https://cloudblue.com

Documentation Getting Started Distributor Tutorial

Subscription Operations

This article has been generated from the online version of the documentation and might be out of date. Please, make sure to always refer to the online version of the documentation for the up-to-date information.

Auto-generated at November 11, 2026

© Ingram Micro, Inc. All Rights Reserved.

Overview

Once customers purchases certain product items from specified marketplaces, Distributors systems can automatically generate *subscriptions* with required order data and *subscription requests* (also called *fulfillment requests*) on the CloudBlue Connect® platform. Vendors are required to process these requests, activate subscriptions, and consequently fulfill customer orders.

In some cases, subscription activation should return specific parameters for product activation, such as license keys, serial numbers, activation links, etc. Note, however, that in case a Distributor doesn't have a commerce system for such operations, this Distributor can create subscriptions and provision required fulfillment parameters manually. Therefore, the system also requires such Distributors to register a customer account on Connect.

The aforementioned operations represent the Order Flow and performed via the *Subscriptions* module on the Connect platform. The following instructions demonstrate how *Mighty Mick's LLC* can manually register a customer account, create a subscription, and provide a license key to customers once this subscription is activated.

Prerequisites

Make sure that the following prerequisites are met:

- Required hub and marketplace are created.
- Distributors invited Vendors to the platform.
- Distributors successfully listed a product within a required marketplace.

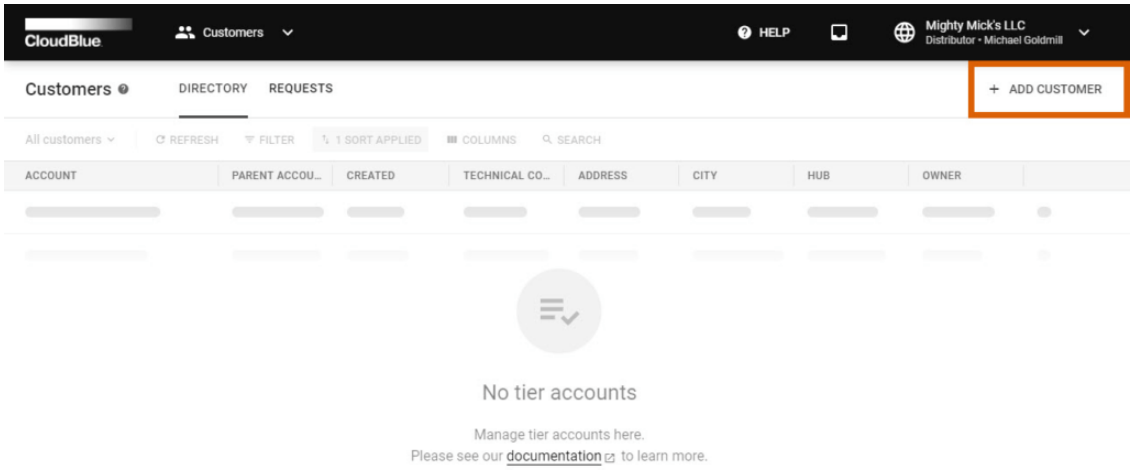
Customer Accounts

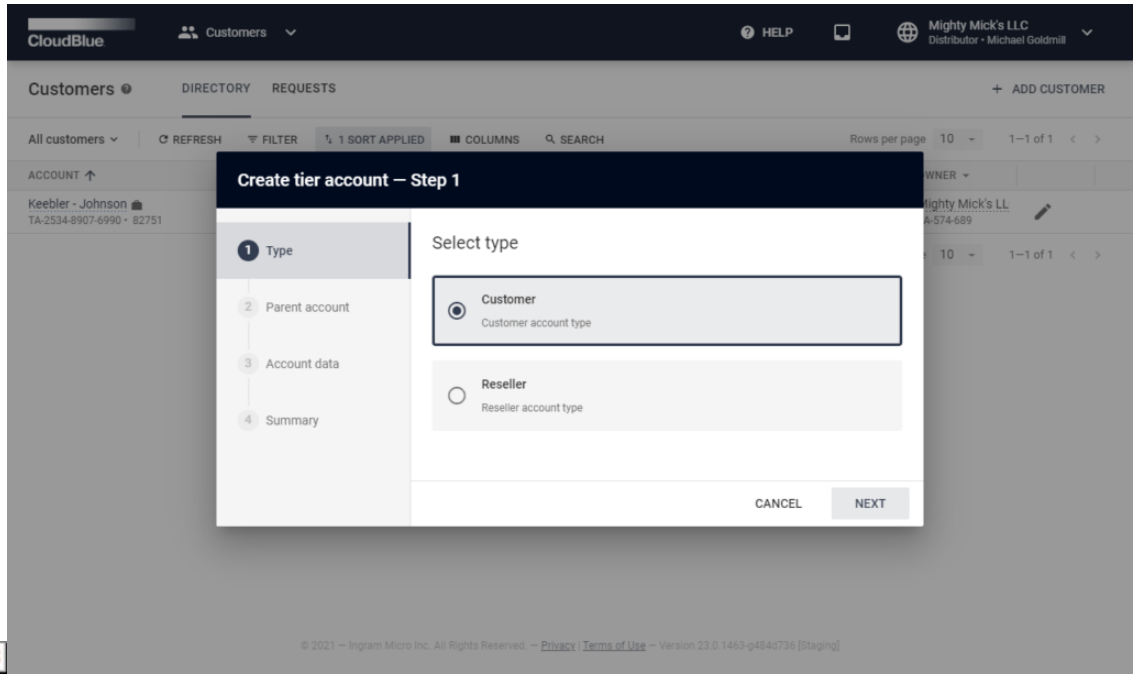
In general, the system generates customer and resellers accounts automatically However, you can also manually register such accounts via the **Customers** module as described below.

> ●
> Note
>
> The system requires Distributors to create a reseller account first. Thereafter, the system allows registering customer accounts and assign them your created reseller.

