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Marketplaces

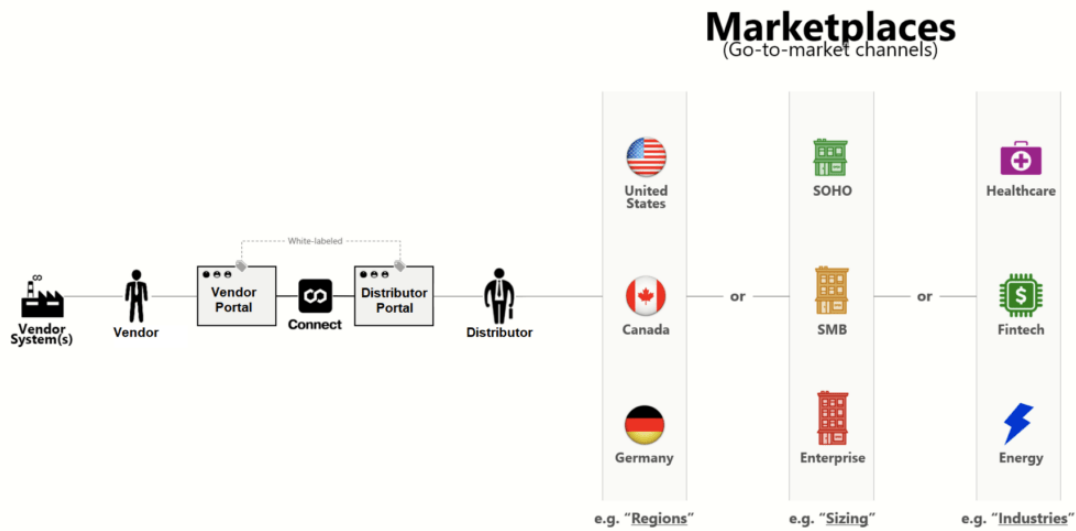


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Introduction

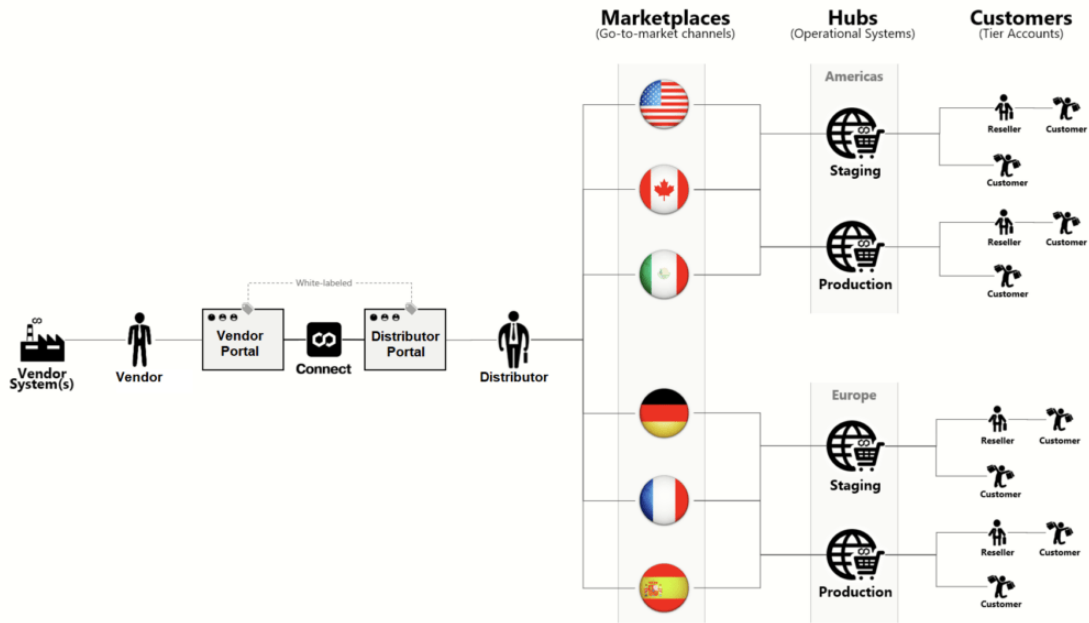
The marketplace is object in the CloudBlue Connect that logically defines available go-to-market channels of a given Distributor as schematically illustrated by the following diagram:



