The Business Value of Google Cloud Marketplace for 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.**
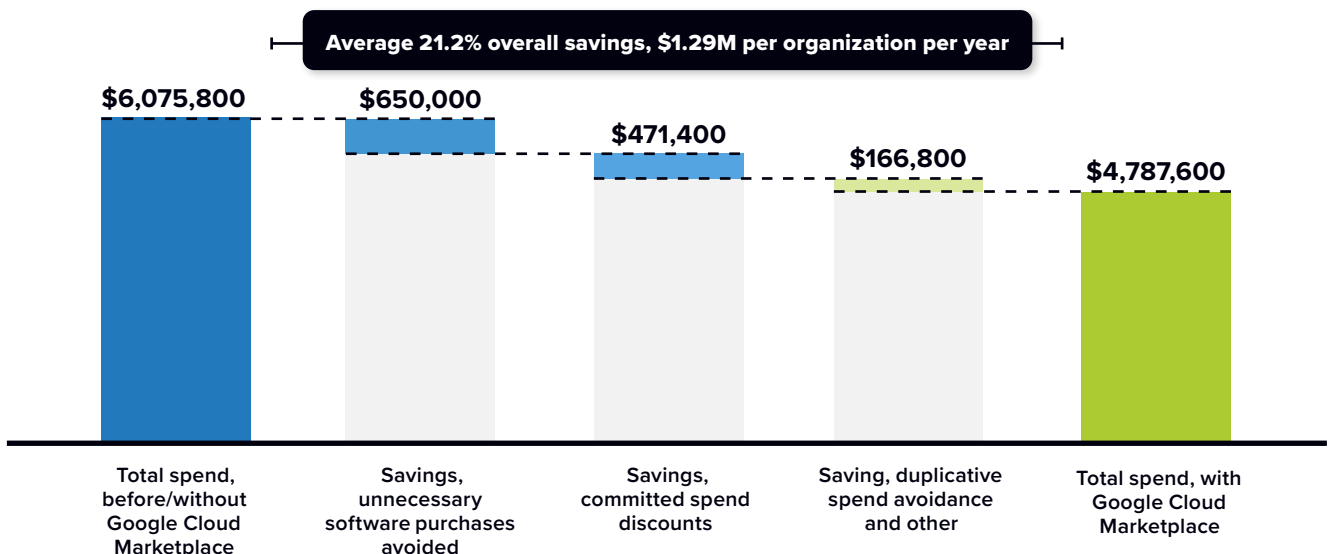
KEY RESULTS

21.2%
lower spending on third-party software

$1.7M
annual benefit per organization

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

CUSTOMER QUOTE:

"Google Cloud Marketplace does a great job of breaking down the minutia 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

Average 21.2% overall savings, $1.29M per organization per year

| $6,075,800 | $650,000 | $471,400 | $166,800 | $4,787,600 |

| Total spend, before/without Google Cloud Marketplace | Savings, unnecessary software purchases avoided | Savings, committed spend discounts | Saving, duplicative spend avoidance and other | Total spend, with Google Cloud Marketplace |

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