



# 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.

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.

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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.

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.

# The Microsoft Marketplace - The \$300B Opportunity Hiding in Plain Sight

Speaking on the Ultimate Partner podcast Microsoft's Cyril Belikoff joins Vince Menzione to reveal the seismic shift occurring within the newly reimagined Microsoft Marketplace.

As the industry moves toward a predicted \$300 billion partner opportunity by 2030, this discussion deconstructs the evolution of the "Frontier" vision, the launch of the AI apps and agents category, and the critical "Resale Enabled Offer" (REO) that is currently doubling deal sizes for early adopters.

Whether you are a software company looking to scale globally or a reseller aiming to stitch together complex AI solutions, the message is clear: the flywheel is already spinning, and those who wait for a "perfect strategy" risk being permanently displaced by more agile competitors who are getting their feet wet today.

## How to Build a Microsoft Marketplace Channel Practice

Darren Sharp, Marketplace Partner Leader from Microsoft UK, shares a wealth of expertise and insights on how the channel can best position themselves to maximize this opportunity.

Speaking [at Ignite 2025](#) Darren joins Jay McBain to explore how best to prosecute the Channel Led Microsoft Marketplace Opportunity, where they explain the unified storefront combining AppSource and Azure Marketplace, serving as a trusted destination for customers and partners to find and deliver cloud and AI solutions.

In [this Microsoft Tech Community webinar](#) Darren shares the best practices to follow to achieve this goal.

# The Microsoft Marketplace - The \$300B Opportunity Hiding in Plain Sight

Building a successful Marketplace practice takes more than great offers—you need the right people, processes, and strategy working together. Learn exactly how top-performing partners organize their teams across alliances, operations, sales, and leadership. We'll break down who owns what, why executive sponsorship is a game-changer, and how to get every part of your organization aligned around Marketplace growth.

You'll also get a proven, repeatable framework you can put into action immediately. From offer strategy and co-sell integration to operational readiness, pipeline acceleration, and scalable go-to-market motions, this session equips you with the blueprint used by partners thriving in the Marketplace today.

Plus, you'll walk away with curated tools, templates, and dashboards to speed up onboarding, publishing, co-sell, and sales execution—so you can confidently launch or scale your Marketplace practice with momentum.

# AWS Marketplace: Co-Selling Strategies with the World's Largest Hyperscaler

The [AWS Marketplace](#) provides a new sales channel for ISVs and Consulting Partners to sell their solutions to AWS customers.

Jointly with the [AWS Partner Network \(APN\)](#), it helps ISVs and Consulting Partners to build, market, and sell their AWS offerings by providing valuable business, technical and marketing support.

A [Total Economic Impact report](#) from Forrester highlighted that:

- **Richer deal sizes:** Sellers reported a 4-5x increase in deal size when reselling third-party software through Channel Partner Private Offers (CPPO).
- **Increased net new business:** Interviewed sellers saw private offers growing 133%+ year over year, with 40% of these private offers coming from net-new business.
- **Accelerated sales cycle:** Sellers reported up to 50% faster time to deal closure when selling in AWS Marketplace.

## Solutions Marketplace

The marketplace caters for multiple categories of vendor solutions, such as by service type like [Business Applications](#) and [Professional Services](#), by capability like [Migration](#) or [DevOps](#), and by industry including [Media](#) and [Government](#).

You deploy your solution as [SaaS](#), [AMI](#), [Container](#), or [Data](#) and make it available for customers around the globe or [certain countries you specify](#). Their [seller guide](#) provides a complete overview of all the product types supported on AWS Marketplace.

It enables you to focus on building your product while the AWS Marketplace manages [metering, billing, collections, and payment disbursements](#), and supports numerous [pricing options](#) for your software including bring your own license (BYOL), pay-as-you-go and long-term commitment plans.

# AWS Marketplace: Co-Selling Strategies with the World's Largest Hyperscaler

AWS provides a comprehensive program of support to accelerate your GTM (Go To Market) strategy, with standardized and custom demand generation packages and [flexible GTM support](#). You can build your GTM foundation using self-service [AWS Marketplace Seller GTM Academy](#) to develop and execute campaigns and scale your growth with [programmatic access](#) to GTM investments, resources and AWS-led campaign inclusion.

