



Generate revenue through the clouds

Today's go-to-market leaders want to invest in channels where their sellers can win more and win faster. Cloud go-to-market (GTM) is a long-term strategy that helps sellers meet their customers where they want to buy while nurturing strategic cloud partnerships that can lead to more, higher-value opportunities.



THE INGREDIENTS OF A SUCCESSFUL CLOUD GTM

ISVs who have seen the most success in Cloud GTM execution have solid data to inform their strategy, a well-established co-sell discipline, and transactable listings on the Cloud Marketplaces.

ALIGN

Cross-functional alignment and executive sponsorship are critical when addressing the product, people, and technology needed to execute your Cloud GTM strategy.

TARGET

Every great GTM strategy starts with data. With pipeline scores indicating the accounts most likely to buy in Marketplace, sellers can focus on the opportunities where they are most likely to win.

CO-SELL

A strong co-sell discipline is directly linked to transaction volume when selling alongside the clouds in their Marketplaces. Automation through integration and elimination of manual processes are key to building successful partnerships.

TRANSACT

Cloud Marketplaces are the transaction vehicle that fuels Cloud GTM revenue growth. Help your customers burn down their cloud commitments and simplify procurement for both the buyer and seller.

SCALE

A connected experience that seamlessly brings together Marketplace, co-sell portals, and your CRM is the only way to scale a Cloud GTM efficiently. Sales and operations processes are naturally streamlined when you share data across systems.

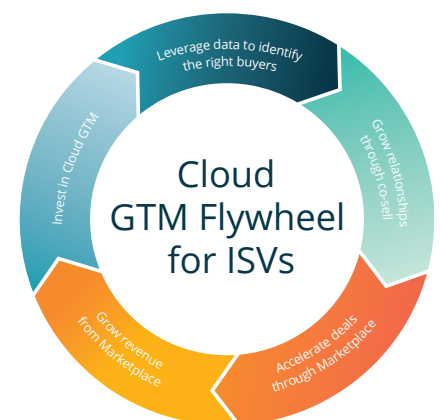
LEARN

As digital sellers rally around this new GTM motion, they want to understand best practices, access a diverse community of personas to learn from, and get guidance on the tech stack required for success at scale.

THE CLOUD GTM FLYWHEEL

Cloud GTM requires access to data that helps analyze a buyer's likelihood to buy in Marketplace and determine the best-fit deals to co-sell with the clouds. Knowing who to sell to and sell with leads to faster and larger Marketplace transactions.

This data-driven sales approach is the basis for a fresh spin on the flywheel concept, specifically for generating the momentum required for a successful Cloud GTM.



A one-of-a-kind platform designed for Cloud GTM success

Through a combination of our platform and team of experts, Tackle helps activate the Cloud GTM flywheel leading to greater and faster results for both sellers and buyers. The **Tackle Cloud GTM Platform** streamlines buyers' path to purchase, accelerates cloud-generated revenue, integrates into cloud ecosystems, and provides access to seller-enabling data. **Our platform includes unlimited use of all platform features**, including:



TACKLE PROSPECT

Identify best-fit deals for Marketplace, run highly targeted campaigns, and nail your Cloud GTM objectives by leveraging a predictive model informed by our vast data set.



LISTING MANAGEMENT

Tackle connects and maintains the API connections to the Marketplaces so you can list your products and transact with ease.



SMART ONBOARDING

Start selling quickly with our frictionless approach to product listing across all Cloud Marketplaces, including customizations, pricing support, and cross-department collaboration.



TACKLE CO-SELL

Automate the co-sell process for increased lead sharing and stronger partner relationships. Reduce friction with an end-to-end solution that integrates Salesforce, co-sell portals, and Marketplace private offers.



TACKLE OFFERS

Simplify your selling workflows and your buyers' buying experience with offer history and deal tracking in real-time across each cloud. Access Tackle Offers in our application or with the Tackle Salesforce app.



ORDER NOTIFICATIONS

Instantly know who bought what, when, and for how much with real-time notifications including all the information required to book an order and customizable metadata.



EASY METERING

Manage pay-as-you-go contracts, overages, monthly true-ups, and percent-of-spend billing across multiple Marketplaces with our easy-to-use interface or API.



REPORTING & INSIGHTS

Take control of your Cloud Marketplace and co-sell revenue recognition with advanced reporting, aggregated views, and real-time visibility into the entire purchase cycle.



SALESFORCE APPLICATION

Simplify adoption and enablement for sellers with an application that makes it possible to complete the entire Cloud GTM workflow from their system of record.

We'll be there, every step of the way

As your GTM teams get the flywheel spinning, Tackle shares best practices and key learnings that can only be gained through years of first-hand experience. With **Tackle's Strategic Services** you receive implementation and listing assistance, strategic guidance, coaching, workshops, and operational support through Launch, Advisory, and Managed Service offerings.