

ChaosJockey service offering

Marketplace adoption

Mark Wiertsema

March 2024

mark@chaosjockey.nl



Marketplace accleration

WeTransact helps with quick Marketplace adoption, ChaosJockey helps absorb in organization.



ChaosJockey

- Understand relevance and impact
- Embedding marketplace in organization
- Commercial process adoption
- Seller readiness
- Private offer process integration

- 5 step publishing process
- Listing management
- Private offer management
- Incentive optimization
- Co-Sell status effectiveness
- Lead generation campaign



Successful adoption of Azure Marketplace requires solid organizational embedding.

ChaosJockey helps your organization:



demystify publishing, currency and taxation processes



identify risks and propose mitigations



understand which processes need which changes



leverage available tooling like WeTransact



Project deliverables and phasing

- Deliver a Manual that:
 - Describes actions and steps to execute transacting on Marketplace
 - Is known and understood by the different functions in the organization
 - Has identified and addressed opinions and worries
- Approach:
 - Phase I: Define setup and risk mitigations
 - Decide on deployment
 - Phase II: Organizational deployment

Potentially affected processes:

1. (Private) offer creation
2. (Private) Offer acceptance, management and guidance
3. Currency conversions
4. Invoicing
5. Accounts receivable
6. Taxation and auditability
7. Revenue allocation
8. Sales compensation
9. Recurring revenue
10. Contract renewal



Order of project activities in Phase I

- Understand project scope:., offering, customers, organization, objective, key concerns
- Define project: Identify stakeholders and contributors, phasing and planning
- Undertand standing practices on key concern areas
- Share Marketplace processes for key concern areas
- Identify risks and propose mitigations
- Go/no-Go decision
- Move to deployment



Phase I - Setup and risk mitigation: todo's

Affected proces	Standing practice	Marketplace process practice	Identified risks and proposed mitigation	Process description and governance
Currency conversion	Allocate Finance contact	Process descriptions +	=	
Finance integration	Allocate Finance contact	Process descriptions +	=	
Taxation	Allocate Legal contact	Process descriptions +	=	
Offer approval and creation	Allocate Sales ops contact	Process descriptions +	=	



Contacts

Name	Company	Role	Email	TelNo	Availability
Mark Wiertsema	ChaosJockey	Project Lead	mark@chaosjockey.nl	+31611700988	Bookings



Now what?

Options	Cost	Hidden Cost	Benefit
Leave as is	No out of pocket cost	Opportunity loss Missed efficiency	No distraction, no change needed
DIY Marketplace adoption	No out of pocket cost	Time spend on testing, integrating, learning, long time to value	Knowledge of Partner Center manual processes, learning by doing
Buy WeTransact	See WT pricing	Focus required for adoption in commercial and financial organization	+much shorter time to publication, savings in time, effort and development
Hire ChaosJockey	€1.500/ day		+Effective organizational adoption and embedding

*) Pending changes in WeTransact subscription cost and add-on purchases





ChaosJockey helps accelerate Software business through 4 service offerings.

- **Marketplace acceleration** - ChaosJockey delivers successful WeTransact adoption for shorter time-to-value from Marketplace investments.
- **SaaSification/ Productization** - Moving to SaaS is the digital transformation for ISV and MSP companies. ChaosJockey helps understanding and adopting the changes that come from the shift to as-a-Service.
- **IP Monetization** - Corporates seek to monetize their core process knowledge, by selling their IP. The different business model of a SaaS provider makes take-off difficult. ChaosJockey can act as publisher for your IP and help monetize your investments.
- **Interim Commercial Change Management** - ChaosJockey helps modernize the commercial proposition and –organization, enabling a digital customer journey.



Marketplace accleration

WeTransact helps with quick Marketplace adoption, ChaosJockey helps absorb in organization.



ChaosJockey

- Understand relevance and impact
- Embedding marketplace in organization
- Commercial process adoption
- Seller readiness
- Private offer process integration

- 5 step publishing process
- Listing management
- Private offer management
- Incentive optimization
- Co-Sell status effectiveness
- Lead generation campaign



Saasification Moving to SaaS is the digital transformation journey for Software companies. ChaosJockey helps with the changes that come from the shift to as-a-Service and Pay-Go.

ChaosJockey

STARTPAGINA DIENSTEN OVER CHAOSJOCKEY BLOG CONTACT

2 minute test

Bent u klaar om uw software als dienst aan te bieden?

DOE DE SAAS READINESS ASSESSMENT

35% van cloud budget gaat naar SaaS.

