

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.

FORRESTER®

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



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

76%
Speed up cycle release time

75%
Containerize more applications



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

Top challenge:

53%

billing, licensing, vendor management complexity

CONTAINERIZED APPS ARE KEY

Marketplaces must support quick-deploy containerized applications to meet enterprise digital transformation needs.

67%

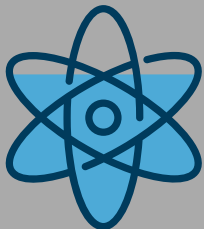
Seek to streamline how they deploy containerized apps

71%

Value the availability 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.



Read the full study

Methodology: In this study, Forrester conducted an online survey of 466 companies in seven countries to evaluate the demand for procuring software development applications, tools, and services from cloud marketplaces.

Source: A commissioned study conducted by Forrester Consulting on behalf of Google, November 2018.

Base: 466 application development and delivery decision makers in IT and developer roles at global enterprises.