Marketplaces are used by Distributors to express different logical concepts, like

1. **Regions** - some Distributors separate marketplaces by geographical regions, i.e. "United States", "Canada", "Germany" etc.
2. **Sizing** - some Distributors separate marketplaces by size/scale of the target businesses, i.e. "Consumer", "SOHO", "SMB", "Enterprise", etc.
3. **Industries** - some Distributors separate marketplaces by industries of the offered solutions, i.e. "Healthcare", "Fin-tech", "Energy", etc.

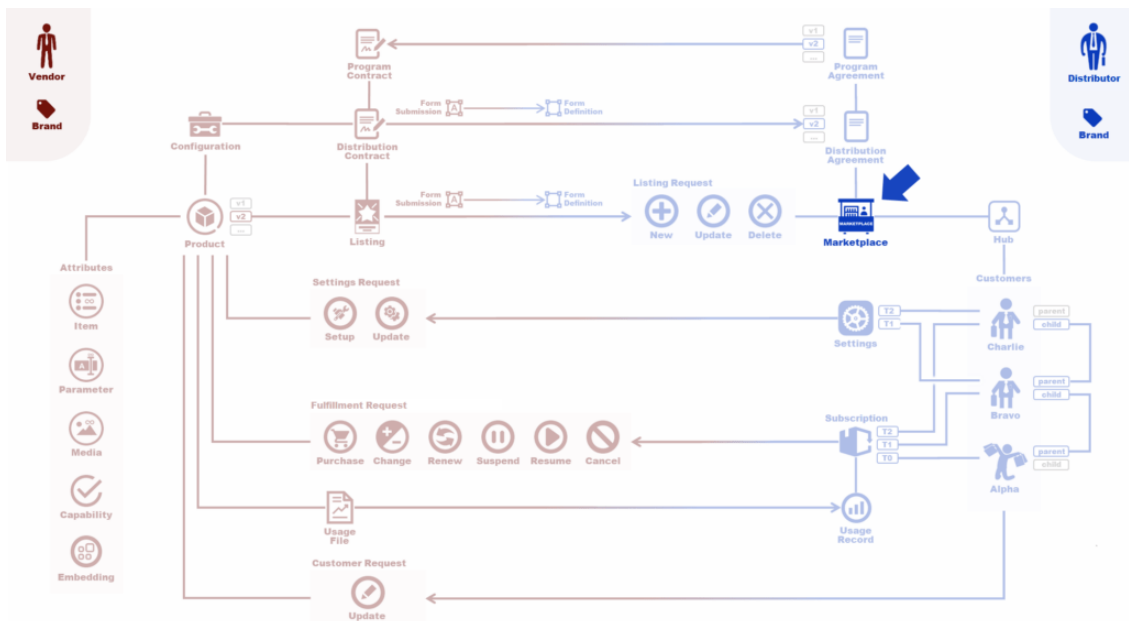
Marketplaces are then linked by Distributors with the systems that are used to execute their go-to-market strategies (Hubs):



Where

1. Each Hub might serve multiple Marketplaces
2. Each Marketplace might be represented in multiple Hubs

Thus allowing Distributors to express specifics of their business to be accessible to their Vendors in different related workflows of the CloudBlue Connect:

