

## AWS Marketplace - Partner Information



### WHAT IS AWS MARKETPLACE?

AWS Marketplace is an online store that helps customers find, buy, and immediately start using the software and services that run in the AWS Cloud. <https://aws.amazon.com/marketplace>

Westcon-Comstor is participating in a program with AWS to provide channel incentives on a growing list of solutions available on AWS Marketplace.

### WHAT DOES THIS MEAN FOR OUR PARTNERS?

This program enables Partners to make margin from participating Vendors on AWS Marketplace.

### THE KEY BENEFITS FOR PARTNERS ARE:

- Derive margin from sales occurring through AWS Marketplace with key vendors
- Expanding consolidated catalogue, providing one of the largest cloud catalogue's through any distributor globally
- BlueSky analytics
  - Cross sell, upsell, usage trends
  - Optimisation of AWS environments
  - Expansion of bundling/solution opportunities
- Decrease risk of being disintermediated, by enabling Partners to monetise cloud and hybrid solutions.
- Expansion of bundling/solution opportunities

### WHAT VENDORS ARE INVOLVED IN AWS MARKETPLACE WITH WESTCON-COMSTOR?

- aiScaler, Aviatrix, Barracuda, CA, Checkpoint, Chef, Clouddian, Cloud Ranger, Cognosys, Data Expedition, Data Resolution, F5, Fortinet, Juniper Networks, KEMP Technologies, Loadbalancer.org, MapR, Matillion, McAfee, Midvision, N2W, NetApp, Netgate, NGINX, OpenVPN, Palo Alto Networks, Pulse Secure, Rogue Wave, SoftNAS, Sophos, Symantec, Trend Micro, WANdisco, Zoomdata with more to come!

### HOW DO I ACTIVATE AWS MARKETPLACE SERVICES VIA WESTCON-COMSTOR?

- Guess what – if you are already a Westcon-Comstor Cloud partner you probably have already!
- Software solutions on AWS Marketplace can be located and subscribed to using the standard AWS console. Every time a service is selected it will be itemised in your current Westcon-Comstor billing file.



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