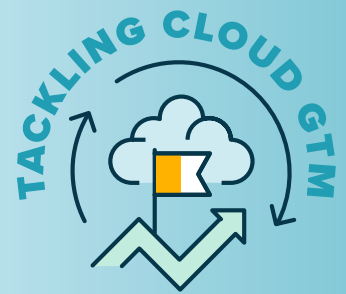




Your Guide to AWS SaaS Co-Sell Benefit



The **AWS SaaS Co-Sell Benefit (SCB)** is a program designed to reward SaaS companies that actively co-sell with AWS. When your solution qualifies for SCB, AWS sellers can retire quota on your deals—giving them a strong reason to champion your product. SCB is now more accessible than ever, but navigating the requirements can be tricky. This guide breaks down exactly what you need to do to qualify—no fluff, just the facts.

If your company sells a SaaS solution that runs 100% on AWS—this one's for you!

WHY SCB MATTERS FOR SAAS SELLERS

The AWS SaaS Co-Sell Benefit (SCB) helps you:



Retire quota for AWS

sellers: Your closed marketplace deals help AWS sellers hit their quota—giving them a reason to prioritize your solution, accelerating your deal velocity



Increase visibility in AWS

internal tools: Your solution is surfaced in key AWS sales tools and recommendation engines, meaning less cold outreach and potentially more AWS inbound



Unlock co-sell perks and

programs: Gain access to exclusive AWS co-sell resources like training sessions, seller intros, and marketplace incentives that help you stand out

If you're transacting on AWS Marketplace and want to accelerate growth through co-sell, SCB is a must-have.

THE 3 STEPS TO SCB ELIGIBILITY

To qualify for SCB, your company must demonstrate active selling presence on AWS Marketplace, onboard with AWS Partner Network (APN), and commitment to regular co-selling via ACE. Here's how we break that down:

1. Be active on AWS Marketplace

You must:

- Have at least 1 Generally Available (GA) product listing on AWS Marketplace
- Close 5+ opportunities in the past 12 months (via ACE or marketplace private offers)



HOW TACKLE HELPS: Our platform streamlines marketplace listing creation and manages private offer workflows to drive transactions. Additionally, as an AWS MP List and Sell partner, Tackle can help you qualify for \$10K in AWS credits as you hit \$65K in marketplace TCV, 10 MPPOs transacted, or 10 actively monthly subscriptions—whichever comes first.

2. Get set up in the AWS Partner Network

You'll need to:

- Join the AWS Partner Network (APN)
- Pay the \$2,500 APN fee (netted back to you as \$3,500 in AWS credits)
- Complete the Foundational Technical Review ([ETR](#)) or substitute with a Well-Architected Review
- Set up Partner Solution Finding listing



HOW TACKLE HELPS: Our Cloud GTM Coaching services keep you updated on changing program requirements and provide best practices. Additionally, attend one of Tackle's co-sell bootcamps to receive \$1K in AWS credits once you've completed your FTR.

3. Co-sell through ACE

To qualify:

- Submit 15+ "Qualified" ACE opportunities in the last calendar year and mark primary partner need as "Co-Sell Support Needed"



HOW TACKLE HELPS: Tackle Prospect scores and prioritizes high-propensity AWS buyers so you can submit for co-sell.

Once the above steps are complete, Validated Partner Status is Achieved and you're now eligible for SCB. From here, interested ISVs can complete relevant competencies to further differentiate themselves and achieve "Differentiated" partner status.

READY TO ACCELERATE?

Tackle is your guide to navigate SCB with less stress and more speed. We can help you:

- List and transact on AWS Marketplace
- Identify and scale co-sell opportunities
- Navigate evolving AWS program rules and updates
- Tap into funding as you achieve these milestones

Reach out to us at accelerate@tackle.io to get started.