



# COALESCE MARKETPLACE DELIVERY SERVICE

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## SOLUTION OVERVIEW

FIND OUT MORE ABOUT COALESCE SOLUTIONS  
[COALESCESOLUTIONS.COM/AWS-MARKETPLACE-DELIVERY-SERVICE](https://COALESCESOLUTIONS.COM/AWS-MARKETPLACE-DELIVERY-SERVICE)  
MP@COALESCESOLUTIONS.COM | +1-866.620.0566

"Going to market with AWS is very different than the traditional channels, and you increasingly need to sell and deliver your service via AWS Marketplace. The Coalesce team has deep expertise in partnering with AWS, building successful AWS MP based GTMs, and has the supporting technology services depth to make you win."

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BOB LAYTON, CRO FOR DIGITAL DEFENSE

# WE HELP ISVs LIST, LAUNCH AND GROW ON AWS MARKETPLACE

COALESCE MARKETPLACE DELIVERY SERVICE IS DESIGNED TO HELP ISVs LIKE YOU PACKAGE, MANAGE AND MAXIMIZE YOUR LISTINGS ON AWS SO YOU CAN FOCUS ON DEVELOPING GREAT SOLUTIONS AND CUSTOMER EXPERIENCES.

## PACKAGING, MANAGING AND MAXIMIZING YOUR LISTING SUCCESSFULLY IS NOT EASY

While it varies upon the stage of the lifecycle, there are generally three reasons to explain why ISVs struggle to succeed on AWS Marketplace:

1

**MASTERING AND MAXIMIZING  
A BALANCED GTM**

2

**ENSURING OPERATIONAL  
INTEGRATION**

3

**OFFERING PACKAGING  
AND PROVISIONING**

### THE MARKETPLACE CUSTOMER JOURNEY IS UNLIKE TRADITIONAL GTM

- Maintaining effective pricing, trials and promotion strategies are different from your traditional GTM
- Successfully launching listings and/or sustaining consistent sales growth with organic lead generation is difficult
- There are unique challenges to selling through the marketplace – e.g. end-user identification and lead generation can be challenging without the right tools

### RESOURCES, COMPREHENSIVE REPORTING, INTEGRATION AND SKILLS NEEDED CAN BE OVERWHELMING TO MOST OPS TEAMS

- Default reporting is difficult to integrate, insufficient in scope and inflexible to tailor to your needs
- Dealing with data deluge – Marketplace reports and notifications are complex, abundant and easily outpace most ops teams ingest capability
- It is challenging to prove ROI and conversion gains from incremental investments you have made

### AMIs ARE NOT SIMPLE EVEN THOUGH THEY ARE THE PREDOMINANT PRODUCT DELIVERY METHOD

- Developing an AMI that is optimized to run on AWS and hardened to meet regulatory requirements or CIS benchmarks requires skills not all ISVs inherently have
- Building on this, designing complex AMIs to provide an end-user friendly deployment using CloudFormation enables better customer outcomes
- Moreover, by bundling AMIs with scripts to enable better AWS specific metering, billing, licensing and end-user behavior data, your customers' needs are met without relying on product teams to make these changes in the software

# OBSTACLES TO SUCCESS MAY ALSO VARY BASED ON LIFECYCLE

## YOU ARE AN EARLY STAGE ISV

You need

- Listing and co-selling recommendations as you embark on a new GTM channel
- To develop robust AMIs and consistent cadence of security updates
- Better insights at launch via pre-built reporting and analytics
- Integration with Salesforce and other core business apps
- To deliver great end-customer experiences using CloudFormation
- Streamlined publishing and alignment to unburden precious operational support resources



## YOU ARE A MATURE ISV NOT MEETING YOUR AWS MARKETPLACE OBJECTIVES

You need

- Organic lead flow, alignment with AWS Sellers and incremental revenue
- Higher adoption rates to increase your relevance to AWS stakeholders
- Integration with core business apps e.g. Salesforce, AWS ACE, comprehensive MP reporting integration, etc.
- To provide better end-customer experiences
- To align your offerings to meet end-customer requirements for use in the cloud
- Better insights to understand buyer journeys and target customers via pre-built reporting and analytics
- Streamlined publishing and alignment across all teams involved in the process

# HOW COALESCE MARKETPLACE DELIVERY SERVICE SUPPORTS ISVs LIKE YOU



## INTEGRATED POWERFUL REPORTING CORE APPLICATION INTEGRATION AND PRE-BUILT DASHBOARDS

Manage your listings with the performance metrics critical to your business — all from the convenience of a powerful portal integrated with your enterprise applications including Salesforce



## AWS MARKETPLACE GTM EXPERTS

AWS Marketplace specific consultation on your GTM strategy



## MANAGED AMI ENHANCEMENT

Managed AMI patching and build pipeline ensures secure, quick deployment



## CLOUDFORMATION BASED PROVISIONING

Customized CloudFormation development optimizes provisioning for your customers



## FULLY MANAGED SaaS FULFILLMENT

Accelerate customer onboarding via Marketplace without burdening your operations teams

# WHAT MAKES COALESCE MARKETPLACE DELIVERY SERVICE DIFFERENT



## 100% AWS FOCUS

Over half a decade of AWS marketplace reseller experience with AWS certified expert team



## SUPERIOR AWS MP REPORTING

Coalesce provides far superior AWS marketplace reporting – out of the box – without lock-in



## UNPARALLELED AMI EXPERTISE

Technical depth driven by longstanding partnerships with industry leaders e.g. Adobe



## GREATEST VALUE AT COMPETITIVE RATES

Coalesce Marketplace Delivery Service provides the best value versus the competition – *just ask for a quote*



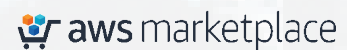
CERTIFIED PROFESSIONAL



## COALESCE SOLUTIONS AND AWS

WE SERVE ISVs UTILIZING THE AWS MARKETPLACE TO GAIN MORE INCREMENTAL BUSINESS VALUE

Coalesce is a solutions provider with deep expertise in compliance, cloud native application development, AMP and cloud migrations. We developed our long-standing AWS Marketplace reseller expertise in part as an exclusive AWS cloud reseller for Adobe ColdFusion and gained deep AMI Solution Provider expertise in addition to vertical experience for all sectors including highly regulated markets e.g. Financial Services, Government.



Leveraging our experiences, competencies and insights, that similar solution providers and ISVs have, led to the launch of Coalesce Marketplace Delivery Service including the development of our Reporting Portal.



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