

# 5 PILLARS FOR ACHIEVING CLOUD MARKETPLACE SUCCESS



Cloud marketplace success is achievable with F33's five pillars of customer support. Unlock your cloud-based system potential with us and achieve success together.

Publishing products on Cloud Marketplaces offers significant advantages for individuals and businesses alike. 30% of organizations are already cloud-native, while 37% intend to be cloud-native in about three years. According to Accenture, migrating your business to the public cloud can reduce your Total Cost of Ownership (TCO) by as much as 40%. This shows that many companies are getting serious about taking their business to the cloud.

Publishing products on Cloud Marketplaces presents a compelling opportunity to reach a wider audience, drive sales, and establish a strong market presence. It provides access to a vast customer base actively seeking software solutions, ensuring increased visibility and potential sales. However, how do you ensure you leverage this new sales channel to its full potential? In this article, you will learn about the five pillars of customer success that touch upon a different aspect of Cloud Marketplace selling. Although not all pillars might be for you and your organization, you set yourself up with the best foundation for achieving success by following them. This is what drives our work at F33.

## PILLAR 1: PUBLISH

The journey begins with publishing — this pillar is the only mandatory one. Your product needs to be published on Cloud Marketplaces to open up this new world for you. We understand the importance of time in business and strive to help you avoid costly mistakes.

### HOSTING YOUR SOLUTION: SELF-HOSTED VS. MANAGED HOSTING

When it comes to hosting your solution on the cloud marketplace, you have two options at your disposal:

#### SELF-HOSTED (YOU HOST)

- You take complete control and responsibility for seller onboarding, launching, infrastructure, and environment.
- You must ensure your solution is secure against cyberattacks and data breaches.
- Regular updates on infrastructure are required to maintain stability and performance.
- This option provides complete control but demands significant time, effort, resources, and expertise.

#### MANAGED HOSTING (WE HOST)

- We handle everything from onboarding to launch and all aspects in between.
- You can access Cloud Marketplace features such as listing optimization, customer acquisition, and usage monitoring.
- A secure dashboard for viewing key analytics without revealing personal data is in place
- This option lets you focus on other business aspects while we manage the hosting process.

### THE DECISION IS YOURS

Would you prefer complete control over your solution by hosting it yourself, or would you let us take care of the technicalities so you can focus on other areas? The choice is up to you.

F33's goal is to help you start transacting swiftly and smoothly. We accelerate the onboarding process and ensure your software gets listed quickly. We ensure seamless billing and deployment integration by leveraging F33 solutions that meet Cloud Marketplaces' requirements.

## PILLAR 2: SUPPORT

Great! You are published and transactable. Soon you will learn that Cloud Marketplaces is a quickly changing environment, and your listing and underlying integration require maintenance and oversight.

Our philosophy is simple:

**Quick Response = Peace of Mind**

We are committed to offering quick, reliable, and efficient support to our ISVs. We ensure your listings are always ready to transact, protecting you against unexpected situations.

### RESOLVE TECHNICAL ISSUES SWIFTLY

From seamless installation to ongoing maintenance of your cloud solutions, we provide a comprehensive break and fix support, ensuring uninterrupted operations.

### ACCELERATE EMPLOYEE ONBOARDING

Empower your team with our monthly training workshops and onboarding guidance. By equipping your workforce with the necessary skills and knowledge, we enable them to adapt to the cloud environment and enhance their productivity quickly.

### STAY UP-TO-DATE WITH INTEGRATION ADVANCEMENTS

Our proactive approach ensures you remain at the forefront of cloud technology, leveraging the most recent advancements for your benefit.

### OPTIMIZE PERFORMANCE THROUGH HEALTH MONITORING

With our vigilant health monitoring services, we ensure your cloud services and products operate optimally. By monitoring their performance, identifying potential bottlenecks, and providing guidance for issue diagnosis, we help you maintain a robust and efficient cloud infrastructure.



