BYTES

Bytes Cloud Marketplace Report 2026

From procurement route to commercial capability

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The Conversation Shift

Cloud marketplace has moved quickly from a convenient buying route to a more strategic part of the cloud operating model. As organisations manage more platforms, more vendors and more pressure to prove value from technology spend, cloud marketplace is becoming an important mechanism for simplifying procurement, aligning investment to cloud commitments and creating greater visibility across the buying lifecycle.

Most organisations are no longer asking whether cloud marketplace is relevant. They are asking how to use it more effectively. The challenge is moving from adoption to execution, and from isolated transactions to a repeatable capability that improves how technology investment is planned, purchased and governed.

That shift matters because cloud marketplace now sits across several parts of the business. IT and cloud teams care about architecture, deployment and platform alignment. Procurement and legal teams care about commercial terms and control. Finance and FinOps teams care about commitments, visibility and measurable value. Business leaders care about speed, resilience and access to innovation.

The organisations seeing the strongest outcomes are the ones treating cloud marketplace as a commercial operating model, not simply a digital procurement channel. Success increasingly depends on clear ownership, operational readiness and alignment between cloud, procurement, finance and commercial teams.

This report explores where respondents are on that journey today: how extensively they use cloud marketplace, which platforms and buying routes they choose, where value is being created, and what is still preventing adoption from scaling. It also benchmarks different maturity levels and operating models, before setting out the market shifts Bytes expects to shape the next phase of growth.

The objective is not simply to describe the market. It is to help organisations understand how they compare, where value is being lost and what needs to change to **turn cloud marketplace activity into measurable commercial and operational outcomes.**

Adoption & Market Maturity

55% **buy through cloud marketplace**

Adoption is no longer niche. The strategic question is how quickly organisations can move from occasional use to a controlled, measurable route for technology investment.

Cloud marketplace has crossed the adoption threshold.

Cloud marketplaces are no longer a niche purchasing route. Bytes' Cloud Marketplace survey reveals that **55% of respondents are already making purchases through a cloud marketplace**, showing that adoption has moved beyond early awareness into active use. Organisations are not questioning whether cloud marketplaces are relevant, they are working out how to use them consistently, confidently and at scale.

This is the tipping point in the data. **Once more than half of organisations are transacting through cloud marketplace, it stops being a procurement side-door and starts becoming a default** line item that finance, vendor management and FinOps teams plan around.

For the organisations moving 11-25% of spend through cloud marketplace, the question is no longer whether to adopt it, but how quickly usage can become more structured, visible and repeatable.

> "We're past the point of convincing customers marketplace is legitimate. The conversation now is about pace - how quickly they can move spend that's already committed into a channel that gives them better visibility and control."
>
> **Ryan Edmonds**
> Cloud Marketplace Lead, Bytes

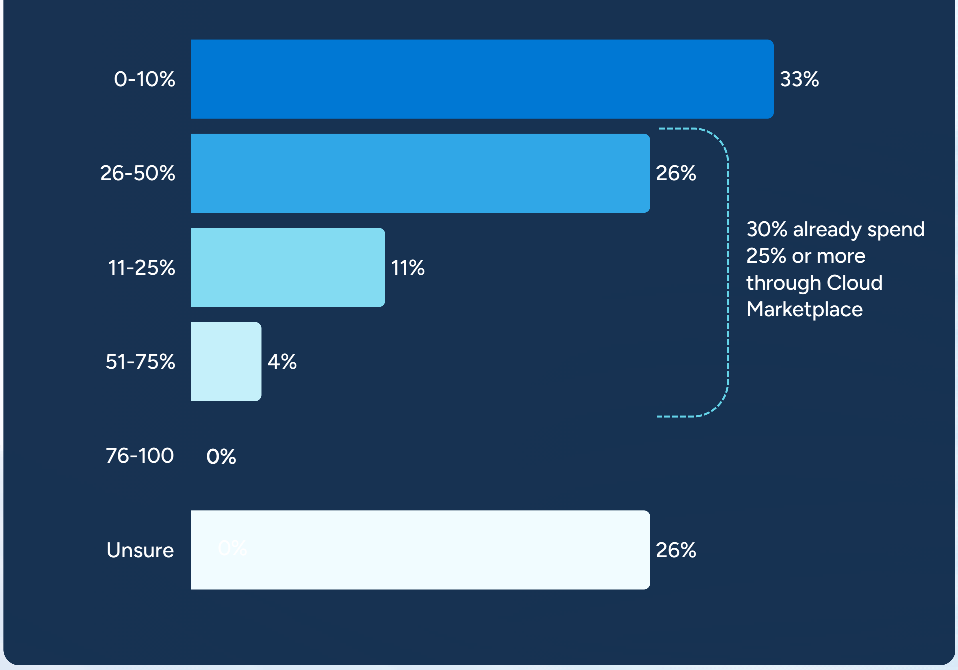
Globally, the picture is the same, only faster: cloud marketplace revenue is projected to grow roughly six-fold between 2023 and 2026, from around $15bn to more than $100bn[1]. The UK figures in this survey sit inside that same acceleration, not apart from it.

Adoption is mainstream. Spend maturity is not.

The data also shows **a market that is still maturing.** Cloud marketplace spend remains relatively modest for many organisations. One third currently transact only 0-10% of their software and cloud spend through marketplaces, while around **30% of current users already procure more than a quarter of spend through cloud marketplace showing a more mature adoption group is beginning to emerge.**

For partners, this is the single largest addressable opportunity in the data. The third of organisations still spending under 10% of their budget through cloud marketplace are not a marginal group. They represent the clearest near-term opportunity for guided adoption, and the gap between where they are and the 30% already scaling suggests significant headroom still to capture.

A further 26% are unsure how much spend is going through marketplace channels, which points to a wider governance and visibility challenge. **If organisations cannot easily track marketplace usage, ownership and value, it becomes harder to connect activity to procurement strategy**, cloud commitments, FinOps, vendor management and wider business outcomes.



