



借助亚马逊云科技 Marketplace 推动产品导向的增长

议程

- ◆ **01 成功卖家所具备的特征**
- ◆ **02 实现规模化产品导向增长的最佳实践**
发现 · 评估 · 赋能
- ◆ **03 亚马逊云科技主导的用例资源**

成功卖家所具备的特征

COSS 是什么？

Characteristics of Successful Sellers (成功卖家特征) 是一个指导框架，可帮助卖家了解如何通过亚马逊云科技 Marketplace 构建业务并加速业务增长。COSS 针对如何实施最佳实践以推动成功提供了具体指导。



COSS 最佳实践

支柱	描述
 亚马逊云科技 Marketplace 产品选品	在亚马逊云科技通过高质量产品与专业服务进行构建、上架并进入市场，解决云买家的关键用例。丰富的选品是提供优质客户体验的必要条件。
 合作伙伴对亚马逊云科技 Marketplace 收益的承诺	领导层承诺愿意且能够通过亚马逊云科技 Marketplace 进行交易，接纳所有交易类型，并将亚马逊云科技 Marketplace 营收提升至云营收的 5%-10% 或 10% 以上。合作伙伴高管与亚马逊云科技共享战略目标，推动协同执行。共同投资和联合资助营销活动，实现更深入的合作。
 激励政策中性化	将亚马逊云科技 Marketplace 作为销售团队获取更好成果的优先数字渠道。通过培训激励政策，推动目标实现并支持团队赋能。
 赋能	通过培训和认证，推动团队掌握 Marketplace 专属优惠功能，理解客户行为，并熟练运用亚马逊云科技 Marketplace 系统工具与资源，以实现目标并提升执行能力。
 亚马逊云科技合作伙伴计划	积极参与亚马逊云科技合作伙伴网络计划。与亚马逊云科技客户互动，协同亚马逊云科技客户团队和渠道合作伙伴共同销售，传递“合作共赢”的价值主张。
 卓越运营	建立完善的系统、工具和资源体系，实现全球规模的业务管理、监控与报告。

COSS 合作伙伴计分卡范例

		状态 红/黄/绿	详情	后续步骤
	亚马逊云科技 Marketplace 产品选品 在亚马逊云科技通过高质量产品与专业服务进行构建、上架并进入市场，解决云买家的关键用例。丰富的选品是提供优质客户体验的必要条件。		已上架核心产品、实施免费试用、产品与亚马逊云科技 Marketplace 外服务形成协同	更新关键词 + 添加反向链接以优化 SEO，激活演示/MPPO 申请按钮
	合作伙伴对亚马逊云科技 Marketplace 收益的承诺 领导层承诺愿意且能够通过亚马逊云科技 Marketplace 进行交易，接纳所有交易类型，并推动亚马逊云科技 Marketplace 营收成为云营收的重要组成部分。合作伙伴高管与亚马逊云科技共享战略目标，推动协同执行。共同投资和联合资助营销活动，实现更深入的合作。		已在合作团队内设立软性目标，包括续订在内的所有交易均符合 Marketplace 条件	根据管道数据拟定 2024 年目标，Q3 末前与领导层正式确定目标，2025 年亚马逊云科技 Marketplace 目标将纳入合作伙伴计划
	销售协同 将亚马逊云科技 Marketplace 作为销售团队获取更好成果的优先数字渠道。通过培训激励政策，推动目标实现并支持团队赋能。		目前销售领导层未重亚马逊云科技 Marketplace，激励政策不中立	正在进行亚马逊云科技 Marketplace 价值分析，以提出激励政策中性化方案
	赋能 通过培训和认证，推动团队掌握 Marketplace 专属优惠功能，理解客户行为，并熟练运用亚马逊云科技 Marketplace 系统工具与资源。		少数销售代表已完成亚马逊云科技 Marketplace 赋能	EOQ 前针对 5/7 美洲区域外勤团队开展定向赋能
	亚马逊云科技合作伙伴计划 积极参与亚马逊云科技合作伙伴网络计划。与亚马逊云科技客户互动，协同亚马逊云科技客户团队和渠道合作伙伴共同销售，传递合作共赢的价值主张。		已获得 ISVA 认证，深度参与 ACE 计划	与产品经理讨论将亚马逊云科技 Marketplace 纳入管道评审的联合方案
	卓越运营 建立完善的系统、工具和资源体系，实现全球规模的业务管理、监控与报告。		联盟团队已完成 MPPO 培训，正在使用 CRM 连接器，建立标准化支持流程	更新拨款偏好设置，向 RevOps 开放卖家报告权限，将 MPPO 创建移交销售机会团队

实现规模化产品导向增长的 最佳实践

亚马逊云科技 Marketplace 中产品导向的增长



推动产品导向增长的功能特性

亚马逊云科技 Marketplace 免费试用

亚马逊云科技 Marketplace Seller Prime

增强的产品详情页

通过亚马逊云科技购买

“MongoDB 将其在亚马逊云科技 Marketplace 上的自服务业务视为触达和连接更多客户、合作伙伴及开发者的渠道，并在 **18 个月内实现了 5 倍增长**

 MongoDB®

发现、评估和赋能

买家角色：跨职能利益相关者



买家旅程所面临的关键挑战



非结构化的发现过程

- 使用多种发现工具
- 信息冲突



困难的产品评估

- 产品列表信息有限
- 缺乏吸引人的媒体内容



不清晰的互动路径

- 缺乏明确的行动号召
- 缺乏试用、演示或申请报价的选项

提升上架产品的可见性



搜索引擎优化
(SEO)



亚马逊云科技
Marketplace/ 控制台搜
索优化



首页展示和推荐位

搜索引擎优化 (SEO)

