

List, Manage, and Co-Sell on Cloud Marketplaces with minimal engineering effort

Challenges

GTM teams at ISVs need to be unblocked to maximize revenue through Cloud Marketplaces

Selling through cloud marketplaces is experiencing exponential growth, allowing ISVs to access committed cloud spend with private offers, effortless payment collections, and close more deals faster with Co-Selling. Listing on cloud marketplaces is resource-intensive, tying up valuable engineering resources for months. After listing, more engineering time is needed for setup, from metering and analytics to private offers and contract management. Down the road, ISVs have to invest even more to integrate the partner portal with their CRM for efficient Co-Selling.

ISVs often face a tough choice: spend resources in-house - slowing product development, outsource (with mixed results), or rely on pricey, underperforming Listing and Co-Selling platforms. The GTM teams need a true strategic partner that helps them maximize Cloud Marketplace platforms through their marketplace lifecycle.

The Clazar solution

Your GTM co-pilot for Cloud Marketplaces - List, Manage, Co-Sell

Clazar is the ultimate solution for ISVs, surpassing other market players with its comprehensive features at an affordable cost. It eliminates the need for a dedicated engineering team or multiple tools - streamlining the entire process from listing to revenue maximization in one place. With Clazar, ISVs can list their products on Cloud Marketplaces in weeks with minimal technical and zero operational efforts - allowing them to access buyers' committed cloud spend and win more deals faster and with larger deal sizes. Clazar enables ISVs to share opportunities, manage them effectively, and close more deals with Co-Sell, leveraging a strong network of cloud partners. It also provides a complete picture of buyers throughout their lifecycle and helps ISVs make data-driven decisions with interactive and consumable analytics. All of this is in a single platform and backed by expert guidance from a team with a strong track record in scaling cloud marketplaces.

Benefits

Live within weeks: Effortless marketplace operations and Co-Selling



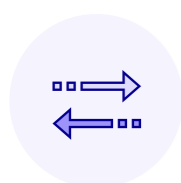
Live on Cloud Marketplaces within weeks

The Clazar platform handles buyer registration, pricing, technical integration, and integration-testing - launching your listing in just weeks with minimal engineering and no operational work.



Comprehensive Cloud Marketplaces platform

Clazar simplifies Cloud Marketplaces management with an all-in-one platform, offering Listing, Marketplace Management, and Co-Sell, all with a best-in-class user experience.



Seamless Cloud Marketplaces operations

Quickly send private offers with one click, submit and track metering records with ease, gain a complete view of your buyers and contracts, and grow your business using comprehensive insights into marketplace performance and revenue.



Integrations - Salesforce, HubSpot, Slack, and more

Run Co-Sell from HubSpot and Salesforce with the best-in-class bi-directional sync with the partner portal, stay updated with customizable Slack notifications, and integrate smoothly with other essential tools.



Better together - Clazar and Cloud Marketplaces

Cloud Marketplaces are the future of software sales. As builders of Clazar, we have seen it for ourselves. Our mission is to accelerate growth for ISVs on Cloud Marketplaces throughout the marketplace lifecycle - List, Manage, Co-Sell,

With decades of experience building world-class infrastructure and marketplace products, we have built Clazar with extensive features, a simple and intuitive user experience complemented by best-in-industry customer service, optimal cost-effectiveness, and our expertise throughout the marketplace journey. Our unwavering obsession with the success of ISVs on Cloud Marketplaces drives our every action.

Case study: Acryl Data

Challenges

Acryl Data provides a developer-friendly modern data catalog built on top of a next-generation Metadata Platform to bring clarity to data in enterprises. Their customers have frequently requested that they transact via the AWS marketplace. They understood the benefits of AWS marketplace, but listing and managing their products themselves meant slowing down their product development roadmap. The time they spent holding off on the project put them at an unintentional competitive disadvantage.

Solutions

Acryl Data was impressed by Clazar's comprehensive features and simplicity, especially when setting up the listing, mapping the pricing, and the private offer flow. They loved our team's expertise on the AWS marketplace journey, which gave them peace of mind knowing they were in good hands. Once live, the Clazar team also spent time with Acryl's leadership on how to train their sales teams to maximize the AWS marketplace.

Results

Acryl Data found Clazar an optimal solution, as it helped save their internal engineering team's bandwidth. Clazar's fast execution and operational management helped Acryl Data go live within three weeks. They started transacting right after. In the last six months, Acryl Data has sent 32 Private Offers and generated a TCV of six figures via the AWS marketplace. They have also enabled Slack notifications via Clazar's integration feature to be on top of all activities on their AWS marketplace listing.



We are seeing incredible success on AWS Marketplace with Clazar. We are so excited to double, triple, and quadruple our revenue with the Clazar platform as our co-pilot.

Ben Anderson
Director of Sales



Case study: momento

Challenges

Momento is the world's first serverless caching service that provides instant provisioning, auto-scaling up and down, and blazing-fast performance. They have been active on the AWS marketplace for the past year and were now keen to expand their marketplace operations. With their current system, they faced challenges with manual metering to bill their customers and had limited visibility on their buyers, revenue, and disbursement. They did not have the internal resources to solve this in-house and found other options in the market to be too expensive and limited in functionality. The GTM team felt blocked from expanding the AWS channel.

Solutions

Momento liked what they saw in Clazar: the simple and intuitive interface for setting up Listing and Pricing, the power of data with the Analytics and Insights dashboard, and the Automated Metering & Billing management that could take care of revenue with zero manual work - saving time for the team and enabling them to grow their AWS marketplace channel.

Results

Our team helped Momento migrate their current listing on Clazar in less than two weeks with no disruption in service for their customers. The Momento team is delighted with the insights and dashboard Clazar can provide them across their buyers, revenue, and disbursements. With Clazar's simplified metering, Momento got complete visibility on their metered data. This saved much time for the GTM team, which is now better utilized in building stronger customer and partner relationships. They invested more time and energy in the AWS channel, which led to a 36% increase in monthly revenue and a 50% increase in monthly buyers.



"AWS Marketplace has transformed our adoption curve! Doubling down on it, we wanted deeper insights into the buyer's journey and ability to scale without breaking the bank. Built by experts who have successfully run large marketplace deployments, Clazar is the best strategic partner for our growth."

Khawaja Shams
CEO



Why Clazar

Curated by experts, tailored for your needs



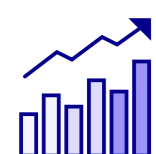
Team

The founding team at Clazar comes with decades of experience in building infra and user experience products and deep expertise in cloud marketplaces GTM.



Speed

Clazar excels in launching ISVs on Cloud Marketplaces faster than others. We offer fastest implementation, onboarding, and dedicated assistance via Slack and email.



Efficient Scaling

Clazar offers competitive pricing without revenue sharing or maintenance fees. We also ensure affordability as you scale your marketplace business.



Customer Service

We are committed to world-class customer service. This includes not just our product support but also guidance around sales training, seller enablement, and Co-Sell activation.