

2nd Watch has Increased AWS Sponsorship Leads Generated by 25-50% YOY Since 2012



AWS event sponsorship presents us with the opportunity for one-on-one interactions with the right people, at the right organizations, to help us facilitate business growth and provide a productive environment to nurture our AWS partnership.

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2nd Watch services and solutions allow organizations to fully leverage the power of the public cloud and automate everyday workload management processes.

- 2nd Watch has increased the number of leads they have generated through sponsorship of AWS events by between 25-50% YOY since they began sponsoring in 2012.
- What are the unique attributes of AWS event attendees that make sponsorship an effective business development tool?
“A large percentage of AWS attendees have either already chosen AWS as their cloud vendor or are already running on AWS, so we can focus on our core value-add of Managed Cloud and optimizing their environment.”
- 2nd Watch tips for partners considering AWS Sponsorship include:
“Take advantage of any education that is offered at the event – use your participation as an opportunity to learn and grow your business at the same time.”
- Keys to making AWS sponsorship a success include:
“Make the most of your time there – pre-plan meetings with current customers and prospects and present a team that is able to discuss products and services in depth.”