Current marketplace spend as a percentage of total software/cloud spend

[1] Source: Tackle.io — 2024 State of Cloud GTM Report

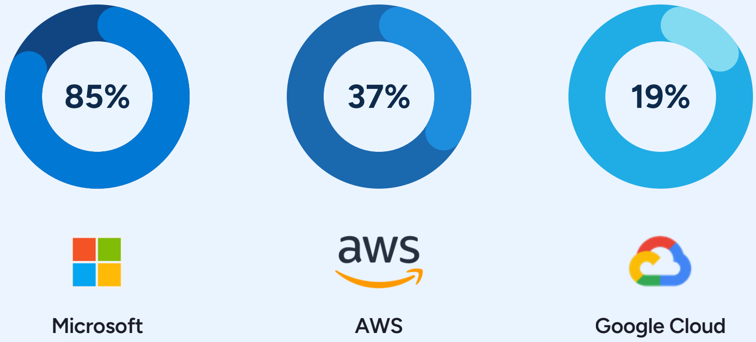
Cloud Marketplace Across Platforms

A multi-cloud marketplace reality is emerging

Our survey findings show that **cloud marketplace usage sits within a clearly multi-cloud landscape.** Microsoft Azure has the strongest presence in the respondent base, with 9 in 10 organisations using Azure today.

9 in 10
organisations are using Microsoft Azure as a cloud platform

Cloud marketplaces used for transactions today



This reflects the significant momentum behind Microsoft cloud marketplace as organisations look to maximise existing commitments, simplify procurement and align purchasing more closely with their wider cloud strategy.

At first glance, the data suggests Microsoft cloud marketplace is leading the way. While that is true for many of the organisations represented in this survey, it is not the whole market story. **From a Bytes perspective, AWS Marketplace remains a highly mature cloud marketplace** and continues to be a leading procurement route for many customers.

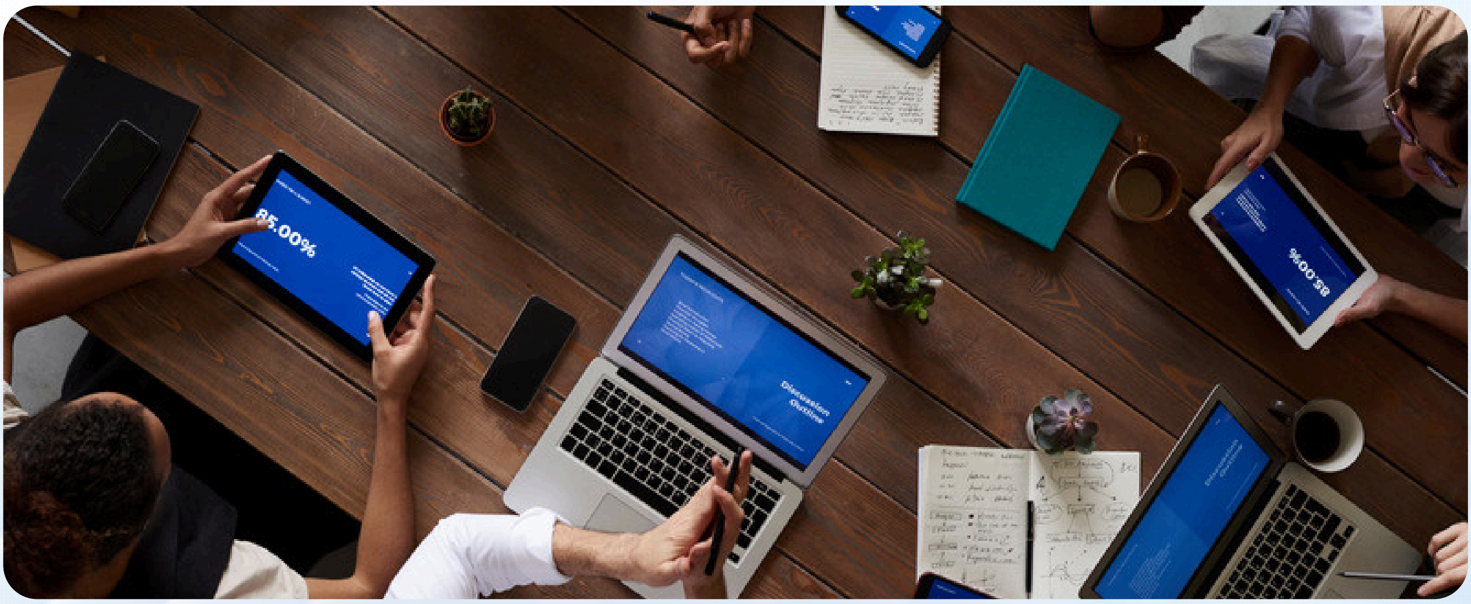
The more important finding is that cloud marketplace usage is rarely confined to one platform. Customers are increasingly looking beyond a single hyperscaler and asking how cloud marketplace can help them achieve broader commercial, operational and cloud adoption goals.

67%
of current marketplace purchasers use two or more cloud platforms

More than half of respondents use two or more cloud platforms, and this rises to 67% among current marketplace purchasers.

For customers, this means cloud marketplace strategy should not be treated as an Azure, AWS or Google Cloud question in isolation. It should be viewed as part of a wider cloud sourcing strategy.

As organisations operate across multiple hyperscalers, they need a clearer way to manage vendor relationships, cloud commitments, private offers, billing routes and procurement processes.



Cloud Marketplace Across Platforms

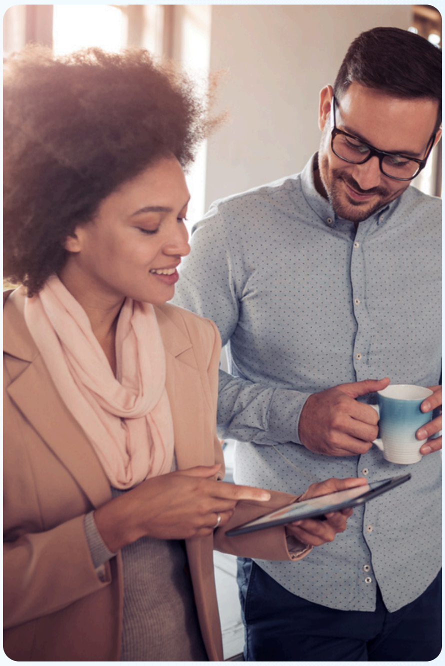
Multi-cloud is becoming a commercial strategy

Multi-cloud adoption is often presented as a technology strategy. But it is increasingly becoming a commercial strategy too. As organisations manage commitments across multiple hyperscalers, cloud marketplace provides a practical mechanism to simplify purchasing, improve spend visibility and create greater flexibility in how software is sourced.

