



LaunchX

Your partner **to accelerate** **AWS marketplace growth**

*Helping AWS teams scale listings, unlock
co-sell opportunities, and grow ARR faster*



Challenge in marketplace growth

✦ ISVs want to be on AWS marketplace, but are challenged by



Complex listing requirements and technical integration barriers



FTR, CRM sync, and operational overhead that delay progress



High engineering time is required just to get listed

Result: Marketplace listings take longer, ISV momentum slows, and overall program adoption lags.

How LaunchX helps

LaunchX is an AWS-backed execution desk that removes friction for ISVs. We take an ISV from “not listed” → “listed, integrated, and co-sell ready” in under 4 weeks.

End-to-end
technical listing
setup

Ready-to-use FTR
documentation
support

ISV SaaS landing
page with AWS
CTAs (Buy, Demo,
Trial)

CRM integration
to ACE & MPPO

Funding and
program
operations
managed

Why **LaunchX** is the right partner?

✦ Our solutions

AWS-aligned

Fully funded by AWS programs, designed to complement Marketplace initiatives

Friction removal

Handle technical, operational, and compliance work that slows ISVs down

Time-to-value

Take ISVs from unlisted to listed + co-sell ready in as little as 30 days

Scalable process

Standardized templates, no-code CRM integrations, and programmatic execution

Proven results

Consistently accelerate listings and pipeline creation across ISV portfolios

With **LaunchX**, AWS can scale marketplace growth with confidence, speed, and consistency

✦ This means you can

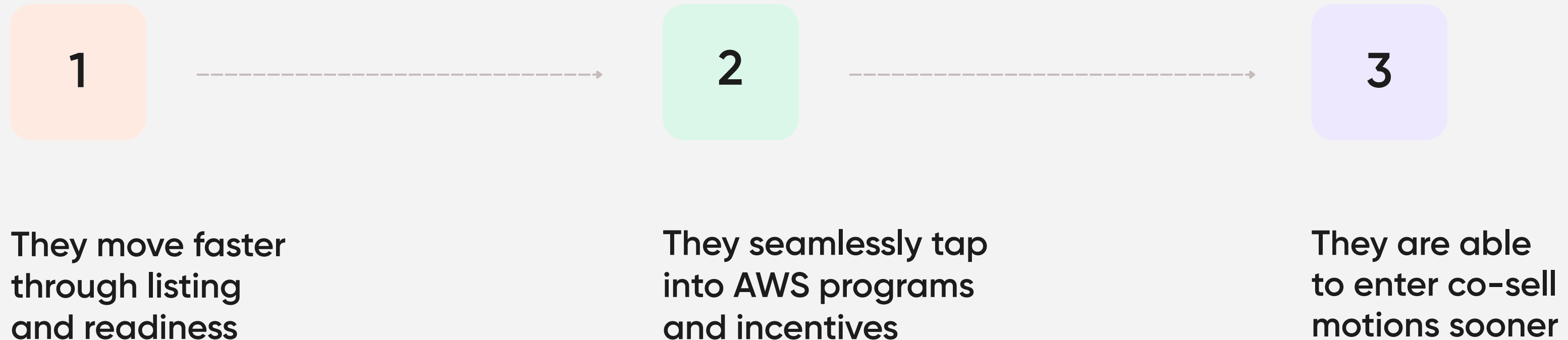
Get more co-sell-ready ISVs and earlier ACE opportunities

See faster listings, greater program utilization, stronger ROI

Scale ISV portfolio adoption with less friction

Value for ISVs, wins for AWS

When ISVs are supported through LaunchX



The outcome: ISVs accelerate growth, and AWS gains stronger marketplace pipeline.



Trusted AWS Partner with proven expertise in launching end-to-end AI solutions on the cloud.



Nominations open now. Let's get your ISVs listed.

Discover more

Book a discovery call

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