搜索引擎优化 (SEO) 能提升您的产品在外部搜索引擎上的可见性，为您的产品带来高意向流量

95%

搜索查询点击
会集中在搜索结果第一页

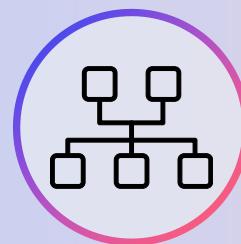
30%

亚马逊云科技 Marketplace
流量来自搜索引擎

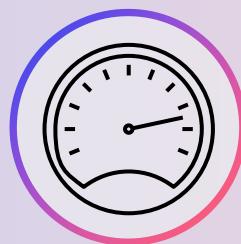
60%

SEO 流量最终会落地到
产品页面

我们也在持续不断地改进 SEO：



优化站点
地图文件



核心网页
指标



构建
全新内容

首页展示和推荐位

通过着陆页展示您的产品并吸引新客户



帮助客户发现
您的产品



向相关客户推荐
您的产品



展示客户
成功案例



个性化内容
推荐

更新产品信息，有助于将您的产品展示给高意向客户。

The screenshot displays the AWS Marketplace homepage. At the top, a banner reads "Welcome to AWS Marketplace" and "Accelerate your innovation in the cloud and find the best fit solution from AWS Partners." Below the banner, a section titled "The most subscribed products last month" shows four product cards. Each card includes a thumbnail, title, rating, reviews, and a "Shop now" button. The "Top AWS Marketplace product categories" section follows, featuring four categories: Machine learning, Data products, Generative AI, and DevOps, each with a thumbnail and a brief description. Below these are statistics: 2M+ Active subscriptions, 12,000+ Products across 65 categories, 2,000+ Independent software vendors, and 325K+ Active customers. Further down, sections for "Explore our solutions" and "New products you might like" are shown, each with four product cards. The bottom section, "Tools and resources," features three cards with icons and brief descriptions.

充分利用产品详情页功能

提高您商品的 SEO



确定产品的目标关键词



围绕这些关键词优化产品信息



为产品添加反向链接

Fortinet FortiGate Next-Generation Firewall [Info](#)
Sold by: Fortinet [View purchase options](#) [Try for free](#) [Request demo](#)

Fortinet FortiGate allows mitigation of blind spots to improve policy compliance by implementing critical security controls within your AWS environment. FortiGate includes all of the security and networking services common to...

4.4 ★★★★★ (100) 100 AWS reviews | 298 external reviews

Overview Features Pricing Legal Usage Resources Support Similar products Reviews

Overview

 FortiGate-VM on AWS delivers next-generation firewall and VPN/SD-WAN capabilities for organizations of all sizes. It enables broad network protection and automated security management for consistent enforcement and visibility across your AWS VPCs and hybrid cloud infrastructure. FortiGate natively integrates with AWS Gateway Load Balancer, AWS Transit Gateway and other AWS security services to simplify and deliver enterprise-class security for applications and workloads running on AWS.

FortiGate-VM reduces complexity by combining secure connectivity with advanced threat protection capabilities such as powerful intrusion prevention

Highlights

- FortiGate offers protection from a broad array of threats, with support for all of the security and networking services offered by the FortiOS operating system.
- Delivers complete content and network protection by combining stateful inspection with a comprehensive suite of powerful security features to meet PCI DSS compliance.
- IPS technology protects against current and emerging network-level threats. In addition to signature-based threat detection, IPS performs anomaly-based detection which alerts users to any traffic that matches attack behavior profiles.

Details

Sold by: Fortinet Inc. [View details](#)
Categories: Security [View details](#), Network Infrastructure [View details](#)
Delivery method: Amazon Machine Image (AMI) [View details](#)

[Request demo](#)

Usage information [Info](#)

Amazon Machine Image [AWS CloudFormation template](#)

7.2.7 - latest version

Additional details

Usage instructions

Please ensure the connectivity to FortiCare (<https://directregistration.fortinet.com:443>) by checking all related setup on security groups, ACLs, IGW, route tables, public IP address...etc.

After deploying the instance, click on Manage in AWS Console to see the running instance and public DNS address to continue the configuration of the FortiGate-VM. Connect to the secured Web UI via the public DNS address: <https://<public DNS address>>. For any CLI configuration/settings, SSH is required to log into the CLI. Default login credentials are with a username of admin and the AWS Instance ID value as the password. The FortiGate-VM AWS Install and Configure guide is located at <https://docs.fortinet.com/document/fortigate-public-cloud/7.4.0/aws-administration-guide>

Support

Vendor support

This product is intended for On-Demand subscription. Please contact Customer Support with the following information instead of trying to register in FortiGate management GUI:
1. The serial number of your FortiGate instance
2. The email ID of your Fortinet account. If you do not have an account yet, please sign using the link below.

[Get support](#)

AWS infrastructure support

AWS offers infrastructure support for this product. AWS Support is a one-on-one, fast-response support channel staffed 24x7x365 with experienced technical support engineers. The service helps customers of all sizes and technical abilities to utilize the products and features provided by AWS successfully.

[Get support](#)

范例——关键词优化

产品: Amazon Linux 2

首选关键词: 能代表您的页面主题的一个单词或短语

辅助关键词: 其余页面内容中包含的高度相关的术语



首选关键词

Amazon Linux 2

(月均搜索量: 1000 次;
当前排名: 第 6 位)

辅助关键词

- **Amazon Linux**
(月均搜索量: 1600 次; 当前排名: 第 18 位)
- **Linux 操作系统**
(月均搜索量: 14800 次; 当前排名: 未统计)
- **Linux OS**
(月均搜索量: 5400 次; 当前排名: 未统计)

范例 —— 优化的产品页面区域

产品页面区域范例	
产品名称	Amazon Linux 2 AMI (HVM)、SSD 卷类型 (64 位 x86) 操作系统 亚马逊云科技 Marketplace
简短描述	Amazon Linux 2 OS 是由亚马逊云科技支持并维护，专用于 Amazon Elastic Compute Cloud (Amazon EC2) 的 Linux 镜像。
详细描述	Amazon Linux 2 是由亚马逊云科技支持并维护，专用于 Amazon Elastic Compute Cloud (Amazon EC2) 的 Linux 镜像。该系统旨在为在 Amazon EC2 上运行的应用程序提供稳定、安全且高性能的执行环境。此 Linux OS 还包含多种软件包，可轻松实现与亚马逊云科技的集成，包括启动配置工具以及众多常用的亚马逊云科技库和工具。Amazon Linux 2 ...
特色	<ul style="list-style-type: none">亚马逊云科技集成 —— Amazon Linux 2 OS 包含可实现与亚马逊云科技深度集成的软件包和配置方案。软件包仓库访问 —— Amazon Linux 2 操作系统被设计用于能与各 Amazon EC2 区域托管的在线软件包仓库协同工作。

亚马逊云科技 Marketplace 搜索优化

绝大部分点击操作都落在了搜索结果的前 5 位。

相关字段：

- **Product title** (产品名称)
- **Vendor name** (供应商名称)
- **Keywords** (关键词)
- **Highlights** (特色)
- **Short description** (简短描述)
- **Long description** (详细描述)

* 其他判定标准也可能影响搜索结果的排名

Product information

Product title

This is the name displayed to buyers at the top of the product listing page and in search results.