The real opportunity isn't simply operating across more clouds, it's creating a more consistent and commercially effective procurement model across them.

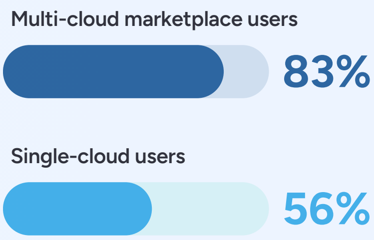
Managing several hyperscalers creates flexibility, but it also creates more complexity. Organisations have to manage more commercial agreements, private offers, billing routes, vendor relationships and approval processes.

Without a consistent operating model, that complexity can lead to duplicated processes, fragmented ownership and poor visibility of committed spend.
That is where cloud marketplace maturity becomes important. Organisations already purchasing through marketplaces are more likely to be managing multiple cloud ecosystems, commercial agreements, spend commitments and procurement routes. This suggests cloud marketplace maturity is closely connected to multi-cloud operating models.



Compared with 56% of single-cloud users, **multi-cloud users are approximately 1.5 times more likely to have formal governance in place.** This suggests that complexity forces organisations to create clearer structures, approval processes, ownership and reporting.

Organisations with defined governance process



Cross-tabbed multi-cloud vs single-cloud respondents by defined governance process

For customers, the message is clear: **complexity can become a driver of discipline.** The organisations getting the most value from cloud marketplace are not necessarily the ones with the simplest estates. They are the ones putting clearer structures around how cloud marketplace is used, who owns it, how purchases are approved and how value is tracked.

This creates a practical opportunity. A more mature cloud marketplace approach can help reduce procurement friction, improve visibility of software spend, support commitment utilisation and make sourcing more consistent across cloud providers. **The outcome is not just better buying. It is greater control over how cloud-related technology investment is planned, governed and scaled.**

> “The organisations getting their cloud marketplace strategy right aren't the ones on a single cloud with a simple estate. They’re the ones juggling two or three hyperscalers who’ve had to build proper governance to keep control and that discipline is exactly what makes them ready to scale marketplace further.”

Ryan Edmonds
Cloud Marketplace Lead, Bytes

The Role of the Channel

52% **primarily use a partner or channel-assisted route**
The transaction may happen in a hyperscaler marketplace, but the buying journey remains advice-led, multi-party and commercially complex.

Marketplace is strengthening the channel, not replacing it.

One of the strongest findings from the survey is that **cloud marketplace purchasing remains heavily partner-led**.

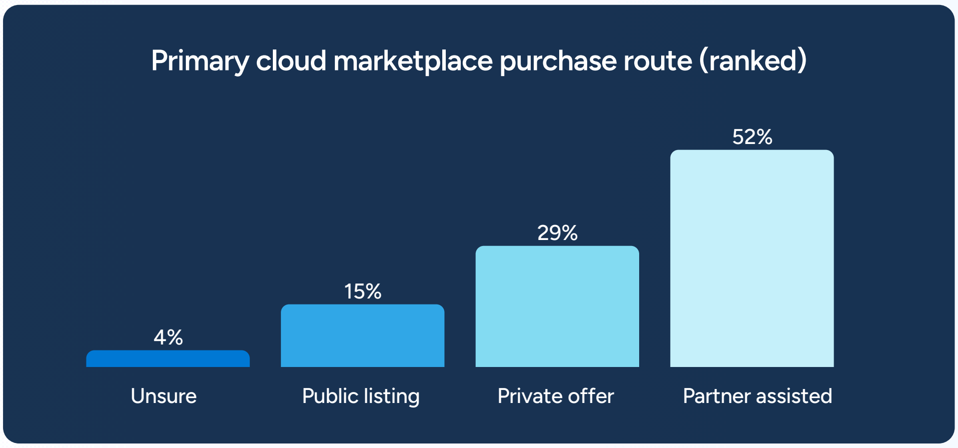
Among current cloud marketplace users, 52% primarily purchase through partner or channel-assisted models, compared with 29% through private offers, and 15% through public listing or self-service purchasing.

Industry analysts have consistently highlighted the growing role partners play in cloud marketplace adoption, and at Bytes we're seeing the same trend across our customer base. While cloud marketplace provides a more streamlined route to transact, **customers still require support navigating cloud commitments, commercial options, vendor selection and internal governance processes.**

One of the biggest misconceptions about cloud marketplace is that the model creates a choice between direct and channel.

In practice, adoption is increasingly channel-enabled. Software publishers, hyperscalers and partners each contribute something different, and the best outcomes come from coordinating those roles around the customer rather than treating them as competing routes.

The simplicity of the digital transaction is most valuable when it is combined with trusted expertise around it.



UK organisations are already buying the way the rest of the world is only just catching up

Omdia research projects that channel partners will handle around 50% of all hyperscaler cloud marketplace transactions globally by 2027, rising to 59% by 2030[2].

The partner role is moving up the value chain.

As cloud marketplace adoption matures, **the value of a partner shifts from facilitating a transaction to orchestrating the commercial and operational model.** That includes identifying eligible spend, aligning purchases to commitments, structuring private offers, reducing internal friction and ensuring the solution fits a wider technology strategy.

