



# Incorta Accelerates Time to Value for Customers with Tackle

## WHY TACKLE

### TACKLE IS KEY TO INCORTA'S MULTI-MARKETPLACE GROWTH

Incorta helps leading brands gain insights with a modern approach to data management and analytics. In an effort to meet their buyers where they wanted to buy, Incorta's senior leadership began focusing on selling on three Cloud Marketplaces. In doing so, Incorta enables their buyers to transact in their Marketplace of choice.

Incorta initially decided to manage its Cloud Marketplace efforts in-house, but quickly realized that building a listing was just the beginning and in order to more effectively manage a multi-Marketplace business, it was smarter to partner with Tackle.

Stephen Campbell, Vice President of Technology Partnerships at Incorta, had used Tackle at his previous organization and knew firsthand the power of leveraging a partner to build and grow a Cloud Marketplace business. When it came time for Incorta to overhaul its Cloud Marketplace strategy, Stephen was excited to once again work with the trusted team at Tackle.



**Tackle gives us the ability to speed up our transaction model and get our product into our customers' hands faster. That faster time to value is a huge advantage to partnering with Tackle.**



**Stephen Campbell**  
*VP of Technology Partnerships, Incorta*

## Key Highlights



Accelerated sales and deployment time by **67%**



**Faster time to value** for their customers



Removed sales hesitation with the **neutral compensation model**



## incorta

### ABOUT INCORTA

Incorta disrupts a costly, time-consuming, 30-year analytics process by providing anyone in the organization with the ability to unlock the full potential of its data within complex source systems.

The simplified, all-in-one unified data and analytics platform is built for business agility. It directly maps to the data source, eliminating the traditional data transformations and aggregation steps to deliver all usable data to the business. To learn more and try it for yourself, visit [www.incorta.com](http://www.incorta.com).

**THINK BIG, THINK TACKLE**

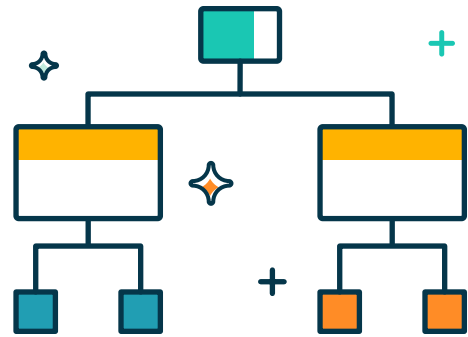
Founded in 2013, Incorta’s unified data and analytics platform has gained strong traction in the market. As a result, they have aggressive revenue and growth goals, which are partially dependent on an effective Cloud go-to-market strategy. Stephen says, “To really get that global reach and breadth of presence, you need to work with the right partners. When you work with Amazon Web Services (AWS), Microsoft Azure, or Google Cloud Platform (GCP), you’re getting that ability to leverage the brand equity and reach that they have.”

“We’re a small company. Our focus with our Cloud Partners is further enablement and proliferation of our product and joint sales solutions,” explains Stephen. “We need to spend our time talking about how we get deeper within their stacks. We didn’t want to spend our resources managing the nuances of the Cloud Marketplaces, and we really found the benefit with Tackle as that subject matter expert.”

**CHALLENGE:**  
**OPTIMIZING WHAT’S ALREADY BEEN BUILT**

When Stephen arrived at Incorta, the company had already launched on three Cloud Marketplaces. The team had used internal resources to painstakingly get the listings live, but was struggling to maintain and manage the listings long-term, track Marketplace offers throughout the sales cycle, and accurately report on their Marketplace transactions.

As a small company, Incorta doesn’t have a deep bench of engineers or business development folks at its disposal to set up and take action on Marketplace configurations. “Tackle’s team was instrumental in ensuring successful [new] launches,” says Stephen.



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**SOLUTION:**  
**LINKING ARMS WITH TACKLE TO  
RELAUNCH IN MARKETPLACE**

With Tackle’s help, Incorta re-listed on AWS, Azure, and GCP. “Tackle aggregates all the data and presents it in a way that we can easily understand our business across all three clouds, where they stand, and what we can do to improve our listings,” Stephen says. “Each Marketplace has its own nuances and it’s a big lift to manage each of them individually. We rely on Tackle’s dashboard to centrally manage it all and that’s the true value of using Tackle once the transactions come rolling in.”

For AWS specifically, which has some technical requirements to ensure everything flows smoothly, Stephen says, “Tackle has been a tremendous help with ensuring our listings are working and transacting correctly. We have limited technical assistance for configuring the AWS Marketplace and Tackle was quick to jump in and walk us through it to ensure we were up and running with our listing.”

## Faster Time to Close Equals Faster Time to Value

Incorta recognized that leveraging the Cloud Marketplaces not only gave them additional revenue streams, it also enabled them to accelerate the sales cycle which, prior to Tackle, took up to 12 months. "Tackle gives us the ability to speed up our transaction model and get our product into our customers' hands faster. That faster time to value is a huge advantage to partnering with Tackle," Stephen says. "We're able to shorten our sales process by at least 4 months and decrease deployment time by another 4 months giving our customers access to the platform 67% faster than we're able to without Tackle."



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Not only is the transaction faster, Tackle also provides data across the full deal cycle so the entire team at Incorta can see the entire transaction lifecycle, from when an offer was sent to when it's accepted, including interaction points such as when and who reviewed an offer and how many times it's been reviewed. "This type of interaction data provides a complete lifecycle view of the deal that helps keep sales and management teams up-to-date, which ultimately improves forecasting."

The value of Tackle doesn't stop there, though. The Tackle Platform provides metadata around customer acceptance that's key to Incorta being able to recognize revenue. "Without it, we would need a customer signature on an external form. Tackle eliminates that additional cycle by supplying us with the data to meet our FP&A requirements," Stephen says.

With tremendous value placed on transactions through the Cloud Marketplaces, Incorta incorporated new programs to encourage its sales team to leverage this path to purchase with buyers. They have adopted a neutral compensation model so sales reps are not penalized for transacting via Marketplace. Stephen says, "We looked to Tackle's comp neutral model and implemented our own here at Incorta. Our reps don't lose any of their commission or quota retirement and now they're starting to regularly close deals in Cloud Marketplaces."

## Moving Forward

Incorta is now successfully transacting and growing its business across three Cloud Marketplaces. "It's been consistently a wonderful experience with every single person we've met from Tackle," says Stephen. "It's the kind of symbiotic relationship that you look for and Tackle genuinely wants to help us be successful."

Impressively, Incorta is already experiencing 100% revenue growth year over year and while its Cloud Marketplace offerings are still in their infancy, Stephen expects to be transacting at least 40% of total revenue through the Cloud Marketplaces once they are fully up-to-speed. Incorta is looking forward to working with both its Cloud Partners and Tackle for further sales enablement campaigns to accelerate past their goals.



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