Unblock Deals with Pre-Committed Cloud Spend

How to work with your cloud provider to close deals with your prospect's cloud budget



WorkSpan



New Cloud Infrastructure, New Cloud Buying Behaviors

The cloud transformed the way businesses deployed computing resources, lowering the barrier to create, sell, and scale software products. Cloud relationships required new infrastructure and new buying behaviors between provider and consumer. In the decade since the launch of cloud services, the market has developed these new capabilities:

1. **Frictionless transactions** for consumption services
2. **Sophisticated provisioning** of systems & processes
3. **Pre-committed spend** agreements based on forecasted cloud usage

The same way Amazon Web Services were originally spun out of supporting the elastic computing requirements for Amazon's e-commerce business, the cloud infrastructure that powers AWS consumption has been commercialized and extended to help other businesses lower the friction of B2B transactions.

AWS, Microsoft Azure, and Google Cloud have all created marketplaces to extend the benefits of cloud transactability to their ecosystems.

That's the power of **cloud marketplaces.**

The lower friction of cloud marketplace transactions and the scale of pre-committed cloud budgets that can be allocated to eligible solutions on the marketplace are driving the rapid, widespread adoption of **cloud sales.**

$600B

Projected cloud spend in 2023[1]

+22%

Projected cloud spend in 2023[1]

+84%

Marketplace transaction compound annual growth rate[2]

$45B

Expected cloud marketplace transactions by 2025[2]

Sources

[1]Gartner - Projected cloud spend in 2023
[2] Canalys - Cloud marketplace sales by 2025



Access to Cloud Customers. Access to Cloud Budgets

When companies negotiate their cloud spend, they forecast their cloud usage and pre-commit to an amount of spend over time. Interests between cloud spender, cloud provider and cloud ecosystem are aligned to ensure that budget never goes to waste. That pre-committed cloud budget can also be spent on solutions listed on the cloud provider's marketplace.

The first step to benefiting from your cloud provider's marketplace is to create a marketplace listing for your offering. If you have an enterprise configure-price-quote (CPQ) process, you can create 1:1 private offers to close deals with bespoke terms on the marketplace.

More and more, cloud consumers are leveraging their existing cloud contracts to repurpose pre-committed budget, accelerate procurement cycles, and buy software and services through the cloud marketplace.

Unblocking Deals with Cloud Marketplace Transactions

1. Late stage sales opportunity

Your sales team has identified a buyer with a need and everything is in place to win the deal

2. Deal blocked due to budget

Your champion can't get budget or approval to close the deal- their departmental budget is insufficient or frozen

Your Sales Opportunity → **Closed / Won Deal**

3. Deal registered with cloud partner

You register the deal manually through the partner portal or through your cloud sales program

4. Marketplace transaction

Your deal is closed as an add on to the existing cloud contract between your buyer and their cloud provider, leveraging the pre-committed cloud budget and fast-tracked through the procurement process

Complete Cloud Sales

When you design your cloud partnership to take advantage of integrated marketplace listing and private offer management and co-sell automation, transacting via cloud marketplaces is just one benefit from a **Complete Cloud Sales** program.

Here are three additional **Cloud Sales Ready Primers** to guide you and your organization down the path to cloud sales readiness.



Generate High Converting Cloud Referral Pipeline



Plan your partnership with your cloud provider



Plug your cloud partnership into your Revenue Plan

When you're ready, WorkSpan can help you list on the marketplaces in under 4 weeks. Unblock deals this quarter and efficient growth through Complete Cloud Sales.

WorkSpan
HyperScaler Edition
Complete Cloud Sales.

CLOUD SALES READY