How PolarSeven Elevated Their AWS Presence and Market Maturity



PolarSeven (P7) is a cloud consultancy specialising in Amazon Web Services (AWS) solutions, helping businesses modernise, migrate, and manage their cloud environments. As an AWS Advanced Consulting Partner, PolarSeven has built a strong reputation for its technical expertise and deep understanding of the AWS ecosystem.

At a stage of significant growth and ambition, PolarSeven sought to scale its brand presence and marketing maturity to match its technical credibility. The company knew that to expand its reach and influence within the AWS ecosystem, it needed a more strategic, structured, and continuous approach to marketing – supported by a partner who truly understood how AWS operates, its ecosystem, and funding structures.

Snapshot:

Founded:
2012

Industry:
IT Services & Consulting

Size:
20

Key Challenges:
AWS Partnership growth, fragmented marketing, and brand transformation



The challenge

Before partnering with align.me,
PolarSeven marketing challenges were well-defined:

Fragmented, Stop-Start Marketing
Marketing was often executed in short bursts through contractors and agencies, with little continuity or strategic follow-through. Leadership found themselves stepping in and juggling marketing tasks on top of their core responsibilities, making it hard to maintain any long-term marketing rhythm.

"With align.me, we built momentum. Marketing stopped being start-stop and finally became a continuous engine."

Limited Internal Capacity
Without a dedicated marketing resource, marketing often took a back seat to delivery and sales, resulting in a backlog of tasks, delays and lost momentum.

Sales & Marketing Misalignment
Sales largely drove all go-to-market efforts, with marketing playing a minimal and reactive role. Coordination between consulting, sales, and marketing functions lacked consistency, and their funnel maturity remained in early stages as a result.

AWS Partnership Challenges
While PolarSeven had a strong foundation with AWS, its engagement became less structured as AWS scaled. Navigating MDF (Marketing Development Funds) processes was complex, and opportunities for joint campaigns were often underutilised.

"Before working with align.me, we were probably accessing 50% less MDF than we do now."

The turning point

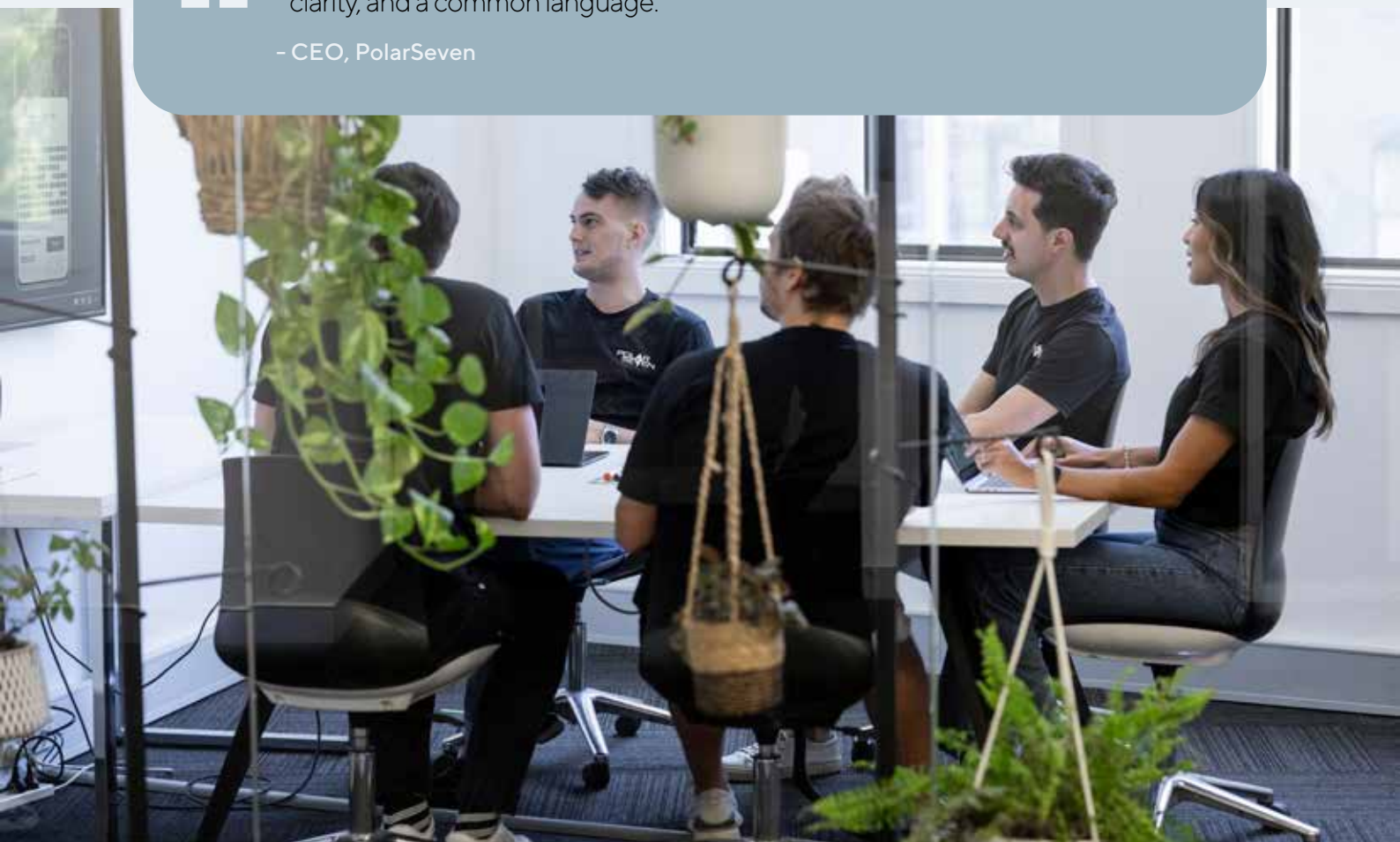
After cycling through multiple agencies and contractors, PolarSeven wanted a partner who could bring strategic structure, AWS fluency, and executional depth – not just ad-hoc marketing support.

