



Tackle is dedicated to helping software companies generate revenue through Azure Marketplace. Tackle's Cloud Marketplace Platform drastically reduces your time to list and sell products on the Marketplace, while providing granular transaction reporting, with zero engineering resources required. We enable your Sales, Business Development, Operations, and Finance teams to easily interface with Azure Marketplaces and leverage them to drive revenue fast.

Selling on Azure Marketplace means a simplified sales and procurement process, reduced time to product launch, leveraging established relationships and budgets with Microsoft, and access to thousands of new customers from the Azure Marketplace.

Tackle Built the Software and Processes So You Don't Have To

Whether you're a startup or an enterprise software provider, Tackle can help you sell your software on Azure Marketplace.

“ CloudCheckr is rapidly expanding our partnership with Microsoft and Azure customers, and a larger part of that strategy is selling through Azure Marketplace as a way to accelerate adoption. Tackle's platform allows us to get listed quickly so we can focus on our co-sell GTM and not on API work.

Jeff Valentine
CTO
CloudCheckr

Considerations >

- Increase your Listing Velocity -----
- Guaranteed Listing Outcome -----
- Pricing & Packaging Guidance -----
- Listing Iteration & Platform Innovation -----
- Private Plan Optimized Workflow -----
- Engineering Effort -----

Tackle
< 4 weeks
✓
✓
✓
✓
Low to none

Let Tackle Guide Your Azure Marketplace Journey

Tackle doesn't just get you listed, we partner with you throughout the entire lifecycle of your Azure Marketplace journey to ensure you're successful in building sustainable and repeatable revenue.

We'll Guide you to Marketplace Success



List

Tackle's Cloud Marketplace Platform **provides immediate integration** to Azure Marketplace without requiring engineering resources.

Our Customer Journey team ensures we understand your business, strategy and goals for your Azure Marketplace business and will then translate those elements into optimized listings to quickly get you up and running.



Transact

Tackle's Cloud Marketplace Platform **makes it easy** to create, deliver, and track custom offers so you can extend as much flexibility on Azure Marketplace as you do working directly with customers.

We educate your sales and operations teams on the ins and outs of identifying the right deals for Azure Marketplace, constructing offers, and managing your Marketplace business over time.



Optimize

Tackle's Cloud Marketplace Platform **offers visibility** into your Azure Marketplace transactions and sales performance to track listing success.

We work hand in hand with your team to automate your Azure Marketplace reporting transactions in one dashboard, optimize your listings, and register cloud opportunities to maintain and expand your partnership status.

“We had a goal of listing Augmentir in the Azure Marketplace prior to a conference, but our engineering team didn't have any spare cycles to work on the integration. Tackle was able to beat this timeline, deliver on our expectations and we were able to showcase our listing to the entire market.

Chris Kuntz
VP of Marketing
Augmentir

Tackle has helped customers transact more than \$40M on Azure Marketplace.

The Biggest Sellers
in Software Trust

Tackle's Cloud
Marketplace Platform



CLOUDERA



How fast can the team at Tackle.io get you onto Azure Marketplace?
Contact us today to find out. hello@tackle.io