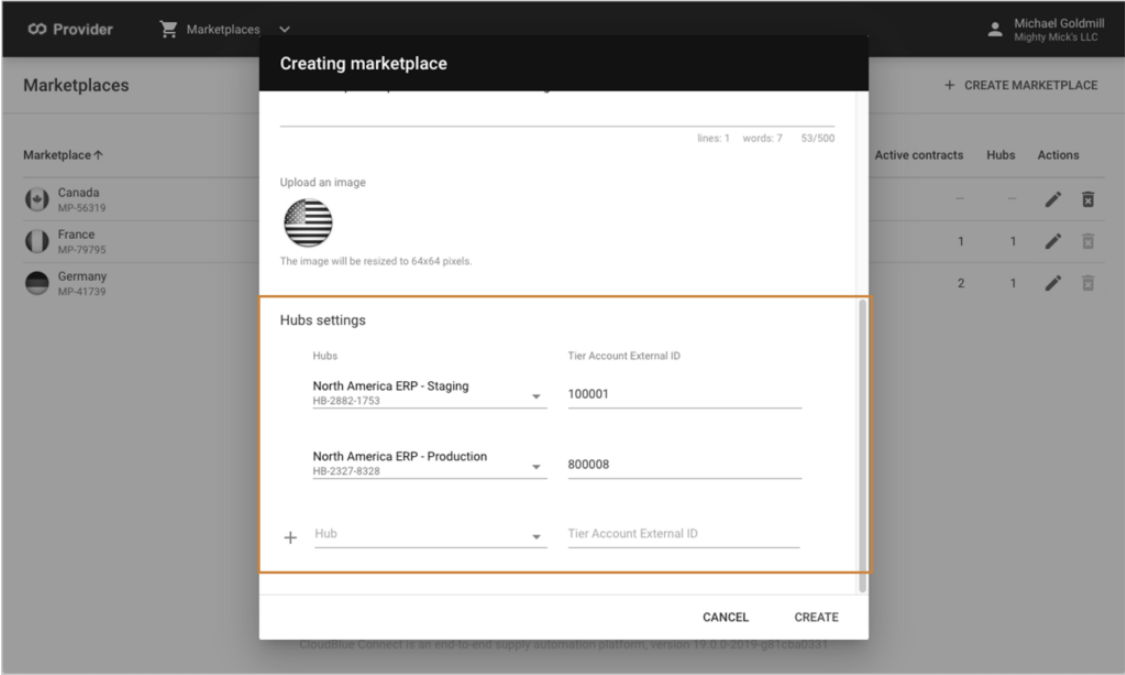


Where Marketplace is then used in the Distribution Agreement, Listing, Configuration Parameters and related objects.

