The **CloudAtlas "Get Approved" service** is designed to help ISVs navigate the solution validation process for cloud marketplaces, focusing on **either the Google Cloud Platform (GCP), AWS, or Azure.** This service ensures your product meets the Cloud Provider's required technical, compliance, and listing criteria, enabling seamless submission and approval on the chosen platform. You can select the Cloud Marketplace that aligns best with your product strategy.

This service guides ISVs through **product approvals to sell products in cloud marketplaces like GCP**, helping you achieve solution validation in just **one month with AtlasExpress**, rather than the typical $5,000 to $15,000 cost of traditional consulting services.

This document outlines the phases, deliverables, and activities needed to achieve validation success on your selected Cloud Marketplace, ensuring a faster and more cost-effective approval process.

Service Overview and Phases

The "Get Approved" service comprises three phases, tailored to your chosen cloud platform (GCP, AWS, or Azure):

Phase 1: Initial Solution Assessment & Funding Eligibility (First Month)

Objective: Establish solution readiness and explore relevant funding options for the chosen platform.
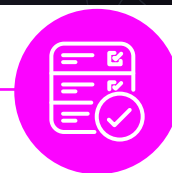
Key Activities:

- **ISV Persona Alignment:** Align your product with the ISV requirements of your selected platform:
  - **GCP:** Ensure compatibility with GCP's ISV persona and the Google Build Partner requirements.
  - **AWS:** Align with AWS's technical and compliance criteria for marketplace validation.
  - **Azure:** Focus on meeting Azure's ISV persona alignment and validation requirements.
- **Funding Eligibility Assessment: Evaluate eligibility for platform-specific funding support:**
  - **GCP:** Development Acceleration Fund (DAF) and Professional Services Fund (PSF).
  - **AWS:** Marketplace funding programs for ISVs.
  - **Azure:** Co-sell incentives and marketplace development funds.
- **Solution Architecture Review:** Review product architecture to identify gaps and ensure it aligns with the technical requirements of the chosen platform, covering deployment models such as VM, Kubernetes, or SaaS.
- **Consumption & Revenue Projections:** Develop estimates tailored to the marketplace, considering small, medium, and large consumption scenarios.

Deliverable: Solution Assessment Report detailing funding eligibility, architecture gaps, and initial consumption projections for the selected platform.

Phase 2: Validation Planning & Implementation (First Month)

Objective: Develop a tailored validation strategy and execute necessary changes to meet the requirements of your chosen cloud marketplace.

Key Activities:

- **Solution Validation Plan:** Create a detailed plan based on the selected platform's validation criteria:
  - **GCP:** Adjustments to architecture, managed services, and compliance measures.
  - **AWS:** Specific steps to align architecture and compliance with AWS standards.
  - **Azure:** Focused guidance on Azure's technical requirements and co-sell compatibility.
- **Product & Listing Details Preparation:** Prepare product information, including pricing (license costs), architecture design, and deployment models, specific to the chosen platform.
- **Validation Implementation:** Engage with your technical team to implement changes needed for validation compliance.

Deliverable: Solution Validation Plan outlining the steps for architecture updates, compliance adjustments, and submission readiness for the selected platform.

Phase 3: Submission & Approval Support (Ongoing)

Objective: Achieve solution validation approval for your selected Cloud Marketplace.

Key Activities:

- **Solution Validation Submission:** Prepare and assist with submission of all required documentation based on the selected platform:
  - **GCP:** Focus on Google's validation requirements, including architecture and managed services.
  - **AWS:** Address AWS-specific criteria, such as deployment models and compliance.
  - **Azure:** Prepare Azure-compliant documents, including architecture and listing details.
- **Validation Support:** Handle feedback, resolve issues, and facilitate approval.
- **Ongoing Monitoring:** Provide updates on submission status and necessary follow-ups to ensure approval.

Deliverable: Solution validation approval for GCP, AWS, or Azure, depending on your selection.

Detailed Sections of the "Get Approved" Plan

Funding Eligibility & Solution Alignment

- **Platform-Specific Funding:** Identify funding opportunities aligned with the chosen platform.
- **Persona Fit & Positioning:** Align product positioning and persona fit with the selected cloud platform's ISV requirements.

Solution Validation Strategy

- **Product & Architecture Design:** Tailor architecture design to meet the technical standards of GCP, AWS, or Azure.
- **Managed Services & Compliance:** Adjust managed services and compliance based on the requirements of the chosen platform.
- **Consumption & Revenue Estimates:** Refine estimates to match the expectations of the selected cloud marketplace.

Solution Validation Submission & Support

- **Submission Preparation:** Ensure readiness for validation submission, focusing on the specific criteria of GCP, AWS, or Azure.
- **Validation Success:** Achieve approval for your chosen marketplace and prepare for further scaling.

What We Need from You

To facilitate a successful approval process, we require:

- **Access to Product Information:** Documentation on architecture, compliance, and pricing tailored to your chosen platform.
- **Technical Team Coordination:** Availability of internal resources to make necessary adjustments.
- **Current Market Data:** Previous validation or submission feedback, if available.

Timeline and Next Steps

- **First Month Plan:**
  - **Week 1:** Solution assessment, funding eligibility review, and architecture evaluation for the chosen platform.
  - **Week 2:** Validation planning, product detailing, and compliance adjustments.
  - **Week 3:** Submission preparation, consumption estimates, and revenue finalization.
  - **Week 4:** Submission, follow-up, and issue resolution.
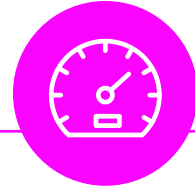
Why Choose CloudAtlas?

Expert Guidance:

Extensive experience navigating solution validation for GCP, AWS, and Azure marketplaces.

Platform-Specific Support:

Tailored approach based on the requirements of your selected cloud marketplace.

Faster Time to Approval:

Accelerate solution validation through targeted support, minimizing delays.

Ongoing Assistance:

Support continues beyond validation, ensuring smooth transitions to listing, transacting, and scaling.