



# Somerford & AWS Marketplace - Middle East

Somerford Associates has been an APN member and early adopter of AWS MP CPPO transactions since 2018. With a new office opening in Dubai, we can now offer the same services and transaction method to the Middle East that our UK customers have enjoyed.

AWS Marketplace CPPO, in collaboration with our ISV partners, offers customers a simple transaction process to access top-notch products, services, and support bundles while fulfilling AWS Enterprise Discount Program commitments.

With a strong AWS infrastructure portfolio, we assist clients in software and AWS infrastructure adoption through group architecture design and review meetings. Somerford and AWS hold executive forums and roundtable events to discuss industry topics and unlock value through collaboration with cloud platform providers, software vendors, and value-added partners.

## Case Study: Global FS/Insurance Organisation

- The collaboration between AWS, ISV, and Somerford teams provided a value proposition for global monitoring and detection, built on AWS infrastructure and using Kinesis Data Firehose as the primary method of ingestion.
- Somerford provided solution design, implementation services and technical support for the GSOC, as well as bespoke target operating models, playbooks and integration capabilities.
- Collaboration from the teams across the customers cloud architecture, application, supplier/procurement and GSOC teams allowed clearer decision-makers discussions and accelerated the approval processes.
- The project transacts a 12-month rolling contract through Somerford via AWS Marketplace on CPPO which includes software, support, enablement, training and professional services.
- The project helped meet the customer EDP commitments and leverage further AWS incentives that could be purposed for other cloud programs.
- \$1.8 million ACV Marketplace transaction with a repeatable route to market.

**\$1.8 million**

ACV Marketplace transaction on CPPO

**Kinesis Firehose**

Solution Interoperability

**Partnership**

Share responsibility and collaborative account strategy

## AWS and Somerford Event Collaborations

### Least Privilege or Zero-Trust – “Same but Different”

Somerford Discovery Forum: Ft. HashiCorp, Varonis, Okta & AWS Marketplace.

[Amazon offices - London](#)











### Observability in the Cloud Operating Model Forum

All you need to know about Observability – Featuring Guest talks from HashiCorp, Splunk and AWS Marketplace.

[Amazon offices - London](#)



## Somerford Services

-  Professional Services
-  End to End Project Management & Coordination
-  Somerford in-house support desk
-  Health Checks
-  Technology Integration with Partners
-  Enablement Workshops
-  Quarterly Business Reviews (QBRs)
-  Executive Forums
-  Dedicated Account Manager
-  Dedicated Government Team & Frameworks

For more information

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