Enter a product title

The product title can have up to 72 characters.

SKU - optional

This is a unique identifier you can assign to your product. This information is for your own tracking purposes and is not visible to buyers.

Enter a SKU

The SKU can have up to 100 characters.

Product logo S3 URL

Provide a URL to the location of your logo image file in Amazon S3. This will be uploaded to AWS Marketplace and displayed to buyers at the top of the product listing page and in search results.

https://bucket_name.s3.amazonaws.com/product-logo.png

The S3 bucket in which your image file resides must be [publicly accessible](#).

 The image file for your product logo must be in .png or .jpg format with a white or transparent background, and must be between 120 and 640 pixels in size with a 1:1 or 2:1 (wide) ratio.

Short description

Describe your product in 2-3 sentences. This is

Enter a brief description of your product

Descriptions over 188 characters in length requ

Long description

Describe the features and benefits of your prod results.

Product discoverability

Product categories

Choose up to 3 relevant categories. Adding categories helps buyers discover your product as they browse or search AWS Marketplace.

Choose up to 3 categories

Keywords for search results

Enter keywords (single words or phrases) that buyers might use to search for your product. Note that seller name, product title, and the product categories specified above are automatically included as keywords.

Enter your keywords

The list of keywords for your product can have up to 250 characters.

亚马逊云科技 Marketplace 搜索建议



洞察客户需求

思考客户可能用于搜索产品的关键词



保持简洁

为上架产品提供精炼的描述说明



突出特色

选择能体现产品独特性的精准词汇



关键词复用

在产品页面的全部七个文本字段中重复使用关键词



提升吸引力

加入免费试用等能激发客户兴趣的功能特性

生成式 AI 驱动的产品对比

客户在亚马逊云科技 Marketplace 购买前，通常会花费 **3 至 6 个月** 进行研究，并浏览 **3 到 5 个产品页面**。



扩大客户覆盖范围



缩短销售周期

更新产品概述（包括用例和功能）并提供详细信息的文档。

The screenshot shows a comparison table for three products: Acme, StreamPulse, and DataFlowX. The table includes sections for Active subscriptions, Features, and various compliance and pricing details. The 'Features' section is expanded, showing vendor-verified details for Endpoint protection, Identity protection, Cloud workload protection, Extended Detection and Response (EDR), Managed XDR, Network Security, Application Security, Visibility and Control, Regulatory Compliance, Scalability, Security, and Compliance. The 'Customer reviews' section shows 5.0 ratings for all three products based on reviews from AWS Marketplace, G2, and Capterra. The 'Compatibility' section lists supported operating systems and other systems. The 'Sources' section provides links to the product overviews on AWS Marketplace.

Product	Active subscriptions	Features	Compliance	Pricing	Customer reviews	Compatibility	Sources
Acme	Last month: 1K+ All time: 10K+	Endpoint protection, Identity protection, Cloud workload protection, Extended Detection and Response (EDR), Managed XDR, Network Security, Application Security, Visibility and Control, Regulatory Compliance, Scalability, Security	ISO 27001, HIPAA, PCI DSS	Contract, Usage based	5.0 (171 reviews)	Operating systems: Linux, macOS, Windows Other systems: Citrix, Hyper-V, Oracle Cloud, AWS, Azure, Docker, Google Cloud, Kubernetes, Microsoft 365, Mobile devices, VMware	[1] Acme — Overview [2] StreamPulse — Overview [3] DataFlowX — Overview
StreamPulse	Last updated 30 days ago	Cloud workload protection, Extended Detection and Response (EDR), Managed XDR, Network Security, Application Security, Visibility and Control, Regulatory Compliance, Scalability, Security	ISO 27001, HIPAA, PCI DSS	Contract, Usage based	5.0 (172 reviews)	Operating systems: Linux, macOS, Windows Other systems: Citrix, Hyper-V, Oracle Cloud, AWS, Azure, Docker, Google Cloud, Kubernetes, Microsoft 365, Mobile devices, VMware	[1] Acme — Overview [2] StreamPulse — Overview [3] DataFlowX — Overview
DataFlowX	Last updated 1 year ago	Cloud workload protection, Extended Detection and Response (EDR), Managed XDR, Network Security, Application Security, Visibility and Control, Regulatory Compliance, Scalability, Security	ISO 27001, HIPAA, PCI DSS	Contract, Usage based	5.0 (161 reviews)	Operating systems: Linux, macOS, Windows Other systems: Citrix, Hyper-V, Oracle Cloud, AWS, Azure, Docker, Google Cloud, Kubernetes, Microsoft 365, Mobile devices, VMware	[1] Acme — Overview [2] StreamPulse — Overview [3] DataFlowX — Overview

通过优质描述促进产品评估



在您的产品描述中直接提供实用且吸引人的内容



考虑不同买家角色，确保内容能展示产品如何满足其特定需求

我希望在页面上看到更深入的内容，而不必频繁点击链接

通过优质描述促进产品评估

为访客提供与您产品互动的机会



视频



评价



用例



资源



描述

这些改进措施同样有助于 SEO

视频

20%

访客会在与产品概述板块互动过程中
观看视频

“ 浏览产品描述后，我会立即寻找视
频内容 ”

Overview | Features | Pricing | Legal | Usage | Resources | Support | Similar products | Reviews

Save

Overview



The Elastic Platform

Elastic is a leading data analytics platform for search-powered solutions. Elastic delivers complete, cloud-based, AI-powered solutions for security, observability, and search built on the Elasticsearch platform, the development platform used by thousands of companies, including more than 50% of the Fortune 500. Elastic offers SaaS-based tools for cloud monitoring, APM, endpoint protection, SIEM, and the broadest set of tools to build your own generative AI search-powered applications. Elastic helps you enhance customer and employee search experiences, keep mission-critical applications running smoothly, and protect against cyber threats.

