ProjectX

RESELLING THE CLOUD UNDER YOUR OWN BRAND · USE-CASE BRIEF

Sell the cloud to your customers, under your name, at your margin.

A reseller tier between the platform and your customers, with your domain, login and brand, your own price books and margin, sub-billing to each customer, support tooling, and no customer of yours visible to any other reseller.

The situation

An MSP resells a hyperscaler: the console carries someone else's logo, prices are whatever the reseller spreadsheet says this month, and customer invoices are rebuilt by hand.

How it works, step by step

01 **Become the middle tier** · Partners
Multi-level tenancy places you between the platform and your end customers, and keeps each reseller's customers invisible to every other.

02 **Put your name on it** · Partners
Your own domain and login, with the brand record resolved per reseller and used on sign-in pages and certificates.

03 **Set your prices** · Partners
Price books with your margin over the platform's, and margin analytics per reseller.

04 **Sell what customers run** · Servers
Your customers order servers, storage and databases from a catalog that shows prices, never the wholesale cost.

05 **Bill and support them** · Partners
Sub-billing per customer, support tooling for your desk, and revenue reporting by SKU, region and reseller.

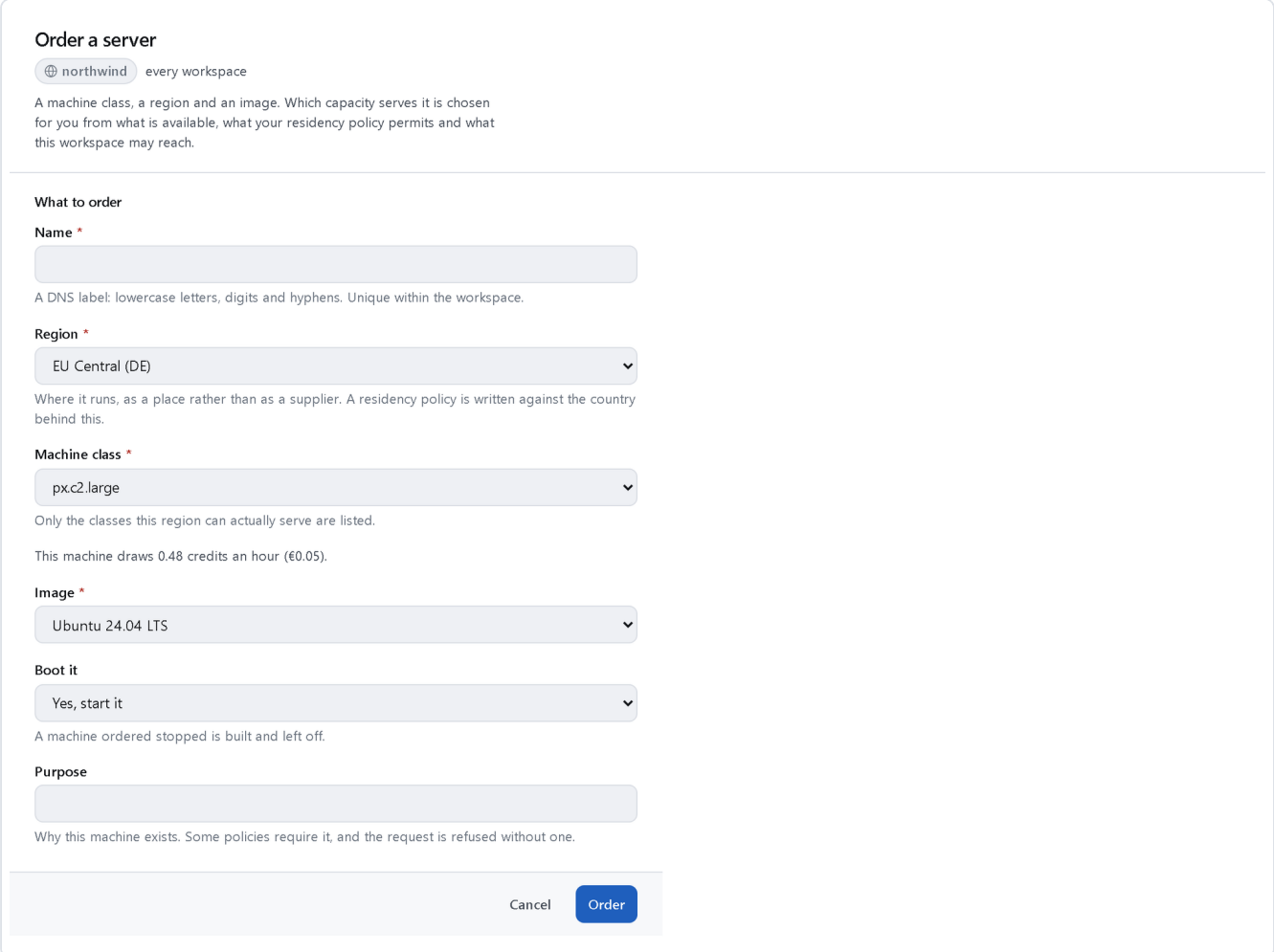
What you get

01
Your brand, end to end
Domain, login and branded documents resolve to the reseller's brand.

02
Margin you can see
Price books carry your margin, and analytics show it per SKU and region.

03
Customers kept apart
No reseller's end customers are ever visible to another reseller.

In the console



Pick a size and a region; the price is on the page before you order. Screens shown with demo data.

Questions buyers ask

Do our customers see the platform's costs?
No. Customers see the products and the prices you set; wholesale cost is never on the customer view.

Can we offer identity and data products too?
Lifecycle supports multi-client controls and reseller operations for MSPs managing several companies.