

CASE STUDY

The Channel Company Concierge Service Streamlined MDF Management for AWS

AWS achieves 4x+ processed MDF payments with Concierge support

Problem

AWS faced administrative and management challenges within their Global Marketplace Program, particularly around market development fund (MDF) management. Cumbersome processes for proof-of-performance (PoP) reviews, claims, and reimbursements slowed progress and discouraged partner participation. The complexity also made it difficult to scale partner-led marketing efforts, leading to significant underutilization of available funds.

Solution

AWS partnered with The Channel Company's Concierge Service to remove operational roadblocks and improve MDF usage. By leveraging Concierge support, AWS achieved:

Year	Managed MDF	Payments Processed
2020	\$708,657	78
2021	\$2,150,276 (+203%)	222 (+185%)
2022	\$4,658,922 (+117%)	379 (+71%)

Complex guidelines and reimbursement requirements had previously discouraged partner participation, resulting in underutilized funds and limited scalability. By simplifying these processes, The Channel Company Concierge Service made it easier for partners to engage, helping AWS unlock greater marketing potential across its ecosystem.

"The Channel Company acted as a strategic extension of the AWS Marketplace GTM team, managing Market Development Funds (MDF) to streamline & improve processes for partner payment operations. By alleviating the administrative burden of payment processing from the AWS team, this arrangement allowed for a more strategic allocation of resources and facilitated improvements in KPI's, such as lead gen conversion rates."

- Tugba Goksel
AWS Global GTM Lead

At Glance

Challenges

- MDF administration
- MDF utilization
- The ability to scale

Outcomes

- Streamlined MDF management
- Detailed reporting
- Focus on marketing scalability

WHY CHOOSE THE CHANNEL COMPANY CONCIERGE SERVICE?

The Channel Company Concierge Service streamlined every step of MDF management, from marketing plan review through MDF payment processing. Our team of marketing experts also provided detailed reporting that enabled AWS to see growth, program trends, and

month-to-month MDF usage to ensure we met program KPIs. With comprehensive MDF support, cloud vendor stakeholders and partners can focus on marketing scalability and strategy to achieve targets and improve overall Marketplace outcomes.