



Your partner to accelerate **AWS Marketplace growth**

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



powered
by aws

Challenge in marketplace growth

- ❖ SaaS 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, SaaS momentum slows, and overall program adoption lags.

How LaunchX helps

LaunchX is an AWS-backed execution desk that removes friction for SaaS. 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

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 SaaS and earlier ACE opportunities

See faster listings, greater program utilization, stronger ROI

Scale ISV portfolio adoption with less friction

Value for SaaS, wins for AWS

When ISVs are supported through LaunchX



**They move faster
through listing
and readiness**

**They seamlessly tap
into AWS programs
and incentives**

**They are able
to enter co-sell
motions sooner**

The outcome: SaaS accelerates growth, and AWS gains a 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 SaaS listed.

[Discover more](#)[Book a quick call](#)

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