Try Elastic Cloud now with a 7-day free trial! Your trial account is subscribed to the Enterprise subscription level, so you can experience all of the features and value offered by Elastic. You can update your subscription level post-trial at any time on the billing page within the Elastic Cloud Console.

Highlights

- 7-Day Free Trial: Click on the 'View Purchase Options' orange button at the top of this page, sign into your AWS account, then start using Elastic Cloud (note: the free trial includes provision of a single deployment, and you will not be charged for the first 7 days). Get started today!
- Defend with Elastic speed at AWS scale: Protect your organization's cloud and container workload runtimes with rich visibility into your overall cloud posture. Unify your security efforts with insights across your entire environment - from infrastructure to endpoint to cloud.
- From applications to containers to serverless: Eliminate blind spots and bring your logs, metrics, and traces together into Elastic Observability, built on the Elastic (ELK) Stack - a search and analytics platform for unified monitoring of your AWS ecosystem and cloud-native workloads.

Details

Sold by	Elastic
Categories	Infrastructure software
Delivery method	Software as a Service (SaaS)

用例

60%

访客在与产品互动过程中，会查阅用例，并认为这对评估和比较产品功能至关重要



我关注使用场景。我需要了解用例——什么时候该用这个产品？为什么该用它？

Overview

The Elastic Platform



Elastic is a leading data analytics platform for search-powered solutions. Elastic delivers complete, cloud-based, AI-powered solutions for security, observability, and search built on the Elasticsearch platform, the development platform used by thousands of companies, including more than 50% of the

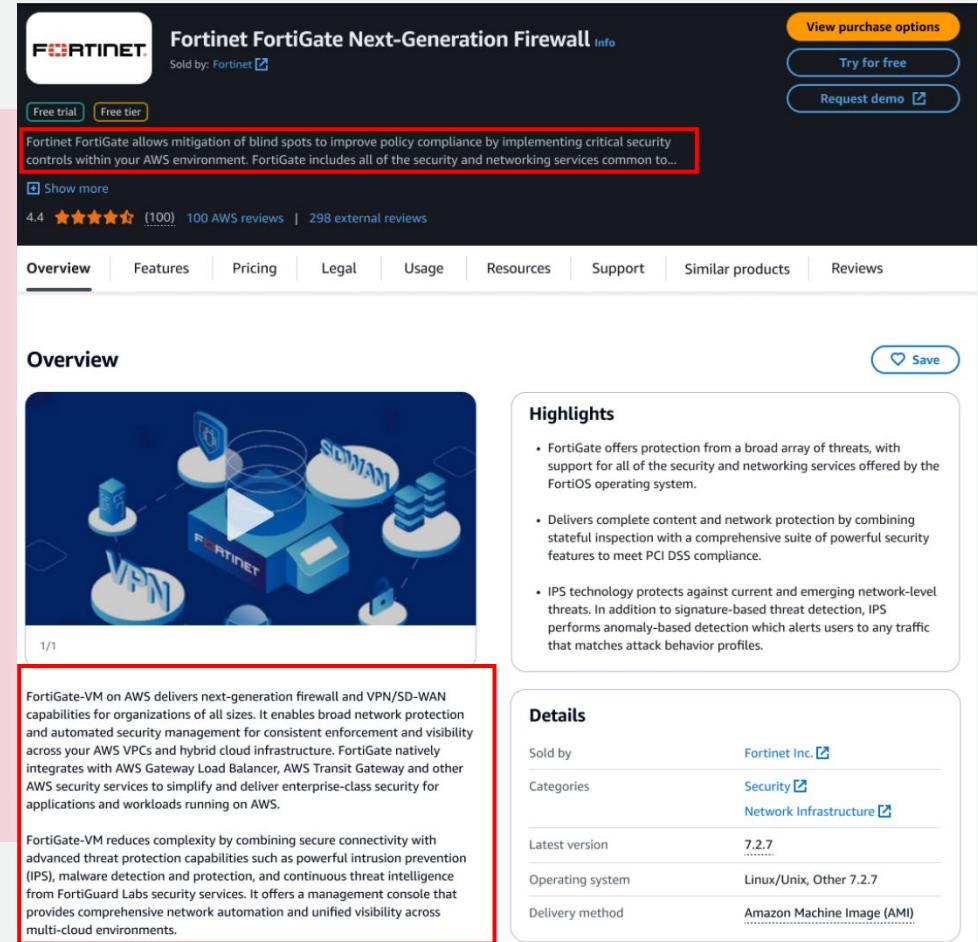
Save

Highlights

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- From applications to containers to serverless: Eliminate blind spots and bring your logs, metrics, and traces together into Elastic Observability, built on the Elastic (ELK) Stack - a search and analytics platform for unified monitoring of your AWS ecosystem and cloud-native workloads.

描述

- 信息丰富，富有教育意义
- 包含目标买家角色可能搜索的关键词
- 简短描述——简洁且符合 SEO 规范
- 详细描述——优先突出关键陈述，包含核心功能与典型用例



评价

- 助力客户做出经得起论证的采购决策
- 提升您产品的订阅转化率
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Customer reviews Write a review

Ratings and reviews Info

4.4  100 ratings

Rating	Percentage
5 star	58%
4 star	16%
3 star	15%
2 star	0%
1 star	12%

100 AWS reviews | 298 external reviews

External reviews are sourced from [G2](#) and are not included in the star rating for this product.

