

Creating and Expanding AWS Marketplace Presence as a CSP

The Business Need

ProActive Solutions, a TD SYNEX-aligned Cloud Service Provider (CSP), is focused on growing its footprint as an AWS resale partner and expanding its presence within AWS Marketplace. As part of their strategic growth initiatives, ProActive Solutions sought to leverage AWS Marketplace as a platform to spark customer conversations and uncover new business opportunities.

A key focus for ProActive Solutions was deepening their understanding of AWS Marketplace—its functionality, driving customer demand, and the intricacies of navigating the portal. While Cloud Service Providers (CSPs) typically manage invoicing, billing, and payment collection for AWS transactions, AWS Marketplace operates under a different model. As part of their strategy, ProActive Solutions aimed to become a transacting partner on AWS Marketplace to unlock new revenue streams and support all facets of their customers' cloud journeys.

The TD SYNEX Solution

TD SYNEX played a pivotal role in supporting ProActive Solutions throughout their AWS Marketplace journey. The TD SYNEX Marketplace team provided hands-on guidance during the account setup process, ensuring a seamless onboarding experience. TD SYNEX continued to provide support in these key areas:

- **Education and Training:** TD SYNEX guided ProActive Solutions through their account setup process and confirmed their account was ready to transact and became CPPO eligible. TD SYNEX provided education on how they can position AWS Marketplace as a competitive differentiator and how they can partner with TD SYNEX in the Marketplace through the AWS Designated Seller of Record (DSOR) program.
- **PPA Burn Down:** TD SYNEX provided distribution negotiated pricing on solutions that ProActive Solutions customers needed while burning down the customer's Private Pricing Agreement (PPA).
- **Private Offer Enablement:** TD SYNEX helped ProActive Solutions navigate private offers from opportunity creation to customer acceptance.

The Result

ProActive Solutions continues to apply their deep knowledge of AWS to guide customers through every stage of their cloud journey—from initial conversations to software procurement and strategic planning around Private Pricing Agreements (PPAs). By proactively engaging customers at the right time and offering a simplified, trusted path to purchase through AWS Marketplace, they have strengthened customer relationships and increased their influence across customer cloud investments.

Their ability to leverage the multi-partner-friendly nature of AWS Marketplace has further set them apart, allowing them to engage with any AWS customer regardless of CSP alignment. By using Marketplace as a strategic tool to initiate meaningful conversations, ProActive Solutions has not only streamlined procurement but also positioned themselves as a trusted advisor for their customers' broader cloud initiatives.

“TD SYNEX has been instrumental in guiding us on our cloud journey. As a result, we have grown our cloud revenue significantly. Our clients appreciate our ability to help them address AWS spend commitments by leveraging the AWS Marketplace and often provide feedback on how we provide a seamless transaction process. We can deliver a quality customer experience because of our partnership with TD SYNEX.”

- Lisa Qualls, Sr. Account Executive,
ProActive Solutions