

# RaMP: User Guide



Welcome to Google Cloud RaMP. This guide describes the steps required to qualify for incentives, how rewards are calculated, and the rules for managing the migration journey and the limitations that apply to RaMP incentives.

Capitalized terms used but not defined in this RaMP Migration Tracking and Incentive Guide will have the meaning given to them in the [RaMP Terms](#) or RaMP Agreement, as applicable.

## ➔ Migration Preparation and Workload Tagging

### 1.1 Complete a RaMP Assessment

To begin the RaMP incentives journey, a customer must undergo a data-driven RaMP assessment to formally qualify for a RaMP Agreement. This assessment identifies eligible RaMP workloads and validates the Projected Annual Run Rate as defined in the [RaMP Terms](#). The estimated Projected Annual Run Rate must be at least \$60,000 USD per workload to qualify for RaMP. Leverage our **RaMP assessments** with our partners at (<https://cloud.google.com/solutions/cloud-migration-program>) or work with your Account Team.

### 1.2 Sign a RaMP Agreement

Once a RaMP assessment is complete, a RaMP Agreement must be signed and the identified RaMP workloads (which can be one or more workloads) must be tagged to qualify for any RaMP incentives.

### 1.3 Tag Workloads

Tagging is the primary mechanism for identifying and tracking workloads by applying a provided RaMP Agreement ID number and **Workload ID number** that is bound to the customer's Google Cloud resources.

Workload tagging is required for Google to calculate and disburse RaMP incentives. The customer is responsible for ensuring tags are applied accurately and timely. Google cannot perform retroactive adjustments. Failure to appropriately tag workloads will result in the forfeiture of RaMP incentives for that period. Workload tagging instructions can be found [here](#).

## 1.4 What is a RaMP Workload

A **RaMP workload** is a collection of resources within a GCP project that function together to achieve a business outcome and drive spend on Google Cloud. The following are Workload Types that can earn incentives: General, Database, Data Analytics, Oracle, Windows, Modern Infra (GKE, Cloud Run, ARM/Axion), and SAP. These Workload Types are identified as part of the RaMP Assessment and receive a unique Workload ID number in the RaMP Agreement.

## 1.5 Workload Exclusivity

To prevent incentive duplication, RaMP enforces strict exclusivity across workloads.

- A single, defined workload can reside in exactly one RaMP Agreement.
- A workload cannot be split or shared across multiple RaMP Agreements.
- If a workload is inadvertently included in a second RaMP Agreement, the original RaMP Agreement takes precedence.

## 1.6 Additional RaMP Agreements and Billing Account Best Practices

RaMP enables the customer to have more than one active RaMP Agreement at the same time under the same primary billing account (e.g. as the customer plans different workloads and completes different RaMP assessments over time, including entering into a new RaMP Agreement for a different Workload Type).

The primary billing account is the main account where consumption is tracked for RaMP incentive eligibility. Only the eligible consumption occurring under this billing account earns RaMP-related GCP credits.

# Calculating RaMP Incentives

## 2.1 Incremental Eligible Spend for Incentives

Google Cloud Platform Services Credits and Partner Services Funds are earned from spend on the [RaMP 2026 SKU Group](#). Offerings that are not eligible for RaMP incentives from incremental spend include Google Cloud Marketplace offerings, GCP Support (including Technical Support Services or TSS), subscriptions, GPUs, Archival Storage, and Google Distributed Cloud.

## 2.2 Funds to support Migrate and Modernize

The following incentive types are available to help support migration and modernization needs: Google Cloud Consulting Services Funds and Training and Implementation Services Funds as well as Partner Services Funds.

For General Workload Types, each workload is eligible for the lesser of 20% of the Projected Annual Run Rate and \$2M USD. For specialized Workload Types (e.g. VMWare) a higher Projected Annual Run Rate

percentage is available. Projected Annual Run Rate only includes eligible incremental spend. Please see the [RaMP Terms](#) for additional details.

## 2.3 Funds to support Deployment

Google Cloud Platform Service Credits are available to support Deployments.

For General Workload Types, each workload is eligible for 25% of the incremental eligible spend, capped at the lesser of 30% of Projected Annual Run Rate and \$3M USD. For specialized Workload Types (e.g. Oracle) a higher Projected Annual Run Rate percentage is available. Please see the [RaMP Terms](#) for additional details.

