

# CarahCloud-Marketplace Program Overview



## carahsoft

### Carahsoft

Carahsoft Technology Corp. is The Trusted Government IT Solutions Provider<sup>®</sup>, supporting Public Sector organizations across Federal, State and Local Government and Education and Healthcare. As the Master Government Aggregator<sup>®</sup> for our vendor partners, we deliver solutions for Cybersecurity, MultiCloud, DevSecOps, Big Data, Artificial Intelligence, Open Source, Customer Experience and Engagement, and more. Working with our reseller partners, our sales and marketing teams provide industry leading IT products, services and training through hundreds of contract vehicles.

### Contact Us

If you are interested in enrolling in the Carahsoft AWSMP Program, please reach out to Adam Mahn, Team Lead – AWSMP, Carahsoft at Adam.Mahn@Carahsoft.com, email AWSMP@Carahsoft.com, or reach out your Carahsoft support team.

Carahsoft and AWS Marketplace (AWSMP) provide an alternative sales channel for Independent Software Vendors (ISVs) and Channel Partners to sell their solutions to AWS Customers. The CarahCloud-Marketplace Program operates as Marketplace as a Service (MPaaS) in streamlining the discovery and acquisition of Software as a Service (SaaS) and Professional Services associated with Amazon Web Services (AWS). CarahCloud-Marketplace includes operationalizing ISVs to sell their Software and Professional Services solutions on AWSMP, sales training and enablement sessions for their sales and channel teams, channel partner activation series, sales operations support, and more marketing opportunities exclusive to CarahCloud-Marketplace Program. This program focuses on expanding the breadth and depth of our ISV partners in reaching our joint AWS customers via the fast and friction free procurement process associated with AWSMP.

#### Carahsoft provides numerous options in expanding your Go-to-Market (GTM) with Carahsoft and AWSMP.

This could include, but are not limited to:

1. AWS Marketplace Training & Enablement: Provided by Carahsoft and AWSMP to participating ISV Sales and Channel Teams, AWS Representatives, and Reseller Partners of participating ISV partners
2. Marketing Support: Exclusive AWS Conference Priority Sponsor Access, AWS Innovation Days, and customized webinars(s)
3. Proactive Renewals Program: Multi-Touch Proactive renewals programs ensuring the security of ISV participant's existing business transacted via AWSMP, expanding to renewals migrating to AWSMP from traditional procurement processes
4. Sales Ops & Reporting: Detailed reports on ISV AWSMP business with Carahsoft provided on a pre-determined basis per ISV
5. FSI Program Team: Access to key Federal Systems Integrator (FSI) program managers from Carahsoft with strategic capture opportunities with FSI partners around Cloud Migration
6. Canada: Carahsoft is an authorized AWS Distributor in Canada supporting Canadian customers in their AWS Cloud journey as well as procurements via the AWS Marketplace
7. Carahsoft-AWS Team: Joint sales collaboration initiatives on co-sell opportunities and account mapping exercises

#### Program Prerequisites:

1. Signed Distribution / Aggregator agreement with Carahsoft
2. Existing Paid Product listing on the AWSMP directly between ISV and AWSMP

#### CarahCloud-Marketplace:

1. Standard Marketplace Product and/or Professional Services Listing
2. Baseline Sales and Marketing Support

#### CarahCloud-Marketplace+:

1. Priority Listing Submission
2. Customizable Carahsoft Connect Workshop
3. GTM Campaign
4. Early Access to Beta features and Service Offerings
5. Priority Partner Support