Cloud Marketplaces Help Enterprises Innovate Faster

Application development and delivery (AD&D) leaders increasingly rely on marketplaces to discover, try, and buy new tools and services.

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CLOUD MARKETPLACES STREAMLINE PROCUREMENT OF DEVELOPMENT TOOLS

Enterprises are embracing cloud marketplaces to drive development agility.

Top development priorities:

81% Address backlog for custom apps

75% Containerize more applications

76% Speed up cycle release time

Top challenge:

53% billing, licensing, vendor management complexity

Cloud marketplaces help by providing a central place to quickly discover, try, and buy.

BENEFITS OF CLOUD MARKETPLACES
Reported benefits of cloud marketplaces

50% Faster deployment of new capabilities

45% Increased security

41% Greater visibility into purchase activity

38% Simplified billing

CONTAINERIZED APPS ARE KEY

Marketplaces must support quick-deploy containerized applications to meet enterprise digital transformation needs.
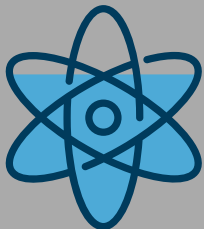
67% Seek to streamline how they deploy containerized apps

71% Value the availabilty of these apps in a marketplace

62% Prefer to get containerized apps from a marketplace

LEARNING RESOURCES DRIVE INNOVATION

74% of AD&D leaders seek centralized resources to keep up with technology innovation and consider educational resources and how-tos important in a cloud marketplace.