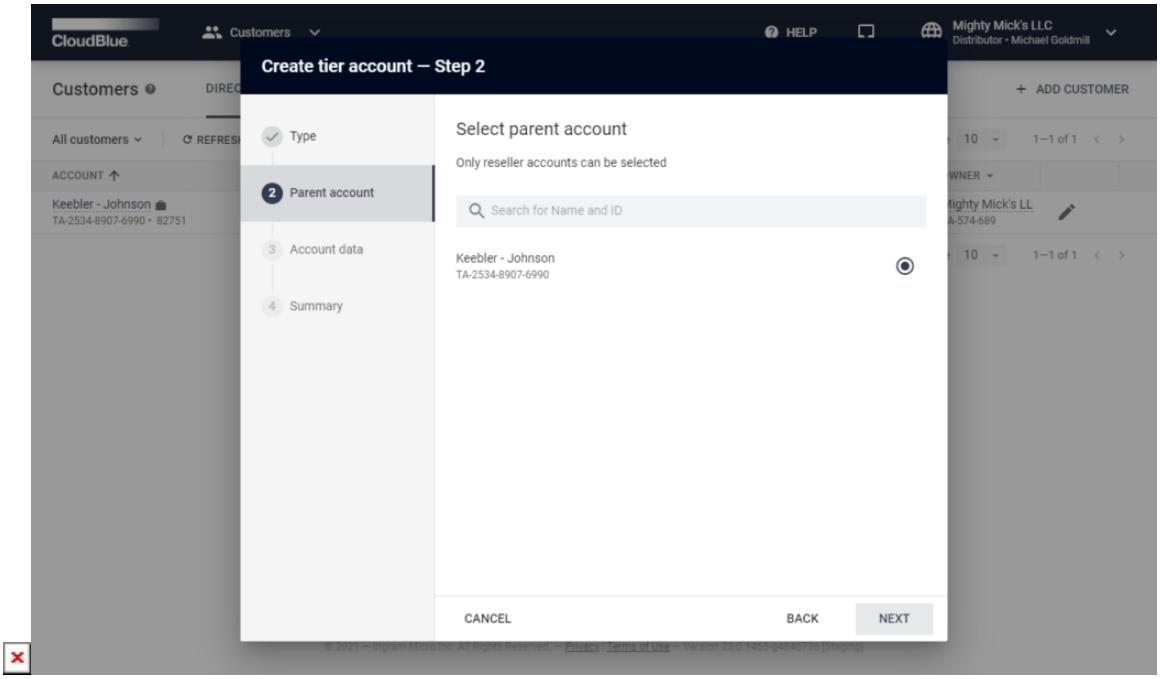
Click the **Create Customer** button to launch a tier creation wizard.

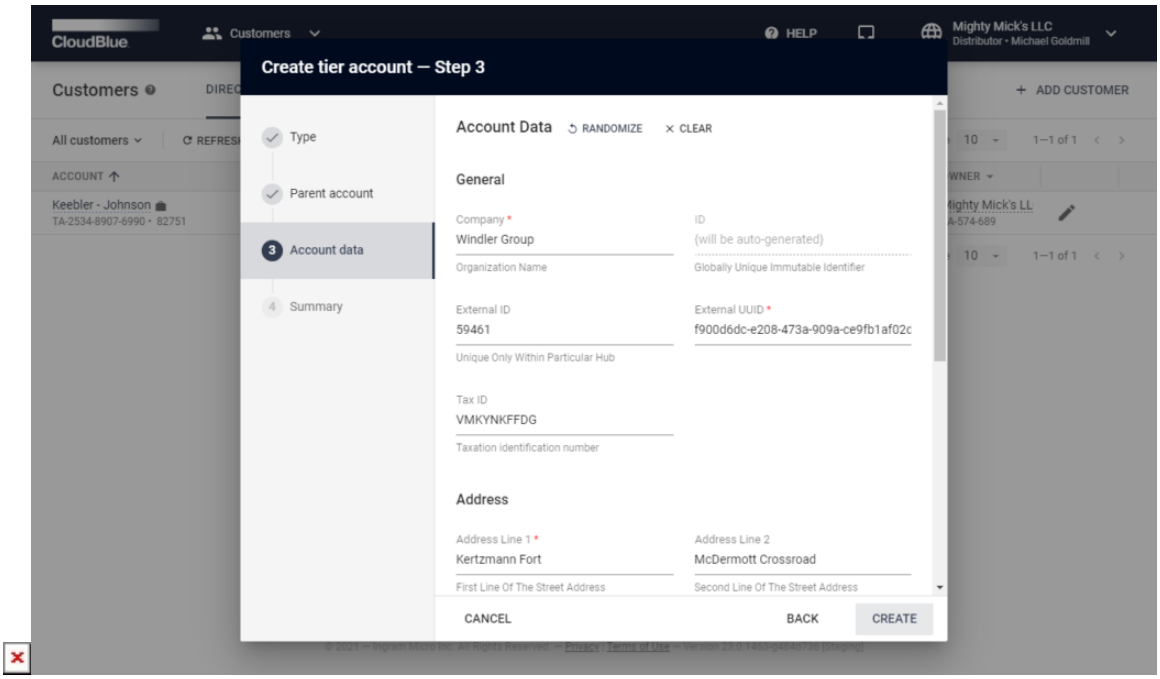
© Ingram Micro, Inc. All Rights Reserved.