> "The most successful Marketplace engagements are rarely driven by a single stakeholder. Instead, they bring together customers, software publishers, hyperscalers and partners in a coordinated way to achieve both commercial and operational outcomes"
>
> **Ryan Edmonds** | Cloud Marketplace Lead, Bytes

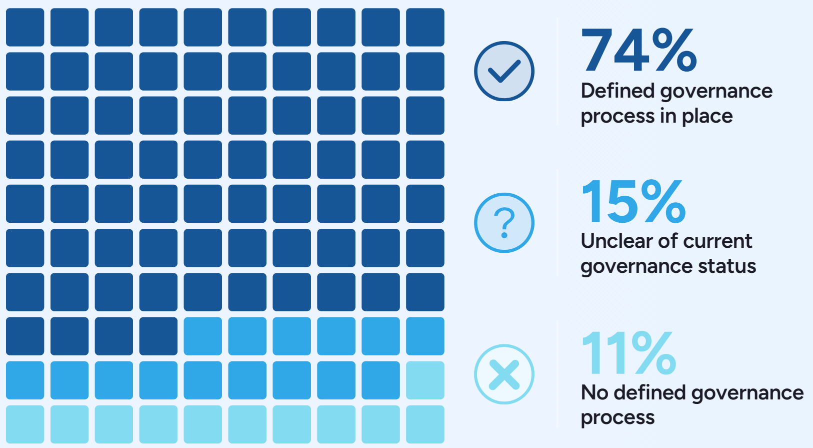
[2] Source: Canalys/Omdia, 'Now and Next for Hyperscaler Marketplaces.'

Governance & Ownership

Technology enables cloud marketplace. The operating model determines its value

Current cloud marketplace users show encouraging signs of governance maturity. Among organisations already buying through marketplaces, 74% say they have a defined governance process to control cloud marketplace activity and clarify who is authorised to make purchases. However, 15% are not sure and 11% say they do not have a defined process.

Defined governance process for cloud marketplace purchases



This reflects what Bytes sees in customer conversations. Cloud marketplace technology has evolved quickly, but organisational maturity has not always kept pace.

The organisations progressing fastest have clear ownership, defined processes and strong alignment across cloud, procurement, finance and commercial teams.

Without those foundations, adoption can scale faster than control. Organisations may struggle to track purchasing, align spend with the right agreements and measure whether cloud marketplace is delivering value. The focus is therefore shifting from how to use marketplace to how to operationalise it effectively across the business.

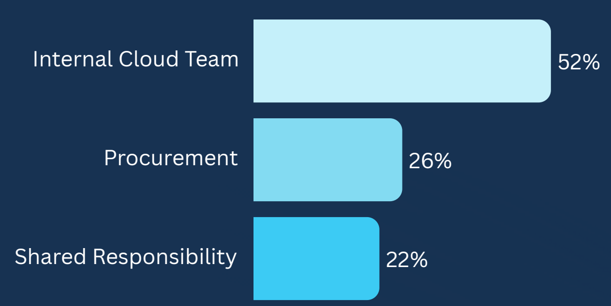
> In my experience, cloud marketplace maturity is rarely constrained by technology. More often, it's limited by operating model. The organisations making the fastest progress are those that have defined ownership, aligned stakeholders and embedded cloud marketplace within wider cloud and procurement strategies. Increasingly, maturity will become the difference between organisations that occasionally use cloud marketplace and those that consistently create value through it.
>
> **Ryan Edmonds**
> Cloud Marketplace Lead, Bytes

Ownership is becoming a maturity benchmark

Ownership is also distributed. Just over half of current marketplace users say cloud marketplace purchasing is owned or operated by the Internal Cloud Team or IT. Around a quarter place ownership with procurement, while the remainder describe it as a shared responsibility.

That split is understandable. Cloud marketplace purchasing sits at the intersection of cloud strategy, vendor management, procurement, finance, legal, and operational delivery. But shared ownership can also create gaps unless roles and responsibilities are clearly defined.

Primary owner of marketplace purchases



Value Drivers

37% use cloud marketplace to draw down committed spend

Marketplace is moving beyond procurement convenience and becoming a practical lever for improving budget utilisation, commitment alignment and commercial value.

Efficiency gets marketplace adopted. Committed spend makes it strategic.

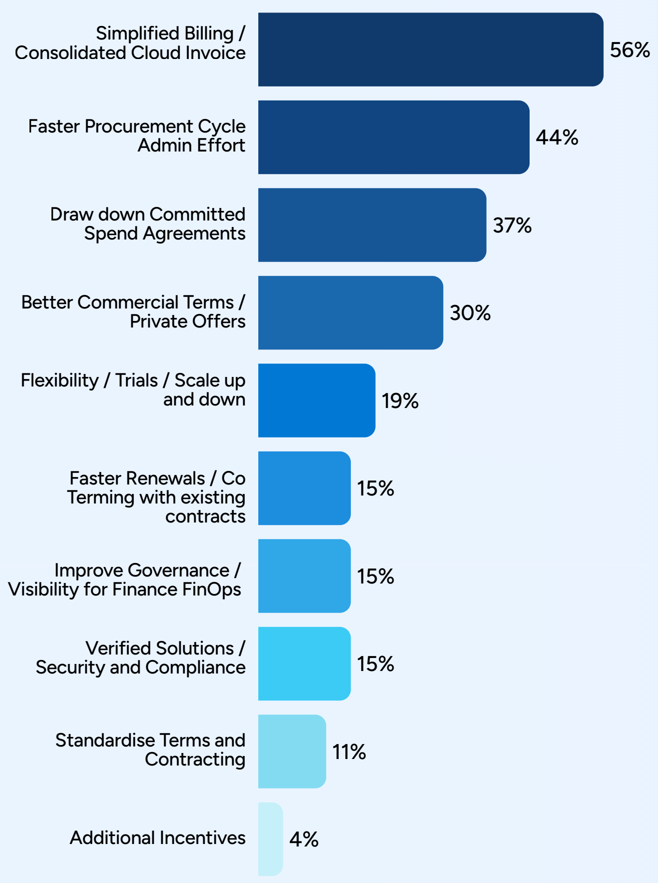
The most common reasons for using cloud marketplace today are practical. Simplified billing is selected by 56% of current users, followed by faster procurement and reduced administration at 44%. These benefits **remove day-to-day friction** and are especially valuable for teams managing multiple vendors, contracts and cloud environments.

The most commercially significant driver, however, is committed-spend drawdown, selected by 37%. This is where cloud marketplace moves beyond procurement convenience. It creates a direct lever on budget that has already been committed to AWS, Microsoft or Google Cloud, helping organisations convert obligation into usable technology investment.

That distinction is important. Simplified billing can reduce effort. Commitment alignment can affect budget utilisation, timing, vendor leverage and the business case for a purchase. It is increasingly the factor that gets cloud marketplace initiatives funded, prioritised and expanded.

