

The Business Value of Google Cloud Marketplace for Acquiring Third-Party Software

IDC's research demonstrates how buying third-party software on the Google Cloud Marketplace enables organizations to optimize software costs and more efficiently and effectively handle software procurement, deployment, and governance.

KEY RESULTS



21.2%

lower spending on third-party software



\$1.7M
annual benefit
per organization

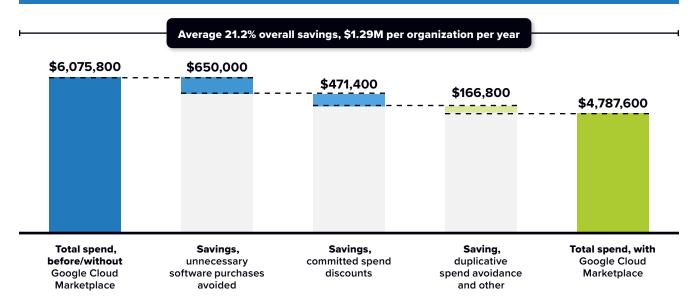


\$204,000 three-year discounted benefits per software solution purchased

CUSTOMER QUOTE:

"Google Cloud Marketplace does a great job of breaking down the minutiae of what the charges will be for software. We also have a presence with other public clouds — Google far and away makes it easier to see what things will cost."

THIRD-PARTY SOFTWARE COST SAVINGS



CUSTOMER QUOTE:

"We are cutting 50% off the time to deploy new software, and we move faster from a development perspective with Google Cloud Marketplace."

OTHER VALUE OF THIRD-PARTY SOFTWARE PURCHASES ON GOOGLE CLOUD MARKETPLACE

AGILITY BENEFITS

- **45%** faster software purchasing cycles
- > 33% more procurement requests handled

SOFTWARE USE BENEFITS

- > **50%** faster software deployment cycles
- ▶ 68% more software purchasing requirements met

TEAM EFFICIENCIES

- **25%** finance team productivity gains
- > **31%** compliance team productivity gains