



Optimize Your Cloud GTM Strategy

Learn best practices for elevating your Cloud Go-To-Market results by adopting our Cloud GTM Value Framework™

Executive Summary

The "Cloud GTM Value Framework" outlined in this article provides a comprehensive approach for businesses to optimize their performance in the rapidly growing cloud marketplace ecosystem.

This article delves into the "Cloud GTM Value Framework" by Northbound Solutions, Inc., providing a structured approach to optimize your cloud marketplace performance. It covers essential steps such as conducting a business case and readiness assessment, aligning strategy and leadership, planning and activating your Cloud GTM system, enabling adoption, and optimizing partnerships for co-selling.

By following these guidelines, businesses can effectively capitalize on the burgeoning opportunities within cloud marketplaces, drive higher conversions, and establish robust partnerships with major cloud providers. This framework aims to equip readers with the knowledge to not only navigate but also excel in the competitive landscape of cloud marketplaces.

Leaders should consider each component as a step towards operating “maturity” around what has been referred to as a “Cloud GTM” motion. In essence, a Cloud GTM motion involves co-selling with hyperscale cloud service providers (“CSP”) like AWS, Google, and Microsoft and selling software and technical solutions through the respective Cloud Marketplaces.

The Cloud GTM Value Framework™



source: Northbound Solutions, Inc.

Here is the body of the help doc article in a step-by-step format, based on the provided inputs:

1. Conduct a business case and readiness assessment

The cloud GTM landscape is rapidly evolving, requiring businesses to transition from growth-oriented models to a focus on profitability. As buyer behavior shifts, sales cycles in SaaS are transforming, driving revenue organizations to reevaluate their approaches to rein in rising acquisition costs or drive higher conversions. Cloud marketplaces present a \$45 billion market opportunity, designed to be seller-friendly and ecosystem-first, becoming powerful commercial conduits for buyers, sellers, and channel partners. However, cloud GTM currently accounts for less than 5% of the total global software and cybersecurity market, indicating a significant white space in awareness and automation compared to traditional GTM routes.

The first step in the Cloud GTM Value Framework involves assessing the organization's readiness for Cloud GTM adoption and defining a clear strategy. Assess the impact on quote-to-cash and other internal functions from adopting Cloud Marketplace policies and practices, which vary significantly by Cloud.

Create a business case supporting the Cloud GTM motion and be sure to reference impact on corporate strategy, potential challenges in field and customer adoption, and recommend a strategic direction aligned with business objectives.

Key Activities

- **Strategic Goals:** Define clear, measurable goals for Cloud GTM adoption, aligned with overall business objectives, and consider a 2 year time horizon
- **Readiness Assessment:** Evaluate the current product infrastructure, applications, and processes to determine cloud compatibility. Assess process implications and how functional teams are impacted.
- **Business Case Development:** Create a compelling business case that highlights the benefits, costs, and ROI of cloud adoption.
- **Stakeholder Engagement:** Involve key stakeholders from various departments to gather insights and ensure alignment. Inform functional leaders of process

changes for sales, revenue operations, finance/accounting/tax/legal, marketing, channels, etc.

2. Define strategy and align leadership

Successful adoption of Cloud GTM requires a solid business base and alignment among leadership. Focus on securing executive sponsorship, establishing functional goals, and ensuring leadership alignment to drive the cloud initiative forward.

Align sales goals with partnership and cloud GTM objectives and eliminate friction in the process (most commonly involving compensation). Have a plan that ensures all stakeholders are grounded around the same plan.

Key Activities

- **Executive Sponsorship:** Secure commitment from top executives to champion the cloud initiative.
- **Leadership Alignment:** Conduct workshops and meetings to align leadership on the cloud strategy and objectives.
- **Communication Plan:** Develop a communication plan to keep all stakeholders informed and engaged.
- **Roadmap Development:** Create a high-level roadmap outlining key milestones, resources, and timelines.
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3. Plan, staff, budget, and activate your Cloud GTM system

Initially, make cloud GTM part of the existing sales process, assigning the CRO or Head of Sales as the owner. Focus on closing more deals through the cloud, developing appropriate commission plans, and integrating field engagement within CRM systems. Help customers burn through their cloud commit while maintaining strong relationships between customers and sales reps. As cloud GTM matures, consider separating responsibilities between direct sales and partner-led/marketplace-aligned sales teams.

Build reliability in Cloud GTM to establish new partnerships and transition existing ones to the cloud, aligning the partnership team to drive more opportunities through cloud marketplaces. Track the impact of partnerships on conversions to boost conversions by aligning partnerships.

