



AWS MP Standardized Contracts

Tackle Case Study

Introduction

[Tackle](#) helps sellers take products to market and align with innovations in [AWS Marketplace](#) to grow their business. The Tackle platform and unique set of features enable and optimize the Cloud Marketplace experience for sellers to list, market, and sell quickly, and cost-effectively. They guide sellers to best practices that center on standardization of contracts, pricing, and deployment models to alleviate friction, enhance the buyer experience, and deliver efficiencies that foster revenue growth. All with the goal of delivering a more curated, self-service experience for cloud consumers.

As part of this mission, Tackle partners with [AWS Marketplace](#) to evangelize the benefits of standardized contracts as a key differentiator for their business. Standardized contracts help sellers lead with common ground to reduce negotiation time and close deals faster, enabling their buyers to quickly access the digital solutions they need, when they need them, and under the terms both organizations require.

Brian Denker, Co-founder and Chief Operating Officer at Tackle says that one of the key benefits of AWS Marketplace is that it “helps remove friction in the selling and buying process, making it easier for sellers to list, transact and manage their products.”



AWS Marketplace has been first on many fronts, like private offers, annual contracts, and standardized contracts, **reducing the friction of buying and selling in AWS Marketplace.**

– Brian Denker, COO, Co-founder, Tackle

Standardized contracts as best practice

More than 80 percent of the sellers Tackle supports use standardized contracts. One of these sellers, an established cloud intelligence company, uses the standardized contracts for 90% of their deals. They estimate that leveraging the terms reduces their sales cycles by 80 percent, and even where unique requirements arise, amendments can be agreed upon to address a particular transaction.

This approach “has enabled our ISVs to alleviate lengthy negotiations, which can elongate the sales cycle and impact go to market plans,” Denker says. “The acceptance has been amazing because standardized contracts represent the core needs of the buyer and the seller.”

In the last year, more than 80 percent of all Tackle sales in AWS Marketplace leveraged standardized contracts, reducing their own time to contract from two to three months down to weeks, and sometimes days.



Company: Tackle

Website: tackle.io

About Tackle

Tackle accelerates revenue through AWS Marketplace with a zero-engineering platform and cloud go-to-market expertise that helps companies list their products quickly with streamlined procurement for new revenue channels.

Benefits:

- Lead with common ground
- Speed time to contract
- Expand coverage where necessary



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Accelerate sales cycles

Standardized contracts were designed in partnership with the buyer and seller community. With templates built on commonly negotiated positions, helping businesses focus on their evolution, growth, and acceleration. “For the majority of buyers and sellers there are common themes that need to be addressed, such as security, warranties, and licensing,” Denker says. “The standardized contract templates in AWS Marketplace were created to lead with negotiated positions up front, freeing up time and resources, and shortening the transaction cycle.” Denker adds.

Tackle and AWS Marketplace partner on behalf of sellers

“The partnership with Tackle and AWS Marketplace has been key to driving innovations like standardized contracts because of how closely we work through development cycles, while sharing firsthand experiences from the broader ISV community across industries and verticals.” Says Denker.

Tackle’s firsthand experience leveraging standardized contracts combined with feedback from hundreds of Tackle customers and their buyers fosters a fluid approach to iteration between AWS Marketplace, Tackle, and the sellers they support. The buyer and seller community are the backbone of the standardized contract offering and Denker says that “As a marketplace first company, we not only encourage our sellers to adopt the standardized contract templates, but we use them as the primary contract governing our own solutions and we request them from the sellers we buy from.”

As AWS Marketplace innovates with new features and capabilities, Tackle integrates into its own platform to enable ISVs direct access to features as they launch without the need to burden their own teams. This helps ISVs continually evolve their digital sales strategy to support business growth. As more businesses look to invest in online marketplaces – a 2021 Tackle survey reported that 67 percent of respondents said they plan to increase marketplace investment. Denker says that it’s clear “we are still at the early stages of digital selling for B2B software. There is much more growth to be had as more ISVs build more SaaS products and consider new, low-touch channels to increase revenue.”



AWS consistently innovates with new features and integrations **that help sellers scale and accelerate sales cycles, streamlining the process for buyers.** Tackle supports the procurement process by accelerating the seller experience and adding automation and GTM expertise.

– Brian Denker, COO, Co-founder, Tackle

Shaping the future of procurement

The current B2B software market stands at \$500 billion. As the cloud marketplace expands and sellers augment their go to market plans, Tackle works in parallel with AWS Marketplace to continue to push the envelope on traditional software procurement, ensuring sellers remain competitive in this fast-paced, rapidly evolving business climate.

“AWS consistently innovates with new features and integrations that help sellers scale and accelerate sales cycles, streamlining the process for buyers. Tackle supports the procurement process by accelerating the seller experience and adding automation and GTM expertise,” Denker noted.

“AWS Marketplace has been first on many fronts,” Denker says. Tackle leverages AWS’ capabilities to “support the whole process [and] we bring AWS Marketplace features to life and help ISVs with their entire go to market strategy.”