As a VMware partner and a managed service provider for multiple clouds, you play a pivotal role in simplifying customer onboarding, providing more value-added services, and helping to manage your customers’ environments. However, this comes with customer expectations around vital components such as billing and usage reporting. To build a successful relationship with your customers, you must ensure that you report billing and usage back to the customer accurately, timely, and segmented in a way that matches your customers’ financial reporting needs in whichever cloud they have chosen to employ for their business.

The Challenge

In some cases, your customer might request that you completely manage a few cloud accounts for them. As a result, you might have complete access to all source data required to build artifacts. Meanwhile, your customer might manage another set of independent accounts. However, as part of the billing relationship, you want to add service charges to that bill to represent the cost of your managed services. Maintaining separate bills for some accounts becomes difficult when you need to apply changes to those bills you don’t directly own, not to mention the difficulty in properly reporting costs within a billing artifact that is shared across customers.

Do you have the skills, time, and money to invest in solving this issue? Billing is a critical, high-visibility function, where if it doesn’t meet the financial reporting and data segmentation needs of your customer, it could be a non-starter and cause lost service revenue opportunities. Well, now with the CloudHealth Partner Platform, you do not have to worry about this anymore.

Become a Trusted Partner to Your Customers

At VMware, we have developed the capabilities needed to help you mitigate this problem. You won’t need to invest your valuable time and effort in developing an internal billing system for the cloud environments you offer to your customers. The CloudHealth Partner Platform provides a Partner Generated Billing engine to help you get there. This functionality is available for the leading public cloud providers, including Amazon Web Services, Microsoft Azure, and Google Cloud Platform.
Manage billing relationships from one console
As a managed service provider, it’s highly possible that you’re working with customers who require billing data to be segmented according to their business’ reporting requirements. Through the CloudHealth Partner Platform’s Partner Generated Billing engine, you can help your customers understand and consume their billing information in a simplified manner that matches their unique reporting requirements.

With the CloudHealth Partner Platform’s Partner Generated Billing engine, you can:

- Mix and match all your customers’ desired billing needs from a single console
- Assign one or many accounts, subscriptions, or sub-billing accounts to your customers
- Customize and adjust customers’ monthly statements and reporting

Let our Partner Generated Billing engine do the backend work for you in serving complex customers, while you focus on building unique products, creating value-added services, and broadening your customer relationships.

Conclusion

VMware is committed to adding more value to the CloudHealth partner ecosystem. By expanding our Partner Generated Billing capabilities, we help you streamline the complex billing relationships that arise as your customer base matures and grows across multiple cloud environments. We are enabling you to aggregate all the information and arrange it in the way your customers want to see it. We want to make sure you can take on as many customers as possible, regardless of how that customer needs to be billed or where they want to be. Let’s simplify cloud consumption as well as billing for your customers.

Ready to Learn more?
Schedule a demo online or email us at ch-partners@vmware.com.