

Sell Kubernetes apps on GCP Marketplace

Grow your business, simplify Kubernetes deployments, and go to market with Google

Gain exposure to Google Cloud's enterprise customers, simplify doing business with your customers, and go to market with a trusted leader in the cloud. We support a variety of solution types and provide the tools you need to be successful.

1 Increase revenue and build awareness

When you become a Google Technology Partner, your solution is accessible in multiple places throughout GCP, such as your solution page within GCP Marketplace, and from within services like Compute Engine (GCE) and Kubernetes Engine (GKE). To help build awareness, offer a free trial, build a co-branded site, and create a press release. As our relationship grows, opportunities for webinars and event participation with Google Cloud may also be available.

2 Ease deployment for your customers

Your customers self-serve from GCP Marketplace, allowing them to discover, configure, and deploy by themselves, freeing your resources to focus on other tasks. If you list a Kubernetes application, customers can deploy it to any environment where they have a Kubernetes cluster, eliminating the need to go to multiple marketplaces to find your software, and giving you hybrid reach. And of course, Google is the seller of record for any purchases from GCP Marketplace, eliminating the need for separate sales agreements.

3 Go to market with Google

As a Technology Partner, you have access to marketing programs, guidance, and information designed to help you create awareness and generate demand. Take advantage of co-marketing activities such as blogs and webinars, build a co-branded website, or craft a press release about your solution. When customers start deploying your solution, you'll get insights into your new users so you can drive more profitable interactions.

Supported solution types:

- Virtual machines
- Kubernetes applications
- APIs
- Container images
- Datasets and more

Visit cloud.google.com/marketplace

Kubernetes apps: fast and flexible deployment with better lifecycle management



Enterprise developers are using Kubernetes in production environments, and you can offer them prepackaged Kubernetes applications with GCP Marketplace.

- Click-to-deploy to Google Kubernetes Engine (GKE) or deploy to Kubernetes clusters anywhere with the command line
- Customers are billed through GCP, no matter where their Kubernetes apps are deployed
- Usage-based pricing on almost any parameter that can be measured, such as API calls, number of hosts, storage per month, and more
- Customers receive just one bill from Google, for GCP Marketplace and GCP usage

Join the rapidly growing list of partners who are providing their customers with a cloud-native experience with Kubernetes applications. Talk with our Business Development team today at bit.ly/GCP_Partner.

Get started today with GCP Marketplace

At Google, our mission is to organize the world's information and make it universally accessible and useful. GCP Marketplace is purpose-built to connect our partners with our customers to allow for easy commerce and transfer of technology, so both can be successful.

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Why does lifecycle management matter?

- You may not be staffed with internal business operations or sales operations teams
- Your marketing team (who is sometimes just you!) needs to understand the ROI of Marketplace solutions
- You make updates to your solution as your technology gets better