



# AWS Marketplace

## Your One-Stop Shop for Innovation

AWS Marketplace is a curated digital software catalog where Amazon Web Services (AWS) customers can find, test, buy and deploy third-party software, professional services and data to build solutions and run their business. AWS Marketplace includes thousands of software listings from popular categories such as security, business applications, machine learning and data products across specific industries such as healthcare, financial services and telecommunications. Customers can quickly launch pre-configured software and choose software solutions in Amazon Machine Images (AMIs), Software-as-a-Service (SaaS) and other formats. Organizations that shifted their software procurement to AWS Marketplace were able to drive efficiency throughout the entire procurement process and save on licensing fees by transitioning to more flexible licensing models.

### How AWS Marketplace Boosts Your Business:

- Accelerate time to contract from two months to two weeks.
- Accelerate contract renewals from seven days to one day.
- Accelerate time to deploy from seven days to four hours.
- Enhanced visibility through a single-pane-of-glass software portfolio.
- Improve engineering productivity by 50%.

## Take Your TD SYNnex Partnership to the Next Level

Partners are able to leverage their relationship with TD SYNnex when selling through the AWS Marketplace to:



Get better pricing. TD SYNnex-aligned AWS Partner Network (APN) partners are eligible for distribution pricing on Independent Software Vendor (ISV) solutions, allowing them to recognize higher margins, scale business more efficiently and even assist their customers retire Power Purchase Agreement (PPA) commitments with AWS.



Access exclusive private offers from leading TD SYNnex vendors and SaaS providers.



Private offers can be created and then extended to partners for them to share with end customers for purchase.



Dedicated TD SYNnex Marketplace team of experts to help leverage AWS Marketplace program that helps you win more deals!

## Contact Us

For more information, reach out to [MarketplaceSales@tdsynnex.com](mailto:MarketplaceSales@tdsynnex.com).



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## Make Technology Transactions a Breeze!

**The AWS Marketplace Catalog is now available on StreamOne® Stellr!**

To address the growing need of partners to transact through cloud hyperscaler marketplaces, we've introduced more ways for partners to see what marketplace options are available and to request private offers for transaction.

You can now access the AWS Marketplace Catalog of vendors and products approved for the Designated Seller of Record (DSOR) private offer model in the AWS Marketplace through TD SYNnex. The catalog is accessible for partners through StreamOne® Stellr and includes descriptions of the available offers, links to the AWS Marketplace where applicable and request forms for offers. Shop and deploy solutions from your favorite vendors like Cisco, IBM, Red Hat and more in a matter of minutes with a one-click buy in StreamOne® Stellr!



## Earn Even More With TD SYNnex and AWS

The Pay for Performance Level 1 (PFPL1) Channel Incentive is your gateway to building repeatable success as a channel partner on AWS Marketplace. As a channel partner looking to grow on AWS Marketplace, PFPL1 offers high-touch guidance on building your AWS Marketplace channel strategy and performance-based financial and promotional rewards to boost your profitability.

- Earn up to \$50,000 in cash incentives
- Access to dedicated AWS Marketplace enablement support
- Access to a vast ecosystem of independent software vendors (ISVs) and customers

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