

Marketplace Customer Credit Program

Program Brief

Customers can receive additional Google Cloud credits when purchasing solutions through Google Cloud Marketplace for the first time.

Google Cloud Marketplace Customer Credit Program (MCCP) provides end customers with up to 3% in Google Cloud credits when purchasing net new workloads of eligible third-party solutions through Google Cloud Marketplace for the first time. Credits can be applied toward purchase of Google Cloud first-party services.

Benefits

01

Accelerate purchase cycles

Customers can take advantage of Google Cloud Marketplace and MCCP to facilitate technology purchase decision-making and start building with Google Cloud and partners faster.

02

Improve deal economics

Customers and partners can streamline deal closure through Google Cloud Marketplace and at a higher win rate.

03

Gain more value

Credits can be applied toward Google Cloud services to drive additional business value. Customers and partners gain an added benefit on top of the ability to draw down on Google Cloud Minimum Commit obligations.

“We were able to speed time-to-value by purchasing a leading software vendor’s solution through Google Cloud Marketplace. In addition, we gained more value by leveraging the Google Cloud credits through MCCP to use toward additional innovations.”

– **Stefan Schlöter**, CIO Europe, Deutsche Telekom

How it works

MCCP credits are provided to end-customers for eligible, first-time purchases through Google Cloud Marketplace. MCCP credits are eligible for both ISV-led private offers and channel partner or reseller-led deals via Marketplace Channel Private Offers (MCPO). Please [refer to the list of partners](#) that have been enabled on this program and whose solutions are eligible for MCCP.

Process flow:

1. Partner and Google Cloud account teams register the opportunity through ISV Solution Connect and submit the MCCP Credits Request Form on Partner Hub for pre-approval. Please reach out to your Google Cloud representative or mccp@google.com for more information.
2. MCCP eligibility for that deal is communicated via email to the parties involved, as provided through the pre-approval form.
3. Customer purchases a solution on Google Cloud Marketplace via private offer. Partner confirms the opportunity as won in ISV Solution Connect.
4. ISV Partner logs back into Partner Hub and provides the private offer ID and End Customer ID.
5. MCCP team submits credits for disbursement to the end customer's billing ID.

Example scenario:

- Customer purchases an MCCP eligible solution for \$15,000,000 USD over a three-year term (annualized gross transaction value or GTV of \$5,000,000 USD)
- Customer receives a \$150,000 Google Cloud credit in USD, which is 3% of annualized GTV
- Customer can use these credits towards Google Cloud first-party solutions

Partner eligibility criteria

Partners can reach out to their Google Cloud account team or partner development representative to get nominated to participate in MCCP. Currently, only independent software vendor (ISV) partners enrolled in Google Cloud Partner Advantage and authorized under the Build Engagement model are eligible to be enabled on MCCP. Refer to the [list of partners](#) enabled on MCCP.

- ☐ Partner is actively enrolled in Partner Advantage and authorized under Build Engagement model

For more information visit cloud.google.com/marketplace

- ☐ Partner has agreed to the most recent Marketplace Vendor Agreement (MVA 3.x or higher)
- ☐ Partner must meet the listing requirements for business case solution validation
- ☐ Partner must have a transactable listing on Google Cloud Marketplace
- ☐ Partner is enrolled in ISV Solution Connect
- ☐ Partner has registered at least 25 deals or pipeline of at least \$5,000,000 USD in the last 12 months
- ☐ In the last 12 months, partner has completed 10 Cloud Marketplace private offers OR has transacted \$1,000,000 USD in Cloud Marketplace gross-transaction value (GTV)

Customer and deal-level criteria

Any new and existing Google Cloud customer is eligible to take advantage of MCCP globally, with or without a Minimum Commitment obligation with Google Cloud.

Deal-level criteria:

- ☐ Deal must have a minimum transaction size of \$100,000 USD in annualized marketplace gross transaction value (GTV).
- ☐ The maximum credit a customer can earn per qualifying ISV purchase is capped at \$250,000 USD. This is achieved at \$8.3M annualized gross transaction value.
- ☐ Only first-time purchases of an eligible ISV's solution are eligible. Solutions previously purchased through Google Cloud Marketplace, such as renewals, or purchases that were previously made directly with the software vendor and are now shifting to Google Cloud Marketplace (i.e. a channel shift) are not eligible.
- ☐ Customers must be able to purchase through Google Cloud Marketplace via private offers. Public offers or Pay as you Go deals are not eligible.
- ☐ Up to 3% in general-use Google Cloud credits will be granted in 4 quarterly disbursements, in arrears.