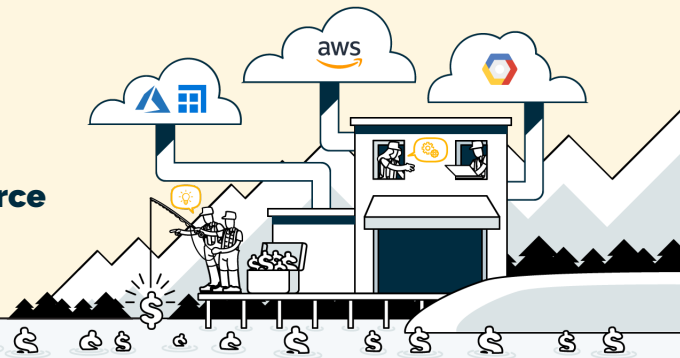




Upstream and Downstream for Azure Marketplace and AppSource



Overview

Tackle now offers support for listings on Microsoft's Azure Marketplace and AppSource platforms through Tackle Upstream and Downstream. Upstream allows ISVs to accelerate their sales cycle, simplify the procurement process, and gain access to thousands of potential customers across Azure Marketplace and AppSource, with combined sales reports available for each through Downstream.

Supported Software Formats

Tackle currently offers support for SaaS listings on Azure Marketplace and AppSource. We are looking at supporting other software formats on this platform in the near future, so please be on the look out for more announcements as we continue to improve our offering on Azure and AppSource.

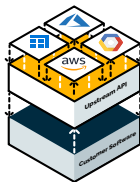
The Biggest Names in Software Trust Tackle



Things to Consider

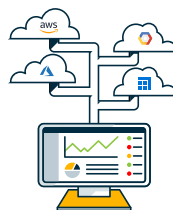
Things to Consider	Tackle	DIY
Time To Market	1-6 Weeks	2-6 months
Guaranteed Outcome	✓	X
Engineering Effort	Low to None	Very High
Vendor Integration	Day Zero Support	None
Sales Training	✓	X
Reporting Platform	Tackle Downstream	Build Your Own
Back-office integration	Slack, Salesforce	Build Your Own

Upstream



- Drastically reduce time to get your product on Azure Marketplace and AppSource
- Low-to-no internal engineering effort required
- Managed listing updates and maintenance for the life of the contract

Downstream



- Get sales data and analytics from all marketplace listings in one easy-to-use reporting dashboard
- Submit metering and overage records
- Export filtered data into CSV files
- Custom integration with Salesforce, Slack, Zuora and more

Tackle Value to Your Organization



Engineering

Little to no effort to integrate APIs and get listed on Azure Marketplace and AppSource, with fewer resources dedicated to listing upgrades and maintenance.



Sales

Simplified sales and procurement cycle, reduced time to product launch, and access to thousands of new potential customers per marketplace.



Finance

Sales data from all listings in one centralized and easy to use source for greater ease of reporting, plus integration with Salesforce, Salesforce, Slack, Zuora and more.



sales@tackle.io

Tackle outfits you with everything you need to sell on Azure & AppSource

Drop us a line and start your journey to the cloud marketplace today!