reseller with one of the distributors that offer ready-made business automation in one way or another.

"Resello is the preferred cloud distribution platform of many Web Services and Cloud Solution Providers, Telcos, and Managed Service Providers", says Joeri Borstlap, CEO at Resello. "The Resello platform is the ultimate solution for these target groups. Partners using the platform benefit from a short time to market and can easily create profitable cross-sell opportunities with domain names, Acronis Backup Cloud, email migration tools, or many other products available in the Resello Cloud Marketplace". As part of its Microsoft Cloud Solutions offering, Resello also offers Public Azure metered billing and 'Azure Stack as a Service' through its worldwide "Global Azure Stack Network".

The Resello platform was already used in the early stages of launching the CSP program by one of the main market makers for Office 365 in Europe and has been refined during the last three years. The Resello team is highly specialized in marketing Microsoft products, activating Microsoft partners, and providing support to reduce time to market.

About Resello

Resello is a platform for cloud distribution that helps service providers, telcos, system integrators, ISVs, and value-added resellers run a successful cloud business. The Resello Cloud Marketplace provides a wide variety of cloud solutions, including 1.000+ TLDs, hosting, VPS, Acronis Backup Cloud, and many other products. You can even add your own products or third party products.

As a Microsoft Gold Partner and CSP Distributor Resello offers Azure and Office 365 to CSP partners worldwide. Our Global Azure Stack Network enables partners to offer hybrid cloud services to virtually anyone, anywhere. Our cloud business automation platform makes selling these IT solutions easy. Set up a brandable and fully customizable storefront, connect your business through our easy-to-use API or use our WHMCS modules to grow your business. Provision and manage customers, products, and usage in one place. Set up billing and support for customers or multiple business units within a company and create insight with powerful reporting and analysis features.

Resello B.V. is part of the Yourholding group, delivering high-level support to internet professionals since 2001, with over 150 employees and offices in The Netherlands, India, and Russia.

www.resello.com
sales@resello.com