

Introduction

The CloudAtlas “Get Transactions” service is designed for:

ISVs that have successfully completed the “Get a Plan,” “Get Approved,” and “Get Listed” services.

ISVs that have launched a marketplace listing but are not experiencing the expected transaction volume.

This service focuses on improving marketplace performance by providing **guidance, go-to-market (GTM) materials, and GTM augmentation**, driving increased transactions and revenue. It starts with a defined plan for the **first month of focus**, followed by ongoing activities that can extend into additional months of support to ensure sustained growth.

Service Overview and Phases

The “Get Transactions” service consists of three main phases, starting with focused efforts in the first month and followed by ongoing execution in subsequent months.

Product & Market Positioning Enhancement (First Month)

- Phase 1**
- **Objective:** Refine product positioning to drive more transactions in the cloud marketplace.
 - **Key Activities:**
 - **Collaboration on Positioning:** Work closely with your team to refine product positioning for stronger alignment with marketplace requirements.
 - Emphasize the solution’s unique value proposition within the cloud provider ecosystem (GCP, AWS, or Azure).
 - Highlight competitive advantages and differentiators as identified in the “Get a Plan” strategy.
 - **Message Simplification:** Simplify messaging to resonate better with marketplace buyers and partners.
 - Use language that aligns with cloud provider terminology and target personas.
 - Ensure messaging consistency with the strategic roadmap established in the “Get a Plan” deliverable.
 - **Deliverable:** Enhanced Product Positioning Report with refined messaging that aligns with cloud marketplace requirements and target personas.

Messaging Alignment & Customization (First Month)

- Phase 2**
- **Objective:** Create messaging that aligns with cloud provider standards while customizing it to fit the ISV’s terminology and ecosystem placement.
 - **Key Activities:**
 - **Solution Messaging Development:** Develop messaging that clearly articulates the solution’s value within the chosen cloud provider’s ecosystem.
 - Customize the message to fit the ISV’s specific terminology, industry language, and ecosystem positioning.
 - Include benefits that match the messaging framework of GCP, AWS, or Azure.
 - **GTM Material Creation:** Develop GTM assets to support sales efforts:
 - **Direct seller playbooks** tailored for marketplace selling.
 - **Co-selling battle cards** designed for field-level sales teams, enabling effective engagement with cloud provider representatives.

“Get Transactions” Service - Marketplace GTM Execution Deliverable

Phase
2

- **Deliverable: Customized Messaging Document**, including direct seller playbooks and field-level co-selling battle cards tailored to cloud provider-specific terminology and strategies.

Phase
3

Field Execution & Co-Sales Support (Ongoing)

- **Objective:** Provide ongoing execution support in the field to drive transactions and sustain growth.
- **Key Activities:**
 - **Sales Assistance:** Collaborate with your sales team to support direct sales and co-selling efforts with cloud provider sellers.
 - Participate in sales engagements, including joint calls, demos, and deal negotiations.
 - Assist with co-selling processes, leveraging cloud provider resources to maximize opportunities.
 - **Performance Monitoring:** Track messaging effectiveness, GTM materials, and co-selling strategies.
 - Adjust GTM tactics based on real-time feedback and marketplace data, ensuring continuous optimization.
- **Deliverable:** Transaction Outcomes Documentation, analysis of messaging effectiveness, and updated co-selling strategies to drive further success.

Detailed Sections of the “Get Transactions” Plan

Product & Market Positioning

Positioning Refinement: Collaborate with the ISV to refine product positioning for stronger marketplace alignment.

Messaging Simplification: Create clear, concise messaging that resonates with cloud marketplace buyers and partners.

Solution Messaging & GTM Material Development

Solution Messaging: Develop messaging that aligns with the chosen cloud provider’s ecosystem and incorporates ISV-specific terminology.

Customized GTM Materials: Create direct seller playbooks and co-selling battle cards to facilitate effective sales execution.

Field Execution & Co-sales Support

Sales & Co-sales Assistance: Provide hands-on support for direct sales and co-selling efforts, increasing transaction volume.

Performance Monitoring: Track and analyze the effectiveness of GTM materials and field execution, adjusting strategies as needed.

Register to join the waiting list!



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“Get Transactions” Service - Marketplace GTM Execution Deliverable

What We Need from You

To ensure successful GTM execution, we require:

Product Information: Details on product features, use cases, and target personas.

Current Sales Data: Insights on existing sales efforts and marketplace transaction performance.

Sales Team Coordination: Access to sales teams for collaboration on messaging, positioning, and co-selling strategies.

Timeline and Next Steps

First Month Plan:

Week 1: Positioning refinement and message simplification.

Week 2: Development of solution messaging and GTM materials.

Weeks 3: Field execution support and initial sales engagements.

Weeks 4: Monitoring of messaging effectiveness and adjustment of strategies as needed.

Beyond Month 1: Ongoing Support

The initial plan covers the **first month**, but ongoing support activities will continue to optimize transactions and co-selling efforts. Additional services will be provided based on evolving marketplace needs and ISV priorities.

Why Choose CloudAtlas?

Tailored GTM Support: Initial focus on alignment with strategic goals from the “Get a Plan” deliverable, followed by sustained execution support.

Effective Messaging: Custom messaging and GTM materials that resonate with cloud provider ecosystems, driving stronger transaction outcomes.

Hands-On Execution: Direct support in the field, ensuring increased transactions through effective co-selling strategies.

Continuous Optimization: Ongoing adjustments based on real-time marketplace data and field feedback to maximize growth.

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