Ben B.  **Integration at its finest**
Reviewed on Aug 28, 2023 Purchase verified by AWS
Leverage AWS CloudFormation templates to reduce the time and resources required to configure, deploy, and launch your software.
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Ariana E.  **Fortinet... great product, great partner**
Reviewed on May 2, 2023 Purchase verified by AWS
We have been a Fortinet customer now for about 4-5 years. We have had great experience with the product, and the partner. The product is almost always a leader in any given space of IT Security. We looked for new features and functionality, and generally found it is already baked...
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Reviewed on Mar 31, 2023 Review provided by G2
We are satisfied, the vendor support was professional and the product itself was a huge step forward to our business.
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第三方内容集成

客户会通过社会认同来建立购买信心。

亚马逊云科技 Marketplace 整合第三方内容（来自 G2、Peerspot）展示用户评价与买家指南。

在这些平台上培养良好品牌形象，即可自动为您上架的产品引入更多流量。

Customer reviews

Ratings and reviews Info

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100 AWS reviews | 298 external reviews

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Filters

Review type

AWS Marketplace reviews

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Ben B. Reviewed on Aug 28, 2023 Purchase verified by AWS

★★★★★ Integration at its finest

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Buyer guide

Read insights from real user interviews on why they chose this product from PeerSpot.



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资源和支持

- 客户通常会通过多个来源的信息评估产品并比较大量同类产品
- 扩展并详细说明支持政策
- 务必添加学习资源和支持文档，将客户留存于您的生态体系内

Resources

Vendor resources

[Links](#) [Videos](#)

[FortiGate for AWS Datasheet](#) [FortiGate for AWS Deployment Guide](#) [Protecting Docker environments](#)

Support

Vendor support

This product is intended for On-Demand subscription. Please contact Customer Support with the following information instead of trying to register in FortiGate management GUI:

1. The serial number of your FortiGate instance
2. The email ID of your Fortinet account. If you do not have an account yet, please sign using the link below.

[Get support](#)

AWS infrastructure support

AWS offers infrastructure support for this product. AWS Support is a one-on-one, fast-response support channel staffed 24x7x365 with experienced technical support engineers. The service helps customers of all sizes and technical abilities to utilize the products and features provided by AWS successfully.

[Get support](#)

通过行动号召 (CTA) 按钮提升潜在客户质量

引导买家采取后续行动



精准触达客户并导向
购买决策

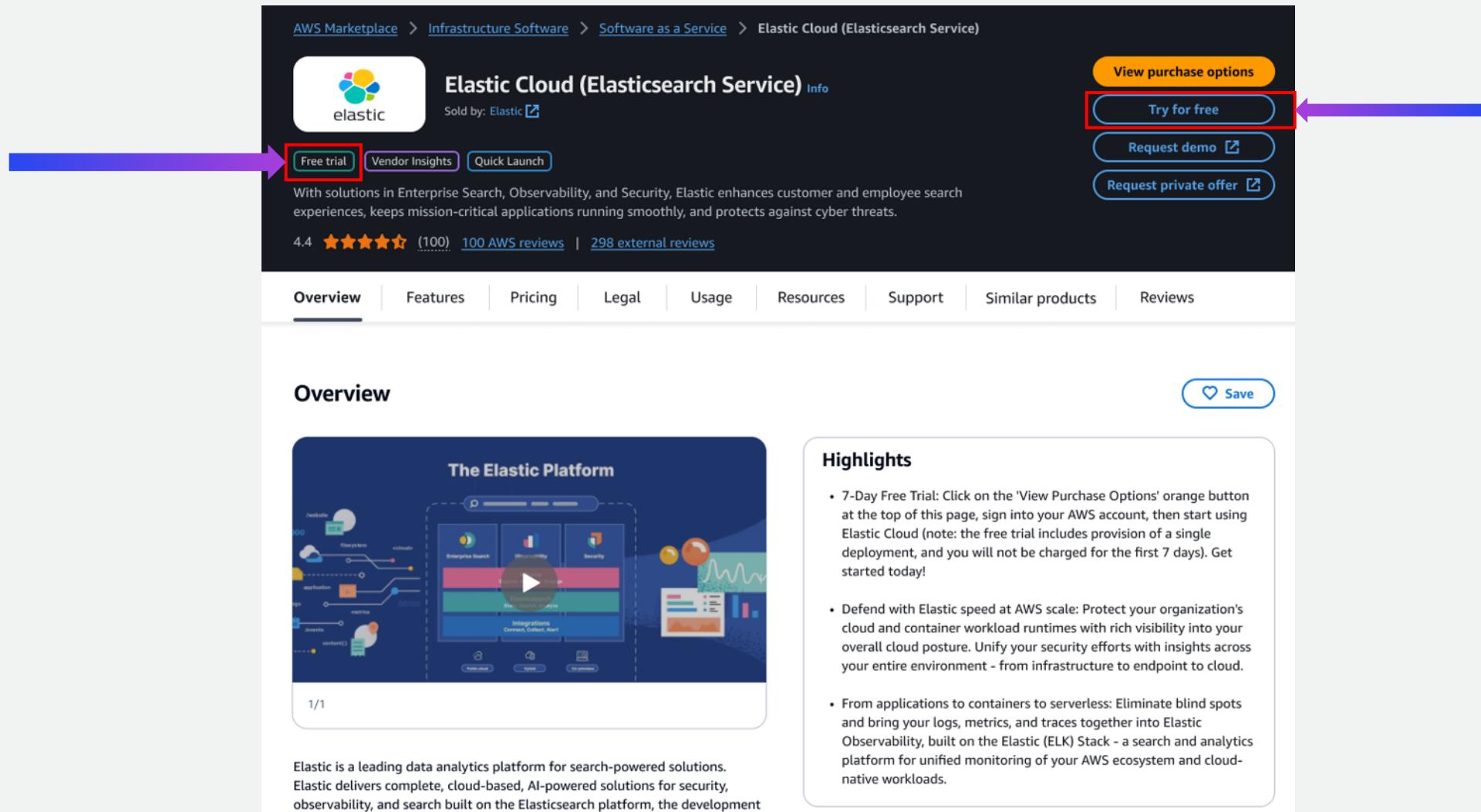


降低购买前的决策不确定
性，轻松开启双向对话



为买家提供清晰的
行为指引

产品页面上的免费试用按钮



AWS Marketplace > Infrastructure Software > Software as a Service > Elastic Cloud (Elasticsearch Service)

Elastic Cloud (Elasticsearch Service) Info
Sold by: Elastic

View purchase options

Try for free

Request demo

Request private offer

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Vendor Insights

Quick Launch

With solutions in Enterprise Search, Observability, and Security, Elastic enhances customer and employee search experiences, keeps mission-critical applications running smoothly, and protects against cyber threats.

