

CUSTOMER JOURNEY WITH CLAZAR

Marketplace Foundation

(0-3 Months)

→ Objective:

Get listed & drive transactions

→ Key Activities:

Launch listing in ~2 weeks
Enable sales & finance teams
Unlock funding with AWS programs
Complete FTR & register on APN

→ KPIs:

Drive 5-10 monthly transactions
Get Leadership Buy-In
Prove AWS Marketplace Value

Co-sell Foundation

(3-6 Months)

→ Objective:

Get co-sell ready & activate co-sell motion while growing MP transactions

→ Key Activities:

Enable sales team to co-sell
Submit credible co-sell opportunities
Leverage AWS Engagement Score

→ KPIs:

Submit at least 10 ACE opportunities
Unlock CRM Integration
Funding PDR Assignment

Scale

(6-12 Months)

→ Objective:

Scale marketplace and co-sell motion to accelerate revenue

→ Key Activities:

Scale co-sell opportunity submissions
Formalize joint-account planning
ISV Accelerate

→ KPIs:

Submit x% Opps on Co-sell
Drive x% revenue via Marketplace
AWS PDM Assignment
Launch Co-sell autopilot

Optimize

(12+ Months)

→ Objective:

Become a strategic AWS partner with global influence

→ Key Activities:

Unlock MDF & other funding benefits
Start getting AOs
Work with the AWS Sales Team

→ KPIs:

Major revenue from Marketplace
Driving more AOs from AWS