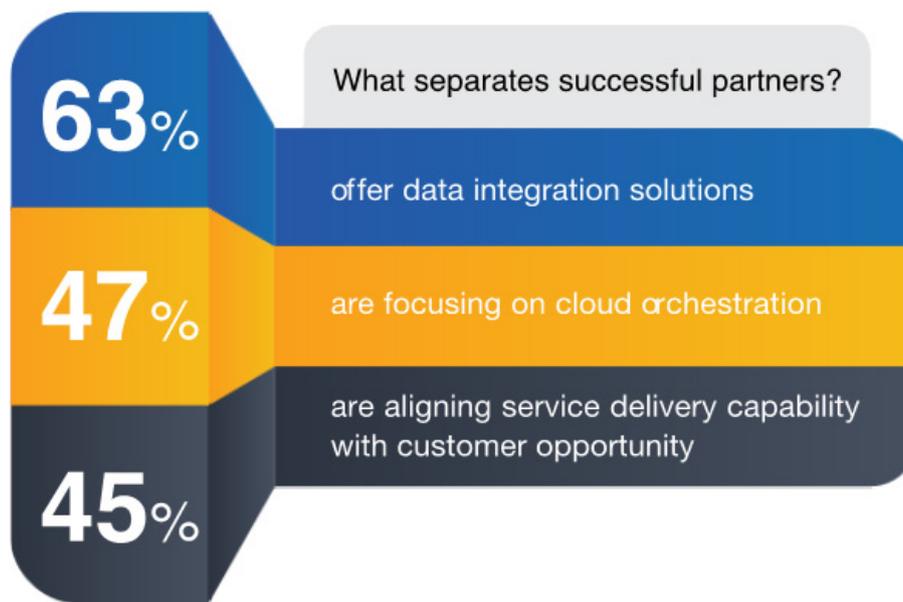
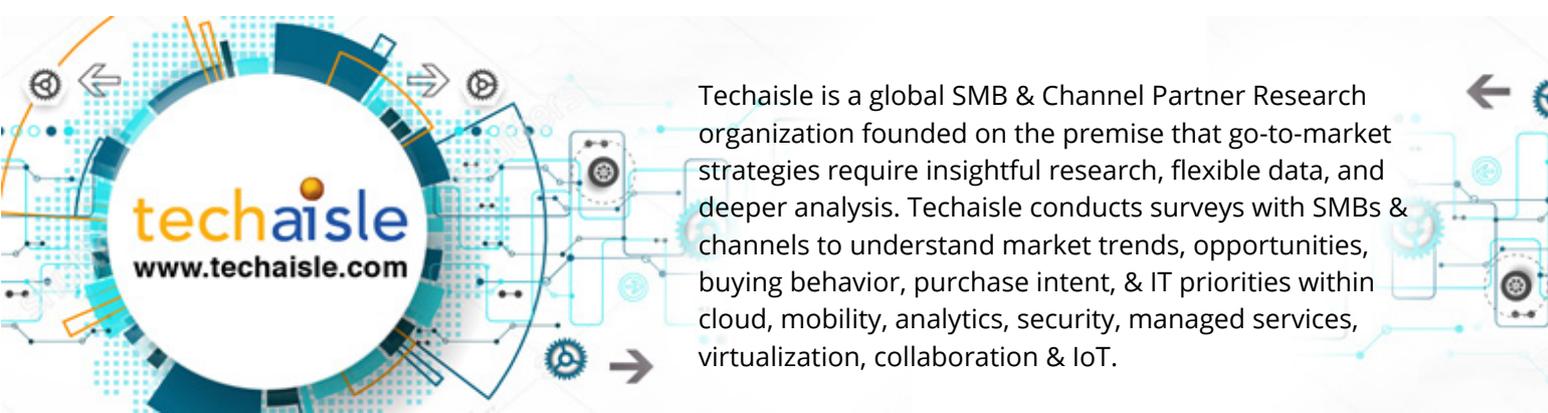


## Channels must invest in cloud orchestration & integration

Techaisle survey data comparing successful and unsuccessful cloud channel partners shows that providing best-of-breed cloud computing solutions that serve the needs of SMBs is only part of the technical foundation needed for success in the cloud channel business.



Successful channel partners have also invested in the ability to provide integration connecting cloud and on-premise application solutions. Some channel partners have built their own integration and migration tools that run on top of a stack of cloud offerings, while others utilize data integration tools & technologies available from third parties. As the number of cloud applications used by SMBs continue to increase, the need to connect data from different sources will become more acute; front-office applications will require a single view of the customer (leads, sales, & service) regardless of whether the data is sourced from cloud or on-premise systems, and this logic will also apply to accounting, billing & fulfillment, and other corporate functions.





## dinCloud Take-Away:

Best of breed involves selecting the best technology solution for a specific workload. For example, an Amazon Web Service might make sense for dev & test workloads where the usage may go up and down and where pricing by the second or the hour is helpful. In other more steady workloads such as hosting applications or workspaces, a more flat-rate approach is better to recommend to your clients.

Given the different systems to manage, MSPs and systems integrators can add value to their clients by helping manage multiple environments. Using dinCloud's console, partners can administer and orchestrate easily while offering their customers detailed reports of usage. Pricing is flat rate and straight forward as well.

dinCloud also offers assistance to partners to help customers migrate their IT environment to the cloud.

Want to get more information about selling cloud services? Click below:

[Become a Partner](#)



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Techaisle is a global SMB & Channel Partner Research organization founded on the premise that go-to-market strategies require insightful research, flexible data, and deeper analysis. Techaisle conducts surveys with SMBs & channels to understand market trends, opportunities, buying behavior, purchase intent, & IT priorities within cloud, mobility, analytics, security, managed services, virtualization, collaboration & IoT.