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Product Bundles

Datasheet

What are
product bundles?

Product bundling allows the combination of several products or services as one single product or service package. With Bundles, Distributors and Service Providers will be able to promote multiple products as one single Product SKU, build special discount policies, manage a single subscription, and perform a single billing event.

The interworks.cloud platform allows for a mix-and and-match strategy, i.e. the creation of XaaS bundles, that consist of two or more different subscription-based products, services and add-ons, regardless of the Vendor or the technology.

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Are you taking full advantage of your Bundling strategy?

Bundling different products under one solution offers a major advantage for Distribution or CSP businesses, as it helps increase their customers' lifetime value and stickiness to the company. Offering bundle products and services is an ideal way to be agile, stay on -top of the competition and create unique offers to cover specific customer and market needs. Without bundles, Distributors and Service Providers might lose market share and profits, if they fail to combine their own high margin services with other vendor services that have low to medium margin. What's more, bundles is an efficient way to promote less -known or new products, along with the established ones, and create co-branded marketing campaigns.

The interworks.cloud solution for Bundling

As an interworks.cloud platform user, you can:

- [✓] Create a Bundle by combining as many subscription-based products as desired, without limitation on number, product type or category

- [✓] Mix and match products and services from different Vendors and ISV's to create one bundle product

- [✓] Refine your commercial policy for bundles and offer targeted discounts to make them more attractive to your customers, compared to single products

- [✓] Manage a single order for Product Bundles

- [✓] Manage one subscription for Product Bundles that contains all sub-products of the bundle

- [✓] Bill one Product Bundle as a single entity.

As a Marketplace user, you can:

- [✓] Purchase a Bundle and set your configuration preferences and add-on products

- [✓] Review all available Product Bundles

- [✓] Gain discounts from your supplier

- [✓] Experience an easier and time- saving purchase procedure

- [✓] Manage your customer's subscription for Product Bundles as one.

Benefits for all

Benefits for Distributors and Service Providers:

- Address specific/niche market needs and plan a GTM strategy by combining multiple subscription-based technology products and services.

- Increase profitability by combining high-volume/low-margin products with low-volume/high-margin products.

- Promote your own services and bundle them with high demand products or services from other Vendors/ISVs.

- Follow market trends and quickly respond to market demand.

- Create high-value offerings and differentiate from competition by combining products and services that perform better when integrated.

- Ease your daily routine, by managing a single, rather than many, Bundle subscriptions and invoices.

- Offer customers a better buying experience - Easy-to-buy, no hassle solution.

Benefits for resellers and end- customers:

- Purchase multiple products following one single purchase path.

- Take advantage of the promoted Product Bundle discounts and save money.

- Create a one-stop-shop strategy, that gives your end-customers the convenience and flexibility to buy a complete solution through a single vendor.

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