



# AWS Marketplace

## Quick Guide

Making IT Personal™

# What is AWS Marketplace?

Transforming how enterprises worldwide find, subscribe to, deploy, and govern software, data, and professional services



**Broad Selection** of Vendors



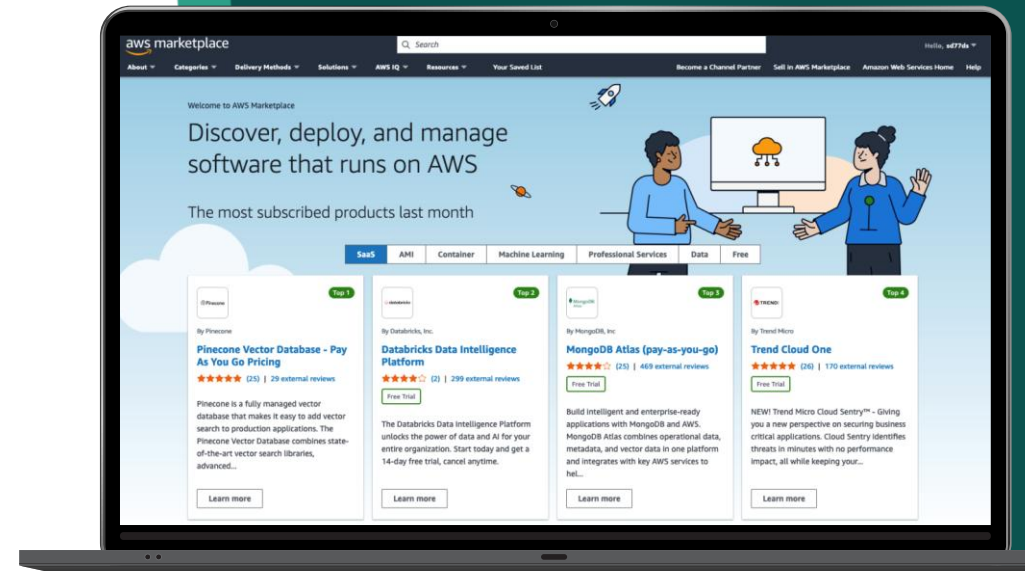
**Easy, fast, and secure** deployment



**Reduce** risk exposure with centralized governance



**Fast** Procurement with Flexible pricing terms



# AWS Marketplace

Transforming Procurement at Scale



**15,000+**

**Transacting Listings**



**30**

**Deployed Regions**



**70**

**Categories**

(security, databases, Generative AI, etc)



