

Selling on Google Cloud Marketplace

Quick Start Guide

Google Cloud Marketplace is the commercial engine for your solutions, from agents and apps to data and professional services. Reach millions of enterprise users and tap into committed cloud spend.



The Google Cloud Marketplace flywheel effect

Google Cloud Marketplace provides the platform and go-to-market programs, helping connect you to **customers** who benefit from simplified procurement, consolidated billing, and financial incentives including the [Marketplace Customer Credit Program](#) and the ability to draw down on their cloud commits. **Channel partners** extend value with co-sell support through Marketplace Channel Private Offers and maintain client relationships, while **technology partners** can scale reach to global enterprise customers, accelerating sales cycles and realizing larger deal sizes.

Sell a range of solutions types

- Agents-as-a-Service
- Container image
- Datasets
- Kubernetes app
- Professional Services
- SaaS & APIs
- Virtual Machine

Solutions span industries and business functions

- Financial Services
- Healthcare
- Human Resources
- Marketing
- Productivity
- Retail & CPG
- and many more

“Customers are buying differently. Behaviors have changed and the Marketplace is the perfect place to transact... We’re working collaboratively to benefit the customer. We’re consolidating things, making things more concise.”

– **Dustin Nelson**, Sales Director, CDW

Requirements to sell on Google Cloud Marketplace

Solutions must be enterprise-ready, secure, and run primarily on Google Cloud. In addition, your organization must be in a supported region, be in good standing with the Google Cloud Partner Network, and establish a Google Cloud Marketplace vendor account.

Key Requirements Checklist:

- Join [Google Cloud Partner Network](#)
- Accept [Marketplace Vendor Agreement](#)
- Confirm you can operate in a [Google Cloud supported region](#)
- Solution(s) should be production-ready, not alpha nor beta
- Solution(s) should be enterprise-ready, including a professional online presence, a defined sales motion, customer support
- Solution(s) must not include known vulnerabilities and should adhere to strong security best practices
- Must verify to Google Cloud through the onboarding process below that you host your solution primarily on Google Cloud

If you are interested in surfacing your agents through the Gemini Enterprise app, please ensure you meet these additional requirements:

- Agent(s) must be built on the agent-to-agent (A2A) protocol
- Agent(s) must use either Gemini or a third-party LLM deployed through Gemini Enterprise Agent Platform
- Work with your Google Cloud account or partner team to get nominated for our agent factory partner engagement program.

Please review the full general [listing requirements](#) and [AI agent listing requirements](#).

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

“When we offer the Box AI agent through Gemini Enterprise and [the] marketplace, we’re making it a lot simpler for our customers to capture the power of AI.”

– *Yashodha Bhavnani*, VP of Product Management, Box
[Watch the video](#)

Key onboarding steps

| 01 | 02 | 03 | 04 | 05 |
|--|---|---|---|---|
| Join Google Cloud Partner Network | Accept the Marketplace Vendor Agreement | Solution Validation | Technical integration | Activate your go-to-market |
| Enroll in Google Cloud Partner Network and sign the Partner Program Agreement (PPA). | Click to accept the required Marketplace Vendor Agreement (MVA) which has consistent terms for all product types. | Submit your business case and solution specifics . Revenue share percentage will be calculated based upon solution inputs. | Create a Google Cloud organization and project to host your product . Configure access to Producer Portal and set up to receive payments. Submit your pricing model. Get proactive Marketplace support for 60 days. (Optional) Work with a Marketplace integrator . | Request a Private Offer enablement session . Sign up for a marketing orientation . Take advantage of peer reviews for your solutions. Set up Marketplace reporting . |