The wider FinOps market reinforces this shift towards value. The FinOps Foundation's 2026 study, representing more than $83 billion in annual cloud spend, found that **78% of organisations now have a dedicated FinOps practitioner**, up from under 20% three years ago, and practitioners with executive engagement have two to four times more influence over technology-selection decisions. Cloud marketplace is one of the practical mechanisms through which that influence can be translated into action.[3]

Main reasons for using Cloud Marketplace today



The strategic value remains underused.

Only 15% of current users cite improved governance and visibility for finance or FinOps as a primary driver, while 11% select standardised terms and contracting. **That gap suggests many organisations are using cloud marketplace to make existing processes easier** rather than redesigning technology purchasing around a more scalable commercial model.

The value journey can be understood as a maturity ladder:

Scale	Standardise terms, repeatable workflows and measurement across platforms and business units.
Control	Improve visibility, governance and accountability across technology investment.
Optimise	Draw down committed spend and improve the use of existing budgets.
Accelerate	Shorten procurement and deployment cycles.
Simplify	Consolidate billing and reduce administration.

[3] Source: The FinOps Foundation, '2026 State of FinOps Survey.'

Barriers to Growth

Operational friction is now a commercial constraint.

The main barriers to greater usage are not about whether organisations believe cloud marketplace has value. They are about whether internal processes are ready to support it at scale.

Procurement or purchasing-process complexity and legal terms or contracting constraints are the most common barriers, each selected by 33% of current users. Security, risk or compliance delays, difficulty discovering suitable solutions and lack of internal knowledge are each selected by 26%.

56%

of current users have had a cloud marketplace order delayed or blocked by internal process barriers

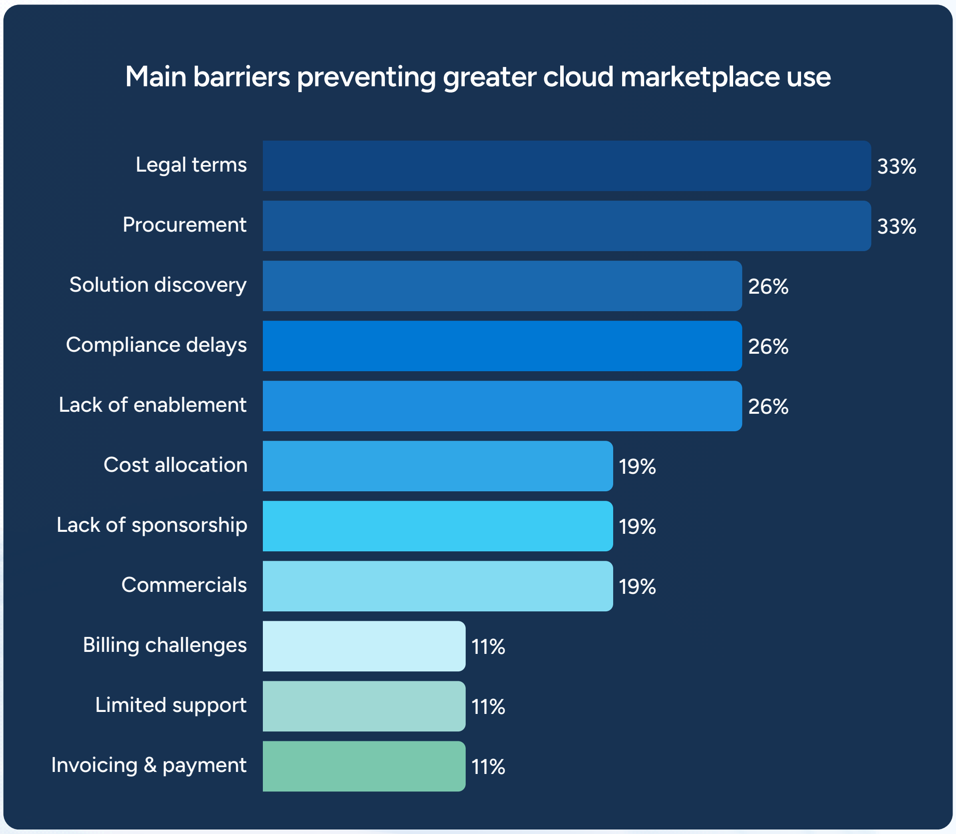
Those barriers are already affecting outcomes. Thirty-seven per cent of current users have had an order delayed, while 19% have had an order prevented entirely. Together, 56% have experienced a direct interruption to a cloud marketplace purchase.

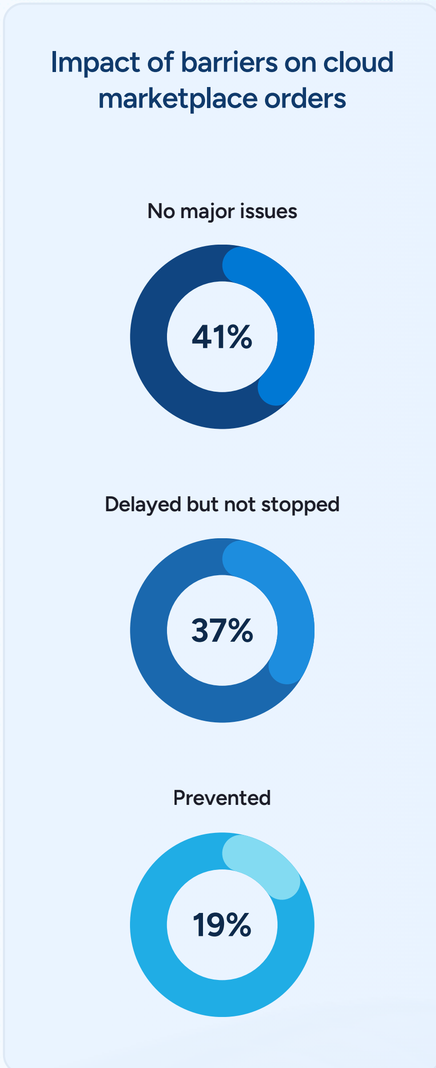
The platform itself is rarely the only problem. Delays are more often caused by procurement workflows, approval chains, legal reviews, unclear decision rights, billing and chargeback processes, or uncertainty about how a purchase aligns to commitments. **Cloud marketplace may digitise checkout, but it cannot compensate for an operating model that is not ready to move.**

The organisations generating the most value are removing these barriers before transaction volume grows. They pre-agree which categories can use cloud marketplace, define legal and security guardrails, establish approval thresholds, clarify ownership and create a repeatable route for private offers and commitment alignment.