While the above determines the maximum amount of Google Cloud Platform Service Credits available for each unique Workload ID, additional requirements to earn quarterly Google Cloud Platform Services Credits include:

- **Total account growth:** Google will provide RaMP incentives only if the incremental eligible spend for all of the Customer's workloads under the primary billing account is equal to or greater than the growth of the specific applicable workload.
- **High watermark:** The customer must show continuous incremental year-over-year growth as of every quarter for the tagged resources within a RaMP Agreement in order to receive RaMP incentives. I.e. if at any point the customer has a spending dip, they must surpass the previous high watermark spend (calculated as the highest spend of continuous 4 quarters) in order to receive incentives.

### Example: Calculating GCP Service Credits

A customer signs a RaMP Agreement for \$1,000,000 USD General Workload Type Projected Annual Run Rate on Jan 1, 2026.

They begin the migration right away, and spend \$100,000 USD in Q2 '26, \$150,000 USD in Q3'26, \$200,000 USD in Q4 '26, and \$250,000 USD in Q1'27, reaching the steady state. They continue spending \$ 250,000 USD per each quarter of 2027.

### Incentives:

The customer receives **Partner Services Funds (PSF)** equaling 20% of the workload Annual Run Rate, so \$200,000 USD, paid upon meeting the PSF payout requirements.

The customer also receives Google Cloud Platform (GCP) Service Credits, equal to 25% of incremental eligible spend each quarter, so the total GCP Service Credit amount is \$250,000 USD (see table below).

Total incentives that the customer received from PSF and GCP Service Credit is \$450,000 USD.

		Q1	Q2	Q3	Q4	Total per Year
2026	Google Cloud Eligible Spend	\$0	\$100,000	\$150,000	\$200,000	\$450,000
	Incremental Eligible Spend	\$0	\$100,000	\$150,000	\$200,000	\$450,000
	<b>GCP Service Credits</b>	\$0	\$25,000	\$37,500	\$50,000	\$112,500
2027	Google Cloud Eligible Spend	\$250,000	\$250,000	\$250,000	\$250,000	\$1,000,000
	Incremental Eligible Spend	\$250,000	\$150,000	\$100,000	\$50,000	\$550,000
	<b>GCP Service Credits</b>	<b>\$62,500</b>	<b>\$37,500</b>	<b>\$25,000</b>	<b>\$12,500</b>	<b>\$137,500</b>
2028	Google Cloud Eligible Spend	\$250,000	\$250,000	\$250,000	\$250,000	\$1,000,000
	Incremental Eligible Spend	\$0	\$0	\$0	\$0	\$0
	<b>GCP Service Credits</b>	\$0	\$0	\$0	\$0	\$0

## ➔ Incentive Disbursement and Restrictions

### 3.1 Disbursement to Designated Accounts

For each RaMP Agreement, RaMP incentives will be applied towards Fees from tagged workloads on the customer's primary billing account.

### 3.2 Payout Schedule: Google Cloud Platform Services Credits

Disbursement will be within 45 days of each calendar quarter-end beginning with the quarter-end falling on June 30, 2026. For clarity, this means the first set of earned Google Cloud Platform Service Credits for RaMP Agreements executed through June 30, 2026 would be deposited into the primary invoiced billing account (or, as applicable, the primary Subaccount associated with the Relevant Customer) by August 15, 2026.

### 3.3 Payout Schedule: Partner Services Funds

Disbursement is tied to both statements of work completion and consumption milestones from incremental eligible spend on the RaMP 2026 SKU group.

### 3.4 Training and Implementation Services Funds; Google Cloud Consulting Services Funds

For Google Cloud Consulting services, RaMP incentives are issued via an Order Form for eligible, registered workloads. These incentives can be applied to partially or fully fund the project, as defined in the Statement of Work (SOW).

### 3.5 Additional RaMP Incentive Information

**Expiration:** If a workload is not fully migrated before the RaMP Agreement expiration, all future incentives for that workload growth are void.

**Rollover:** Workloads where migration work has started cannot be rolled over into a new RaMP Agreement



## Links

- RaMP Terms - <https://cloud.google.com/terms/ramp>
- Tagging Guide - [https://services.google.com/fh/files/misc/google\\_cloud\\_ramp\\_workload\\_tagging\\_guide.pdf](https://services.google.com/fh/files/misc/google_cloud_ramp_workload_tagging_guide.pdf)
- SKU group - <https://cloud.google.com/skus/sku-groups/ramp-2026>