



A Powerful Partnership: Cloud One and AWS Marketplace

What are Cloud marketplaces?

Online Cloud marketplaces are on the rise, offering MSPs and end-users a convenient space to browse and purchase solutions, from within their Cloud platform. A 2021 Quocirca report stated that 76% of respondents had already used a Cloud marketplace to purchase technology solutions – and this statistic is only set to rise as the model becomes more familiar.

It is perhaps of no surprise that the hyperscalers, Amazon Web Services (AWS) and Azure, are currently dominating the Cloud marketplace. Supported by impressive infrastructures, these marketplaces offer more rounded capabilities for those hosting services in the Cloud, providing impressive management, monitoring and billing functions.

MSPs currently operating in the AWS Marketplace are already seeing significant benefits. According to research from Forrester, MSPs using AWS Marketplace have seen 80% larger deals, 27% higher sales closing rates and an accelerated sales pipeline of 40%. MSPs have also experienced overall win rates increase by 27% when transacting in the AWS Marketplace.

As a result, for MSPs, the move to Cloud marketplaces is not a matter of if, but when. Fortunately, the global security leaders at Trend Micro can help to quell your anxieties and make your transition seamless, swift and secure.

Cloud One for MSPs Powered by AWS Billing Model

Trend Micro Cloud One is a unified SaaS solution that answers your every Cloud security need, protecting your data centre, your Cloud environment and your containers without compromising performance.

Cloud One can be fulfilled through the Amazon Web Services (AWS) Marketplace, via a Trend Micro solution, Cloud One for MSPs Powered by AWS Billing Model. This gives MSPs access to the AWS Marketplace. Our solution, combined with the powerful potential of the AWS Marketplace, has a range of advantages for MSPs.

What are the benefits of AWS Marketplace for MSPs?

Services

While Trend Micro can provide all the security solutions your MSP needs, to offer a comprehensive security stack, the AWS Marketplace allows you to explore and purchase additional products that will enhance your overall service offering. These include solutions for backup, storage, data analytics and more.

Management

AWS Marketplace has a UI friendly Management Portal that enables you to create bespoke pricing for your customers in just a few minutes, as well as a variety of detailed reports outlining the dynamics customer usage of Cloud One.

Billing

The AWS Marketplace also offers you complete versatility when it comes to billing, supporting pay-as-you-go based on a recurrent monthly billing, as well as commitment plans, where negotiated scheduled payments can be set up. You have the freedom to charge your customers in the way that makes the most sense to you.

When you become a services partner with Trend Micro, you will gain access to the management portal which allows you to receive private pricing from Trend Micro and create bespoke discounted SaaS subscriptions for your MSP customers. You will benefit from pre-negotiated discounts and a simplified resell model that allows you to serve your customers more efficiently and scale your business.



Enter a new marketplace with confidence

As the era of Cloud marketplaces dawns, Trend Micro want to help you take your next steps with confidence. If you'd like to leverage the growth potential of Cloud One for MSPs Powered by AWS Billing Model and find out more about the benefits of the solution, explore our comprehensive landing page below.

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