> "Commercials are rarely as favourable as building ourselves."
>
> **Survey Respondent**
> Head of IT

The comment is a useful reminder that cloud marketplace value must be demonstrated rather than assumed. Speed, commitment drawdown and simpler contracting should be evaluated as part of the total commercial outcome, alongside price, deployment effort, operational risk and the cost of delay.





Experience Across the Buying Journey

The buying journey breaks before checkout.

Our findings show a consistently weak experience across every major stage of the cloud marketplace journey, with discovery, vendor evaluation, internal approvals, purchasing, billing and renewals all recording negative scores.

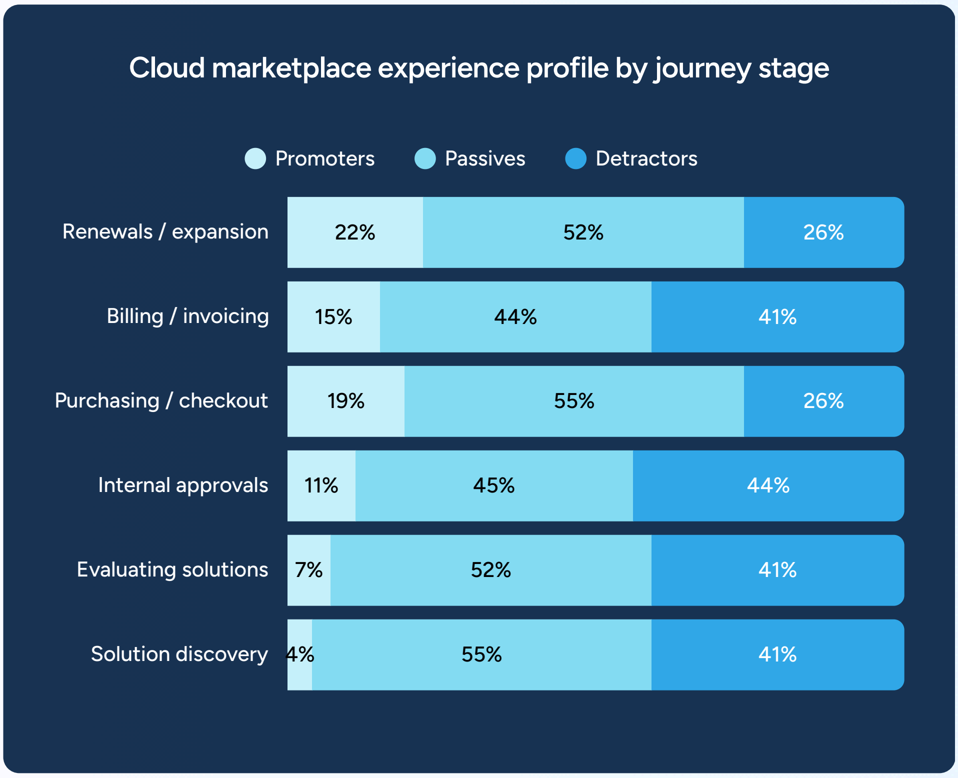
The issue is not a single platform interaction; it is the end-to-end route from identifying a need to realising value from the purchase.

Friction is concentrated before the transaction. Organisations struggle to find suitable solutions, compare vendors and navigate internal sign-off before they reach checkout. This supports a broader conclusion from the survey: **cloud marketplace success depends on making the buying journey easier, not simply digitising the final purchase.**

Discovery is the weakest stage of the cloud marketplace journey, with an NPS of -37. Vendor evaluation and internal approvals both score -33, followed by billing at -26. The experience improves later in the journey, with purchasing and checkout at -7 and renewals or expansion at -4. This suggests the biggest friction happens before and during the first transaction.

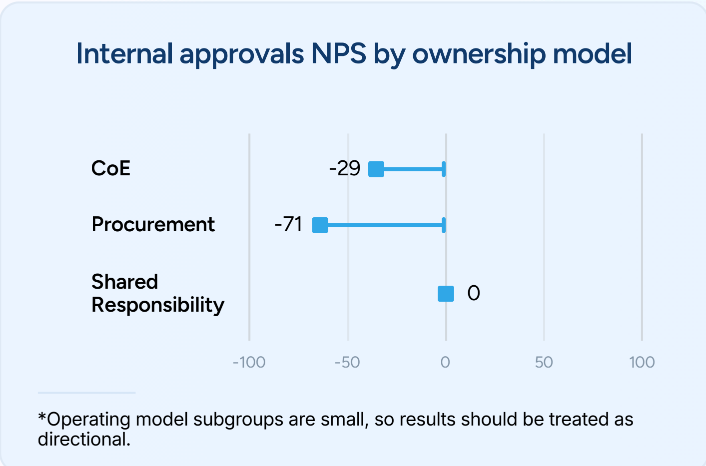
The gap between discovery and renewals shows where improvement will have the greatest impact. Better cataloguing, curated vendor choices, pre-agreed evaluation criteria and clearer approval paths can make cloud marketplace purchasing easier to start, repeat and scale.

Discovery, vendor evaluation and internal approval are the stages where experience is weakest, demand is most likely to be lost, and where partner guidance can have the greatest impact.



The data also reveals an important nuance worth exploring. **Internal approvals score significantly worse where procurement solely owns cloud marketplace purchasing**, with an NPS of -71, compared with -29 under Cloud Centre of Excellence or IT ownership and 0 for shared-responsibility models. While the sample size is small, this suggests single-function ownership can create more friction than cross-functional models.

This adds important context to the governance findings earlier in the report. **Formal governance alone does not guarantee a smoother approval experience.** Cloud marketplace purchasing works best when ownership is clear, but approvals are not handled in a silo. Procurement, IT, finance and commercial teams need to be aligned around the process, so activity remains controlled without slowing the buying journey.



