

# The Business Value of Google Cloud Marketplace for Third-Party Software

IDC's research demonstrates how **buying third-party software on the Google Cloud Marketplace** enables organizations to **optimize software costs and more efficiently and effectively handle software procurement, deployment, and governance.**

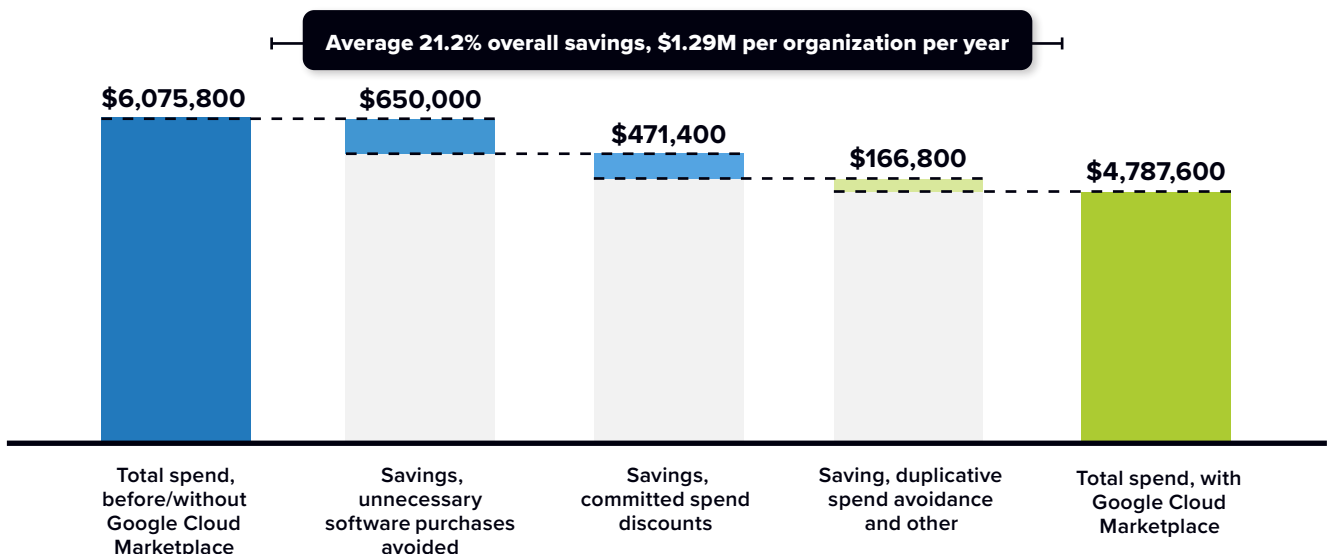
## KEY RESULTS



### CUSTOMER QUOTE:

*“Google Cloud Marketplace does a great job of breaking down the minutia of what the charges will be for software. We also have a presence with other public clouds — Google far and away makes it easier to see what things will cost.”*

## THIRD-PARTY SOFTWARE COST SAVINGS



### CUSTOMER QUOTE:

*“We are cutting 50% off the time to deploy new software, and we move faster from a development perspective with Google Cloud Marketplace.”*

## OTHER VALUE OF THIRD-PARTY SOFTWARE PURCHASES ON GOOGLE CLOUD MARKETPLACE

### AGILITY BENEFITS

- **45%** faster software purchasing cycles
- **33%** more procurement requests handled

### SOFTWARE USE BENEFITS

- **50%** faster software deployment cycles
- **68%** more software purchasing requirements met

### TEAM EFFICIENCIES

- **25%** finance team productivity gains
- **31%** compliance team productivity gains