Cloud Atlas

Your Cloud Marketplace
Professional Services Partner

Start with "Get a Plan"

The **CloudAtlas "Get a Plan" Service** provides a foundational roadmap for ISVs to achieve rapid success in cloud marketplaces like **GCP, AWS, and Azure**. This service delivers strategic insights, product readiness assessments, and clear execution plans to ensure alignment with cloud provider requirements, driving faster marketplace success. It is the starting point for a sequential process that leads to further growth and optimization through **"Get Approved," "Get Listed," "Get Transactions," and "Get Support"** services, each building on the foundation established during the initial planning phase.

What's Included in "Get a Plan"?

CloudAtlas combines marketplace strategy, product development, and go-to-market (GTM) execution to create tailored success plans:

Phase 1

Initial Engagement & Discovery

- **Objective:** Evaluate your current marketplace positioning, identify gaps, and set immediate goals.
- **Activities:**
  - Introductory meeting to gather key insights about your product and marketplace strategy. Initial product assessment, including architecture, readiness, and target persona analysis.
  - SWOT Analysis: Review your strengths, weaknesses, opportunities, and threats.
- **Deliverable:** An initial discovery report with quick wins and a path forward.

Phase 2

Marketplace Success Plan Development

- **Objective:** Create a detailed success plan, including GTM strategies, product positioning, and co-sell opportunities.
- **Activities:**
  - In-depth competitor analysis and persona targeting.
  - GTM strategy development, covering product-led growth (PLG) and sales-led growth (SLG).
  - Monetization models, including usage-based or flat-fee pricing.
- **Deliverable:** A tailored Marketplace Success Plan aligned with cloud provider requirements, ecosystem engagement, and revenue growth strategies.

Phase 3

Focused Execution & Continuous Support

- **Objective:** Implement the success plan with hands-on support.
- **Activities:** Ongoing advisory sessions to ensure strategic alignment and address challenges. Monthly support for vendor management, updating GTM plans, and adapting to marketplace changes.
- **Deliverable:**
  - Continuous actionable insights and advisory services to drive results.
  - Continuous actionable insights and advisory services for sustained results.

Register to join the waiting list!

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How "Get a Plan" Leads to Other CloudAtlas Services

The **"Get a Plan"** service is the gateway to subsequent CloudAtlas "Get ROI" services, designed to guide ISVs through the entire marketplace journey:

1

Get Approved

After developing a comprehensive success plan, ISVs can move to the **"Get Approved"** phase, where CloudAtlas assists with **solution validation and technical compliance.** This phase includes:

- Navigating the approval process for **GCP, AWS, or Azure.**
- Aligning product architecture with specific cloud marketplace requirements.
- Ensuring your solution meets listing criteria for seamless submission and approval.

2

Get Listed

With approval secured, the next step is the **"Get Listed"** service, which focuses on:

- Creating a compelling listing that aligns with product deployment models, pricing strategies, and GTM objectives.
- Partnering with integration vendors and assisting in listing optimization.
- Ensuring listings maximize visibility, attract buyers, and drive transactions.

3

Get Transactions

Once listed, ISVs often need support to increase transaction volumes. The **"Get Transactions"** service helps:

- Improve product positioning, refine messaging, and create GTM materials.
- Drive direct sales, co-sell engagements, and marketing campaigns.
- Provide ongoing field execution and performance monitoring.

4

Get Support

As ISVs achieve transaction growth, the **"Get Support"** service offers long-term scaling and optimization through:

- Enhancing technical foundations and architecture.
- Streamlining marketplace operations and integrations.
- Transitioning to cloud-native SaaS models for increased ecosystem alignment and growth.

Case Study: Driving Marketplace Success for a Data Analytics Platform

CloudAtlas collaborated with a leading Data Analytics platform to refine its presence in the **Google Cloud Marketplace**, demonstrating the impact of starting with a robust plan:

Challenges:

The platform struggled with:

- **Low transaction volumes** despite having a strong product.
- **Unclear GTM strategy** that didn't resonate well with cloud marketplace buyers.
- **Complex deployment processes** that led to low adoption rates.

CloudAtlas Solution:

Using the **"Get a Plan"** approach, CloudAtlas delivered:

- **Refined Product Positioning:** CloudAtlas analyzed the competitive landscape, developed unique messaging, and crafted narratives emphasizing the platform's strengths, such as seamless integration with tools like **HubSpot** and **BigQuery (Case Study).**
- **Click-to-Deploy Blueprint:** Simplified deployment options were created, enabling the platform to achieve faster adoption by marketplace buyers.
- **Strategic Sales Enablement:** Comprehensive sales playbooks and campaigns targeted key personas, driving engagement and conversions within industries like finance and healthcare.

Results:

- **Improved Visibility:** Enhanced product messaging led to higher marketplace presence and differentiation.
- **Faster Time-to-Value:** Simplified deployment allowed customers to experience product benefits quickly, accelerating onboarding.
- **Expanded Market Reach:** By leveraging native integration with BigQuery, the platform accessed new GTM opportunities.

Why Start with "Get a Plan?"

Starting with a well-defined plan ensures strategic alignment and faster results. Here's why CloudAtlas is the ideal partner:

Expert Guidance:	Tailored Approach:	Quick Wins:
Expert Guidance: Extensive experience in GCP, AWS, and Azure ensures that your marketplace strategy is optimized for each cloud provider.	**Tailored Approach:** Each plan is customized to your product's strengths and marketplace objectives.	**Quick Wins:** Early wins build momentum, paving the way for sustained marketplace success.

Get Cloud GTM ROI w/CloudAtlas

Client Testimonial

CEO, Data Analytics Platform

"CloudAtlas provided us with a clear path forward in the Google Cloud Marketplace. Their 'Get a Plan' service helped us refine our product positioning, optimize deployment, and generate tangible results in record time."

Feras Tappuni, CEO, SecurityHQ

"CloudAtlas' deep expertise with AWS saved us at least 6 months of research and planning. They helped us establish the best route to market with AWS and provided us with a guided path forward. We couldn't be happier."

Tony Dawson, Ifni, Inc.

"Every alliances and sales leader should be taking advantage of CloudAtlas's professional services. Most ISVs are not seeing a lot of transactions in the hyperscaler Marketplaces because they are not clear on what it takes to make it work. CloudAtlas has the first offering I have seen that provides comprehensive Cloud Marketplace services and enables a cohesive approach. They help you align your product and message with the Marketplaces, but they also teach your sellers to use the customer benefits offered by the Cloud Providers to drive revenue. This is a huge competitive advantage right now, because most salespeople have no clue."

Ben Mappen, CEO, Teem, Inc.

"I highly recommend CloudAtlas. Their custom Cloud Marketplace Selling playbooks and co-selling battle cards arm your salespeople with what they need to drive deals more effectively, whether they transact in the Marketplace or not. They are the right services partner to help you achieve the highest ROI in your Cloud Marketplace go to market effort."

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JV Melo, Cloud Marketplace Selling Expert, (experience at Tackle.io and Clazar)

"Cloud Marketplaces are tough to figure out. That's why I like what CloudAtlas is doing. Their approach is different and fresh, and I truly believe that all sales professionals need to invest the time and effort into building the Cloud Marketplace sales motion into their selling process."

Get Started with CloudAtlas Today

Take the first step toward cloud marketplace success with **CloudAtlas's "Get a Plan" Service:**

Contact Information:

Schedule Your Consultation

Read Our Case Studies

CloudAtlas — Empowering ISVs to navigate cloud marketplaces with confidence, strategy, and support.