Accelerating Sales Velocity with AWS Marketplace

Ankur Srivastava

Sr. Business Development Manager
AWS Marketplace

© 2023, Amazon Web Services, Inc. or its affiliates. All rights reserved.


Normal Sales Cycle
AWS Marketplace

AWS Marketplace Overview

© 2023, Amazon Web Services, Inc. or its affiliates. All rights reserved.

AWS Marketplace

TRANSFORMING PROCUREMENT AT SCALE

13,000+
transactable listings

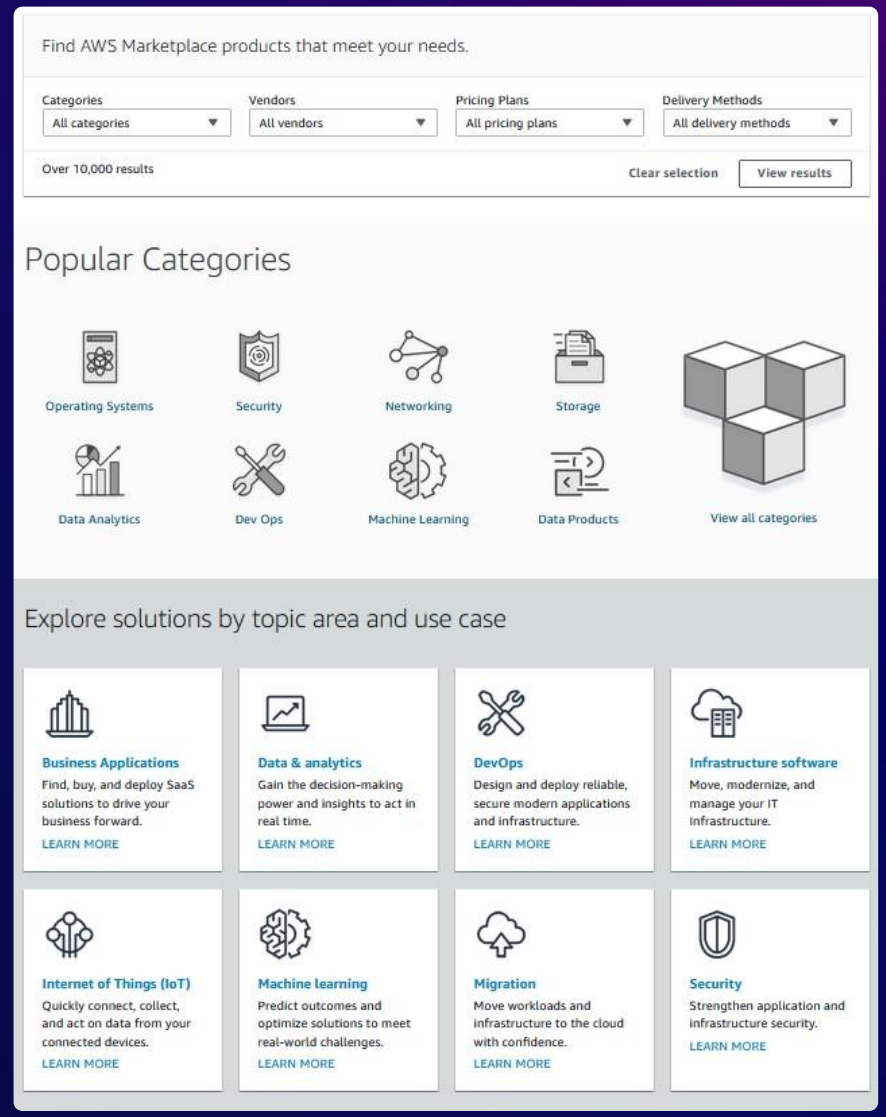
Deployed in
29 Regions

3,000+ ISVs
300+ data providers
1,300+ channel partners

70
categories
(monitoring, security, databases, etc.)

2M+
active subscriptions

330,000+
active subscribers



© 2023, Amazon Web Services, Inc. or its affiliates. All rights reserved.

The Buyer Journey

© 2023, Amazon Web Services, Inc. or its affiliates. All rights reserved.

The buyer journey





aws

© 2023, Amazon Web Services, Inc. or its affiliates. All rights reserved.

The AWS Marketplace buyer journey

Discovery
Free trials

Flexible pricing
Vendor Insights

SCMP

Managed entitlements
consolidated billing, POs, FPS

Identification › Demo › Pilot/POC › Infosec › Legal review › Procurement › Fulfill › Renew

Week 1 *Week 2* *Week 3*

© 2023, Amazon Web Services, Inc. or its affiliates. All rights reserved.

The Marketer's Opportunity

Discovery
Free trials

Flexible pricing
Vendor Insights

SCMP

Managed entitlements
consolidated billing, POs, FPS

Identification › Demo › Pilot/POC › Infosec › Legal review › Procurement › Fulfill › Renew

Week 1 *Week 2* *Week 3*

© 2023, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Thank you!



Please complete the session survey in the mobile app

Ankur Srivastava
ankursri@amazon.com

© 2023, Amazon Web Services, Inc. or its affiliates. All rights reserved.