4.4 ★★★★★ (100) [100 AWS reviews](#) | [298 external reviews](#)

Overview Features Pricing Legal Usage Resources Support Similar products Reviews

Overview

The Elastic Platform

Elastic is a leading data analytics platform for search-powered solutions. Elastic delivers complete, cloud-based, AI-powered solutions for security, observability, and search built on the Elasticsearch platform, the development

Highlights

- 7-Day Free Trial: Click on the 'View Purchase Options' orange button at the top of this page, sign into your AWS account, then start using Elastic Cloud (note: the free trial includes provision of a single deployment, and you will not be charged for the first 7 days). Get started today!
- Defend with Elastic speed at AWS scale: Protect your organization's cloud and container workload runtimes with rich visibility into your overall cloud posture. Unify your security efforts with insights across your entire environment - from infrastructure to endpoint to cloud.
- From applications to containers to serverless: Eliminate blind spots and bring your logs, metrics, and traces together into Elastic Observability, built on the Elastic (ELK) Stack - a search and analytics platform for unified monitoring of your AWS ecosystem and cloud-native workloads.

免费试用

免费试用为客户提供了低风险的产品体验方式

25%

客户称免费试用是决定是否购买的关键因素

3X

免费试用转化为现用现付的转化率，相比转化为合同签约的转化率，所提高的倍数

通过减少客户与价值实现之间的摩擦来加速销售进程。

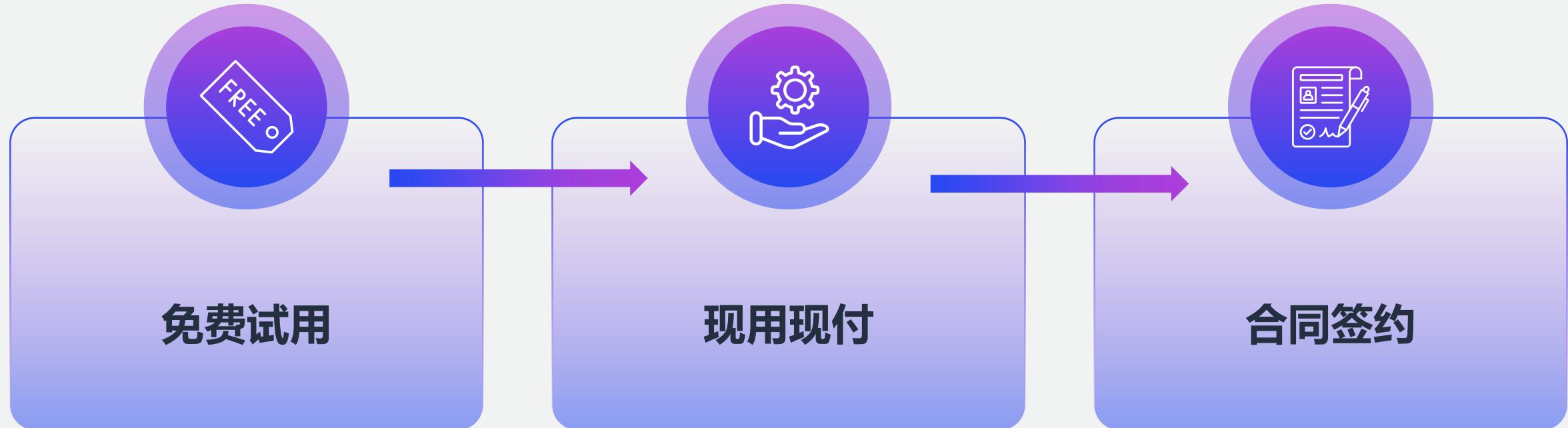
添加免费试用选项，并将其与现用现付定价结合使用，可实现最高转化率。

构建高效的免费试用



定价策略

产品的定价策略是帮助扩展目标客户群体的重要工具



目标：

随着客户对您产品的熟悉度逐渐提升以及双方关系的建立，逐步引导客户过渡至上述定价方案。

打造流畅的采购体验



自助采购

客户更青睐端到端的低接
触合作模式



专属优惠采购

客户更青睐能快速响应的
高接触合作模式

演示和专属优惠申请

为您产品获取高意向客户的 新渠道



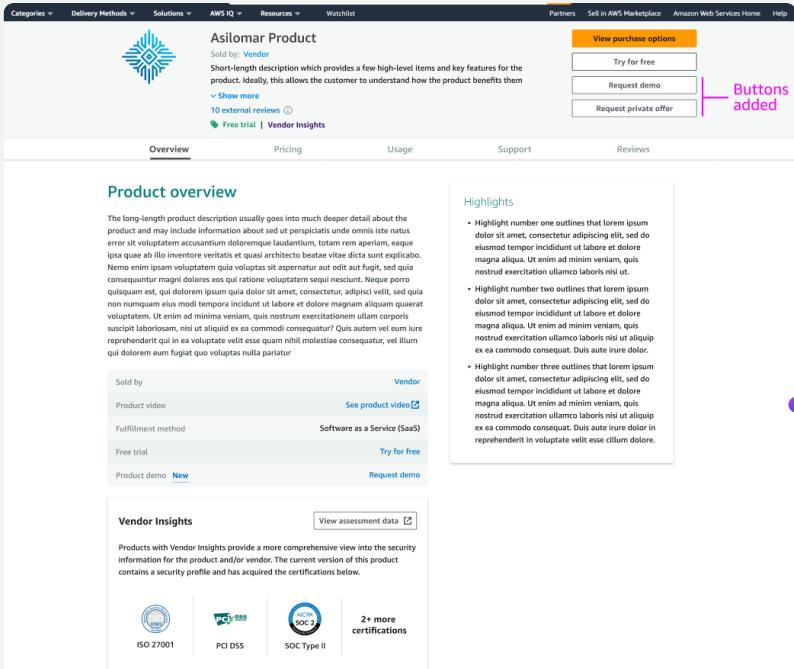
由 Amazon Demand Generation Reps (DGRs) 进行潜在客户资质认证



通过 Amazon Customer Engagement (ACE) 向合作伙伴共享商机



简化买卖双方的对接流程



请在 ACE 系统中监控此渠道产生的商机，并维持两天内响应的服务等级协议 (SLA)。

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Phone number

Company name

Industry

Choose an industry

Country / Region

You can select from the currently supported countries / regions.