Leverage cloud GTM platforms like Tackle.io to streamline the cloud GTM motion across hyperscalers, achieve faster deal cycles, and scale Co-Sell efforts with native CRM integrations.

Key Activities

- **Process Mapping:** Map existing processes to identify areas impacted by cloud adoption.
- **Change Management Plan:** Develop a change management plan to address process changes, including training, communication, and support.
- **Risk Management:** Identify potential risks associated with process changes and develop mitigation strategies.
- **Pilot Programs:** Implement pilot programs to test new processes and gather feedback. Start where you are best positioned to win with the Cloud Provider. Focus your efforts, measure, optimize, socialize, repeat.

4. Enable, adopt, measure, and improve your activities

Success on cloud marketplaces is measured on transactions, not just the listing. Build a Cloud GTM execution team with clear rules of engagement, accountability, proper tooling and resources and ensure all stakeholders are aware of and have adopted process changes.

Challenges in cloud GTM automation include manual processes in listing, integration, testing, reporting, accounting, and billing, leading to operational inefficiencies. Hyperscalers are continuously adding features and integrations, requiring frequent assessment of how these changes impact internal integrations and workflows.

Incentivizing GTM teams to drive deals through cloud marketplaces can be achieved by considering marketplace fees in line with overhead costs and

removing any compensation friction between direct and marketplace sales.

Key Activities

- **Capability Development:** Identify and develop the capabilities needed to support the cloud strategy.
- **Tool Selection:** Select and implement tools to facilitate cloud adoption, such as cloud management platforms and analytics tools.
- **Resource Allocation:** Allocate resources, including personnel and budget, to support the Cloud GTM Program.
- **Governance Framework:** Establish a governance framework to oversee the cloud initiative and ensure compliance.

5. Activate Co-sell and optimize partnerships

Merely being listed on the cloud marketplace is insufficient to drive deals and pipeline; success requires the right people, processes, and technology for an effective Co-Sell motion.

Validate product-marketplace fit by confirming the target audience is well-suited to purchase through Cloud Marketplaces. While Cloud Marketplaces help improve buyer experiences, it is early days for many enterprise buyers, requiring some hand holding through procurement and execution.

Optimizing for people and resources in cloud GTM is crucial, similar to optimizing for direct sales channels. Businesses fail to capitalize on strategic processes such as co-selling, reseller activation, co-marketing, and strategic cloud partnerships when goals are misaligned across product, sales, partnerships, tech, and marketing, leading to 'orphaned listings.' Assigning technical ownership to establish a Cloud GTM foundation is a key step in the process.

At the end of the day, focus on building strong partnerships and leveraging joint go-to-market strategies.

Key Activities

- **Partner Ecosystem:** Identify and engage with key functional teams in your cloud partners ecosystem.
- **Joint GTM Strategies:** Develop joint go-to-market strategies with partners to drive co-sell opportunities.
- **Customer Engagement:** Engage with customers to understand their needs and position cloud solutions effectively.
- **Marketing Campaigns:** Launch targeted marketing campaigns to promote cloud offerings and drive demand.

Call to Action

In sales, time kills all deals. With Cloud GTM, the motion of selling with hyperscalers the “right” way is paramount, as more and more of your competitors are adopting this motion and more of your customers seek a “Marketplace” option to buy. The time to act is now.

Here are some starting points:

- **Optimize the “better together” story** between your product and your cloud partner’s ecosystem
- **Improve engagement and alignment** with your cloud partner teams. Build social awareness, hold both sides accountable for goals, focus on where you win the most
- Ensure your **revenue teams understand and are incentivized to promote this “Cloud GTM”** motion. Enforce proper behavior in the field
- **Incorporate Cloud GTM into corporate planning and strategy.** Put SMART goals in place and execute with precision.
- **Dedicate a team** (even if it’s a team of 1) to be fully accountable for the Cloud GTM program.

By conducting thorough assessments, aligning strategy with leadership, meticulously planning and activating cloud GTM systems, enabling adoption

through measurement and continuous improvement, and fostering strategic co-selling partnerships, companies can effectively capitalize on the immense opportunities presented by cloud marketplaces.

Leveraging modern solutions like [Tackle.io](https://tackle.io) can further streamline operations and drive efficiencies. Ultimately, this framework empowers organizations to navigate the complexities of cloud GTM, drive higher conversions, and establish a robust presence within the cloud marketplace landscape. To learn more or schedule a consultation about how Northbound Solutions can help, visit us at www.northboundsolutions.com or send us a note at hello@northboundsolutions.com.