

SaaSify's New Brand Bets on 'Wayfinding': AI Agents Now Run Cloud GTM alongside Experts

A new brand, AI-native direction: agents automate listing, private offers, co-sell & cloud funding, backed by hyperscaler experts driving marketplace revenue

REDMOND, WA, UNITED STATES, September 3, 2026 /EINPresswire.com/ -- A new brand identity and an AI-native product direction mark the next stage for SaaSify cloud GTM platform, whose agents now automate listing, private offers, co-sell and cloud funding, with hyperscaler experts helping drive marketplace revenue.



New look, same mission - meet the new Saasify.

SaaSify, the agentic [cloud go-to-market platform](#) that helps independent software vendors, system integrators and channel companies automate the marketplace motion across AWS,

Microsoft Azure and Google Cloud, has rolled out a company-wide brand refresh today: a new brand identity and an agentic product direction spanning listing, private offers, co-sell, analytics and cloud funding.

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We started out helping software vendors get listed on cloud marketplaces. Today our platform, our AI agents and our people work together to drive revenue outcomes for them”

Manesh Raveendran, CEO of SaaSify

The refresh follows a period of rapid growth. SaaSify has helped Independent Software Vendors (ISVs), system integrators (SIs) and channel companies automate the revenue operations behind marketplace selling, from co-sell and private offers through CRM and finance reconciliation, without adding engineering headcount. More than 500 companies now run marketplace

operations through SaaSify, across more than 1,000 marketplace listings, managing more than \$5 billion in revenue to date.

Selling through cloud marketplaces has become a significant growth channel for technology companies, and a complicated one. AWS, Microsoft and Google each run their own ecosystem,

with different rules and different release cadences, so vendors often manage several disconnected processes to sell in more than one marketplace. Companies need clarity, guidance and a partner who understands the journey.

SaaSify's new brand is built on an idea the team calls "wayfinding": helping customers navigate that complexity on their own terms rather than along a single prescribed path. SaaSify doesn't simply automate marketplace operations, it helps ISVs and SIs understand the landscape, avoid unnecessary complexity, and unlock the full potential of cloud marketplaces through a combination of technology, expertise and human partnership.

The design draws on origami, where a few deliberate folds turn a flat sheet into something purposeful. The value lies not in the material itself, but in the knowledge and craftsmanship behind every decision. The resulting brand identity embraces simplicity without sacrificing sophistication, structure without rigidity and confidence without unnecessary complexity. The new logo pairs a folded, angular mark signaling intentional direction and growth with a heavier wordmark. The palette centers on a primary teal, supported by black and a lighter secondary teal.

"Our new brand is about wayfinding. Every fold in the mark stands for a decision a customer no longer has to make alone," Raveendran added. "Every decision we make, including this rebranding, comes back to the same question: does it make it easier for our customers to win in the cloud?"

SaaSify is building AI into the core of the platform, aimed at the outcomes customers are measured on: faster launches, higher co-sell win rates, larger enterprise deals and fuller use of cloud incentive programs. From deploying agents for creating and optimizing listings, to automating funding, SaaSify's [purpose-built AI-Native platform](#) works across marketplace operations to drive revenue outcomes for ISVs, system integrators and channel companies on AWS, Microsoft Azure and Google Cloud.

A G2 reviewer who manages marketplace operations across AWS, Microsoft Azure and Google Cloud said SaaSify's team built custom Salesforce integrations tailored to the company's setup. "It doesn't feel like a generic connector; it feels built for us. SaaSify's cloud experts helped us get started quickly and continue to provide top-tier, 24/7 support." This feedback reinforces SaaSify's modular, outcome-focused approach for every customer.

Check out the new brand experience on our website: saasify.ai

About SaaSify

SaaSify by Spektra Systems is an agentic Cloud GTM platform that helps ISVs, SIs and channel companies turn AWS, Microsoft Azure and Google Cloud marketplaces into a predictable revenue channel. SaaSify's platform and agents automate listings, private offers, co-sell and funding, and

cloud GTM experts run the motion alongside partnership teams.

Trusted by 500+ ISVs managing \$5B+ in marketplace revenue, SaaSify is rated 4.8/5 stars on G2.

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