

CASE STUDY

Doubling Cloud Marketplace Volume: How Vectra Scaled with Clazar

2x

cloud marketplace volume

15 mins

saved per co-sell opportunity

ABOUT VECTRA

Vectra AI is a leading cybersecurity company specializing in AI-driven threat detection and response. With 35 AI security patents and the most vendor references in MITRE D3FEND, Vectra protects modern hybrid environments—including data centers, remote workspaces, cloud, IoT, and OT—from advanced cyberattacks that bypass traditional controls.

Even though Vectra was already live on the marketplaces and working with another vendor, they were looking for a partner to help address key challenges to double down and scale marketplace revenue.

CHALLENGES

- **Inefficient manual processes:** Registering ACE opportunities took 10–15 minutes per deal, limiting scalability.
- **High cost model with previous vendor:** Vectra faced pricing tied to aggregate marketplace revenue, which scaled unfavorably with growth.

- **Scale marketplace strategy:** Early marketplace efforts were reactive, and Vectra wanted a more strategic and scalable approach going forward, for which the team was looking for a trustworthy partner and not a tool to work with.

SOLUTION

Vectra ported its listing and marketplace operations from its existing vendor to Clazar's Cloud Sales Acceleration Platform. Clazar helped Vectra set up for success from day zero and helped them with:

- **Seamless migration:** The full porting of listings and transaction records was completed in a single weekend. Nearly all functionality was migrated in hours on Friday and was operational by Monday. Clazar's implementation team worked with Vectra to migrate its entire marketplace data, including listings, offers, and contracts, while ensuring seamless continuity for its buyers with zero downtime.



Eric Renner

VP Cloud Alliances

"The initial port process was completely thorough, really impressive, and certainly exceeded our expectations... We hit the ground running on Monday morning."

- **Integrated Salesforce–ACE automation:**

Clazar also supported Vectra in setting up the Salesforce ACE-CRM integration with field mappings, enabling them to auto-create and auto-update co-sell opportunities at scale with pre-defined filters, drastically increasing ACE registrations and AWS engagement without manual intervention.

Cost-effective pricing model: Aligned with Vectra’s growth strategy, Clazar’s transparent and predictable pricing does not penalize revenue growth.



Eric Renner

VP Cloud Alliances

“Previously, ACE registrations took 10–15 minutes each. With Clazar’s Salesforce integration, we now systematically register nearly all SaaS deals at the qualified sales stage.”

RESULTS

- Cloud marketplace volume projected to double again in the current fiscal year. Vectra saw a 2.5x growth on AWS Marketplace year over year and a 6x growth on Azure Marketplace year over year (albeit from a smaller base).
- Clazar's co-sell automation processes thousands of ACE co-sell registrations automatically, saving the partnership and revenue operations teams hundreds of hours.

Looking ahead, Vectra AI is committed to deepening its investment in cloud marketplaces as a strategic growth channel. With strong year-over-year momentum and plans to double its marketplace volume, the company is focused on scaling co-sell engagements, optimizing listings, and leveraging automation to sustain high growth.

Ready to transform your cloud sales strategy?

GET STARTED

SEE HOW CLAZAR WORKS