

Selling Through Cloud Marketplaces

Best Practices for Growing
Channel Sales by Co-Selling
with the Hyperscalers



Selling Through Cloud Marketplaces - Best Practices

In today's rapidly evolving digital landscape, businesses are increasingly turning to cloud solutions to drive growth, streamline operations, and meet the demands of a dynamic global market.

For channel partners—whether you're a reseller, distributor, or managed service provider—this shift presents an unprecedented opportunity to expand your reach, enhance your offerings, and unlock new revenue streams.

At the heart of this transformation lie Cloud Marketplaces, such as those operated by industry giants like AWS and Microsoft Azure. These platforms have emerged as powerful ecosystems where partners can showcase their solutions, connect with customers, and simplify the complexities of cloud sales.

For channel partners—resellers, system integrators, and managed service providers—this shift represents not just a technological evolution but a profound market opportunity.

A New Paradigm, A New Opportunity

Cloud marketplaces are more than digital storefronts; they are strategic hubs that streamline purchasing, integrate with enterprise workflows, and offer unprecedented flexibility for businesses seeking to harness the power of the Cloud. By enabling seamless access to a vast array of software, services, and solutions, these platforms have democratized technology adoption, allowing organizations of all sizes to innovate at scale.

For channel partners, this presents a new paradigm: a chance to move beyond traditional reselling and embrace value-driven roles as trusted advisors, solution architects, and service orchestrators.

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Selling through Cloud Marketplaces is more than just a trend—it's a strategic evolution in how businesses buy and sell technology. These platforms offer a curated, trusted environment where customers can discover, procure, and deploy solutions with ease, all while leveraging the scale and credibility of providers like AWS and Azure.

For channel partners, this means access to a vast, pre-engaged customer base, streamlined transaction processes, and the ability to align your offerings with the cloud-first strategies of modern enterprises.

Best Practices and Guided Support

This book is designed to be your comprehensive guide to mastering the art and science of selling through Cloud Marketplaces. Whether you're new to these platforms or looking to optimize an existing strategy, we'll walk you through the essentials: from understanding the unique value proposition of marketplaces, to navigating onboarding and listing processes, to driving sales and building long-term customer relationships.

Drawing on real-world insights, best practices, and actionable strategies, this book will equip you with the tools you need to thrive in this fast-growing channel.

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The opportunity is clear—Cloud Marketplaces are reshaping the future of technology sales. As a channel partner, your ability to adapt and capitalize on this shift will define your success in the years ahead. Let's embark on this journey together, exploring how you can leverage these platforms to grow your business, deliver value to your customers, and position yourself as a leader in the cloud economy.

How Tackle Enabled Bugcrowd to Achieve 32x Revenue Growth Through AWS Marketplace

Tackle.io offers a Cloud Go-To-Market platform that accelerates revenue for B2B software companies through major cloud marketplaces like AWS, Microsoft Azure, Google Cloud, and Red Hat.

The service helps vendors identify high-potential buyers, streamline co-selling with cloud partners, and close deals efficiently without engineering resources.

By integrating with Salesforce, Tackle centralizes marketplace operations and provides APIs and webhooks for seamless system connectivity.

Additionally, Tackle offers strategic services, including workshops and coaching, to optimize cloud GTM strategies. Supporting over 550 software companies, such as Auth0 and CrowdStrike, Tackle simplifies listing products and managing sales workflows for scalable growth.

Case Study: Bugcrowd

Tackle [enabled Bugcrowd](#) to grow their AWS Marketplace revenue from \$34,500 to \$1.126 million in one year, a 32x increase, through a strategic Cloud Go-To-Market (GTM) approach.

Here's how they did it:

1. Strategic Partnership and Planning: Jacques Lopez, Bugcrowd's Global VP of Strategic Alliances and Channel Sales, partnered with Tackle to reignite a stalled Cloud GTM program. Tackle provided strategic guidance, helping Bugcrowd align long-term objectives and develop a clear action plan. This included completing the foundational technical review and achieving AWS ISV Accelerate status, which enhanced Bugcrowd's credibility and access to AWS resources.

How Tackle Enabled Bugcrowd to Achieve 32x Revenue Growth Through AWS Marketplace

Cross-Functional Enablement: Tackle supported Bugcrowd in aligning sales, marketing, and operations teams around the Cloud GTM strategy. Through enablement programs and AWS budget training, Bugcrowd's sales team learned to leverage customers' committed AWS spend, directing existing budgets toward Bugcrowd investments. This alignment turned AWS Marketplace into a viable revenue channel.

Mission-Critical Deal Support: Tackle played a pivotal role in resolving a complex, year-end deal involving a reseller, AWS, and Bugcrowd's internal team. By acting as an intermediary, Tackle ensured smooth coordination, helping Bugcrowd close a mission-critical deal that bolstered their revenue growth.

Channel-Friendly Cloud Strategy: Bugcrowd, a channel-first company, used Tackle's support to implement partner private offers, preserving relationships with traditional resellers while positioning AWS as a next-generation distribution channel. This approach ensured partners saw AWS involvement as collaborative rather than competitive.

Data-Driven Decision Making: Tackle provided data and insights that helped Bugcrowd justify their AWS investment to C-level executives. By leveraging stats from AWS and Tackle, Bugcrowd secured internal buy-in, maintained strategic momentum, and positioned themselves for long-term growth within the AWS ecosystem, including participation in the AWS Global Startup Program.

This combination of strategic collaboration, team enablement, deal support, channel alignment, and data-driven advocacy transformed Bugcrowd's AWS Marketplace presence, driving exponential revenue growth.