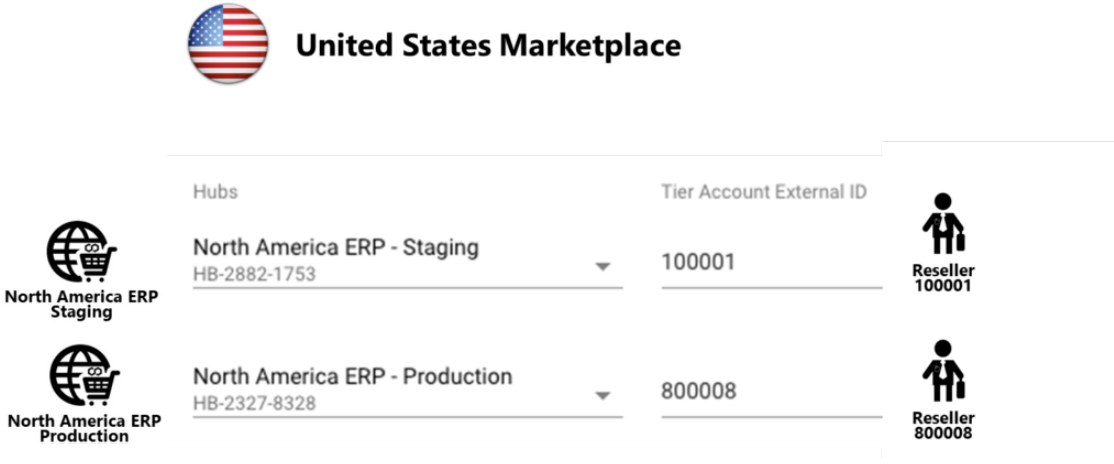


Mapping Hubs to Marketplaces

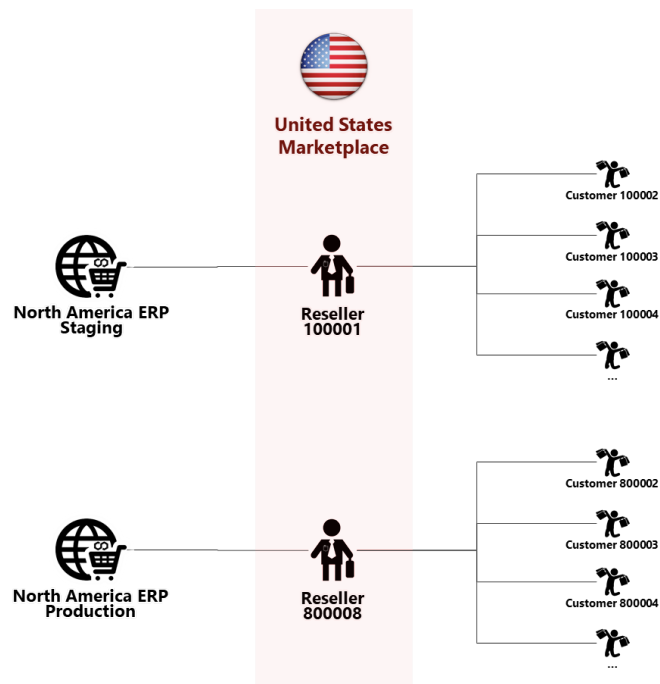
While some systems support the logical concept of the Marketplace natively, others require additional mapping to be configured. This mapping is managed in the Marketplace object details as illustrated by the following screenshot:



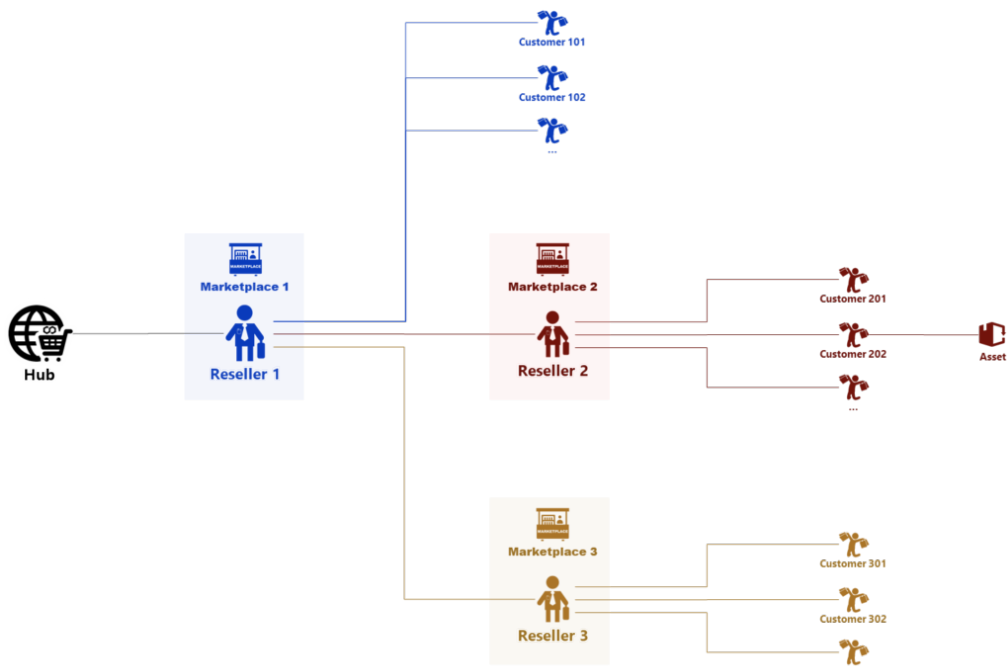
Where a given Marketplace can be mapped to multiple Hubs and Tier Accounts managed by those Hubs:



