

CarahCloud Marketplace Program

The CarahCloud Marketplace Program represents a collaborative relationship with AWS, Vendor and Reseller partners in delivering innovative solutions for our customers' cloud transformation. CarahCloud Marketplace simplifies the customers' acquisition process for their cloud-based products available in AWS Marketplace. Offering flexible payment terms and options to purchase from their preferred Marketplace channel partner through a single motion.

The AWS Marketplace (AWSMP) is the leading Cloud Marketplace. With over 2k+ sellers, 12k+ product listings, 1k+ partners and over 350k active customers, our customers are transitioning to AWS Marketplace. The AWSMP provides customers with faster procurement cycles and benefits that only come by working with AWS. It is imperative that Carahsoft and our ISV as well as Channel partners are ready to meet this ever-growing customer demand.

Marketplace-as-a-Service:

1. Fully Managed Service: With guidance from the ISV, Carahsoft will develop product listing(s) on their behalf and manage each aspect of the AWSMP process on their behalf. This includes, CPPO authorization, Channel Partner Training, Private Offer Creation, Billing, and Sales Reporting in streamlining the ISV's Marketplace sales.
2. Distribution Enabled: This program is the expansion of the AWS Distribution Seller of Record (DSOR) Program that Carahsoft piloted in 2020. This removes channel conflict with down-stream partners, enabling them to leverage Carahsoft for their strategic opportunities and provide ISV's access to more cloud contracts.
3. GTM Opportunities: Carahsoft's strong relationship with AWSMP gives our partners the opportunity to engage in numerous different engagements from AWS funded campaigns to in-person trade shows at events such as AWS' Re:Invent and AWS' D.C. Summit.
4. Carahsoft AWS Customers: The AWS Team at Carahsoft supports 300+ AWS Customers in their cloud journey. This gives us a unique insight into what these customers are buying, who has a P2B off AWSMP, and PPA benefits that could be leveraged.



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About Carahsoft

Carahsoft Technology Corp. is The Trusted Government IT Solutions Provider®, supporting Public Sector organizations across Federal, State and Local Government and Education and Healthcare. As the Master Government Aggregator® 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 or expanding with the CarahCloud Marketplace Program, please reach out to your dedicated Carahsoft Sales representative or email AWSMP@Carahsoft.com.