## PILLAR 3: MARKET

Strategic go-to-market (GTM) enablement is an integral part of our approach. We help our ISVs develop a GTM sales enablement suite and marketing campaigns to sell better together. Our invaluable mastermind strategies will enable you to co-sell to Cloud Marketplace account teams.

GTM enablement means creating and utilizing sales enablement materials, such as sales scripts, email templates, battle cards, integrated marketing campaigns (IMCs), and customer journey mapping. We also provide real-time training to ensure your field team is ready for any situation.

F33's unique two-phase approach includes demand generation campaigns followed by Account-Based Marketing (ABM) campaigns to the appropriate contacts in companies of qualified hand-raisers.

### DEMAND GENERATION INITIATIVES

We specialize in developing comprehensive lead-generation campaigns that yield real-time leads, foster meaningful connections, and drive remarkable conversions.

### ABM CO-SELL STRATEGIES

Unleash the full potential of your Cloud investments with F33's cutting-edge Account-based Marketing (ABM) campaigns. Our targeted initiatives will help engage key decision-makers within your accounts, optimizing your return on investment.

We also leverage influencer marketing to increase awareness and engagement among Cloud Marketplace sales, product, and industry teams:

### PARTNER MARKETING

Navigate the Cloud landscape confidently by harnessing F33's decades of cloud-specific expertise and in-house creative prowess. Our seasoned team is ready to support your success and help your team excel.

### INFLUENCER POTENTIAL

Recognizing the power of influencers and thought leaders, F33 enables you to amplify your company's message effectively. You can develop compelling strategies that drive unparalleled brand awareness and foster exceptional engagement by partnering with us.

## PILLAR 4: INTEGRATE

As a premier Google Partner, F33 helps ISVs integrate their solutions into the broader Google ecosystem. This integration ranges from cloud migration, including cloud architecture, data engineering, deployment, and cost optimization, to becoming an approved reseller.

### MULTI-CLOUD REPORTING

Attain comprehensive visibility across your cloud resources, whether on AWS, Azure, or the Google Cloud Marketplace. F33 offers valuable insights and analysis to help you interpret the data effectively.

### CLOUD MIGRATION

We provide comprehensive support and advisory services at every stage of the process. Whether you're migrating from on-premises infrastructure or transitioning between cloud providers, our team ensures a smooth transition.

### COST OPTIMIZATION

Identifying cost-saving opportunities and implementing effective strategies to reduce operating expenses is crucial for every business. By keeping your cloud infrastructure up to date and minimizing disruptions, we enable you to achieve cost efficiency without compromising performance.

## PILLAR 5: OPTIMIZE

Lastly, our optimization pillar uses advanced technologies to leverage machine learning and artificial intelligence to improve your processes. We offer expertise and training on AI-driven cloud base solutions and how to use them, providing working demos for ISVs. In addition, we focus on reducing wasteful inefficiencies in retail, manufacturing, and supply chains. For example, our custom-tailored solutions drive Google Cloud consumption of Big Query, Compute, and more.

### PREDICTIVE ANALYTICS

Discover valuable insights and emerging trends in customer behavior through our advanced analytics platform. Our team will collaborate with you to seamlessly integrate ML-driven models into your cloud infrastructure.

### AUTOMATION POWERED BY AI

Experience the transformative power of AI-driven automation across diverse cloud networks. Our skilled professionals leverage state-of-the-art AI technologies to design and implement intelligent workflows that optimize efficiency and streamline operations, freeing up valuable time for your team.

### AI FEASIBILITY ANALYSIS

We also conduct AI feasibility studies to explore if AI can solve significant problems, providing services that pay for themselves. Gain actionable insights to make informed decisions and unlock the true potential of your cloud-based systems.

## ACHIEVING SUCCESS TOGETHER

The five pillars of F33 encompass a complete and well-rounded strategy for customer success in the cloud marketplace. We prioritize swift listing, continuous support, effective market strategies, complete

retailer services, and ongoing optimization to guarantee your success throughout the entire process. Join us at F33, where we're dedicated to making your achievements our own.