

IT DECISION-MAKERS AGREE **AWS MARKETPLACE OFFERS MEASURABLE TIME AND COST SAVINGS AND A BETTER EXPERIENCE** COMPARED TO OTHER SOURCES.

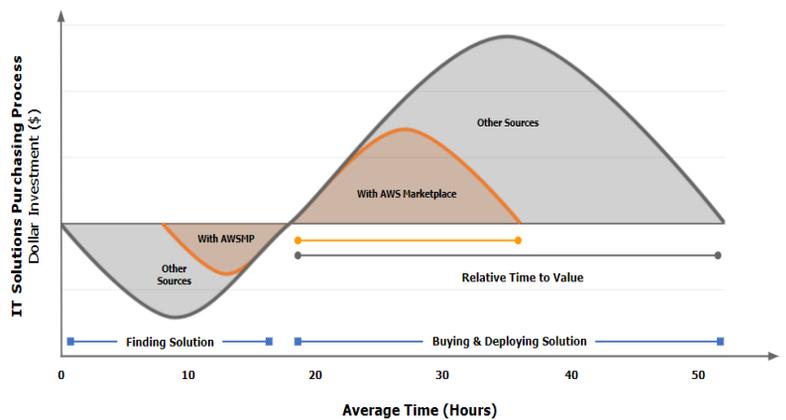
Areas where **AWS Marketplace outperformed other sources** used for cloud software and solutions in a survey\* of 500 US IT decision-makers (ITDMs) and influencers:



On average, users of AWS Marketplace felt **2.4X better about their experience** compared to experiences purchasing from other sources across 10 different categories.



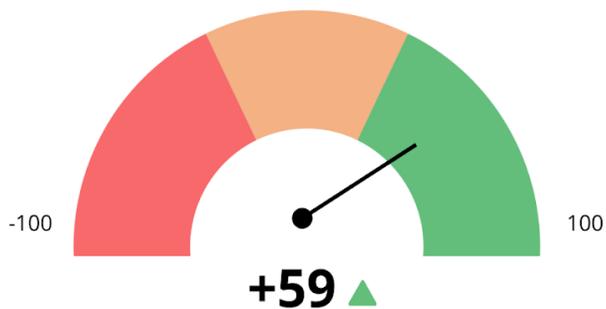
On average, users of AWS Marketplace **cut their time in half and saved over \$2,000 in ITDM value** compared to experiences purchasing from other cloud software are solution sources.



\*Survey method: Online respondents were asked to rank satisfaction on a scale from 1 to 5 when purchasing from AWS Marketplace and purchasing from other sources (not AWS Marketplace).

With a Net Promoter Score (NPS) of +59\*, **AWS Marketplace is in the 100<sup>th</sup> percentile of NPS** in the software industry.

According to [delighted.com](https://delighted.com), a popular NPS benchmark site, the lowest NPS in software was +29, and the high was +55. AWS Marketplace has a higher NPS of other software solutions.



 Promoters	313 (62.6%)
 Passives	170 (34.0%)
 Detractors	17 (3.4%)

\*Survey method: Online respondents were asked to rate the likelihood to recommend AWSMP on a 0 to 10 scale, with 10 being very likely to recommend. NPS is calculated as the difference between promoters and detractors with scores ranging from -100 to +100.