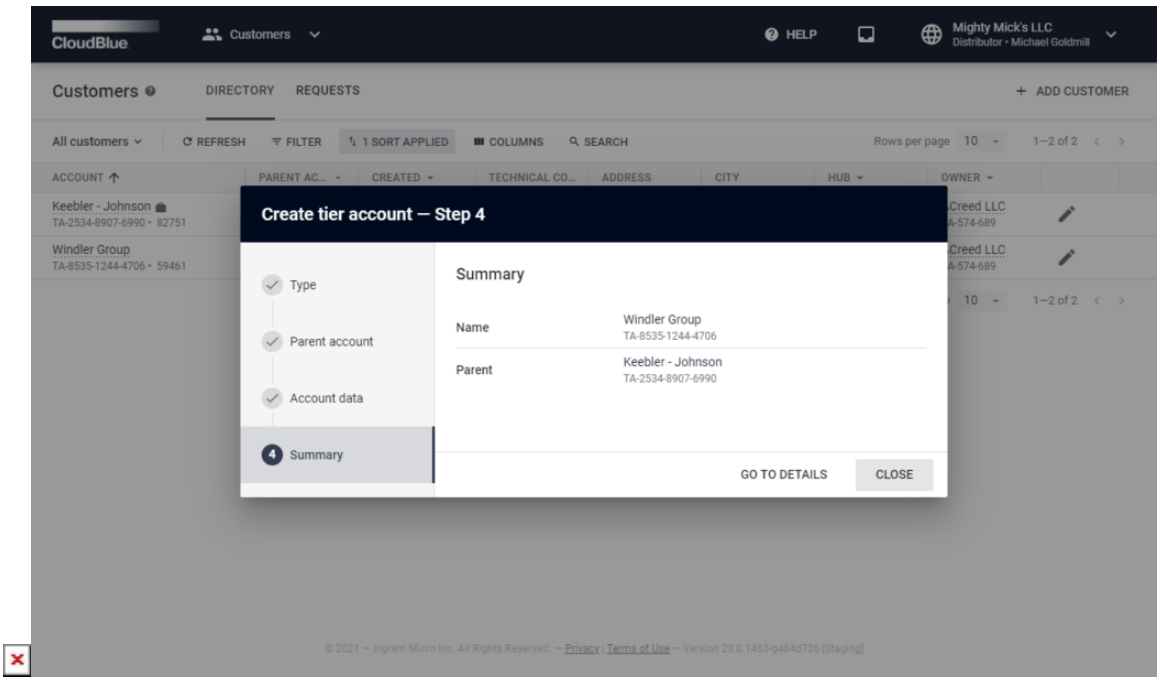


© Ingram Micro, Inc. All Rights Reserved.





© Ingram Micro, Inc. All Rights Reserved.



Follow the wizard steps to successfully create a tier account:

1. **Type**: Select either *customer* or *reseller* account type. Note that *customer* account should have at least one parent reseller.
2. **Parent account**: Choose a parent account from the list. In case the *reseller* type is selected
3. **Account data**: Specify the account data in the following form. Note that you can randomize data and clear the filled form by using corresponding buttons on the user interface.
4. **Summary**: The system provides a summary as a final step; therefore, your tier account will be successfully created. Click *Go to Details* to review your created tier account data. Otherwise, click *Close* to close the summary.

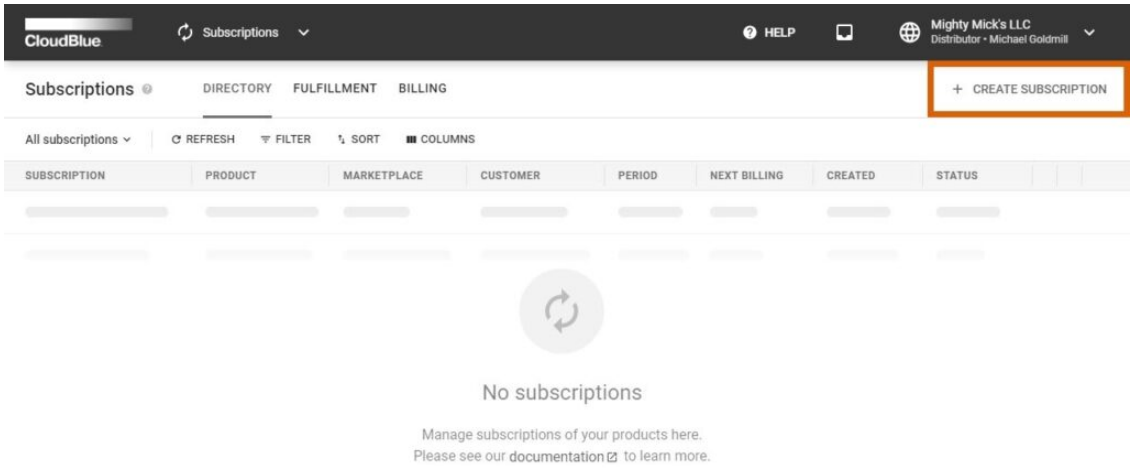
In this scenario, *Mighty Mick's LLC* created one reseller account and one customer account. Therefore, the system allows to manually generate a subscription as described below.

