



Your Cloud Marketplace
Professional Services Partner

“Get Listed” Service — Marketplace Solution Validation Deliverable

The **CloudAtlas “Get Listed” service** is more than just a listing service—it’s about being your trusted advisor through the entire process of getting your product listed on cloud marketplaces, whether on **GCP, AWS, or Azure**.

While CloudGTM platforms may offer integration services to facilitate procurement in cloud marketplaces, the reality is that there are numerous choices for vendors and integration methods. CloudAtlas partners with you from the very beginning, helping you navigate these choices with confidence. We ensure that you select the right vendor or integration method that aligns with your strategy, cost considerations, and partnership ecosystem.

Our role as your trusted partner extends beyond listing creation. We help you understand the **most effective ways to market and build your listings**, ensuring they align with your product’s deployment model, pricing strategy, and broader goals as defined in the **“Get a Plan”** strategy.

Once a marketplace integration vendor is selected, CloudAtlas works **alongside the vendor** to optimize your listing, ensuring it meets technical requirements and supports your **go-to-market strategy** as outlined in the initial plan. We make sure your product’s visibility is maximized, and the listing is designed to drive transactions.

Service Overview and Phases

The “Get Listed” service comprises three main phases, tailored to your selected cloud marketplace (GCP, AWS, or Azure):



Phase 1: Initial Listing Strategy & Preparation (First Month)

Objective: Develop a listing strategy tailored to your product and the selected cloud platform, ensuring alignment with the broader “Get a Plan” strategy.

Key Activities:

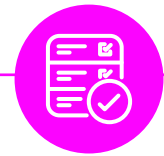
- **Choose Vendor or DIY:** Decide whether to work with a marketplace integration vendor (e.g., Tackle, CloudBlue) or use a DIY approach.
 - **Vendor Option:** CloudAtlas will collaborate closely with the chosen vendor, managing the integration process to ensure a successful listing that aligns with your “Get a Plan” strategy.
 - **DIY Option:** CloudAtlas will provide hands-on guidance, ensuring your listing is created effectively and meets the marketplace requirements.
- **Which Cloud? Define the marketplace for listing, ensuring strategic alignment:**
 - **GCP:** Align with Google Cloud Marketplace standards and focus areas from the “Get a Plan” strategy.
 - **AWS:** Tailor the listing to AWS Marketplace criteria, ensuring compliance with key elements outlined in the strategy.
 - **Azure:** Prepare the listing to meet Azure’s standards while aligning with the strategic focus areas from “Get a Plan.”
- **Public or Private Listing:** Determine listing type:
 - **Public Listing:** Aims for broader visibility and supports scaling.
 - **Private Listing:** Targets specific customers or partners, aligned with private offers or agreements as outlined in “Get a Plan.”

Deliverable: Initial Listing Strategy Report outlining marketplace choice, listing type, and vendor/DIY considerations, ensuring alignment with the “Get a Plan” strategy.

Register to join the waiting list!



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Phase 2: SKU Development & Pricing Model Alignment (First Month)

Objective: Develop SKUs and pricing models based on the requirements of your selected marketplace, ensuring alignment with the strategic roadmap from “Get a Plan.”

Key Activities:

- **SKU Types:** Create SKUs that match your product offerings and align with the plan’s objectives:
 - **Private Offers Only:** Tailored for select customers, supporting key partnerships identified in “Get a Plan.”
 - **Standard Offers:** Broad availability, supporting wider distribution and strategic scaling.
- **Pricing Models:** Ensure that pricing aligns with marketplace requirements and the plan’s broader pricing strategy:
 - **Flat Fee:** Consistent with strategic pricing plans.
 - **Usage-Based:** Integrated with marketplace billing systems to support the strategic goals outlined in “Get a Plan.”
 - **Combo Models:** Balances flat fee and usage-based approaches.
 - **Free Trial:** Encourages user adoption as defined in your strategy.
- **Deployment Type:** Choose the appropriate deployment model, ensuring consistency with the strategy:
 - **Manual Deployment:** For complex solutions identified in the strategy.
 - **Automated Deployment:** Supports faster customer onboarding and aligns with the frictionless approach outlined in “Get a Plan.”