AWS helps tens and thousands of ISVs worldwide to build and grow their business on the platform. One of the foundational elements of growing a business is co-selling.

Co-selling is a sales strategy in which your sales team and the AWS sales team collaborate on a prospect to either develop a net new business or close the current prospect while supporting one another.

Additionally, to establish a brand-new working connection between the two teams at the client. Co-selling is when representatives from both sales teams get to discuss how they can best support one another, comprehend the value offer, and close deals together. The opportunity's value for the customers grows when both teams are involved.

In this [Partner Insight video](#) Nadav Tzucker from Wiz, a 2X winner of the AWS Marketplace Partner of the Year award, recently shared his insights about the significant shift towards cloud marketplaces and how ISVs can accelerate their growth with smart co-marketing and co-sell strategies.

This [Youtube presentation](#) shares how you can drive new business and accelerate your [co-selling](#) engine for your software with AWS, hosted by:

- Sabina Joseph, GM, America's Technology Partners, AWS
- Andrew Varhola, Senior Manager, US-West ISV Success, AWS
- Mike Moss, AVP, WW partner field sales, mongoDB

Learn about the AWS co-selling roles, mechanisms, programs to globally connect with the AWS field teams, best practices to get into the mind of the AWS seller and customer, and hear from an AWS Partner about their co-selling journey and keys to their success.

# AWS Marketplace: Co-Selling Strategies with the World's Largest Hyperscaler

The three pillars of any successful partnership are co-build, Co-market, and Co-sell. For this process, you will work with the AWS partner organization, AWS marketplace, and the AWE field teams. The partner development manager and the partner solution architect in the AWS partner organization will help you build and scale your business on the team.

To support you, the first step is to join the software path and enroll in the AWS or APN customer engagement program: [ACE](#).

The software path will help you grow your business on AWS with the team's foundational technical review which helps you optimize your solution for mutual end customers. The program provides you with different funding mechanisms, tools, and resources to help you along this journey.

The next step is to engage together to build a comprehensive business or partner plan. This partner plan leads to a better together story focused on identifying the use cases towards where demand generation activities are driven at. You can also use the competency program where you can showcase the validated solutions by workloads.

At this point, you can start co-selling together by sharing opportunities in the APN customer engagement tool, ACE. Once you've laid this foundation you can now join the ISV accelerate.

## Seller Conference

The [AWS Marketplace Seller Conference](#) is an annual event organized by Amazon Web Services (AWS) to bring together sellers and partners from the AWS Marketplace ecosystem.

The conference provides a platform for sellers to learn, network, and collaborate with industry experts, AWS representatives, and other sellers. It offers valuable insights into the latest trends, strategies, and best practices for selling products and services on the AWS Marketplace.

The AWS Marketplace Seller Conference is a two-day event held at a prestigious venue, attracting hundreds of sellers and partners. The conference features a mix of keynote sessions, technical workshops, seller success stories, and networking opportunities.

# AWS Marketplace: Co-Selling Strategies with the World's Largest Hyperscaler

- **Keynote Sessions** – The keynote sessions are the highlight of the conference, where industry leaders and AWS executives share their insights, vision, and strategies for the AWS Marketplace. These sessions cover a wide range of topics, including marketplace trends, customer demands, and future roadmap. Keynote speakers often include renowned experts and successful sellers who share their experiences and success stories.
- **Technical Workshops** – The technical workshops provide sellers with hands-on training and deep dives into various aspects of selling on the AWS Marketplace. These workshops cover topics such as product listing optimization, pricing strategies, security and compliance, marketing techniques, and integration with AWS services. Participants gain practical knowledge and learn how to leverage the marketplace's features to maximize their sales and reach a wider customer base.
- **Seller Success Stories** – The seller success stories sessions feature presentations from sellers who have achieved significant success on the AWS Marketplace. These sessions provide valuable insights into their journey, challenges faced, and strategies employed to achieve their goals. Sellers can learn from these success stories and apply the lessons to their own businesses, helping them navigate the marketplace more effectively.
- **Networking Opportunities** – The conference offers numerous networking opportunities, including dedicated networking sessions, breakout discussions, and social events. Sellers can connect with AWS representatives, industry experts, and fellow sellers, fostering collaboration and partnerships. These interactions provide a platform for sellers to share ideas, discuss challenges, and explore potential business opportunities.