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Google Cloud Platform Marketplace 

Overview



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Overview

Google Cloud Marketplace offers a breadth of integrated solutions that are vetted by Google against security vulnerabilities to cover your enterprise's IT needs. Scale your procurement process and shift your energy to high-value tasks while getting the right solutions into the right hands when they need it most.

You can offer production-ready stacks, solutions, datasets, and services to accelerate development so that your users spend less time installing your software. You can offer solutions with pricing features that you're used to, such as subscriptions, pay-as-you-go, and custom pricing. You can also receive reports that enable you to track how your customers are interacting with your solutions and marketing campaigns.

Requirements

In case you want to offer your software solutions on Google Cloud Marketplace, make sure that the following requirements are met:

- **Requirements for your organization**
 - Your organization must be approved as a Google Cloud Build Engagement partner.
 - Your organization must be incorporated in one of the supported regions.
 - Your organization must have at least \$1M USD in annual revenue.
- **Requirements for your product**
 - Your product must be production-ready (not alpha or beta) to be publicly listed and sold through Google Cloud Marketplace.
 - Your product must not include professional services sold through Google Cloud Marketplace.
- **Operational requirements**
 - Your organization must be willing to commit resources to create and maintain the solutions that you list in Google Cloud Marketplace, and provide timely support to your customers.

Some solution types have additional requirements:

- **Requirements for Kubernetes apps and VM solutions**
 - Your product must not have a dependency on Terraform.
 - Your product must not include the Affero General Public License (AGPL) or the Server Side Public License (SSPL).
- **Requirements for managed services (Integrated SaaS)**
 - Your product must be hosted on Google Cloud.

Pricing Model

Google Cloud Marketplace allows using the following pricing models:

- **Subscription-based pricing:** Customers pay a flat monthly fee for using your software. For partial months, the cost is prorated.
- **Usage-based pricing:** Customers pay for your software based on resources that they use, such as data or storage. For example, you can set your price by gigabyte-hours of storage. If you choose a usage-based pricing model, your application must measure and report usage information to Google.
- **Combined pricing:** Customers pay a base subscription fee for using your software and additional charges based on their usage.



For any pricing model you choose, you can also offer a free trial of your solution.