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Postal code

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Cancel

Submit request

行动号召按钮带来的优势



简化买卖双方的
对接流程



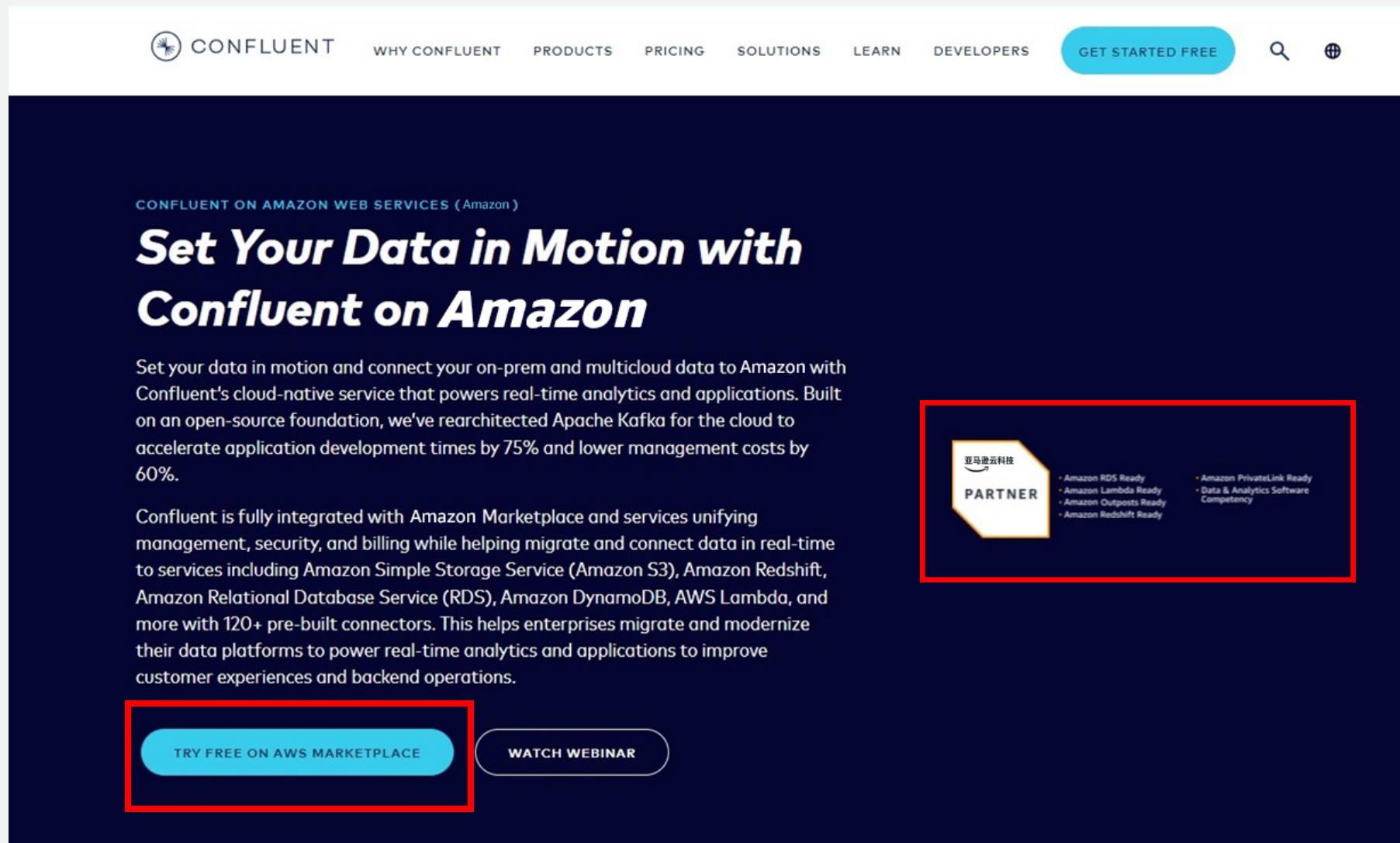
提升 Amazon Demand
Gen 团队认证的高意向买
家响应速度



卖家轻松启用——无
需 CRM 集成或技术配
置

自有渠道

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Set Your Data in Motion with Confluent on Amazon

Set your data in motion and connect your on-prem and multicloud data to Amazon with Confluent's cloud-native service that powers real-time analytics and applications. Built on an open-source foundation, we've rearchitected Apache Kafka for the cloud to accelerate application development times by 75% and lower management costs by 60%.

Confluent is fully integrated with Amazon Marketplace and services unifying management, security, and billing while helping migrate and connect data in real-time to services including Amazon Simple Storage Service (Amazon S3), Amazon Redshift, Amazon Relational Database Service (RDS), Amazon DynamoDB, AWS Lambda, and more with 120+ pre-built connectors. This helps enterprises migrate and modernize their data platforms to power real-time analytics and applications to improve customer experiences and backend operations.

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- Amazon Outposts Ready
- Amazon Redshift Ready
- Amazon PrivateLink Ready
- Data & Analytics Software Competency

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提升客户转化率，获取采购漏斗中客户参与度
的更佳可视化洞察



利用亚马逊云科技 Marketplace 简化交易与
发票管理流程

用例资源

亚马逊云科技 Marketplace 博客

提升品牌认知，触达新客户

- 卖家每年可联合撰写 3 篇博文
- 重点展示产品及其在亚马逊云科技 Marketplace 的可用性
- 包含技术解析与教育内容
- 交叉链接至产品详情页

AWS Marketplace

Visualize your CloudWatch metrics with AWS resource tags in Coralogix from AWS Marketplace

by Shun Mao and Matej Gera | on 25 JUN 2024 | in Advanced (300), Amazon CloudWatch, AWS Lambda, AWS Marketplace, AWS Partner Network, Customer Solutions, Go, Intermediate (200), Kinesis Data Firehose, Monitoring and observability, SaaS, Technical How-to | Permalink | [Comments](#) | [Share](#)

Amazon CloudWatch is a staple when it comes to monitoring your [Amazon Web Services \(AWS\)](#) resources. CloudWatch metrics help you monitor virtually any of your AWS services, from [Amazon Elastic Compute Cloud \(Amazon EC2\)](#) instances through [Amazon Relational Database Services \(Amazon RDS\)](#) instances to your [Amazon API Gateway](#). While CloudWatch provides a complete solution to monitoring AWS services and even offers a powerful query engine, some users will want to export their CloudWatch metrics into a third-party system in order to centralize their observability experience with their third-party services and correlate their AWS resource metrics with metrics coming from other sources. This is crucial for every organization's success in their observability story since having all your observability signals in one place simplifies the usage of the data and lowers the time required to obtain the information your engineers' need.