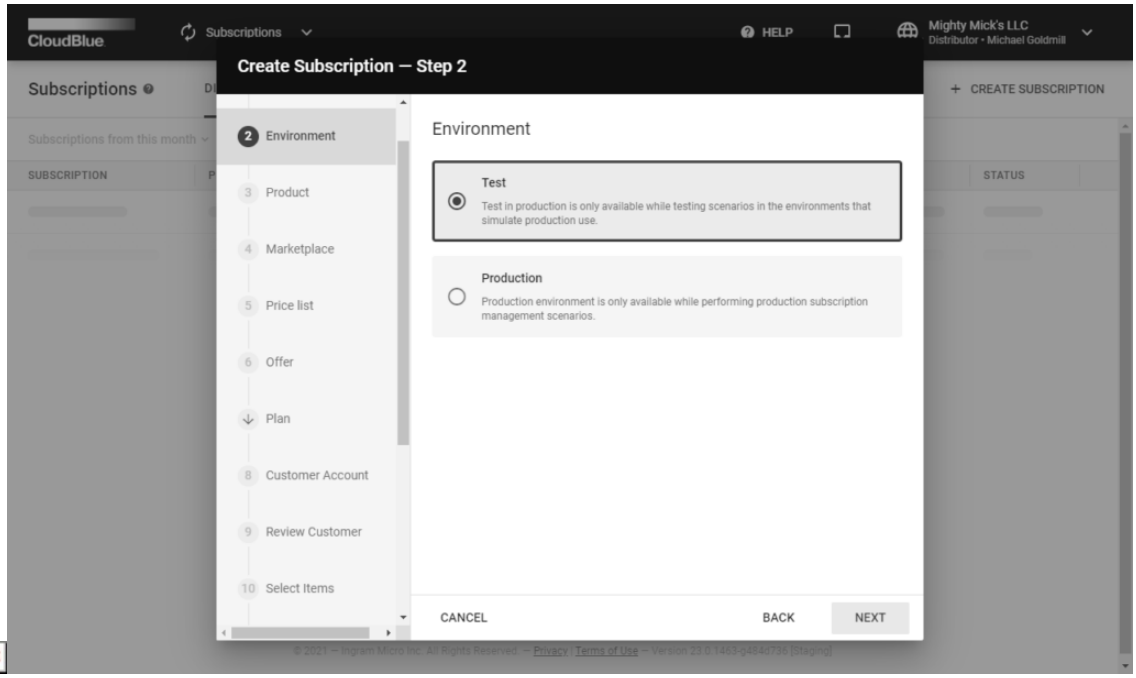
Subscription Creation

Product orders are automatically transferred from a Distributor's hub to the platform via *Connect API*. Note, however, that Distributors can create subscription requests manually via a *subscription creation wizard* from the Subscriptions module.

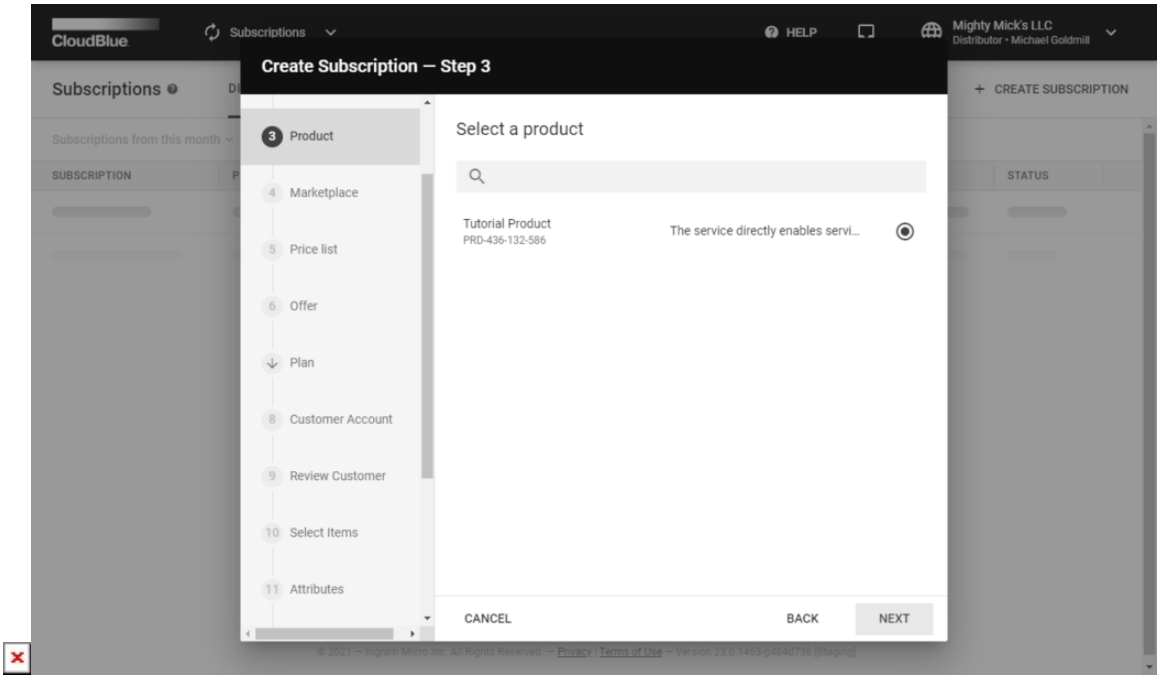
Click **Create Subscription** to launch Follow the wizard steps to successfully generate a subscription on the Connect platform:

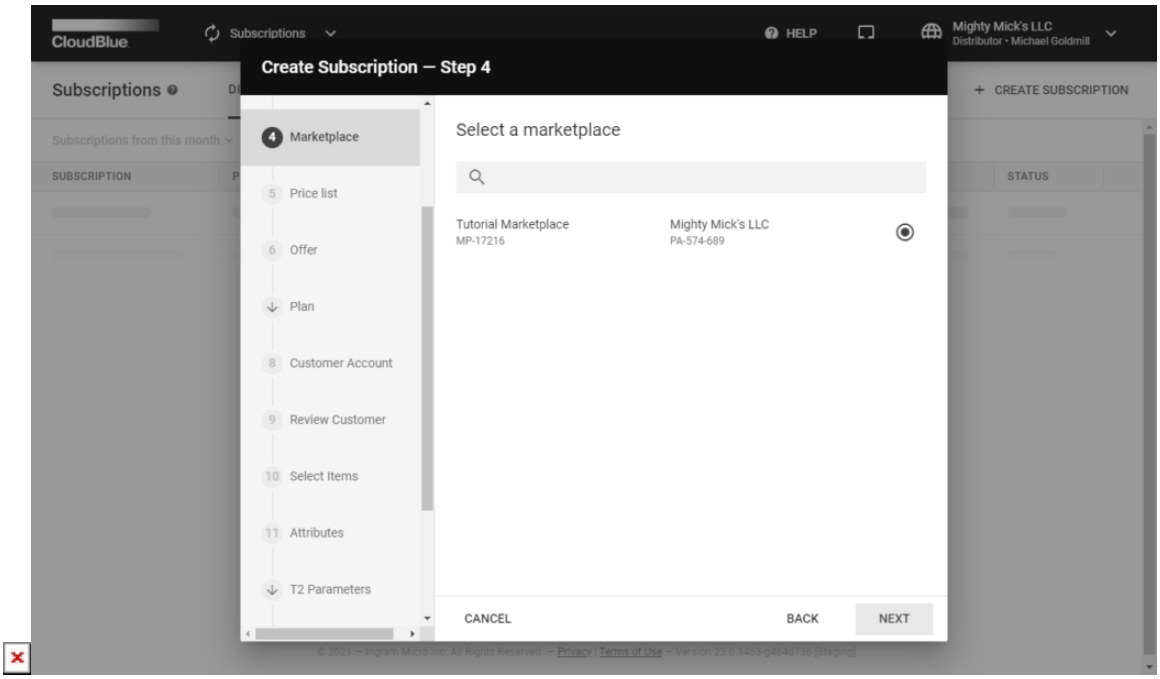
© Ingram Micro, Inc. All Rights Reserved.



