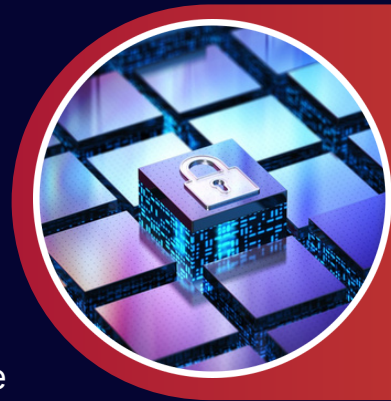


# Accelerate Your Success with the NEXTGEN Marketplace Acceleration Program



The NEXTGEN Marketplace Acceleration Program empowers partners to achieve scalable growth, optimise sales processes, and create impactful, customer-centric offers for the AWS Marketplace. Gain exclusive access to tools, resources, and expert guidance designed to drive demand and boost revenue.

## Why Join the Accelerate Program?

**Master AWS Marketplace Dynamics:** Learn how to navigate and maximize AWS Marketplace to simplify transactions and enhance your go-to-market strategy.

**Custom Learning Pathways:** Tailored workshops, hands-on coaching, and a structured Investible Partner System™ to transform your ideas into compelling offers.

**Offer Creation Expertise:** Develop offers that resonate with customers, solving pain points and delivering real value.

**Enhanced Market Visibility:** Leverage co-marketing investments and AWS Marketplace positioning to expand reach and attract new customers.

**Channel Partner Private Offers (CPPO):** Streamline sales and close deals faster with optimised private offer capabilities.

## Proven Results and Strategic Advantage

OPERATIONAL  
EXCELLENCE.

PARTNERS  
TRANSACTIONING  
MULTIPLE CPPO  
OPPORTUNITIES.

INCREASED  
PARTNER  
VISIBILITY AND  
REVENUE  
GROWTH.



# Program Phases



The NEXTGEN Marketplace Acceleration program uses the Investible Partner System™, ensuring that every partner is equipped with a structured learning pathway that guides them from offer creation to winning new business with customer-centric marketplace offers, allowing them to optimise their go-to-market strategy, and scale their success on AWS Marketplace.

## STAGE 1

**Establish (Weeks 1-2):** Define vision, objectives, and success criteria to align stakeholders and set the foundation.

## STAGE 2

**Plan (Weeks 3-4):** Use Partner Elevate-led workshops to develop tailored impact plans for AWS Marketplace opportunities.

## STAGE 3

**Execute (Weeks 5-7):** Receive hands-on coaching, practical tools, and continuous support to create winning offers.

## STAGE 4

**Embed (Weeks 8-9):** Scale success with portfolio expansion, marketing investments, and continuous improvement.

### What is Partner Elevate?

Partner Elevate facilitates structured enablement with workshops, coaching, and proven strategies for operational excellence and measurable outcomes.

### What is The Investible Partner System™?

A framework guiding partners through Establish, Plan, Execute, and Embed phases. It integrates learning pathways, impact plans, and feedback loops for customer-centric offer creation and sustained growth.

### Why Should You Care?

AWS Marketplace is projected to reach \$85 billion by 2028 (Canalys). The NEXTGEN program positions you to capitalise on this immense growth.

## Join the Program Today

Don't miss the opportunity to transform your business potential. Partner with NEXTGEN and accelerate your success in the cloud ecosystem. Connect with our team to learn how to get started and create impactful offers that drive results.

[Learn More on Our Website](#)

[Talk to Our Team](#)