Which allows CloudBlue Connect to detect Marketplace when a given asset is being created linked with a certain tier accounts hierarchy:



With large number of possible configurations supported by the system:



Marketplaces can be defined on the same or different levels of the tier accounts hierarchy.

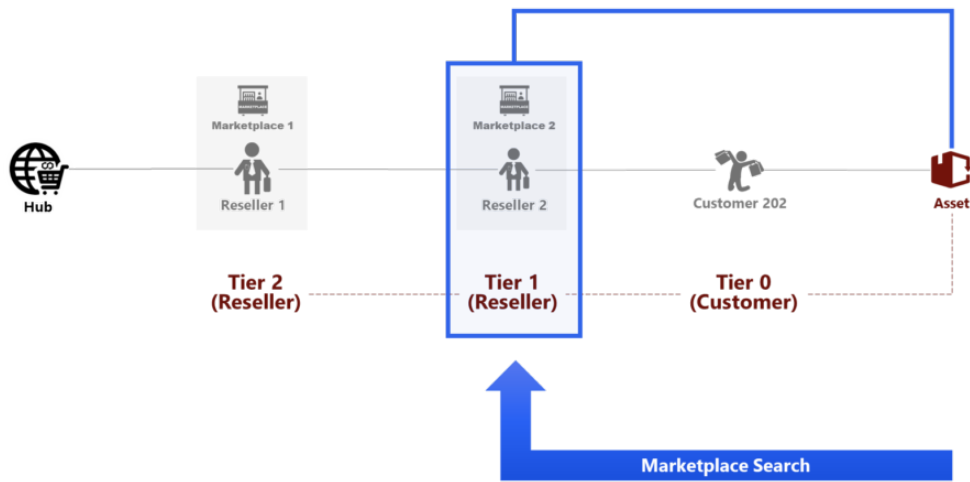
Marketplace Detection Logic

Assets are created in the hierarchy of tier accounts as illustrated below:



Where Asset is associate with 3 tiers (Tier-0, Tier-1, and Tier-2) of Tier Accounts. In case Marketplace was not explicitly specified when creating an Asset, CloudBlue Connect uses the following logic to detect the Marketplace:

Marketplace with the lowest Tier is associated with the Asset



I.e. Marketplace associated with the lowest tier of a given hierarchy is associated with the Asset as illustrated with the following screenshot:

Asset details

Status: Processing | Asset: AS-6464-5374-6500 (Recurring) | Product: My Product (PRD-130-686-165) | Marketplace: Marketplace 2 (MP-41739)

CONTROL PANEL | ITEMS | PARAMETERS | DETAILS | TIERS | REQUESTS | SUBSCRIPTION

General	Customer	T1 Reseller	T2 Reseller
Company Organization name	Customer 202	Reseller 2	Reseller 1
ID Globally unique immutable identifier	TA-5532-1592-4143	TA-5943-3101-4860	TA-2390-9824-1120
External ID Unique only within particular Hub	202	2	1
External UUID Globally unique ID	d87d9854-3993-4364-97b3-80fbceae85f3	a94f8243-142c-4e9c-942e-63568bed21ea	5A9E6B13-C803-4808-A9BC-31882B6C1419
Tier config ID Unique ID of Tier Configuration	-	-	-
Address			
Address Line 1 First line of the street address	Schuyler Locks	Roberta Ridges	High Hills
Address Line 2 (Opt.) second line of the street address	Lamar Green	Friesen Expressway	Through Street
City			

Where T1 Reseller was used to associate Marketplace with the Subscription.