"We wanted someone who already understood how the AWS beast works. With align.me, we didn't have to explain anything – they already knew it."

What stood out about align.me:

- Proven AWS ecosystem expertise - deep understanding of AMs, PDMs, PSAs, MDF rules, and funding cycles
- An execution team with deep and broad expertise that was going to ensure momentum
- A structured and proven methodology for aligning sales and marketing
- A collaborative, advisory style focused on both strategy and execution

> "The Funnel Plan model was a big reason we chose align.me. It gave us structure, clarity, and a common language."
>
> – CEO, PolarSeven



PolarSeven wanted to:

- Establish clear campaign direction
- Build stronger alignment with AWS
- Achieve measurable outcomes on 90-day cycles
- Find a partner who could grow alongside their business

The result

Working with align.me, PolarSeven underwent a comprehensive marketing transformation that redefined its digital presence, marketing momentum, and AWS engagement. The key projects delivered were:

Partner Transformation Program (PTP)

PolarSeven participated in an AWS Growth PTP (facilitated by align.me), a structured, high-impact planning workshop for B2B organisations, designed to align teams, validate go-to-market strategy, and build a 3-year execution plan that drives growth. For PolarSeven, key benefits included:

1. Unified sales and marketing around clear target buyers, messages, and problems
2. Introduced quarterly planning discipline
3. Created a shared structure and language that remains central to PolarSeven's go-to-market model

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Brand Identity Transformation

1. Development of brand guidelines, tone of voice, and design systems
2. Full visual and verbal identity overhaul
3. A modern, consistent identity that reflects PolarSeven's expertise and credibility

Website Refresh

1. Complete rebuild aligned with the new brand
2. Improved UX, design, and messaging to support credibility and sales conversations
3. A user-friendly platform that is able to be managed internally for ongoing content updates

AWS Meetup Growth

1. Scaled their 'Meetup' community to 5,000+ members
2. Established a repeatable process for event creation, promotion, and reporting
3. Became a key brand recognition channel for AWS practitioners

MDF / AWS Relationship Management

1. Streamlined MDF access and campaign alignment
2. Improved utilisation and reduced complexity
3. Increased confidence and consistency in AWS joint campaign planning

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Looking ahead:

With a mature marketing foundation and a new internal marketing hire now leading in-house efforts, PolarSeven is poised for continued growth.

The company maintains a clearer marketing strategy, aligned internal team, ongoing AWS collaboration, improved MDF utilisation, and is in a much better position as a business to attract and capitalise on opportunities as they arise.

“Working with align.me helped us mature our marketing layer by layer. It’s been an evolution, and they’ve been part of that journey.”

PolarSeven’s advice to other AWS Partners?

“Don’t try to do 50 things. Focus on the few that matter and align.me will help you get them right.”

To find out more about how align.me can help you grow your sales and marketing and deliver better support, experise and outcomes, contact the team today.

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