

# Cloud Service Provider Marketplace Team



Reduce complexity, save time, and maximize ROI across all marketplaces.

## What are Marketplaces

**Marketplaces are a new way to procure Software as a Service (SaaS) solutions through your Cloud Service Provider (CSP) of choice.**

Purchase SaaS solutions (Palo Alto, Cohesity, Cisco, and CrowdStrike) through CSPs such as AWS, Azure, and GCP.

CDW's dedicated Marketplaces team will help you maximize Marketplace benefits **at no additional cost to you!**

## Why Marketplaces

Customer incentives/rebates and consumption credits are available to customers with and without a CSP commitment.

Customer Benefits	Importance	Notes
Commitment Burn-down	*****	99% of private offers
Commitment Negotiation	*****	Adding Marketplace = larger discounts
Customer Incentives/Rebates	*****	Customers without commitments
Consolidation	**	Pitch: Fewer contracts, invoices, and contracts
Convenience	**	Pitch: Streamlined deployments, management tools
Customer Price	N/A	Marketplace = Traditional

## CDW helps with Marketplaces

**Marketplaces offer many benefits, but it also introduces complexity. CDW can help:**

- Continue to work with your trusted CDW team
- Simplify procurement and faster deployment cycle
- Cut through the complexity across all CSPs
- With the tools needed for software not eligible to reduce commit
- Research Marketplaces product availability (often the biggest pain point)
- Use their expertise of the Marketplace programs and to help maximize your benefits and incentives

## CDW Marketplace Team

CDW has a dedicated team of nine experienced professionals covering AWS, Azure, and Google Cloud Marketplaces.

CDW earned the AWS Skilled Marketplace Partner Designation in 2020 and was nominated for AWS Marketplace Partner of the Year – Global in 2023.