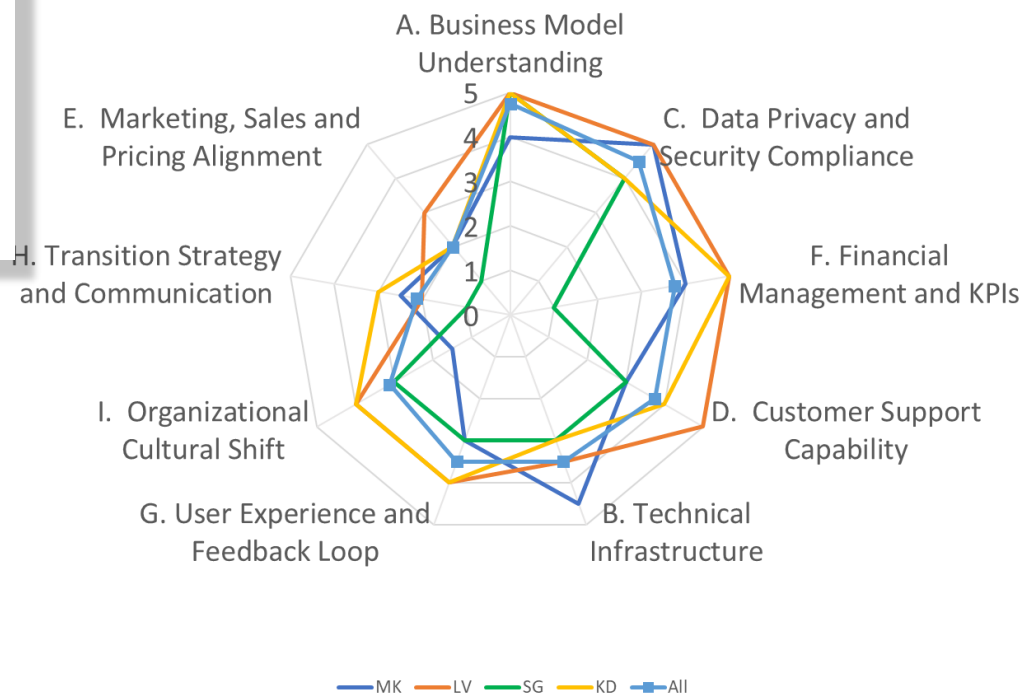
Gartner



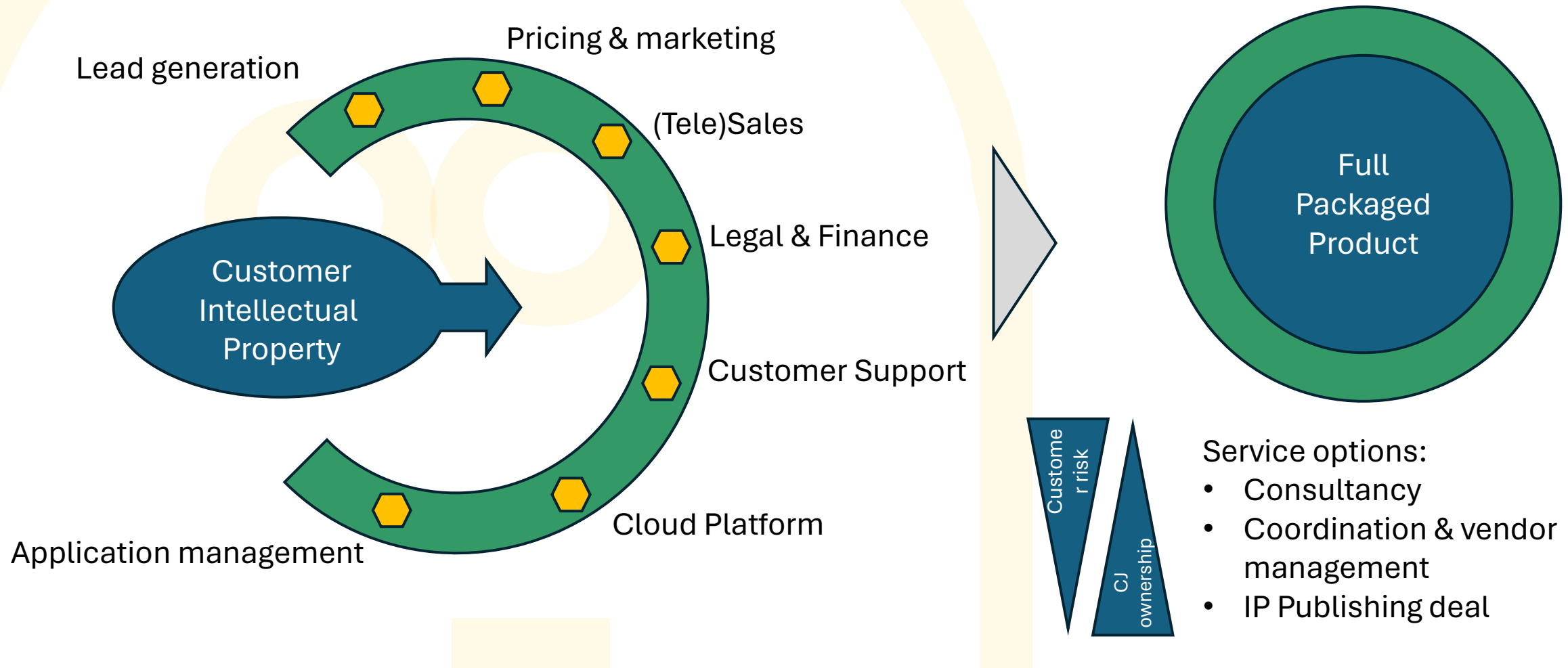
5 step approach:

- Intake
- Assesement
- Prio identification
- Action definition – low scores and large gaps
- Implementation

Saas transitie readiness - individuele assessments



IP Monetization Non-IT ccompanies fail to monetize their IP, due to divergent business models. ChaosJockey acts as publisher, allowing customers to focus on core business.



Interim Commercial Change Management

ChaosJockey helps modernize the commercial proposition and –organization, enabling a digital customer journey.

ChaosJockey supports IT companies in developing the commercial organization.

- Working from the customers' key problem, we can redefine the proposition:
 - The vision of the solution and how it's packaged,
 - The pricing construct,
 - The route to market (direct / indirect),
 - The delivery organization and –management,
 - The offer development,
- all aligned and in a way that allows a digital customer journey