This is where [Coralogix](#) provides a solution. Coralogix is an [AWS Partner Network \(APN\)](#) Advanced technology partner with [AWS DevOps Competency](#). Coralogix is the ultimate observability platform providing engineering teams with deep insights through real-time analysis, monitoring, visualization, and alerting with no reliance on storage or indexing. Coralogix is an [AWS Marketplace](#) seller where customers can purchase the Coralogix platform as a software-as-a-service (SaaS) solution.

This post will show you how to take your CloudWatch metrics to the next level by using your AWS resource tags in your monitoring setup. Thanks to the support for native enhancement of the metrics in the CloudWatch streams pipeline through a transformation Lambda, users will be able to label their resource tags directly on their metrics. This feature unlocks the possibility of visualizing users' metrics based on their business logic and creating customized dashboards in their Coralogix account. This will add more flexibility for the DevOps team to design more sophisticated dashboards and draw better insights from their AWS services and infrastructures.

Solution Overview



Simplify Service Mesh Deployment with Solo.io's AWS Marketplace add-on for Amazon EKS

by Art Tuazon and Petr McAllister | on 25 JUN 2024 | in Amazon Elastic Container Registry, Amazon Elastic Kubernetes Service, AWS Marketplace, AWS Partner Network, Compute, Containers, Intermediate (200), Software, Technical How-to | Permalink | [Share](#)

This post discusses the advantages of this collaborative solution for managing microservices workloads on AWS using Istio.



Visualize your CloudWatch metrics with AWS resource tags in Coralogix from AWS Marketplace

by Shun Mao and Matej Gera | on 25 JUN 2024 | in Advanced (300), Amazon CloudWatch, AWS Lambda, AWS Marketplace, AWS Partner Network, Customer Solutions, Go, Intermediate (200), Kinesis Data Firehose, Monitoring and observability, SaaS, Technical How-to | Permalink | [Share](#)

This post will show you how to take your CloudWatch metrics to the next level by using your AWS resource tags in your monitoring setup.



Automate Private Marketplace management for your organization

by Soumya Vanga and Deepa Remesh | on 14 JUN 2024 | in AWS CloudFormation, AWS Marketplace, Best Practices, Expert (400), Technical How-to | Permalink | [Share](#)

In this post, Deepa and I will share a solution to set up private marketplace catalogs using AWS CloudFormation templates. You can use this solution to enable automation through integration with your organization's existing infrastructure-as-code (IaC) setup. Internally, this solution uses APIs through AWS SDK for Python (Boto3) and leverages AWS Lambda, Amazon EventBridge, and Amazon S3. It provides an automated way to enable the private marketplace feature in your organization, create and configure multiple private marketplace experiences, and manage these experiences.

AWS Marketplace

Accelerating software delivery using LocalStack Cloud Emulator from AWS Marketplace

by Sarah Krishnan, Waldemar Hummer, and Harsh Mishra | on 06 MAR 2024 | in AWS Marketplace, AWS Partner Network, Developer Tools, Intermediate (200), Technical How-to | Permalink | [Share](#)

In today's fast-paced digital transformation landscape, businesses are constantly seeking ways to optimize their software delivery processes, embrace DevOps methodologies, and foster agility to stay ahead of the competition. While the cloud presents opportunities for innovation and running your applications at scale, you can experience long build times, protracted continuous integration (CI) waiting periods, and a cumbersome developer experience, resulting in slow development and testing cycles. Additionally, organizations face the dilemma of providing adequate cloud access to engineers during their onboarding without compromising security and incurring unnecessary costs due to misconfigurations or inefficiencies. To counter these challenges and bolster the application of DevOps methodologies especially in security and testing, it's essential to shift focus toward strategies that facilitate moving faster.

LocalStack addresses these challenges head-on. LocalStack enables seamless local development and testing of cloud applications by providing a local sandbox environment that emulates over 90 [Amazon Web Services \(AWS\)](#) services. This empowers developers to build, configure, and validate their cloud applications and infrastructure deployments locally. With LocalStack, new engineers can swiftly familiarize themselves with AWS and experiment with real-world scenarios, promoting faster on-boarding and reducing dev and test loops that can burden software development and delivery workflows. Moreover, it allows you to truly shift left, and be productive with testing, debugging, and profiling your cloud applications.

LocalStack enables deploy times for cloud and serverless applications from minutes to seconds locally and in continuous integration and continuous delivery (CI/CD) environments. With instant feedback for any application changes, LocalStack's Cloud Emulator boosts your productivity and significantly reduces risk and complexity because engineers operate within a local environment where mistakes are easier to correct. The efficiency and reduced waiting times for resource provisioning and testing help to maximize engineers' productivity, a critical factor in optimizing costs associated with their time and expertise. Furthermore, LocalStack empowers developers to innovate faster and collaborate effectively in airtight environments, fueling a culture of agility and DevOps excellence.

This blog post shows you how to set up LocalStack on your local developer machine. This allows you to test [AWS Cloud Development Kit \(AWS CDK\)](#) projects without needing access to the actual AWS cloud. We explain how to Integrate LocalStack with tools like the [AWS Command Line Interface \(AWS CLI\)](#) and AWS CDK. This lets you get started with a fully local cloud development environment, without having to maintain additional tooling.

How LocalStack works to emulate cloud services locally

主要结论

主要结论



优化目标关键词，提升 SEO 可见性，增强产品曝光度



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谢谢！