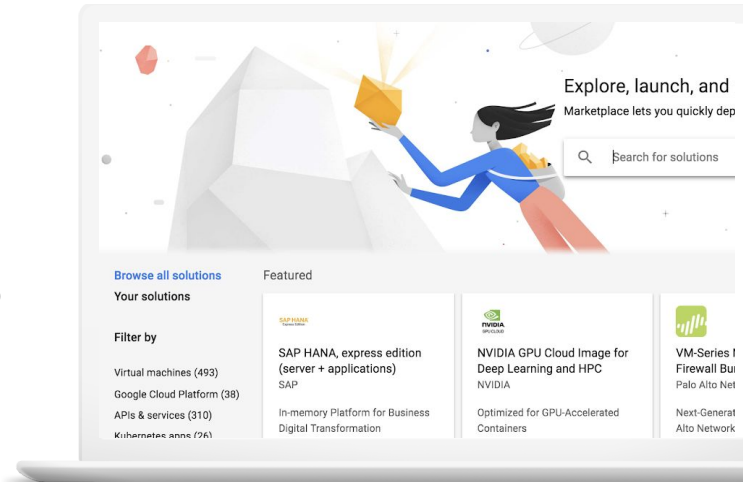# Enterprise Procurement with GCP Marketplace

Spend smart, procure fast, and help your development team succeed

Be development's strategic business partner

Google Cloud offers a robust, enterprise-tailored, and vetted set of business solutions that will help establish you as a development ally. Spend strategically with options that can draw down your GCP committed spend, and enable your developers to procure directly from GCP Marketplace. Lastly, simplify multi-cloud billing with Orbitera Cloud Billing and Cost Management.

Benefits

- Solutions are vetted by Google for security vulnerabilities. Deployment options for GCP, on-prem, and multi-cloud.

- Solutions offer deployment templates so they launch quickly into the destination environment.

- Flexible and consolidated billing models that fit your business needs.

"We use GCP Marketplace to sell our industry-leading security solutions and for purchasing because they support enterprise procurement with features such as private pricing and subscriptions."

Jane Chung
VP Public Cloud
Palo Alto Networks

What's new?

Free trial capability for Kubernetes, SaaS, and VM solutions.

Subscription and private pricing options for some paid solutions.

Anthos applications which can be deployed on-prem and in Google Cloud.
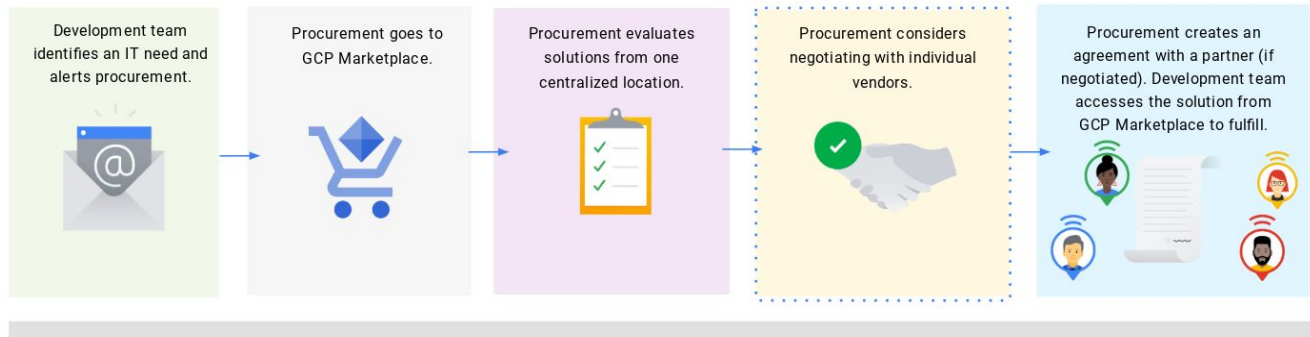
Partner spotlight

Google Cloud

For more information visit **cloud.google.com/marketplace**

Development team identifies an IT need and alerts procurement.	Procurement goes to GCP Marketplace.	Procurement evaluates solutions from one centralized location.	Procurement considers negotiating with individual vendors.	Procurement creates an agreement with a partner (if negotiated). Development team accesses the solution from GCP Marketplace to fulfill.

Features

No Separate Billing Relationships

Get solutions to your team fast by eliminating the need for separate billing agreements for partner solutions. Purchases from GCP Marketplace have Google as the seller of record.

Flexible Pricing

Get individualized solution pricing quotes with private pricing. Subscription and usage-based billing models fit various business needs.

Retire Committed Spend

Solutions procured through GCP Marketplace may count toward GCP committed spend, if you have a GCP spend agreement.

Integrated Solutions

Remove deployment headaches with solutions that are tightly integrated with GCP and feature one-click deployments.

"We are thrilled to work with Google and bring our enterprise application services to the Google Cloud Platform Marketplace, enabling customers even more choice in how and where they deploy. The GCP Marketplace enables customers to quickly discover, subscribe and deploy F5 cloud solutions using a frictionless trial and buy experience."

Barry Russell
Global VP Cloud Revenue & Alliances, F5

Google Cloud

For more information, visit **cloud.google.com/marketplace**