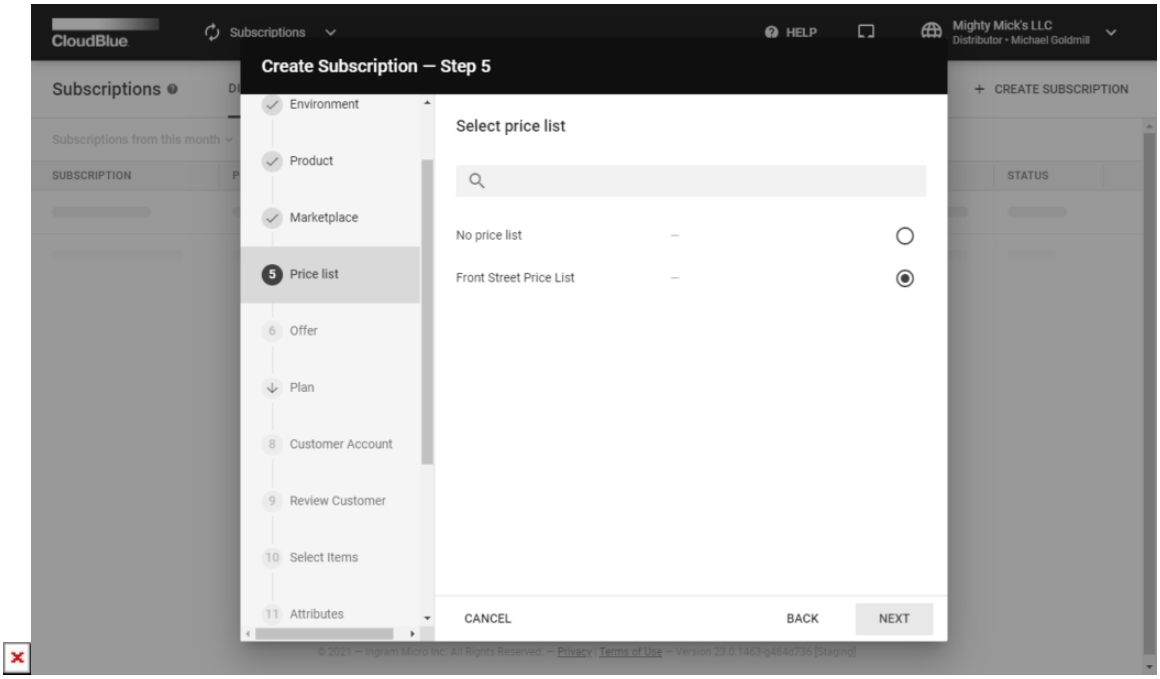


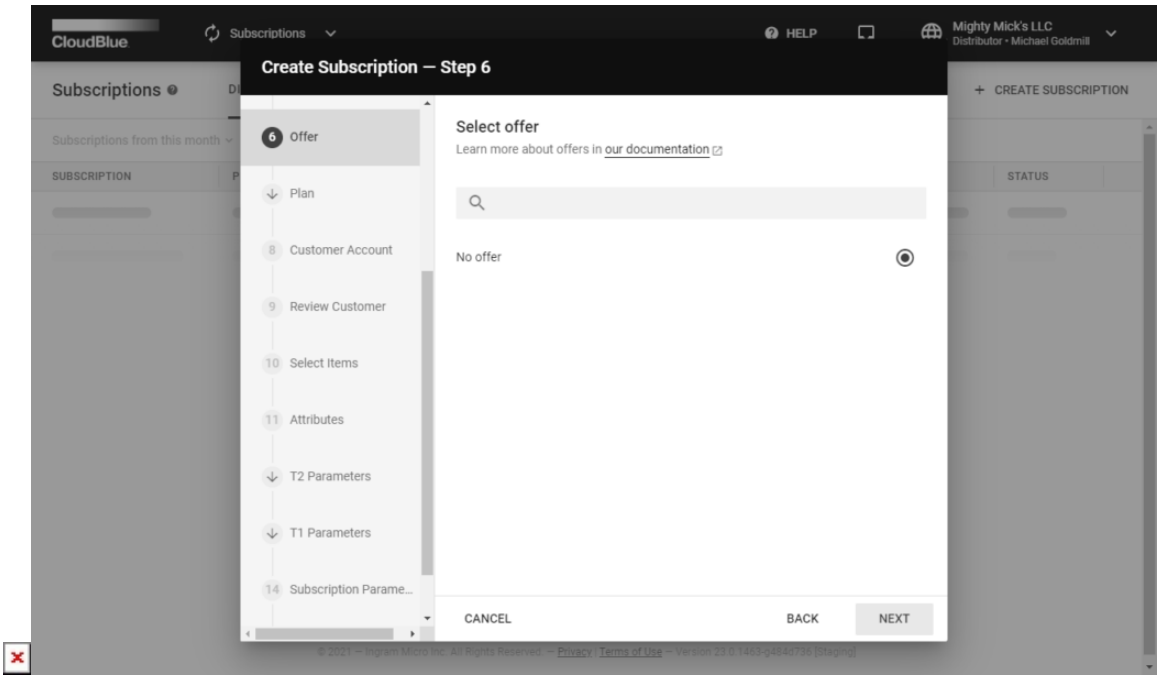
© Ingram Micro, Inc. All Rights Reserved.