Deliverable: SKU Development Report and Pricing Strategy Document, ensuring alignment with the broader “Get a Plan” strategy.



Phase 3: Listing Creation & Go-Live Support (Ongoing)

Objective: Create and launch the marketplace listing on GCP, AWS, or Azure, ensuring successful deployment and alignment with the “Get a Plan” strategy.

Key Activities:

- **Listing Creation:** CloudAtlas will work alongside the vendor to develop listing content, ensuring it aligns with the strategic messaging, key benefits, and technical details identified in “Get a Plan.”
 - **GCP:** Align with Google Cloud’s listing criteria, emphasizing ISV alignment and co-sell potential.
 - **AWS:** Focus on AWS-specific listing attributes and strategic deployment options.
 - **Azure:** Tailor listing content to Azure’s marketplace standards, emphasizing integration and deployment options.



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- **Go-Live Support:** CloudAtlas will actively support the listing’s launch, managing updates and ensuring it aligns with the strategic execution plan.
- **Post-Listing Optimization:** Continuous monitoring of listing performance, customer engagement, and strategic adjustments to improve visibility and transactions.

Deliverable: Live Marketplace Listing, with ongoing performance support aligned with strategic goals.

Detailed Sections of the “Get Listed” Plan

Vendor vs. DIY Approach

- **Vendor Collaboration:** CloudAtlas will work alongside the chosen vendor to ensure a successful listing, aligning with the strategic goals established in “Get a Plan.”
- **DIY Guidance:** Direct support to enable an effective DIY listing, with guidance rooted in the broader strategy.

Platform-Specific Listing Preparation

- **GCP:** Develop a listing aligned with Google Cloud’s requirements, ensuring consistency with the ISV persona and strategic objectives from “Get a Plan.”
- **AWS:** Create a listing that meets AWS-specific requirements, ensuring it aligns with the broader strategy.
- **Azure:** Tailor the listing to Azure’s marketplace criteria, ensuring consistency with the strategic roadmap.

SKU Development & Pricing Strategy

- **SKU Types:** Develop SKUs that reflect strategic product offerings.
- **Pricing Alignment:** Adjust pricing models to match platform requirements and the strategic pricing plan from “Get a Plan.”

Deployment Type & Automation

- **Manual Deployment:** For complex integrations aligned with strategic objectives.
- **Automated Deployment:** Emphasize click-to-deploy models for faster onboarding, consistent with the strategic goal of frictionless deployment.

What We Need from You

To ensure a successful listing process, we require:

- **Product Information:** Documentation on features, pricing models, and deployment types.
- **Marketplace Strategy:** Clarity on listing goals, whether public or private, as established in “Get a Plan.”
- **Internal Resources:** Technical and sales team availability for SKU development and pricing strategy alignment.



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Timeline and Next Steps

- **First Month Plan:**
 - **Week 1:** S Listing strategy development, vendor selection, and marketplace choice.
 - **Week 2:** SKU creation, pricing alignment, and deployment planning.
 - **Week 3:** Listing preparation and content development.
 - **Week 4:** Go-live support, feedback handling, and optimization, ensuring alignment with strategic objectives.

Why Choose CloudAtlas?



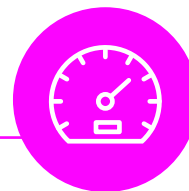
Collaborative Approach:

CloudAtlas works side-by-side with the vendor to ensure listing success and strategic alignment.



Strategic Integration:

The listing process is closely aligned with the “Get a Plan” strategy, ensuring consistency across planning, validation, and listing.



Faster Go-Live:

Accelerated setup and launch, maximizing visibility and reducing time to market.

Continuous Optimization:

Ongoing support to maintain listing performance and strategic growth.

