

DATA SHEET

Odin Automation Premium

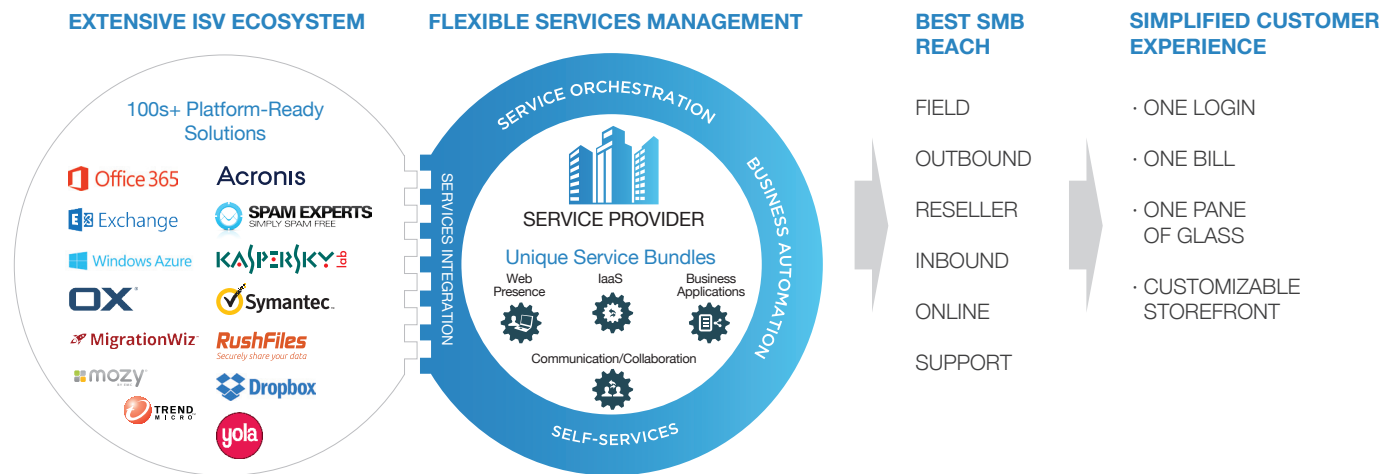
*The Leading Cloud Commerce Platform
for Modern Cloud Business*

Accelerate, Profit, and Scale with the Modern Cloud Commerce Platform

Odin Automation Premium is the leading automation platform for modern cloud business that empowers top cloud service providers worldwide to succeed in the digital and cloud economy. The platform enables you to elevate customer relationships with streamlined user experience, run more efficient cloud businesses, and sell more services with innovative cloud solutions

Simplify Cloud Services Delivery on Your Terms

Odin Automation Premium automates end-to-end cloud services management, including service orchestration, cloud marketplace enablement, billing automation, and reseller management in one platform. Bring new services to the market rapidly by leveraging the most complete ecosystem of hundreds of platform ready services, and sell integrated cloud solutions across multi-sales channels – online marketplace, reseller, direct or inbound sales team, and more.



The Most Proven Cloud Commerce Platform Empowering Millions of Users Worldwide

5M+

Over 5 million end users
worldwide

2.7M+

Serving more than 2.7
million SMBs

2.3M+

Microsoft Exchange and
Office 365 users

1/3

1/3 of top 25 Telcos
worldwide

Key Benefits

Accelerate Innovation and Time to Market

Remove integration challenges by leveraging hundreds of pre-packaged solutions and bring innovative services to the market rapidly.

Maximize Profit and Efficiency

Increase profit with differentiated offers, cross-sell, and upsell. Increase operational efficiency by automating end-to-end cloud service delivery.

Maintain Control

Manage your cloud services with flexibility and control – on-premises deployment for data sovereignty and customization.

Empowering Hundreds of Industry Leading Service Providers



Top Reasons to Choose Odin Automation Premium

Modern User Experience



Deliver a streamlined, modern customer experience with one login, one invoice, and one control panel for all services

- Intuitive, mobile-friendly interface optimized for purchase experience
- Out-of-the-box, customizable online storefront
- In-context selling via a customer control panel
- Single sign-on, role-based control panels, and customer self-service

Accelerate Time to profit



Accelerate time to profit by leveraging the most comprehensive services catalog of hundreds of pre-packaged APS solutions

- Broad portfolio of best-of-breed cloud services, both hosted and syndicated
- Platform designed for cross-selling and up-selling
- Ability to bundle any service – SaaS, IaaS, PaaS, XaaS, and your own services
- Best Microsoft cloud services integration

Global Reach



Maximize your reach with unmatched multi-sales channels and multi-tier reseller enablement capabilities

- Multi-channel sales enablement including field, call centers, resellers, etc.
- White-label multiple-tier reseller management
- Complete multi-tier reseller on-boarding, billing, and payment management
- Support subsidiary operations across multiple geographies

On Your Terms



Automate end-to-end cloud services delivery on your terms

- Carrier-grade billing automation recognized by top global service providers
- Ability to Integrate with your existing billing, CRM, ERP, support systems
- Flexible subscription, pricing, promotion and order management
- Extensible, wide-range of payment and domain plug-ins support
- Data sovereignty with on-premises deployment model

Scale with the Ingram Micro Ecosystem of Cloud



Tap into the world's largest cloud ecosystem and amplify your success in the cloud

- Comprehensive partner enablement, training, and go-to-market programs
- Simplified contracts, single point of contact for support
- Continuous innovation and investment to deliver the world leading cloud automation platforms and ecosystem
- 1,700 partners across 170 countries, supported by 27,000 associates

Get started with Odin Automation Premium in a few simple steps:

1. Visit our website at www.odin.com/automation for more information.
2. Request a demo.
3. Schedule a cloud business planning workshop with Odin account managers.

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.