*Operating model subgroups are small, so results should be treated as directional.

Future Outlook

30% expect more than a quarter of spend to move through cloud marketplace

Growth is positive, but it will not be automatic. Commitment alignment, governance and partner orchestration will determine who can scale with confidence.

Growth is coming. Readiness will decide who captures it.

Among current users, **30% expect more than a quarter of their total cloud spend to flow through cloud marketplace in the next 12–18 months.** That is a clear growth signal, showing that a meaningful group of organisations are already planning to scale cloud marketplace beyond occasional purchasing.

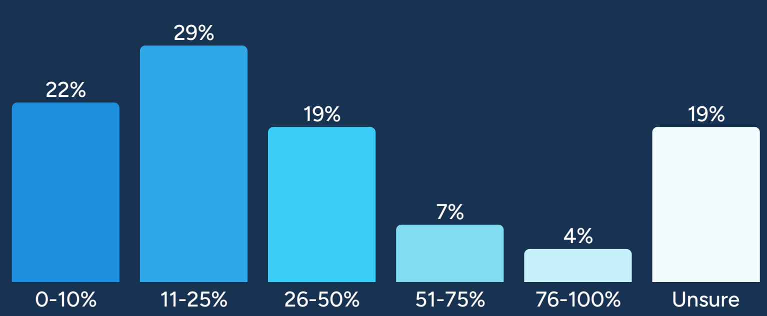
A further 19% remain unsure, while many others expect usage to stay below 25%. This shows that growth is coming, but not always with a clear plan. The next phase will depend on organisations linking cloud marketplace to commitments, renewals, vendor categories and measurable outcomes.

Committed spend is the strongest growth lever

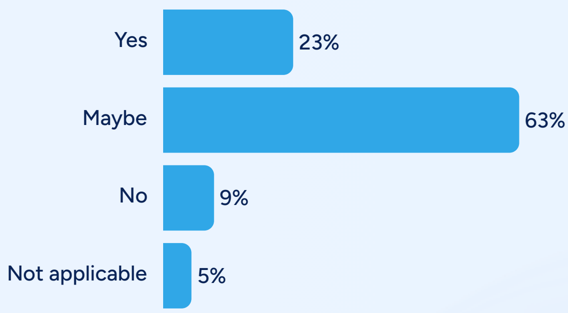
Awareness of commitment treatment is still mixed. 30% of current users say cloud marketplace purchases fully count towards committed-spend agreements, 22% say only some purchases count, and 25% are unsure. 19% do not have a relevant commitment and 4% believe purchases do not count.

This is both a knowledge gap and a commercial planning gap. If teams do not know which purchases are eligible, they cannot reliably forecast commitment utilisation, compare transaction routes or identify where cloud marketplace can improve the value of an existing agreement.

Expected cloud marketplace spend in the next 12-18 months



Would committed spend alignment increase non-user interest?



Awareness already exists. The next wave of growth will come from organisations that can prove where cloud marketplace creates value, operationalise the route and align it with a wider cloud and commercial strategy.

The non-user data shows how powerful that link can be: 23% say commitment alignment would make cloud marketplace more interesting and 63% say it might. Together, 86% are open to the proposition.

86%

of non-users say cloud marketplace would or might become more interesting if purchases counted towards committed cloud spend

The next phase of growth will therefore be driven by confidence in three areas:

- **Commercial confidence**: a clear view of eligibility, commitment impact, pricing and total outcome.
- **Operational confidence**: an approval and contracting route that can handle increased volume without creating delays.
- **Governance confidence**: accountable ownership, reporting and controls that give finance and technology leaders visibility over what is being purchased and why.

Bytes Predictions

What's next for cloud marketplace

The results of this survey tell us where UK organisations are today. Based on the data, wider market signals and Bytes customer conversations, we see four shifts that are likely to define the next 12-24 months.

1 | Committed spend becomes the default growth lever

Cloud marketplace growth will increasingly be driven by how well organisations use existing cloud commitments. Tackle.io has previously projected cloud marketplace throughput to grow from around $15bn in 2023 to $100bn by 2026 [1], showing the scale of expected market acceleration. Our survey shows that 30% of current users expect more than a quarter of their spend to move through cloud marketplace within 18 months, while interest among non-users increases when purchases can be linked to existing commitments.

Bytes view **Within the next 12–18 months, "does this count towards my commitment?" will become one of the first questions UK buyers ask before any cloud marketplace purchase.**

$100bn

Cloud marketplace transactions expected in 2026

More than 50% of hyperscaler marketplace sales will be via the channel by 2027

2 | The channel gets bigger, not smaller

Cloud marketplace is not replacing the channel. It is changing how the channel creates value. As more complex transactions move through cloud marketplace, customers will still need support with commercial terms, private offers, vendor selection, internal approvals and commitment alignment. This aligns with Canalys/Omdia's view that more than half of hyperscaler cloud marketplace sales will be via channel partners by 2027[2].

Bytes view **Partners that build Marketplace expertise now will be better placed to support larger, more complex deals as partner-led and private-offer models continue to grow.**

3 | Governance becomes a FinOps and executive issue

As cloud marketplace spend grows, governance will become harder to treat as a side issue. Cloud marketplace purchasing affects procurement, finance, IT, cloud commitments, vendor management and business outcomes, so ownership and reporting need to become clearer. The FinOps Foundation's 2026 data reinforces this direction, showing FinOps is now closely anchored in technology leadership and that practitioners with executive alignment have significantly more influence over technology decisions[3].

Bytes view **Organisations without clear ownership, reporting and cross-functional alignment will find it harder to scale Marketplace purchasing with confidence.**

4 | Renewals experience will improve faster

The cloud marketplace experience will not improve evenly. Renewals and repeat purchases are likely to become smoother first, because they involve known vendors, existing terms and established approval routes. Discovery will remain harder for longer, even as hyperscalers continue investing in cloud marketplace and partner-led transaction models.