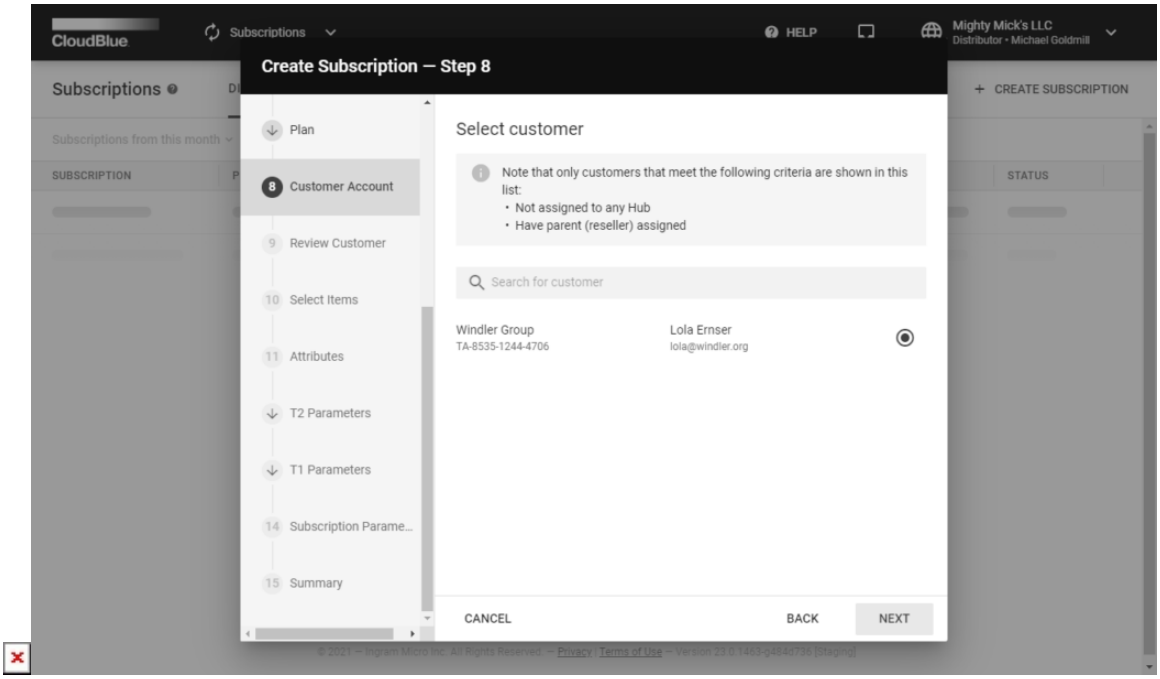


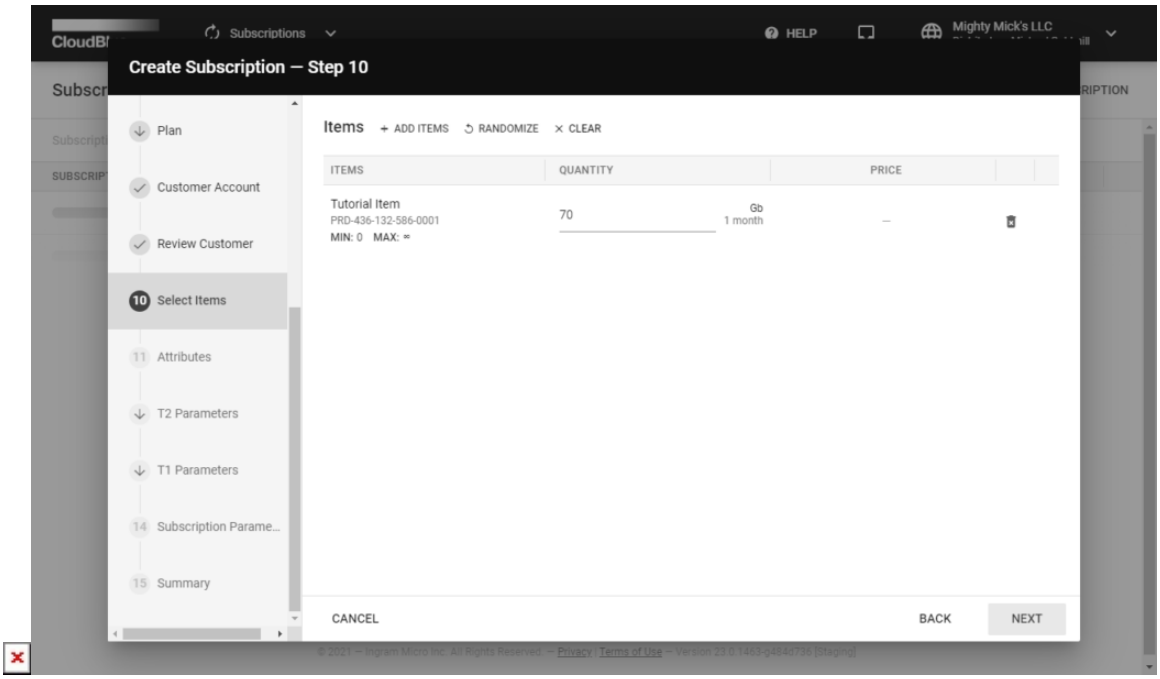
© Ingram Micro, Inc. All Rights Reserved.



