

# AWS ISV Ignite 2024

Empowering ISVs in Partnership with AWS & Crayon



AWS is the world's most comprehensive and widely adopted cloud platform, offering over 200 services globally that empower thousands on ISV's globally—to reduce time to develop new features, increase NPS, customer retention rate, lifetime value & Gross margin, while decreasing customer acquisition cost. With unparalleled scalability, reliability, and service availability, AWS is at the forefront of enabling digital transformation for Independent Software Vendors.

Together, **AWS** and **Crayon** are working to foster innovation and growth among Independent Software Vendors (ISVs) from India. To further this mission, we are organizing the AWS ISV Ignite Day 2024—an event aimed at building and expanding the AWS ISV community across the country.

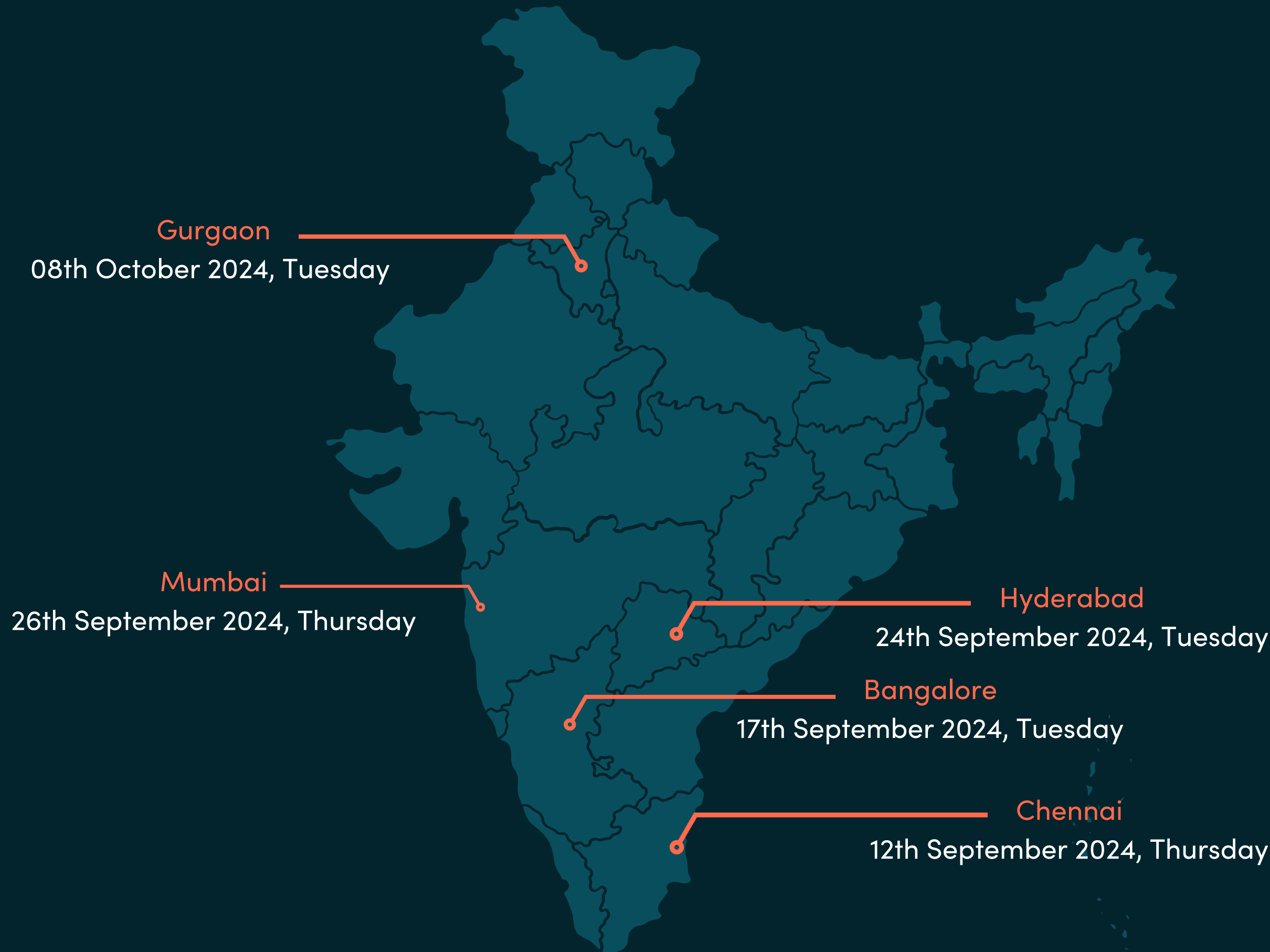
Participants will have the opportunity to deep dive into the **AWS** ISV ecosystem, explore partner programs, growth opportunities and gain insights from industry experts. **AWS** will also provide valuable support through the **AWS** Partner Network and ISV exclusive investment programs, thereby helping ISVs scale their businesses and achieve new levels of success.

Crayon is a leading IT consulting firm offering partner-oriented and vendor-neutral services globally. Their certified professionals and intellectual properties help manage technological needs, drive profitability, support business growth, and encourage innovation.

AGENDA	
SaaSification advantage with AWS	
Success in GenAI	
Fireside chat with ISV's	
AWS Partner Programs and Opportunities	
Networking Lunch and High Tea	



The event is set to happen in five key cities: Bangalore, Mumbai, Gurgaon, Chennai, and Hyderabad. Its aim is to encourage collaboration, nurture partnerships, and boost ISV growth in India.



We assist our clients with services to plan, rightsize, optimize, manage, and innovate their IT estates throughout the entire lifecycle.



[Register Now !](#)

## GLOBAL LEADER

SAM | LICENSING | CLOUD TRANSFORMATION | ASSOCIATED CONSULTING SERVICES |



## VISION

We believe in the power of technology to drive the greater good.

## MISSION

We help our customers build the commercial and technical foundation for a successful and secure cloud-first digital transformation journey. We do this through a reliable services framework allowing our customers to rightsize and optimize their IT estates throughout the entire life cycle to unlock technology potential and innovation while saving costs.



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