

# NEXTGEN Marketplace Acceleration Program

EMPOWERING PARTNERS TO SIMPLIFY, SCALE,  
AND SUCCEED ON AWS MARKETPLACE



The NEXTGEN AWS Marketplace Acceleration Program is here to change that. This proven program empowers you with the tools, guidance, and support you need to simplify operations, create customer-centric offers, and unlock measurable growth via AWS Marketplace. Whether you're just starting or looking to optimize your marketplace strategy, this program turns obstacles into opportunities—helping you simplify, scale, and succeed.

## Why Join the Accelerate Program?

**Simplified Operations:** Streamline AWS Marketplace transactions with tools like Channel Partner Private Offers (CPPO).

**Customer-Centric Offers:** Build solutions that deeply resonate with customer needs using the Offer Creation Formula™.

**Demand Generation Support:** Boost visibility and engagement with tailored marketing strategies and co-marketing opportunities.

**Scalable Growth:** Expand your reach and drive sales with a clear roadmap and ongoing coaching.

## Results You Can Expect

THE PROGRAM IS DESIGNED TO DELIVER TANGIBLE  
OUTCOMES, INCLUDING:

A SIMPLIFIED AND  
EFFICIENT PROCESS  
FOR MANAGING AWS  
MARKETPLACE  
OPERATIONS.

HIGH-IMPACT,  
CUSTOMER-ALIGNED  
OFFERS BASED ON  
INDUSTRY TRENDS.

MEASURABLE  
GROWTH IN BOTH  
CUSTOMER  
ACQUISITION AND  
REVENUE.

ENHANCED  
CONFIDENCE AND  
INDEPENDENCE IN  
NAVIGATING AWS  
MARKETPLACE  
OPPORTUNITIES.



# Program Phases



NEXTGEN has partnered with Partner Elevate to deliver the NEXTGEN AWS Marketplace Acceleration Program, bringing together our deep expertise in technology distribution with PartnerElevate's proven partner enablement frameworks, the Investible Partner™ System.

This collaboration is designed to help partners simplify AWS Marketplace operations, create compelling customer-centric offers, and drive measurable business growth in 9 weeks.

By combining our resources, expertise, and structured learning pathways, we're enabling partners to scale efficiently, expand their market reach, and maximize success on AWS Marketplace.

## Phase 1: Plan – Setting the Foundation

Goal: Prepare for success by understanding your needs and aligning goals.

Key Activities: Partner selection, Offer Creation workshop, benchmarking strengths and **Impact Plan™** development.

## Phase 2: Execute – Taking Action

Goal: Equip you with the necessary tools, training, and support to successfully create and launch your own offers.

Key Activities: Tailored self-paced training, 1: many Offer Creation Coaching and Investible Partner™ badging.

## Phase 3: Embed – Scaling and Sustaining Success

Goal: Accelerate growth and sustain long-term success on AWS Marketplace.

Key Activities: Leveraging marketing investment, portfolio expansion, success story promotion and continuous feedback.

## Join the Program Today

- 1. Register Your Interest:** Complete the opt-in form to express your interest in the program.
- 2. Introduction Session with NEXTGEN:** Discuss your business goals and receive tailored advice to ensure alignment with the program.
- 3. Attend the Workshop:** Join the 90-minute workshop to kickstart your journey.

[Learn More on Our Website](#)

[Talk to Our Team](#)