



Your go-to-partner for aws marketplace revenue acceleration

As AWS Marketplace adoption grows, SaaS businesses are facing increasing execution friction. Infact, most are struggling with operational complexity, internal bandwidth limits, and slow time to first transaction.

LaunchX removes the operational burden of AWS Marketplace so SaaS teams can activate, transact, and scale without building internal Marketplace expertise or managing enterprise GTM platforms.

Our mission is to enable AWS to scale Marketplace listings, increase co-sell readiness, & build pipelines without adding operational load.

*Confidential: Internal AWS Team use only. Not for external distribution.

The problem SaaS teams face on AWS Marketplace

- ◆ Listing and transacting complexity slows time to first deal
- ◆ Limited internal expertise across billing, procurement, and compliance
- ◆ Misalignment between product, GTM & AWS buying motions
- ◆ High operational overhead for what should be a repeatable channel

This friction causes missed pipeline, delayed co sell readiness, and underperforming Marketplace listings.

What LaunchX manages end to end

LaunchX acts as the execution layer between SaaS teams and AWS Marketplace. We get involved after strategy is clear and focus on activation, not enablement theater. From readiness assessment to live transacting, LaunchX removes friction and accelerates revenue.

- ◆ Marketplace readiness assessment and execution planning
- ◆ Listing, transacting, and compliance execution
- ◆ Private offers and Marketplace procurement workflows
- ◆ CRM and deal flow integration across Marketplace and ACE
- ◆ Operational coordination across Marketplace motions
- ◆ Ongoing execution support as Marketplace revenue scales

Get customers live

Why AWS teams work with LaunchX

To improve execution across the ecosystem.

- * Faster time to first Marketplace transaction for ISVs
- * Cleaner, more consistent Marketplace execution
- * Earlier co sell readiness & stronger pipeline hygiene
- * Reduced operational friction for AWS field teams

LaunchX standardizes execution without forcing ISVs onto heavy enterprise platforms.

The impact

Stronger Marketplace performance, cleaner co sell motion, and more satisfied ISVs. ISVs move faster from listing to revenue using a repeatable execution framework that scales without additional headcount.

[Learn more](#)