**4000+**

**Sellers**



**300,000+**

**Active Subscribers**



**2.5M+**

**Subscriptions**

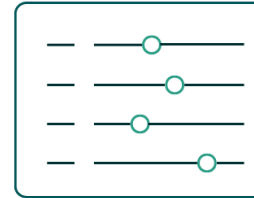
# How AWS Marketplace Can Help



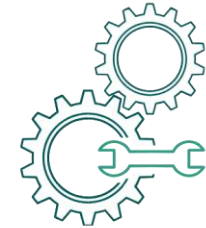
**Innovate & Transform**



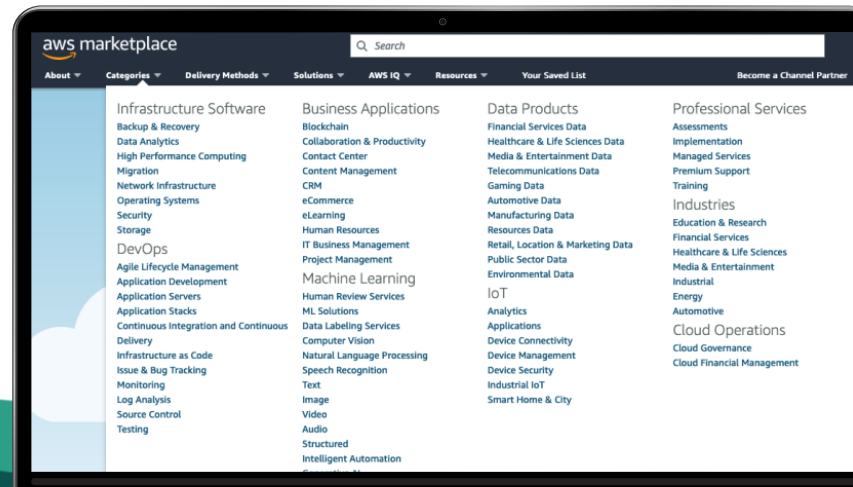
**Migrate & Modernise**



**Control & Govern**



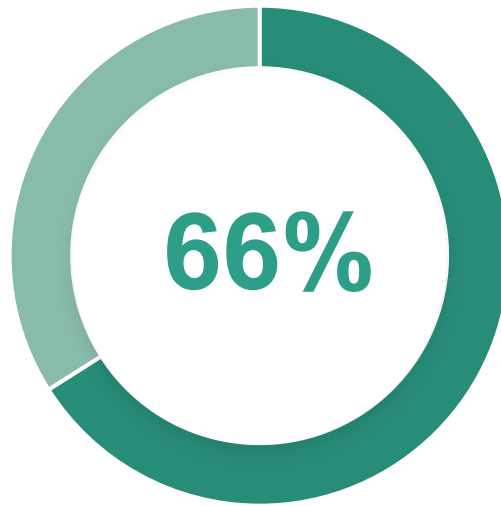
**Optimise at Scale**



# What is AWS Marketplace Customer Benefits



**Reduction** in onboarding efforts for new Vendors



**Time savings** due to procurement efficiencies



**Drop** in licensing costs due to increase in flexibility

# Why Buy in AWS Marketplace?



**Find and Deploy** the software, data, and service you need



**Consolidate and Optimise** Costs

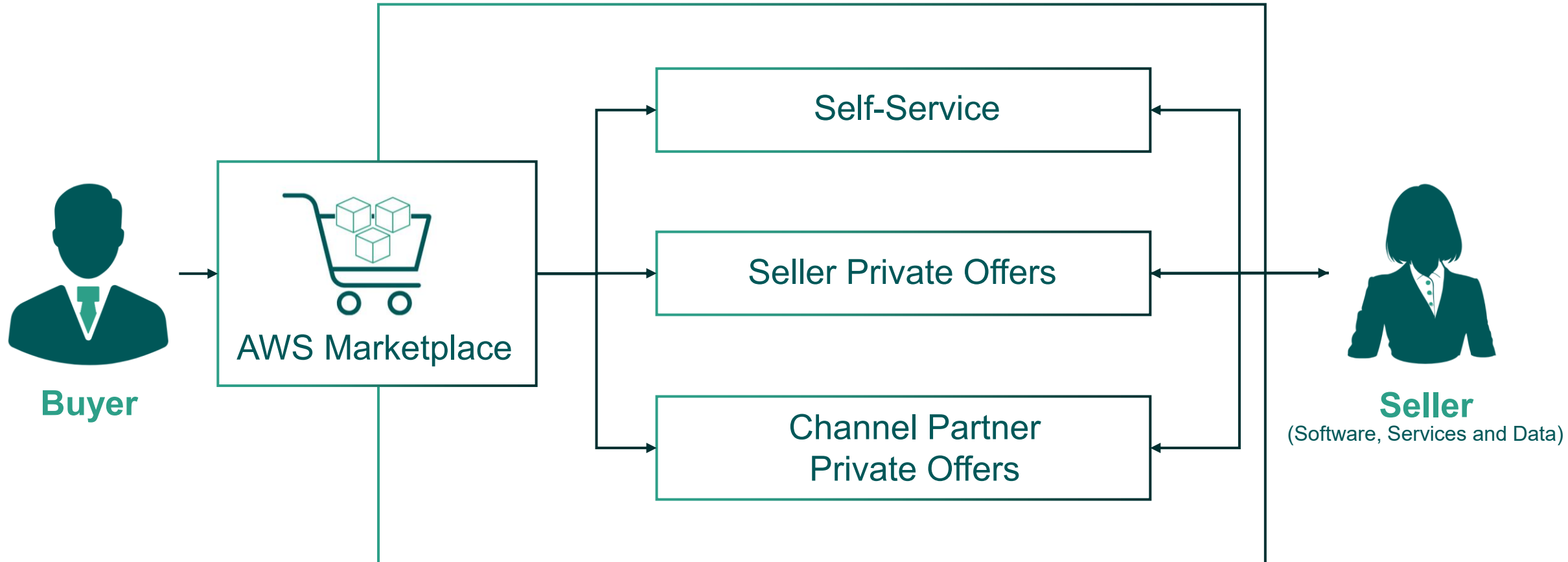


**Accelerate** time-to-value with faster procurement



**Enhanced** security, governance, and control

# Customers Choose how to purchase through Marketplace



Maintain **direct relationships** with ISVs and Channel Partners while consolidating billing and management with AWS

# Our Marketplace Vendors



**HCLSoftware**



**infoblox**



# Getting Started on AWS Marketplace

Create a new AWS Account, or use an existing AWS Account by navigating through the button:

[Create Account](#)

Complete a pop-up form to register to sell software to customers in AWS Marketplace:

[Sell Software](#)

Follow the next 3 steps in this complete onboarding guide:

[Onboarding](#)

