

Google Cloud Marketplace Introduction to Agency Model

Frequently asked questions (FAQs):

Agency Model

What is changing?

Google Cloud Marketplace is transitioning from a Merchant of Record model to an Agency Model for Marketplace transactions. Agency model transaction capability will begin in Q4 of 2023 and eligibility will begin with a subset of US-based partners and US-based customers.

What is an agency model?

Under an agency model for Marketplace transactions, Google's role will change from being the Merchant of Record (i.e., seller of record) to the agent for Marketplace Vendors (3rd Party Independent Software Vendor), where Google facilitates and processes the transaction, but is not the seller of record.

What are the benefits for partners?

An agency model includes contract terms that align with industry standards. It establishes the foundational business model to enable new features, such as greater vendor control over product pricing, terms, and refunds, as well as the ability to sell a wider variety of products in the future. Additionally, more ISVs will be able to join the Marketplace ecosystem under the agency model.

What are the benefits for customers?

The agency model will enable more ISVs to join the Marketplace ecosystem and increase the variety of products available for customers to purchase. With increased selection, customers will have more opportunities to centralize procurement and draw down their commitments.

Will Google Cloud Marketplace continue to operate a Merchant of Record model?

Google Marketplace will continue to support a Merchant of Record model during this transitional period. When a transaction is not eligible for the agency model, it will continue to be processed under the Merchant of Record model and there will be no change to the current experience or reporting.

When would a transaction not be eligible for the agency model?

During this transitional period, agency eligibility will be limited by geographic location (for example, a partner or customer may be located in a country where the agency model is not yet supported).

What is the release timeline and who will be eligible?

Agency model transactions will begin in Q4 of 2023. The new Marketplace Vendor Agreement (MVA) is already available (as of August 1st) and it enables agency transactions between a subset of existing US

partners, all new US partners, and US customers.

2024 will be focused on agency enablement of the remaining US partners and expanding into new countries outside of the US.

Will the transition to agency impact new or existing Marketplace transactions?

Transactions will be processed under an agency model once an eligible partner and eligible customer have accepted relevant agreements (MVA for partners and Marketplace Terms of Service for customers) and, if required, completed identity verification. Until then, new and existing Marketplace transactions will not be impacted.

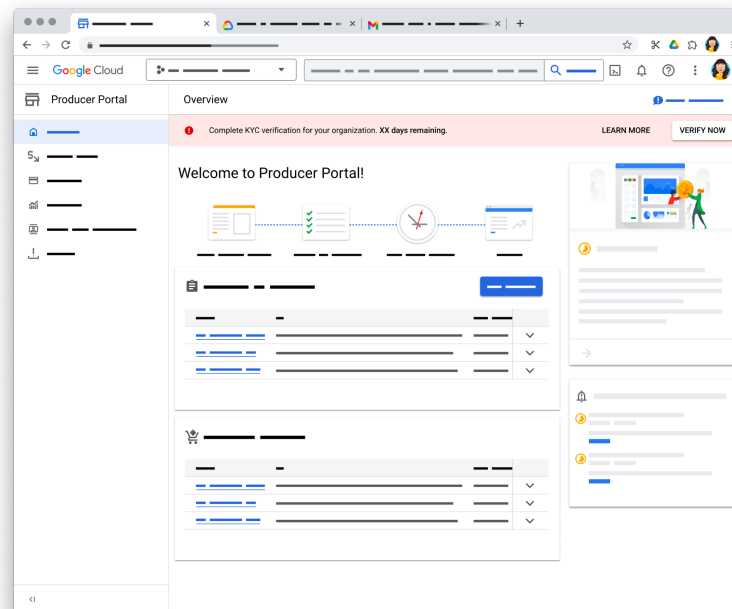
Can partners sell Professional Services once they complete the agency requirements?

Not at this time. The agency model lays the foundation to enable new offer types. However capabilities to sell new offer types, such as professional services, need to be developed in product before they are generally available.

Eligibility Requirements

What actions are required to participate in the agency model for Google Cloud Marketplace?

- Partners and customers must be located in a [region supported by agency](#).
- Partners must sign/agree to the new [Marketplace Vendor Agreement \(MVA\)](#) that enables the agency model.
- If required, partners and customers must complete Know Your Customer identity verification (KYC). If KYC information is needed, Google's KYC Operations team will contact you via email and a banner will appear in Producer Portal (see example below). Information must be provided within 30 days to avoid any potential impact to future disbursements.



For more information visit cloud.google.com

How would a customer be informed which business model a transaction will follow during the purchase process?

Customers will be notified in the Marketplace Platform's User Interface whether the applicable transaction will fall under the agency or merchant-of-record model.

How would a partner be informed which business model a transaction will follow during the purchase process?

