

Marketplace Readiness Score and Report

Introduction

Purpose

The **Marketplace Success Insights Report** is a free, high-level report crafted to empower you with strategic data, insights, and action steps to make a strong case for investing in Cloud Marketplaces. Designed as a valuable resource, this report provides:

Current Marketplace Landscape: Tailored insights on the Cloud Marketplace ecosystem, highlighting untapped opportunities like the [\\$380 billion in unused cloud commitments](#).

Cost and Efficiency Comparisons: A breakdown of marketplace engagement costs, illustrating how CloudAtlas's fractional services offer a cost-effective alternative to traditional, fully staffed internal teams.

Potential Business Impact: Evidence on how marketplace alignment can drive revenue, unlock new customer segments, and establish critical partnerships.

This report helps you clarify and communicate the value of marketplace investment, enabling you to build internal alignment and support. It's ideal for alliance managers, partnership leads, and executives seeking to understand the impact of marketplace engagement.

Who Is This For?

The **Marketplace Success Insights Report** is targeted to:

Alliance & Partnership Managers: Individuals responsible for cloud relationships who need evidence and a clear case for marketplace value.

Executives & Decision-Makers: Stakeholders needing data to weigh the strategic and financial benefits of Cloud Marketplaces as a viable growth channel.

Why Invest in Cloud Marketplaces?

The Cloud Marketplace Opportunity

1

\$380B in Unused Cloud Commitments: Cloud Marketplaces provide a direct way to capture these commitments, creating a new channel for efficient revenue generation.

2

Accelerated Market Access: With built-in resources, Cloud Marketplaces reduce time-to-market and increase product accessibility across a global cloud ecosystem.

3

Revenue Growth and Efficiency: Marketplaces enable access to new revenue streams and faster customer acquisition, with the potential for substantial ROI.

Cloud Marketplace Success Insights Report

Challenges Without a Marketplace Strategy

Organizations lacking a dedicated marketplace approach often:

Lose Key Deals: Competitors positioned in Cloud Marketplaces often win over companies without a presence.

Face High Operating Costs: An in-house marketplace team can cost \$500,000–\$1M annually.

Experience Lost Efficiency: CloudAtlas's expertise provides faster results at a fraction of the cost and time required for internal teams.

CloudAtlas: Your Strategic Marketplace Partner

Cloud Marketplace Success Insights Report

AtlasExpress Subscription: For \$799/month or \$7,999 annually, AtlasExpress provides consistent marketplace strategy and ongoing support. It functions as a fractional team member, guiding you through strategic alignment, execution, and marketplace adaptation.

Get Cloud GTM ROI Comprehensive Services

Start with “Get a Plan”: AtlasExpress begins with the Get a Plan service, a foundational step that delivers a tailored Marketplace Success Plan.

Expand as Needed: Following the plan, customers can access the full Get Cloud GTM ROI suite:

- **Get Approved:** Navigate marketplace approvals and technical compliance.
- **Get Listed:** Create impactful listings aligned with requirements.
- **Get Transactions:** Boost transaction volumes with enhanced product positioning and GTM strategies.
- **Get Support:** Sustain marketplace growth with long-term optimization and technical support.

For most organizations, \$30K or less covers the full augmentation of a Cloud GTM Strategy, Execution, and Support team, making this suite a cost-effective alternative to staffing internally.

How CloudAtlas Accelerates Success: The Marketplace Engagement Path

Step 1

Understand the Opportunity (This Report)

- **Marketplace Positioning Assessment:** Insights into your current marketplace stance, competitive gaps, and growth opportunities.
- **Cost Comparison:** Showcases how CloudAtlas's services reduce costs and drive quicker results.

Register to join the waiting list!



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Cloud Marketplace Success Insights Report



“Get a Plan” (AtlasExpress Starting Point)

- **Detailed Strategy Development:** This foundational plan, priced as needed, includes GTM strategy, product readiness assessments, and partner alignment channel for efficient revenue generation.



AtlasExpress Monthly Retainer

- **Ongoing Guidance & Support:** AtlasExpress provides consistent support, ensuring continued marketplace success and adaptation.



Comprehensive Services (Get Cloud GTM ROI)

- **Expand Services as Needed:** Based on specific needs, additional support can include approvals, listing, transactions, and long-term marketplace engagement.

Take the First Step Toward Cloud Marketplace Success

Request your **Free Marketplace Success Insights Report** today to gain strategic insights and build the case for marketplace investment within your organization.

Contact us to get started:

✉ **Email:** info@cloudatlas.pro

🌐 **Website:** cloudatlas.pro

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