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.**

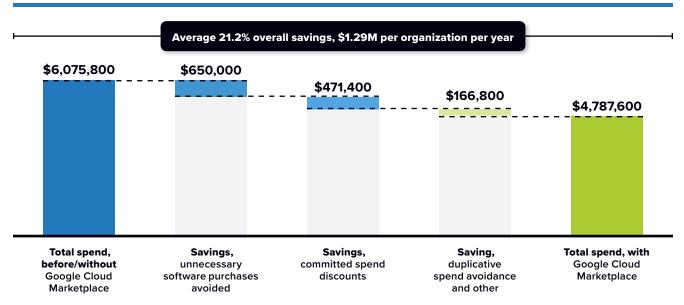
KEY RESULTS



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

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