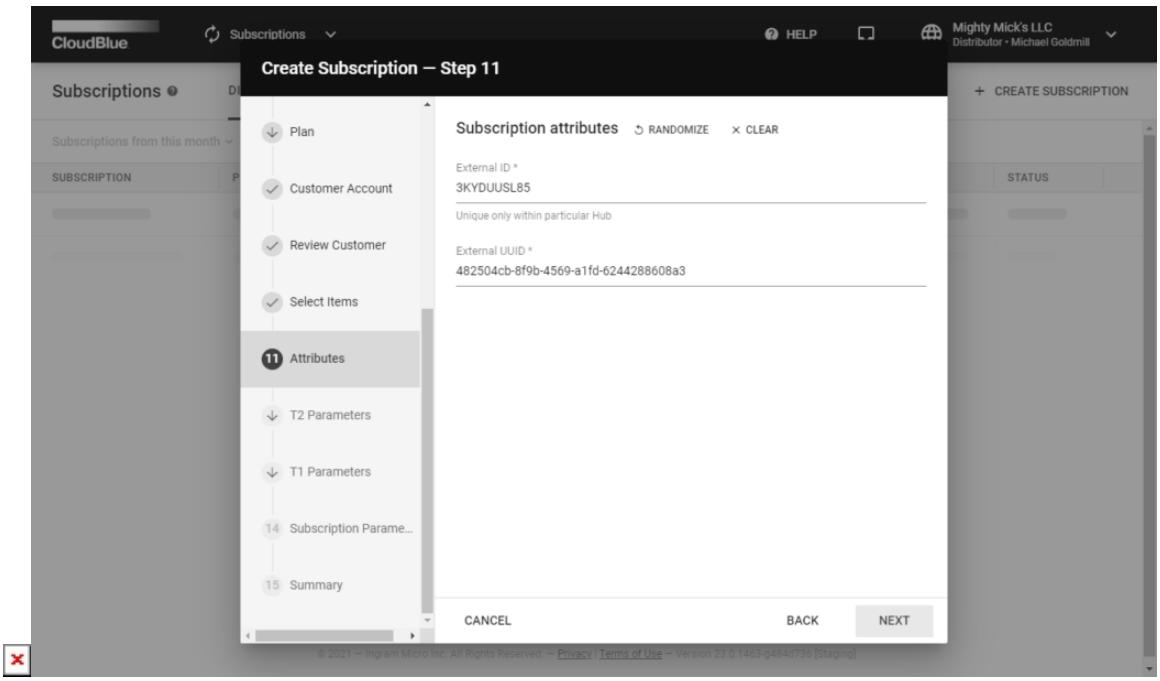


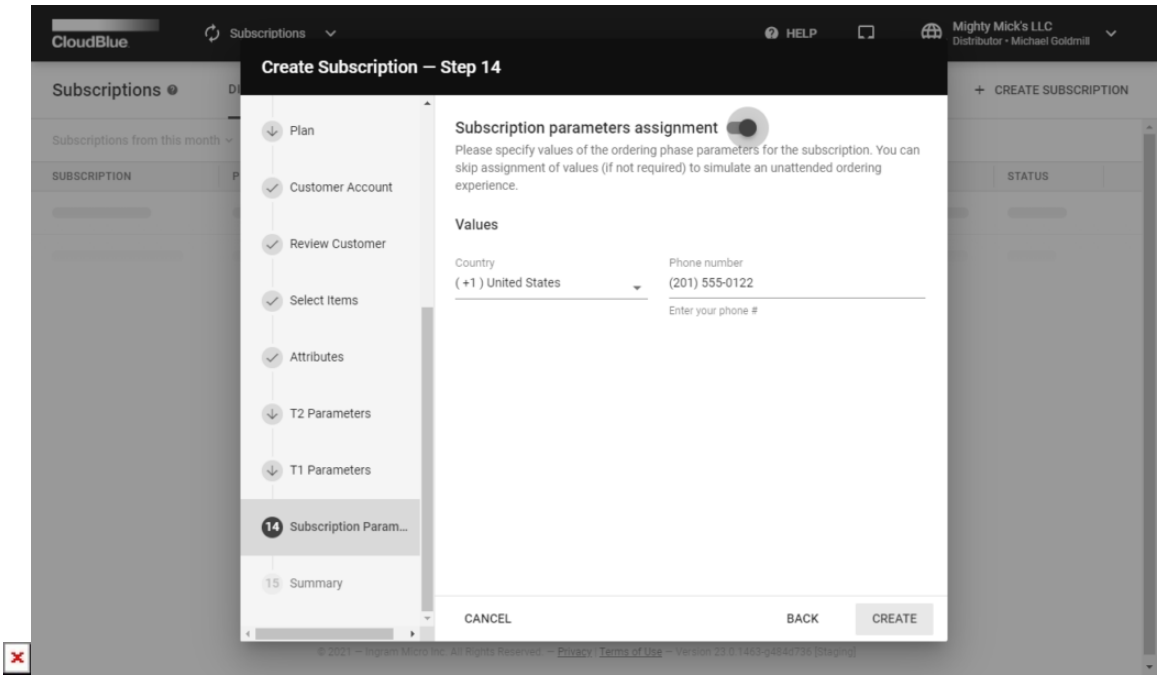
© Ingram Micro, Inc. All Rights Reserved.





© Ingram Micro, Inc. All Rights Reserved.





In this scenario, Mighty Mick's LLC selects the *testing* environment since their subscription is generated for testing purposes. Mighty Mick's LLC also specifies the *created marketplace* and selects required *tutorial product*.

This product features a price list. Therefore, Mighty Mick's LLC selects this price list within the corresponding form. However, the aforementioned product doesn't include any *offers*, and *plans*. Therefore, Mighty Mick's LLC keeps these forms intact.

© Ingram Micro, Inc. All Rights Reserved.

The wizard also prompts to *specify a customer account* and review it. Thus, Mighty Mick's selects a customer account created earlier.

Next, the wizard prompts to specify required items and their quantity. Note that the system allows editing selected items and randomizing item data by using corresponding buttons on the user interface.

Mighty Mick's LLC also specifies subscription attributes (*External ID* and *UUID*) within the corresponding step. The selected product doesn't have any tier parameters and the wizard skips corresponding steps.

Lastly, the wizard prompts to specify required ordering parameters. Thus, Mighty Mick's LLC provides the parameter value (phone number) and finalizes the subscription creation by clicking the *Create* button.

As a result, the system generates a new subscription and a fulfillment request that should be processed by associated Vendors.

> Vendor actions are required!
>
> Vendors are required approve this request and consequently activate the created subscription. Note that in case of an error, Connect enables Vendors to reject requests and terminate subscriptions.