Bytes view **Organisations should not wait for cloud marketplace catalogues to solve discovery on their own. Guided discovery, curated vendor choices and partner support will remain the fastest route to value.**

Turning Cloud Marketplace into Commercial Value

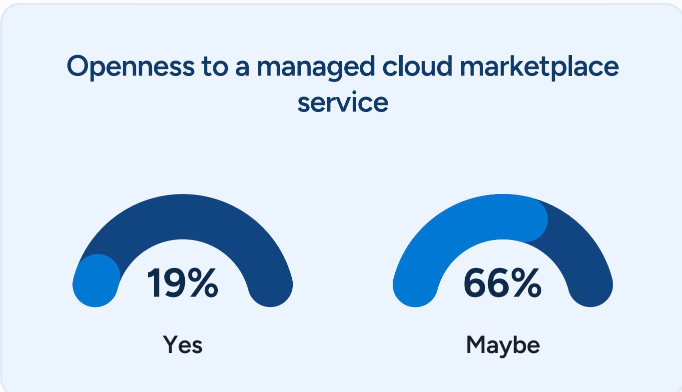
85% of current users are open to support or guidance

The prize is not smoother purchasing alone. It is better use of committed budgets, stronger vendor leverage, faster deployment and clearer visibility over technology investment.

From adoption to outcomes

Cloud marketplace adoption is gaining momentum. 55% of organisations already transact through the route, while a further 41% of non-users are planning to explore or considering cloud marketplace purchasing in the next 6–12 months. The market is moving beyond early interest towards more practical questions of scale, value and operating model.

For organisations already transacting, the opportunity is not simply to move more spend through cloud marketplace. It is to unlock committed spend, improve vendor leverage, accelerate time-to-value and give finance a clearer view of technology investment. For organisations still exploring, the opportunity is to start with the right foundations rather than retrofitting governance after activity has already grown.



There is clear appetite for support. **85% of current users are open to managed support or guidance**, while 77% of non-users say guidance or a readiness assessment would or might help them decide whether cloud marketplace is right for their organisation.

That support should be outcome-led. The objective is not to move transactions through cloud marketplace for its own sake. It is to identify where the route creates a better commercial and operational outcome than the alternatives, then make that value repeatable.

Conclusion

Turning insight into action

Cloud marketplace has moved beyond early adoption. The next challenge is making it deliver more value.

The findings show a market with strong momentum, but also clear gaps in maturity.

Organisations are already using cloud marketplace to simplify purchasing, improve speed and connect spend to cloud commitments. However, the real value depends on what sits around the transaction: governance, ownership, visibility, partner support and a clear operating model.

As cloud marketplace usage grows, the priority is no longer just to increase transaction volume. It is to **understand where cloud marketplace creates the best commercial and operational outcome**, and how that value can be repeated across teams, vendors and cloud platforms.

For organisations already using cloud marketplace, the opportunity is to scale with more control, better visibility and stronger alignment to committed spend.

For those still exploring, it is to build the right foundations from the start. In both cases, the organisations that benefit most will be those that treat cloud marketplace not just as a buying route, but as a commercial capability that supports better technology investment decisions.

The next step is turning that opportunity into a practical plan. By assessing current cloud marketplace maturity, identifying the right use cases and aligning stakeholders around clear outcomes, organisations can move forward with greater confidence and a clearer route to value.

Bytes Cloud Marketplace Consultation

The Bytes Cloud Marketplace Consultation is a tailored, interactive session designed to help organisations understand, adopt or scale cloud marketplace in a way that delivers measurable commercial and operational value.

The session is aligned to the organisation's current maturity and priorities. It examines where cloud marketplace fits within cloud, software and procurement strategy; which purchases or renewals may align to existing commitments; how private offers and partner-led routes could improve the commercial outcome; and what governance is required before usage grows.

Bytes specialists review the current cloud landscape, vendor ecosystem, commitment position and buying processes to identify practical use cases and barriers. The output is a clear view of where cloud marketplace can create immediate or future value, supported by recommended actions across ownership, governance, procurement, vendor engagement and measurement.

Book a consultation today

How Bytes Helps Organisations Unlock More Value

Commercial opportunity

Identify software purchases, renewals and vendor categories that could use commitments, private offers, cloud marketplace incentives and hyperscaler relationships more effectively.

Operating model

Establish clear ownership, cross-functional roles, approval routes and governance that can scale as cloud marketplace activity grows.

Buying experience

Improve discovery, evaluation, legal, security and procurement workflows before they become barriers to growth.

Measurement and visibility

Build visibility across cloud marketplace spend, commitment utilisation, cycle time, supplier consolidation and realised value.

The outcome

A clear view of where cloud marketplace should be used, what commercial value it can deliver and the practical next steps needed to move forward with confidence.

> "Partnering with Bytes on Microsoft Marketplace multi-party offers has transformed procurement for our joint customers. Bytes cuts transaction times from weeks to days, enabling seamless drawdown against Azure commitments and faster resilience and security protection. Their end-to-end orchestration eliminates administrative friction, making Bytes an invaluable partner for simplifying how customers buy and deploy Rubrik."

Pete Smith
Channel Director EMEA
Rubrik

Why Bytes

Cloud marketplace is more than a place to buy technology. It's an opportunity to simplify procurement, accelerate innovation and maximise the value of existing cloud investments.

Bytes combines cloud, software, licensing, procurement and vendor expertise to help organisations make marketplace purchasing part of a broader technology and business strategy. We connect commercial decisions to governance requirements, cloud commitments and desired outcomes, ensuring every investment delivers measurable value.

With the insight to navigate complex vendor ecosystems and the expertise to optimise both technology and commercial models, Bytes helps customers move beyond transactions and realise the full strategic value of cloud marketplace.

> "Bytes was recognised as a Microsoft Partner of the Year Awards Finalist for Azure Marketplace in 2025, reflecting the team's continued investment in helping customers navigate cloud marketplace adoption, optimise cloud commitments and unlock greater commercial value from their cloud investments."

Darren Sharpe
Microsoft Marketplace Channel Lead,
Microsoft

[4] Microsoft, 2025 Microsoft Partner of the Year Awards — Azure Marketplace finalist announcement.

Ready to understand where cloud marketplace can add value?

Book a Bytes Cloud Marketplace Consultation to assess your current approach, identify practical use cases and build a clear next-step plan for cloud marketplace adoption, optimisation and growth.

Cloud Marketplace Report 2026

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