Partners can check to see if their customer is located within a [region supported by agency](#). Additionally, the private offer user interface will indicate if an upcoming transaction will fall under the agency model and the Marketplace Insights report (post-transaction) will have a new column that will indicate if a transaction was completed under the agency model.

Know Your Customer Identity Verification (KYC)

What is the Know Your Customer (KYC) verification process?

Know Your Customer (KYC) is a standard due diligence process to verify the identity of a partner or customer. Compliance with KYC regulations helps ensure Google Cloud Marketplace is a safe and trusted platform.

Why might we ask you to complete the KYC verification process?

- To verify your identity when you complete a transaction with Google Cloud Marketplace.
- We find unusual activity or transactions.
- We need more information for legal or regulatory reasons.

How would I know that I need to provide KYC information?

All of the partners that are required to complete the KYC verification will receive an email and an in-account notification via a red banner. The email notification to complete KYC identity verification will be sent to the Payment Profile contact list, with the subject: "You need to verify your identity" from "cloudplatform-noreply@google.com." See the image below for a sample of the email. By clicking the "Verify now" button, you will be navigated to the Payments Profile page to submit the required KYC information.



You need to verify your identity.

To complete this verification, you'll need to provide additional information, along with an image of your current government-issued photo ID (such as a passport or driver's license). **IMPORTANT:** The information you enter must **exactly match** the information on the government-issued photo ID. If you are representing an organization, the information you enter must **exactly match** the information on the documents you submit related to your organization.

The verification process may take a few days. During this process and once verification is complete you won't be able to edit your name on your payments profile.

Tips on submitting your documents:

- Capture the entire document including all four corners.
- Your image must be readable, in focus, and free of reflections and glare.
- Incomplete or obstructed documents or dark or blurry photos won't be accepted.
- To prevent abuse, we allow a limited number of verification attempts.
- Uploading documents or photos other than what is requested may result in account suspension.

[Verify now](#)

Your data safety and privacy are very important to us. Google stores your information on secure servers and does not share it, except in limited circumstances as specified in our [Privacy Policy](#).

[HELP CENTER](#)

[CONTACT US](#)

Payments profile ID: [REDACTED]

Google LLC 1600 Amphitheatre Parkway, Mountain View, CA 94043

To stop receiving email about this payments profile, you can [unsubscribe](#).

You have received this mandatory service announcement to update you about important changes to Google or your account.

Google

What is the deadline for completing KYC?

Once notified, partners will have 30 days to submit their KYC information. If the required details have not been submitted by the end of the 30th day, partners risk being unable to use Marketplace features.

How long does the verification process take?

Google can complete the identity verification process within a few business days after the required information has been submitted. The process may take longer if more information or correspondence is required.

What information might be requested?

To complete verification, you may be asked to provide:

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- Partner Name
- Partner Address
- Partner Tax ID

We may also ask for additional information such as the list of executive & ultimate beneficial owners and additional documentation (e.g., government issued IDs, business registration documents).

How will my info be used?

Google uses the info you provide to:

- Verify your identity.
- Protect against fraud and abuse.
- Improve verification services for Google products.

Your verified info, like name and address, is stored with your Google Payments Profile in your Google Account. You can manage your verified info at payments.google.com.

I didn't receive an email for verification. What should I do?

Only the partners that meet certain criteria will be contacted to submit their KYC information. The email notification will be sent to the Payment Profile's contact list, so please make sure these contact lists are up-to-date and checked regularly.

How can I see the status of my KYC Verification?

Once you have submitted all the relevant information, Google will notify you on the progress and completion of the verification process.

How can I proactively provide this information?

Contact your Cloud Account Manager to learn more about KYC identity verification and what you need to prepare to complete the process.

Where should I go if I have any questions about the KYC process?

Please contact [Cloud Billing Support](#) with any queries regarding Identity Verification Status.

Add a New User to your Payment Profile

How can customers add a new user to their Payment Profile to complete KYC identity verification (e.g., the current admin is not the right person to complete the identity verification or the current admin is no longer at the company)?

To add users to their payment profile, customers can open a case from the Cloud Console to contact the Cloud Billing Support team. Please include in the details of the request that you would like to add a new user to the Payments Profile to perform KYC identity verification.

How can partners add a new user to their Payment Profile to complete KYC identity verification (e.g., the current admin is not the right person to complete the identity verification or the current admin is no longer at the company)?

Please work with your account teams to open a Cloud Sales Billing Case with the request to add a new user to the Payments Profile to perform KYC identity verification.

Marketplace Reporting

How do I tell if a transaction was completed under the agency model?

The Marketplace Insights report will have a new column that will indicate if a transaction was completed under the agency model.

Support

Where can I go if my question is not answered here?

Please contact [Cloud Billing Support](#).