In case you need more detailed instructions on how to use the aforementioned wizard and successfully generate a subscription, proceed to the Subscription Creation article within the Subscriptions module documentation on the Connect Community page.

Accessing Active Subscriptions

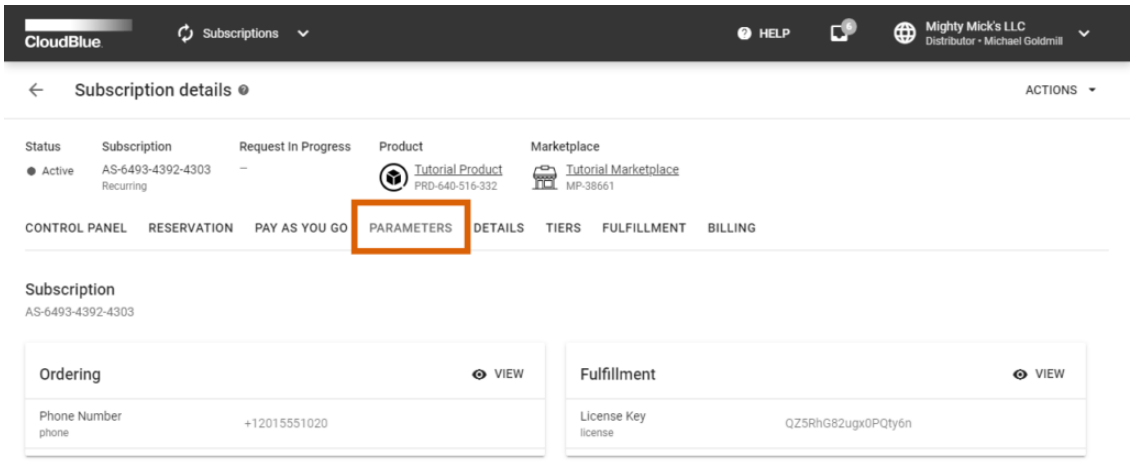
Once Vendors approve a fulfillment request on the Connect platform, Distributors receive a notification email with a link to this request. For example, an email that *Mighty Mick's LLC* received from the system looks like this:

```
Purchase Status: Approved
ID: PR-6970-4505-4622-001
Subscription ID: AS-6970-4505-4622
Vendor: Front Street Inc
Product: Tutorial Product (PRD-013-767-828)
Created: 6/25/21, 8:03 AM
Completed: 6/26/21, 6:01 AM
```

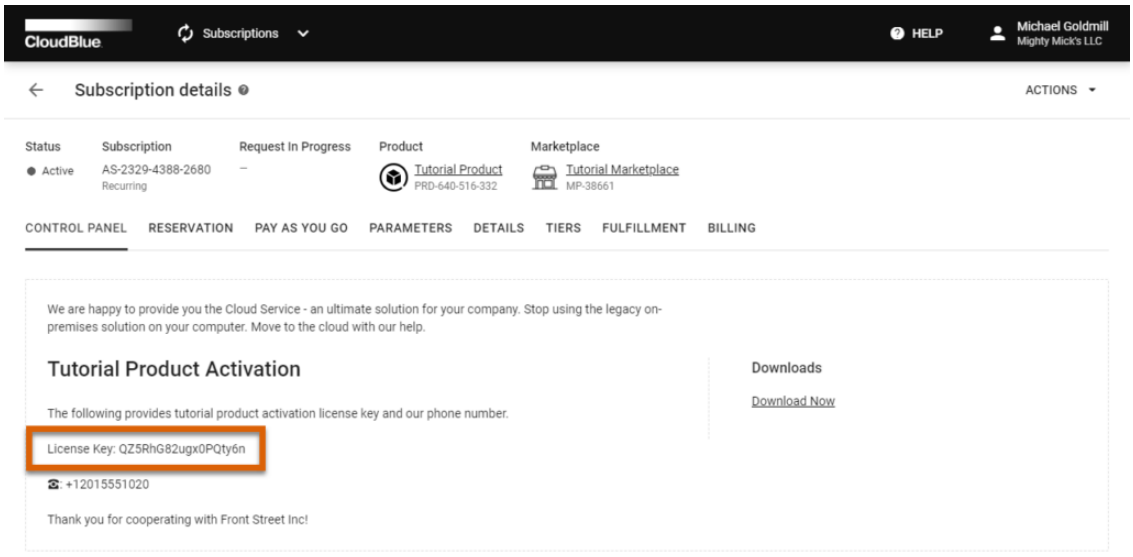
In case Distributors should manually provision specified fulfillment parameters value to customers, Distributors can access required parameter data as described below.

© Ingram Micro, Inc. All Rights Reserved.

Click on the **Subscription ID** from your notification email to access subscription. Alternatively, navigate to your subscription via the **Subscriptions** module on the Connect platform.



CloudBlue Connect © 2021 — Ingram Micro Inc. All Rights Reserved. — Privacy | Terms of Service - Version 22.0.1850-gc1ebcf6



© 2021 — Ingram Micro Inc. All Rights Reserved. — Privacy | Terms of Service - Version 21.0.1019-g3390408

Make sure that your subscription status is *Active*. In general, required parameter values are presented within the **Parameters** tab.

© Ingram Micro, Inc. All Rights Reserved.

In this scenario, required fulfillment parameter values are also specified within the *subscription activation* template from the **Control Panel** tab. Thus, Mighty Mick's LLC can provide a required license key for the customers.

Conclusion

Therefore, the *Order Flow* for the created subscription will be successfully concluded. Access the Subscription module documentation in case you want to learn more about subscriptions, fulfillment requests, their types and their states on the CloudBlue Connect® platform.

By finishing this tutorial, Distributors should acquire necessary skills to perform basic operations on the CloudBlue Connect® platform. Use additional tutorials to see use case scenarios and guidelines that walk you through various operations and processes. Refer to the Modules articles on the Community page to find information on specific Connect module, extension, SDK, and more.

© Ingram Micro, Inc. All Rights Reserved.