



CASE STUDY:

Global Master Agent – Wholesale & Bill-on-Behalf

The Company required the ability to read invoice data from upstream Service Providers, then convert this data to a Company generated invoice, to send to the Partner (Wholesale) or Master Agent to Customer (Bill-on-Behalf). The Company worked with Service Providers to deliver an aggregated invoice file for import by the Company.

BluLogix provided a data-loader for Service Providers to easily upload and validate invoice data for Master Agent to Partner billing. BluLogix termed this process “rebilling” within its BluIQ platform. Today, we call this the “ChannelFlow SP Data Loader”, it is a free app for our Master Agent customers to provide to their Service Providers.

With the Master Agent as the billable:

- Service Providers realized significant savings in back-office direct billing of Customers.
- Master Agent and Partner benefitted realizing top line revenue, branding of invoices and payment portals.
- Customers benefitted by receiving a single consolidated invoice for all service provided by the Partner.

When the idea of “Rebilling” evolved into a product, BluLogix named it ChannelFlow. ChannelFlow was built around a vision to create a solution specifically to address partner demand for a resale model that fit within the existing master agent model. Initially it supported a few early adopter service providers interested in the wholesale and bill-on-behalf partner programs, today BluLogix supports more than 50 service providers to include:

8x8	EvolveIP	RapidScale
Acronis	Flexential	RingCentral
Acronis WS	HOSTING	ServerCentral
ADP	HP Managed Print	Sippio
Aryaka	iland	Synoptek
Cisco Broadsoft	Inap	TierPoint
Cisco Webex	Masergy	UbiStor
Collab9	Ooma	USAN
Cyxtera	QTS	
dinCloud	Quest	



Wholesale vs Bill-on-Behalf

While the Company wanted to support both models, clear differentiators arose that drove product/market fit for each program.

The wholesale program gave the Master Agent the benefit of billing the partner directly to realize top-line revenue and manage profits. Profits were based on mark-up of service provider invoicing at Master Agent cost.

From an operational perspective Partner billing avoided any tax burden because the Partner was purchasing from the Master Agent for resale. The wholesale program was a great fit for traditional Value Added Resellers and Managed Service Provider already billing direct to their customers.

The bill-on-behalf program required the Master Agent generate the invoice to the end-customer. While the Company in this case had to manage the tax burden the Partner benefit from tax burden relief. Bill-on-Behalf provided top-line revenue for the Master Agent while attracting premium Partners with Partner Branding of quotes, invoices and payment portals. The Bill-on-Behalf program was a great fit for companies that prefer the agent model but are looking for more control over profits and branding.

A particularly challenging aspect of rebilling with ChannelFlow has been Unified Communications as a Service (UCaaS). UCaaS needs to be handled differently than other non-regulated services. The Company required a pass-through model to support the pass-through of UCaaS Service Provider charges and taxes, to be invoiced in both the Wholesale and Bill-on-Behalf Partner models.

ChannelFlow – Partner Enablement

The Company realized many of their partners were not equipped to generate recurring invoices and calculate taxes with their traditional accounting platforms. ChannelFlow's multi-tenant hierarchy enabled it to be extended further to provide the Partner with tools they needed to easily generate customer invoices with proper tax calculation. BluLogix termed this "ChannelFlow Partner Enablement App".

This level of partner enablement was embraced as a differentiator among other Master Agent programs and giving the Partner control over branding and margins or commissions.



Summary

The case of this one Master Agent is similar to many of the channel models BluLogix supports today with ChannelFlow. BluLogix engages its customers and prospects using a Discovery approach that delivers customized configurations of ChannelFlow to align with existing CRM and ERP solutions and processes.