


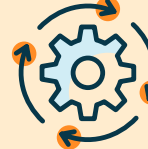


# Tackle: The Smarter Way To Go To Marketplace

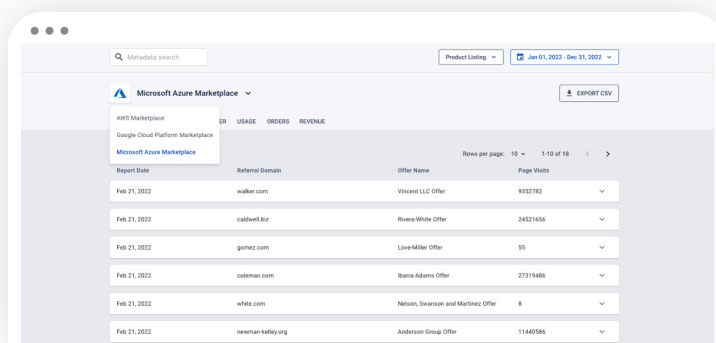
## The true costs of doing it alone are high

The benefits of Cloud Marketplaces for both software buyers and sellers are powerful — it's all about speed, convenience, and access to budget. However, it takes deep experience and expertise to achieve success. Common mistakes can occur, but Tackle exists today to solve for all of the pain points an ISV might face when doing Marketplace alone.

TIME	TEAM	REPUTATION	AUTOMATION
 <p>✗ Heavily integrated product with Marketplace</p> <p>✗ Long wait time for first deal, waiting for profits</p>	 <p>✗ Engineering distracted from core product</p> <p>✗ New sales motion impacts productivity</p>	 <p>✗ Missed deal acceptances</p> <p>✗ Clunky experience for the buyer</p>	 <p>✗ Booking issues due to confusion</p> <p>✗ Missed booking for the quarter</p>




## Tackle's Cloud Marketplace Platform

The Tackle Platform is the only solution built to accelerate revenue generation across the Cloud Marketplaces — a game-changer for any organization. Get **launched** and start **transacting** in no time - with zero engineering required. Then, take advantage of our unique set of features to **operationalize** your cloud go-to-market easily and cost-effectively at scale.



# Tackle Lights the Way to Marketplace Success

When we think of Marketplace, we think of it as a journey. It starts with getting you listed and launched. We help you focus on transacting through the Marketplace and then transacting at scale. Then you'll need to start to operationalize this as your transaction volumes increase. Tackle is here to guide you throughout each step.

<p><b>LAUNCH</b></p> 	<p><b>TRANSACTION</b></p> 	<p><b>OPERATIONALIZE</b></p> 
<p><b>Tackle doesn't <i>just</i> get you listed quickly. We make sure you're listed <i>right</i>.</b></p> <ul style="list-style-type: none"> <li>• We educate your team and define the right listing strategy to support your revenue goals</li> <li>• We help you onboard and get listed on the Marketplace within 2-6 weeks</li> <li>• Tackle creates a registration page that enables detailed customer data collection to ensure customer success</li> <li>• The Tackle Platform handles Marketplace SaaS API interactions</li> <li>• Tackle ensures you <i>don't</i> over-engineer your approach to listing</li> </ul>	<p><b>Start selling the way you want to sell... fast!</b></p> <ul style="list-style-type: none"> <li>• We support and advise you on different transaction strategies and scenarios</li> <li>• Tackle Offers allows you to create, manage, and track all private offers – in addition allows you to associate any important data with your Orders (like SFDC or Quote IDs)</li> <li>• Tackle provides you with a Virtual Purchase Order in real time as a bookable artifact so you can close deals fast</li> <li>• We provide for easier metering and provisioning scenarios — so you don't have to do heavyweight API integration work</li> </ul>	<p><b>Scale over time and accelerate the sales cycle.</b></p> <ul style="list-style-type: none"> <li>• Streamlined order-to-cash system to ensure low operational and finance overhead as your business grows</li> <li>• Automation with low-code developer tools and cloud agnostic webhooks to support actions like provisioning or integration with current financial systems of record</li> <li>• Advanced reporting, aggregated views, and real-time visibility into the entire transaction and contract lifecycle</li> </ul>