



Your Cloud Marketplace
Professional Services Partner

“Get Support” Service — Technical, Marketplace, and Integration Optimization Deliverable

Introduction

The CloudAtlas “Get Support” service is tailored for:

ISVs that have completed previous CloudAtlas services up to “**Get Transactions**” and want to further optimize their marketplace operations.

ISVs with mature marketplace operations seeking to scale further and achieve long-term success.

This service covers four core areas:

1

GCP Technical Foundations

2

Marketplace Management

3

Architecture & Integration

4

SaaSify Your Product

While GCP-specific guidance is a key focus, CloudAtlas also supports AWS and Azure to ensure multi-cloud alignment.

Sequential Service Overview and Phases

The “Get Support” service takes a **step-by-step approach** that begins with identifying the customer’s most pressing needs. The first month is focused on **enablement, analysis, design, implementation, and kickoff**. Ongoing support will follow based on the areas of focus selected.

Identify Focus Area (Initial Meeting)

- **Objective:** Understand the ISV’s current marketplace operations and determine which of the four key areas (GCP Technical Foundations, Marketplace Management, Architecture & Integration, or SaaSification) need immediate attention.
- **Activities:**
 - Initial discovery meeting to assess the ISV’s operational needs.
 - Selection of one or more focus areas for the first month’s activities

First Month Plan: Enable, Analyze, Design, and Implement

Enablement & Analysis (Week 1)

- **Objective:** Enable and analyze the chosen focus area to understand gaps, challenges, and optimization opportunities.
- **Activities:**
 - **GCP Technical Foundations:** Review product stack, deployment models, and compliance needs.
 - **Marketplace Management:** Assess deal desk processes, private offer management, and vendor engagement.
 - **Architecture & Integration:** Analyze integration with enterprise systems and identify operational inefficiencies.
 - **SaaSify Your Product:** Evaluate readiness for transitioning to cloud-native SaaS models.

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Phase 2

Design (Week 2)

- **Objective:** Design tailored solutions and strategies based on the analysis.
- **Activities:**
 - **GCP Technical Foundations:** Create a roadmap for GCP solution validation, including architecture design, security compliance, and click-to-deploy readiness.
 - **Marketplace Management:** Develop a plan for improving deal desk workflows, private offer management, and vendor operations.
 - **Architecture & Integration:** Design integration improvements to streamline operations and enhance customer experience.
 - **SaaSify Your Product:** Outline a structured plan for transitioning to a fully integrated SaaS model.

Phase 3

Implementation & Kickoff (Weeks 3–4)

- **Objective:** Implement the designed solutions, kick off the execution phase, and establish initial performance metrics.
- **Activities:**
 - **GCP Technical Foundations:** Begin implementing GCP validation requirements, including deployment model adjustments.
 - **Marketplace Management:** Optimize deal desk processes, private offers, and vendor management.
 - **Architecture & Integration:** Start integrating the designed solutions with enterprise systems and cloud platforms.
 - **SaaSify Your Product:** Initiate the SaaS transition by implementing containerization, multi-tenant management, and ecosystem alignment.

Deliverables for First Month:

- **Customized Report** outlining enablement results, design plans, initial implementation progress, and next steps for ongoing support.

Ongoing Support and Scaling (Months 2 and Beyond)

After the first month’s kickoff, the following ongoing activities will be carried out to maintain optimization and scale operations:

Continued Support for Each Area

GCP Technical Foundations:

Continuous refinement of technical architecture, deployment models, and compliance.

Marketplace Management:

Ongoing deal desk management, private offer handling, and vendor relationship optimization.

Architecture & Integration:

Further integration enhancements and operational streamlining.

SaaSify Your Product:

Continued support for SaaS transformation, ensuring ecosystem compatibility and transaction growth.

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Detailed Sections of the “Get Support” Plan

1

GCP Technical Foundations & Multi-Cloud Adaptation

- **Product Stack Analysis:** Define the components needed for validation, focusing on deployment models and compliance.
- **Multi-Cloud Adjustment:** Tailor recommendations for AWS and Azure, emphasizing architectural compatibility.

2

Marketplace Management

- **Deal Desk & Private Offers:** Optimize processes for handling private offers and custom transactions across GCP, AWS, and Azure.
- **Operational Support:** Provide ongoing management of marketplace operations, ensuring efficiency and compliance with each cloud provider’s requirements.

3

Architecture & Integration Enhancement

- **Enterprise Integration:** Improve connections with enterprise systems, focusing on seamless GTM operations.
- **Operational Streamlining:** Implement automation and managed services to enhance the customer experience across cloud marketplaces.

4

SaaSification & Ecosystem Alignment

- **SaaS Transition:** Guide the transformation to a fully integrated SaaS model, emphasizing ecosystem compatibility and cloud-native deployment.

What We Need from You

To ensure effective support and optimization, we require:

Technical Documentation:

Information on current architecture, deployment models, and integration processes.

Marketplace Operations

Data: Insights into deal desk processes, private offers, and vendor management.

Internal Resources:

Access to technical and operations teams for collaboration on SaaS transition and integration efforts.

Timeline and Next Steps

First Month Plan:

Week 1: Enablement & Analysis of chosen focus area.

Week 2: Design tailored solutions.

Weeks 3–4: Implementation & Kickoff, establishing metrics and initial results.

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Ongoing Support: Adjust focus areas, refine strategies, and scale based on performance metrics and customer priorities.

Why Choose CloudAtlas?

GCP Expertise & Multi-Cloud

Adaptation: Extensive knowledge of GCP-specific requirements, with additional support for AWS and Azure adaptation.

Marketplace Operations

Excellence: Proven strategies for optimizing deal desks, private offers, and operational efficiency across cloud marketplaces.

Advanced Integration & SaaS

Transition: Deep expertise in enhancing architecture, integration, and transitioning to cloud-native SaaS models.

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