Labra FlyOut for AWS Marketplace

Get your products ready, listed and consumed on AWS Marketplace in weeks, not months.

More than 300,000 customers use AWS Marketplace today to find, subscribe to, and deploy third-party software packaged.

Publishing and managing your listings on cloud marketplaces is only a small piece of the problem many ISVs and partners face. The large challenges come afterward in managing sales motions - such as private offers, renewal, revenue reconciliation, and reseller authorizations.

Labra is helping ISVs accelerate the AWS Partner Path by preparing companies for listings, creating the listing, and automating the sales process on the marketplace.

FlyOut is a new Marketplace-focused product adding to the growing Labra Cloud Commerce and Fulfillment Management platform, which already includes OppSync CRM integration to help partners co-sell better with AWS Field Sellers.

Just like Labra OppSync, the unique idea of the Labra platform is that you can handle AWS Marketplace sales motion from inside your CRM, and achieve in days what used to take months.

- Get our product ready with expert help on readiness tasks.
- Create your listing quickly and easily.
- Create Private Offers and approve them from inside your CRM.

How Labra FlyOut works

Labra FlyOut is a fast path to successful cloud commerce on AWS Marketplace.

READINESS
Prepare your product

GO TO MARKET
List on the Marketplace

COMMERCE
Private offers in your CRM

Challenge

Publishing and managing your listings on cloud marketplaces is only one of the problems many ISVs and partners face. They also face a readiness challenge, i.e. making sure there systems support what is required by AWS. Another large challenges come after listing. It is managing sales motions - such as private offers, renewal, revenue reconciliation, and reseller authorizations.

Solution

Labra FlyOut can get your product ready and listed quickly and also support your end-to-end marketplace sales motion.

Business outcomes from Labra FlyOut

Fast-track your marketplace listing

- Built-in integration to subscribe, entitlement & Metering APIs.
- Track & Manage buyer lifecycle changes.
- Create custom landing pages used for buyer authorization.

Benefit: Save resources and start selling quicker.

Create and manage Private offers

- Sell on AWS Marketplace natively from your CRM.
- Create Private Offers & channel private offers directly from your CRM.
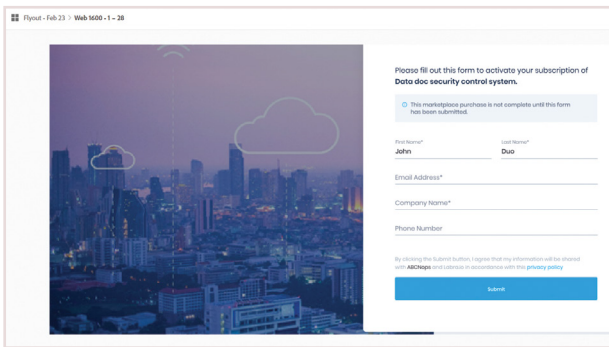- Flexible Policy & Authorization schedule.

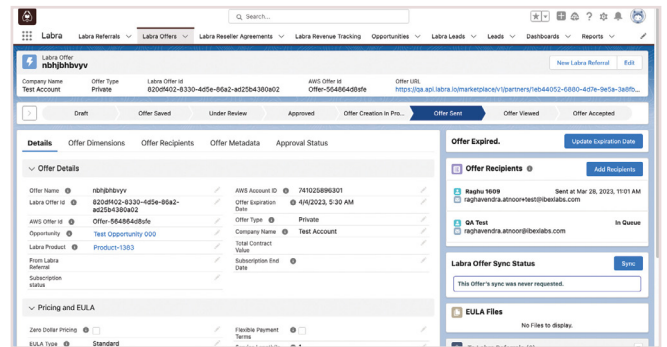**Benefit: Have seen 166% increase in private offer growth.**

Direct answers to questions like

- How much revenue am I generating?
- How much was billed in the previous month?
- How much disbursement did I receive? and for whom?

Benefit: Understanding marketplace revenue is critical to success.

Landing Page created by FlyOut

Creation of private offer from within Salesforce

About Labra

Labra helps partners to co-sell better with AWS and grow their business: improving sales operations with AWS field sellers and launching products and private offers on AWS Marketplace.

The Labra Platform is a SaaS platform for AWS partners that helps to integrate and automate a lot of the hard work between AWS co-sellers, the AWS Marketplace and buyers.

Unlike other co-sell platforms which add more partner portals, Labra aims to reduce the complexity and number of portals and focus on the partner's CRM. This saves time and money, lowers the learning curve and powers the partner's flywheel to grow their business.

Get started with Labra Platform.

labra.io