

The Path to Revenue in Cloud Marketplaces

The Dominant Channel For Software Procurement

Tackle helps software companies power up a digital selling strategy and generate revenue through the Cloud Marketplaces. Tackle's Platform drastically reduces time to launch, transact, and operationalize on the Microsoft commercial marketplace — all with no upfront engineering resources required.






CLOUD MARKETPLACES:




Where Buyers and Sellers Both Win

Cloud Marketplaces unlock access to new buyers with billions in pre-committed spend. The benefits for both buyers and sellers is powerful — it's all about **speed**, **convenience**, and **access to budget**.

FOR BUYERS

-  **Increased cloud spend**
-  **Changing expectations**
-  **Faster access to software**

FOR SELLERS

-  **Higher potential revenue**
-  **Increased buyer exposure**
-  **Accelerated sales cycles**

Leading Software Providers Trust Tackle's Cloud Marketplace Platform



The Costs of Doing Marketplace Alone Are High

There are a multitude of **business and technical implications** to consider along the Marketplace journey. It's not a matter of simply putting your software up on the digital shelf and watching the dollars flow in. It takes deep experience and expertise to achieve success.

TO STAND UP A MARKETPLACE BUSINESS ON YOUR OWN, YOU 'LL NEED:

Engineers to build, manage, and maintain integrations to support all phases of the Marketplace journey.

Alignment of listing strategy with available pricing and packaging options for each Marketplace.

A strong sales team with a cohesive strategy to ensure you can drive towards incremental revenue growth.

A plan to scale your Marketplace business to ensure your back office doesn't become overwhelmed.



Not only does Tackle's SaaS solution enable us to manage our growing Marketplace business, but the Tackle team adds tremendous value to us. Their expertise in Marketplace and regular updates, office hours, and sales training has helped us with better co-selling strategies and empowered us to make progress on Marketplaces as a key channel for Seeq.

Megan Buntain
Director of Cloud Partnerships



Tackle Lights the Way to Marketplace Success

We know firsthand how complex it can seem at first — adding a Marketplace sales motions to your current go to market strategy. At Tackle, we strive to be both your technology partner and your go-to-market resource to help you navigate the many nuances of Cloud Marketplaces. From the launch of your first listing to the growth and scale of your operation, we will be there for every step of your Marketplace journey.

LAUNCH

Get listed with no-to-low engineering resources needed.

Most Tackle customers are listed in 4-8 weeks. Working with Tackle's experts ensures the best strategy and fastest path to revenue. We'll help you get started on the right foot.

TRANSACT

Start selling the way you want to sell... fast!

Tackle's Platform gets you transacting fast and enables you to easily create, deliver, track, and book Marketplace orders. We show you the ropes of how to leverage the Marketplaces to drive maximum revenue.

OPERATIONALIZE

Scale over time and accelerate the sales cycle.

Tackle takes the complex engineering and operational work out of the Marketplace equation so your teams can focus on building, selling, and scaling the business successfully.