

Tackle is your Technology Partner & Go-to-Market Resource

Marketplace readiness is an essential step in your journey.

We know firsthand how complex it can seem at first — adding a Marketplace sales motion 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 every step of the way.



IMPLEMENTATION

Launching a product on Marketplace with a Tackle Marketplace Architect means that you will have an expert by your side throughout the process. Our team ensures we understand your business model, strategy, and goals for your Marketplace business and will then translate those elements into optimized listings to get your product to market faster.



TACKLE ACADEMY

Tackle customers have on-demand access to all learning courses in Tackle Academy. Customize your learning path with a series of role-based, interactive courses so you can onboard new sellers quickly and improve Marketplace adoption.

With Tackle Academy you will:

- Onboard new sellers quickly
- Understand the nuances of each Tackle-supported Marketplace
- Get the download on new Tackle features and how to use them
- Learn at your speed, your way



SUPPORT & KNOWLEDGE BASE

Tackle Marketplace Engineers are available online, by phone, and for video chats with answers to common questions about the Tackle application and our Cloud Partners. If it's after hours, or you just want a quick answer to a question, the Tackle Knowledge Base is full of helpful articles, FAQs, and guides available to your team 24/7.

MARKETPLACE SUCCESS



Some Tackle subscriptions include a Marketplace Success Manager who becomes your go-to resource for all things Tackle and Marketplace. Whether it's new feature enablement or GTM consultation, your MSM is there to help you achieve your Marketplace goals at each stage of the Marketplace journey.





SELLER-TO-SELLER ENABLEMENT

Tackle provides seller-to-seller training to kickstart your Marketplace business. We conduct a 1-hour session with your sales team to arm them with knowledge to uncover potential deals that are a good fit for Marketplace and best practices for using Marketplace as a sales channel. Tackle's experts remain available to your sellers if they have questions throughout their sales cycle.



COMMUNITY

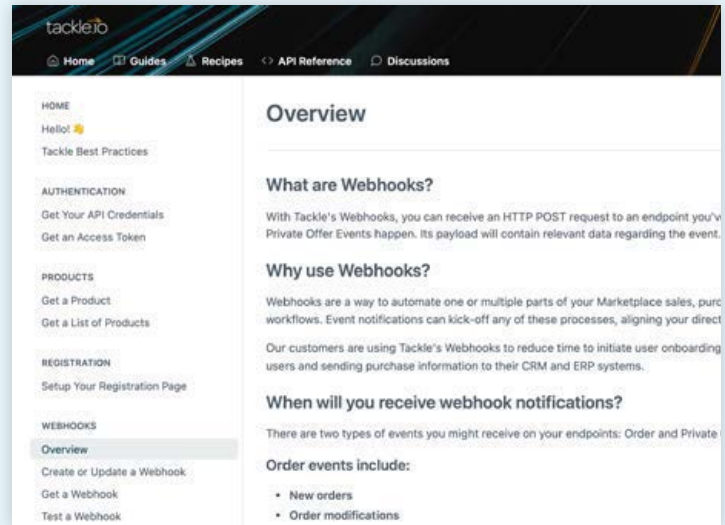
Joining the Tackle community means you immediately benefit from a variety of opportunities to learn from your peers. Sharing best practices, success stories, and those not so successful stories, helps to advance our mutual success. Whether it's video meetings, webinars, or in-person networking events, you will form relationships with those who are on a similar journey.

- **Tackle Office Hours:** Each month we host an Office Hours covering a variety of topics from the latest product developments, industry happenings, ISV success stories, and more.
- **Marketplace Meetups:** Each month we host Marketplace Meetups so you can learn from and exchange ideas with fellow Tackle customers. Each month a customer shares some of their best practices for Marketplace success, followed by an open networking event. These are great opportunities to meet with some of the best in the biz!
- We also host frequent webinars, in-person and virtual events, industry conferences, and more! These are all available to our customers to learn and grow with your peers.



DEVELOPER HUB

Automate Marketplace workflows with access to flexible developer tools and plug-and-play Connectors. The Tackle Developer Hub features in-depth documentation, guides, and a discussion board for interacting with Tackle engineers.



PREMIUM SUPPORT

Premium Support is designed for high-volume Cloud Marketplace sales organizations to help you realize Marketplace success at scale. Delivering our fastest technical support response times with unparalleled expertise, we act as your Cloud Marketplace guide, and we're here to help your teams maximize the investment in Tackle and meet your growth objectives. **For more information on premium support, reach out to microsoft@tackle.io.**

FOR A MORE COMPREHENSIVE VIEW ON MARKETPLACE SUCCESS RESOURCES, CONTACT YOUR SALES REP OR EMAIL US AT [MICROSOFT@TACKLE.IO](mailto:microsoft@tackle.io)