

# Accelerate Revenue through Azure Marketplace

Tackle is dedicated to helping software companies **generate revenue through Azure Marketplace**

**The Tackle Platform** drastically reduces the time to list and sell products on top Cloud Marketplaces, like Azure Marketplace, and provides granular transaction reporting, with zero engineering resources required. We enable your Sales, Business Development, Operations, and Finance teams to easily interface with the Azure Marketplace and leverage it to drive revenue fast.

Selling via the Azure Marketplace means a simplified sales and procurement process, reduced time to product launch, leveraging established relationships and budgets with Microsoft, and access to millions of new customers from the Azure Marketplace.

## TACKLE BUILT THE SOFTWARE AND PROCESSES SO YOU DON'T HAVE TO

Whether you're a startup or enterprise software provider, Tackle can help you sell your software via Azure Marketplace.

### CONSIDERATIONS

### TACKLE

Time to Marketplace	< 4 weeks
Pricing & Packaging Guidance	✓
Enablement & Technical Support	✓
Optimized Seller Workflow	✓
Engineering Effort	No to low

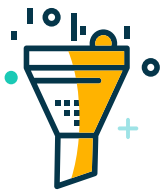
CloudCheckr is rapidly expanding our partnership with Microsoft and Azure customers, and a large part of that strategy is selling through Azure Marketplace to accelerate adoption. **Tackle's platform allows us to get listed quickly so we can focus on our co-sell GTM** and not on API work.

**JEFF VALENTINE,**  
CTO AT CLOUDCHECKR

## Let Tackle Guide Your Azure Marketplace Journey

Tackle doesn't just get you listed. We partner with you throughout the entire lifecycle of your Marketplace journey to ensure you're successful in building sustainable and repeatable revenue through Azure Marketplace.

## We'll Guide You to Marketplace Success



### LAUNCH

Tackle's Cloud Marketplace Platform provides **immediate integration** to Azure Marketplace without requiring engineering resources.

Our Customer Journey team ensures we understand your business model, strategy, and goals for your Marketplace business and will then translate those elements into optimized listings to quickly get you up and running.



### TRANSACTION

Tackle's Cloud Marketplace Platform **makes it easy** to create, deliver, and track custom offers so you can extend as much flexibility via Azure Marketplace as you do selling directly.

We educate your Sales and Operations teams on the ins and outs of identifying the right deals for Azure Marketplace, constructing offers, and managing your Marketplace business over time.

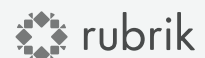


### OPERATIONALIZE

Tackle's Cloud Marketplace Platform **offers visibility** into your Azure Marketplace transactions and sales performance to track listing success.

We work hand in hand with your team to automate Azure Marketplace transaction reporting in one dashboard, optimize your listings, and register cloud opportunities to maintain and expand your partnership status.

## The Biggest Sellers in Software Trust Tackle's Cloud Marketplace Platform



HOW FAST CAN THE TEAM AT TACKLE GET YOU ON AZURE MARKETPLACE?

Contact us today to find out at [hello@tackle.io](mailto:hello@tackle.io)