



# **SNS COLLEGE OF ENGINEERING**

Kurumbapalayam (Po), Coimbatore – 641 107

**An Autonomous Institution**

Accredited by NBA – AICTE and Accredited by NAAC – UGC with ‘A’ Grade  
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

**DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING(IoT and  
Cybersecurity Including BCT)**

COURSE NAME : Cloud Service Management /19OE219

IV YEAR / VII SEMESTER

Unit II-

Topic : Cloud Market Place



## What is a Cloud Marketplace?

- A cloud marketplace is an online store for cloud computing services.
- It allows businesses to compare and purchase cloud infrastructure, platforms, software and other services from multiple providers in one place.
- Cloud marketplaces aggregate and integrate services from different vendors into a single portal.
- They aim to simplify cloud procurement and increase flexibility for buyers.

## Key Benefits of Cloud Marketplaces

- One-stop shop for cloud services - avoids vendor lock-in
- Streamlined procurement and integrated billing
- Faster time-to-value with pre-integrated solutions
- Enhanced ability to compare offerings from multiple vendors
- Elasticity to scale usage up or down



## Major Cloud Marketplace Providers

- AWS Marketplace - Amazon's marketplace with over 8,000 software listings
- Microsoft Azure Marketplace - Over 6,500 products including SaaS apps
- Google Cloud Marketplace - Focused mainly on GCP-optimized solutions
- IBM Cloud Catalog - IBM public cloud

## Marketplace for IaaS, PaaS and SaaS

- Oracle Cloud Marketplace - Oracle-specific marketplace for cloud apps
- Cloud Marketplace Use Cases
- Provision infrastructure like servers, storage, network on demand
  - Deploy SaaS applications for marketing, sales, HR etc.
  - Get platform services for databases, analytics, IoT etc.
  - Purchase integrated solutions tailored to industry verticals
  - Extend capabilities without investing in new infrastructure



## Market Trends and Growth Drivers

- Forrester predicts public cloud marketplaces will reach over \$660B by 2023.
- Multi-cloud adoption is fueling demand for unified procurement.
- Shift from CAPEX to OPEX model appeals to cost-conscious buyers.
- Rise of cloud-native apps that leverage services from diverse vendors.

## Key Vendors to Watch

- AWS Marketplace - the pioneer and current leader.
- Google Cloud Marketplace - leveraging GCP's strengths.
- Microsoft Azure Marketplace - rapidly gaining adoption.
- IBM Cloud Catalog - redesigned for hybrid/multi-cloud.
- Oracle Cloud Marketplace - focused on Oracle's cloud stack.



## Challenges and Risks

- Complexity in managing multiple vendors, contracts and bills.
- Compliance risks as customers lose visibility into infrastructure.
- Vendor lock-in if marketplaces provide proprietary add-ons.
- Immature third-party solutions with integration issues.

## Best Practices for Buyers

- Start with identifying core business needs and outcomes.
- Evaluate marketplaces from key vendors, not just one.
- Analyze TCO not just upfront costs.
- Establish exit strategy and portability for each service.
- Implement robust cloud governance model.



## The Role of Cloud Brokers

- Act as intermediaries between buyers and sellers.
- Provide value-added services on top of marketplaces.
- Assist with vendor comparison, negotiation and management.
- Offer consulting on the best-fit solutions.
- Provide integration, customization, billing and support.

## Future Outlook

- Growth will accelerate as cloud adoption increases.
- More vertical SaaS solutions will emerge.
- Open standards will reduce lock-in risks.
- Marketplaces will consolidate around major players.
- Multi-cloud management will be a key theme.