AUTOMATUM

The ISV Marketplace Readiness Checklist

20 checkpoints across the four things that decide whether a cloud listing becomes a revenue line — or just a storefront.

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20
CHECKPOINTS

4
DOMAINS

~15 min
TO SCORE YOURSELF

HOW TO USE THIS

Score yourself before you launch — not after

> Being listed is not the same as being ready. **89% of companies are listed on at least one marketplace, but only 22% pull more than a fifth of their revenue through it** (Clazar / Partner Insight 2025). The difference is almost never the listing. It is the twenty things below.

This is a self-assessment, not a sales form. Work through the four domains — **Listing Readiness**, **Co-Sell Activation**, **Billing & Metering**, and **Compliance & Legal**. Check a box only if you could demonstrate it today, not "we're planning to." Each item includes a one-line *what "done" actually looks like* so you're scoring against a real bar, not a hopeful one. Tally each domain, add them up, and read your band on the last page.

THE GAP THIS MEASURES

We call the distance between "we have a listing" and "the marketplace is a real revenue line" the **Listing-to-Revenue Gap**. It is an operations problem, not a listing problem — which is why a checklist of operational readiness predicts marketplace revenue far better than the listing itself does. A do-it-yourself first listing runs **400–700 engineering hours** with roughly a **1-in-5 submission rejection rate** (Clazar / Labra); most of that effort is the plumbing these twenty points cover.

One rule for honest scoring: if an item depends on a person, name the person. "Someone owns co-sell" scores zero until you can say who. Half the failures in this checklist are ownership gaps wearing a technical costume.

DOMAIN 01 — STOREFRONT

Listing readiness

> Can a buyer actually transact — and can the money actually reach you? These five confirm the storefront is real, not a placeholder.

DOMAIN 01

Listing readiness

SCORE

___ / 5

01 ☐ **Seller registration complete on every target cloud**

AWS Marketplace Management Portal, Microsoft Partner Center, and Google Cloud Partner Advantage — with tax (W-9 / W-8) and bank disbursement details submitted. **DONE:** a $1 test transaction can actually pay out, not just process.

02 ☐ **Product type chosen and matched to the right listing form**

SaaS contract, SaaS subscription, AMI/VM, container, or professional services — per cloud. **DONE:** the model matches how you actually deliver the product, not the fastest form to fill.

03 ☐ **A transactable offer is published — not a "contact us" listing**

Purchases can be metered and billed through the marketplace. **DONE:** on Azure specifically, the offer is transactable so purchases can decrement a buyer's committed spend (MACC).

04 ☐ **Listing content passes each cloud's certification rules**

Categories, screenshots, security & support docs, and EULA reviewed against the actual content checklist. **DONE:** reviewed against the certification requirements, not eyeballed for a deadline.

05 ☐ **A legible value metric is visible in the pricing**

Accurate categories and a unit a buyer can understand. **DONE:** a buyer can self-serve what one unit costs without booking a call.

DOMAIN 02 — PIPELINE

Co-sell activation

> A public listing answers "can I buy this here?" Co-sell answers "why would I buy it any other way?" This is where most marketplace revenue is actually won — and where most readiness gaps hide.

DOMAIN 02

Co-sell activation

SCORE

____ / 5

01 ☐ **Co-sell-eligible status reached where it gates the motion**

AWS FTR → Validated (unlocks ISV Accelerate); Azure Co-Sell Ready → IP Co-Sell Incentivized where eligible. **DONE:** FTR is treated as the unlock it is, not paperwork parked for later.

02 ☐ **Reps are trained to *register* deals — not just aware co-sell exists**

AEs know how to log opportunities in AWS ACE / Partner Center co-sell. **DONE:** you've closed the gap where only 58% of companies have trained AEs to route deals through the marketplace (Clazar 2025).

03 ☐ **A named relationship with your cloud PDM / partner manager**

A specific person, not "the partner team." **DONE:** you can name them and you've had a sync within the last quarter.

04 ☐ **Target accounts tagged by committed-spend agreement**

EDP (AWS), MACC (Azure), or CUD (GCP) flagged on the account list. **DONE:** reps prioritize buyers whose incentive to buy through the marketplace is structural, not persuasive.

05 ☐ **Deal registration and marketplace attribution flow into your CRM**

Marketplace-sourced pipeline is a reportable field. **DONE:** attribution lives in the CRM, not a spreadsheet — so RevOps stops resisting a channel it can't measure (42% report internal RevOps resistance — Clazar 2025).

WHY THIS DOMAIN CARRIES THE MOST WEIGHT

Co-selling drives **51% higher revenue growth, 65% higher close rates, and 54% larger deals** (Canalys 2024), and top co-sell performers hit a **75% win rate versus 47%** for their peers (Clazar / Partner Insight 2025). If you score low anywhere, score honestly here first.

DOMAIN 03 — ARCHITECTURE

Billing & metering setup

> The rebuild-later trap: you ship a flat listing to hit a date, a big buyer wants usage pricing, and you discover the metering was never designed to be extended — or ported to the next cloud. These five keep you from paying for the build twice.

