

# Stay Ahead in the Cloud: Why AWS Marketplace Is Your Next Step



**Did you know? In 2023, third-party product sales through hyperscaler marketplaces reached \$16 billion globally. Projections suggest that these sales could grow to \$85 billion by 2028.**

As customers increasingly turn to hyperscaler marketplaces like AWS Marketplace to optimize their cloud investments, channel partners must adapt to avoid being left behind. Proactively engaging in discussions about these marketplaces is essential to remain a trusted advisor and effectively support your customers through their cloud journey. Without addressing this shift, channel partners risk their customers turning directly to these cloud platforms, potentially limiting their role in both current and future cloud strategies.

***By 2027, it's expected that at least 50% of marketplace procurement will be carried out by channel partners on behalf of their end customers.***

At Ingram Micro, we provide the comprehensive support needed to help you and your customers fully leverage AWS Marketplace, positioning you for long-term success and securing your role in their cloud journey. If your customers are already considering these options, we'll ensure you're prepared to engage swiftly and effectively. Together, we'll future-proof your engagement and unlock new cloud opportunities.



## Maximize Value with Private Offers in AWS Marketplace

- ✓ Leading cloud marketplace with 63% market share and 13,000+ listings in 70 categories
- ✓ Burn Down committed spends
- ✓ Custom pricing and negotiation for tailored software purchases
- ✓ Streamlined purchasing and consolidated billing
- ✓ Faster procurement with lower deployment costs
- ✓ Rising adoption by smaller businesses
- ✓ Co-selling with Hyperscaler and vendor teams



## Empower Your Cloud Journey with AWS Marketplace and Ingram Micro

- ✓ Guidance and support for AWS Marketplace purchases, including Private Offers
- ✓ Business consultation and technical pre-sales support
- ✓ Financing options for multiyear deals
- ✓ Support in expanding your presence on AWS Marketplace

### Get Started

For assistance with quotes or more details, reach out to Ingram Micro. We're dedicated to your success and offer expert support to help you navigate and manage Private Offers at scale.

Interested in this deal through Private Offer? Contact us to get started!

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