



CloudAtlas

Your Cloud Marketplace Professional Services Partner

DOCEBO ACCELERATES MARKETPLACE GTM WITH CLOUDATLAS High-Impact Cloud GTM with Expert AWS Co-Selling Enablement

When Irina Furman's stepped up to lead Docebo's AWS Marketplace go-to-market strategy, she faced a unique challenge: Docebo was new to the Cloud Marketplace, with few established processes and limited sales enablement materials tailored for AWS co-selling. "We have a very strong customer relationship with AWS and expect the partnership to follow suit. But partnering in a co-selling motion requires a different approach; there's a significant learning curve. We needed expert guidance to translate our value to AWS into a compelling marketplace presence and effective sales motion," Furman explains.

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Laying the Foundation for Marketplace Success

Furman knew that launching into the AWS Marketplace required more than simply listing Docebo's products. "It's not enough to show up—you need to show up with the right message, the right assets, and a plan that aligns with how AWS sells," she says. The Docebo team chose Suger as their Cloud GTM Platform to set up and launch the listing, while also providing CRM integration and Marketplace offer management. Recognizing Docebo's interest in expert guidance, Suger recommended their Marketplace services partner, CloudAtlas, to provide the Marketplace and Co-Selling enablement services to guide Docebo's GTM effort.

CloudAtlas quickly engaged with Docebo's team to understand the aspects of Docebo's business that would resonate the most with AWS field sellers. CloudAtlas then went about translating Docebo's value proposition and success with AWS in relatable terms for AWS sellers. This included the development of high-quality, AWS-aligned sales enablement materials designed to resonate with both AWS field sellers and mutual customers.

"CloudAtlas was more than a vendor—they acted as an extension of our team. Their expertise in Cloud Marketplaces, especially AWS, was invaluable. They understood what AWS sellers look for and how to equip our team to deliver on those expectations."

Irina Furman, Partner Marketing & Strategic Partner Operations

THE CLOUDATLAS GET A PLAN SERVICE

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Expert Sales Enablement: Quality and Effectiveness

“CloudAtlas didn’t just provide generic templates,” Furman notes. “They worked closely with us to craft co-selling materials that reflected our unique value proposition and addressed the specific needs of AWS sellers. We believe the quality and clarity of these assets will make an immediate difference in our field level co-selling efforts.”

CloudAtlas also helped Docebo establish repeatable processes for ongoing sales enablement and marketplace operations, ensuring that the GTM motion could scale as the company grew.

A Strategic Partner for Marketplace Growth

Reflecting on the partnership, Furman says, “CloudAtlas was more than a vendor—they acted as an extension of our team. Their expertise in cloud marketplaces, especially AWS, was invaluable. They understood what AWS sellers look for and how to equip our team to deliver on those expectations.”

She adds, “For any ISV new to the marketplace, my advice is clear: don’t go it alone. The right partner can accelerate your GTM, elevate your sales enablement, and set you up for long-term success. CloudAtlas delivered on all fronts.”

With CloudAtlas, Docebo successfully launched its AWS Marketplace presence, armed with high-quality sales enablement materials and a repeatable GTM process. “We’re now positioned to drive revenue through the marketplace and build strong co-sell relationships with AWS,” Furman concludes. “CloudAtlas made it possible to move fast and get it right the first time.”

CloudAtlas provides professional services and consulting to help ISVs plan and execute each stage of the Cloud Marketplace GTM journey. The CloudAtlas GET A PLAN service is a collaborative effort in a workshop format. In the GET A PLAN service, CloudAtlas works closely with their ISV partners to understand their business, define the gaps and opportunities, and develop a comprehensive plan of action. The process extends over a 30 day period and deliverables include the Marketplace Success Plan as well as other documentation specific to the workstreams recommended to achieve a strong Marketplace ROI.

GET A PLAN

TO GTM IN THE CLOUD MARKETPLACE IN LESS THAN 30 DAYS

Book a free 30 minute consultation at <https://calendly.com/cloudatlas>