DOMAIN 03

Billing & metering

SCORE

___ / 5

01 ☐ **One documented value metric, chosen before any integration code**

A single durable unit that tracks the value delivered. **DONE:** the metric won't change when the product does — re-pricing is easy, re-instrumenting is not.

02 ☐ **Entitlement and usage are separate systems**

"What they bought" and "what they used" are decoupled. **DONE:** changing the pricing model does not force a metering rebuild.

03 ☐ **Three or fewer metering dimensions, each predictable**

Dimensions a buyer can forecast and audit. **DONE:** no bill-shock — the top cause of stalled renewals and finance reviews.

04 ☐ **Metering is cloud-agnostic with per-cloud adapters**

One internal usage event, translated at the edge to each cloud's metering API (AWS / Azure / GCP). **DONE:** the next cloud is an adapter, not a re-platform — so you don't repeat the 400–700-hour build per cloud (Clazar / Labra).

05 ☐ **Private-offer pricing applies by configuration, and it's tested end to end**

Custom rates and committed floors handled without a code change per deal. **DONE:** you've run subscribe → provision → meter → invoice → cancel end to end.

DOMAIN 04 — FOUNDATION

Compliance & legal

> The quiet launch-killers. None of these win a deal — but any one of them can freeze a live one, and chasing a missing form on the day of signature is the most common reason a launch slips.

DOMAIN 04

Compliance & legal

SCORE
____ / 5

01 ☐ **Private-offer templates pre-approved by legal and finance**
Standard EULA reviewed against the custom-contract path in advance. **DONE:** paper is never the critical path on a live deal.

02 ☐ **Security & compliance posture documented for review**
The security docs each marketplace asks for, plus buyer due-diligence answers. **DONE:** SOC 2 / ISO / data-handling responses are ready before a buyer asks, not scrambled after.

03 ☐ **Tax and disbursement configured correctly per region**
W-9 / W-8, VAT/GST where relevant, and remittance set up. **DONE:** no disbursement is held because a tax form is missing.

04 ☐ **Refund, cancellation, and SLA terms finalized and consistent**
The same operable terms across every cloud you list on. **DONE:** terms match what you can actually deliver, not copied boilerplate.

05 ☐ **One owner is accountable for the incentives & compliance track**
Data-residency and regional-availability decisions match target buyers. **DONE:** the funding and compliance track has a named owner — not everyone's part-time job.

THE INCENTIVES MOST TEAMS LEAVE ON THE TABLE

The compliance track is also where the money hides. AWS ISV Accelerate, Microsoft ISV Success and Marketplace Rewards, and GCP's MCCP credits co-fund your launch — but only for teams that actually enroll. If item 20 scores zero, the odds are you're leaving co-funding unclaimed too.

YOUR RESULT

Add it up

> Total your four domain scores. The band tells you where the Listing-to-Revenue Gap is widest for you right now — and what to fix first.

TOTAL READINESS SCORE ____ / 20

Listing ___/5 · Co-sell ___/5 · Billing ___/5 · Compliance ___/5

WHAT YOUR BAND MEANS

SCORE	BAND	WHAT IT MEANS & WHAT TO DO NEXT
0–9	**Storefront, not a revenue line**	You may be listed, but you're not set up to transact or get paid reliably. Fix Listing Readiness and Billing & Metering first — pipeline work is wasted until the plumbing holds.
10–15	**Transacting, but capped**	You can take a deal, but co-sell and operations gaps will hold marketplace revenue below the 5–20% range where most companies stall — 41% pull under 5% of revenue from the channel (Clazar / Partner Insight 2025). Close the lowest-scoring domain, usually co-sell.
16–20	**Launch-ready**	You're structured to close the Listing-to-Revenue Gap. Shift attention from readiness to execution: register real opportunities, issue private offers against committed spend, and claim the incentives.

A perfect listing with no co-sell motion scores 5/20 and feels like bad luck. It isn't luck — it's an unfinished operating model.

Scored lower than you'd like?

Most teams land in the 10–15 band — transacting, but capped by co-sell and metering gaps. That's the exact work Automatum does: we list, wire the co-sell, build the metering once so it ports across clouds, and chase the incentives — flat pricing, no revenue share, roughly 14 days from kickoff to a live, revenue-ready listing.

Bring your filled-in checklist and a target account or two. In 30 minutes we'll turn your lowest-scoring domain into a plan.

Book a walkthrough →

Sources. Listing vs. revenue split, AE training and RevOps resistance, co-sell win rates: Clazar / Partner Insight, State of Cloud Marketplaces 2025. Co-sell performance (revenue growth, close rate, deal size): Canalys 2024. DIY effort and rejection-rate benchmarks: Clazar / Labra. Program mechanics (FTR, ISV Accelerate, ACE, EDP; Partner Center, MACC, ISV Success, Marketplace Rewards; Partner Advantage, MCCP, CUD): AWS, Microsoft, and Google Cloud official seller documentation. Figures are current as of publication (July 2026) and should be re-verified against each provider's live documentation before you rely on them in a contract.

Automatum helps ISVs list, transact, and co-sell across AWS, Azure, and Google Cloud marketplaces without burning a quarter of engineering time. By Aein Eskandari, Founder — automatum.io