

How NEXTGEN enhanced momentum and market differentiation in the AWS ecosystem

NEXTGEN was born 10 years ago with the cloud era in mind, building its business model around the unique demands of taking enterprise software and cloud solutions to market. Recognising the rapid pace of change in the SaaS and enterprise software space, NEXTGEN developed a channel services model that would support both technology vendors and reseller partners from the very start of the sales funnel through to solution delivery.

With a curated portfolio of leading enterprise software and value-added cloud solutions, NEXTGEN blends sales enablement, marketing, advisory, and billing services to

help partners in the APJ region to accelerate their growth. By removing the time and complexity from establishing and scaling a cloud business, they free partners to focus on what matters most - their customers.

But in the competitive AWS ecosystem, staying ahead means more than having strong capabilities - it requires absolute alignment, support, and a blisteringly clear plan. That's why NEXTGEN turned to the AWS Partner Transformation Program (PTP), delivered by align.me, to sharpen their go-to-market focus, strengthen alignment with AWS, and create a roadmap for accelerated growth.

Snapshot:



Founded:
2011



Industry:
Information
Technology
& Services



Size:
350+



Key Challenge:
GTM alignment
& momentum



align.me services:
GTM design & support

The challenge

As an AWS partner, NEXTGEN already had strong capabilities and a clear commitment to helping their partners succeed in the cloud. But in a fast-moving market, even the best teams can hit roadblocks: key stakeholders not aligned, forgotten plans, and the nagging reality of “we don’t know what we don’t know about AWS.”

Without complete visibility into AWS’s go-to-market priorities, it was hard to know exactly where to focus. NEXTGEN knew they needed a way to create clarity, alignment, and momentum. That’s where the AWS Partner Transformation Program came in.

The turning point: Partner Transformation Program (PTP)

To create clarity, alignment and momentum, AWS engaged align.me to run a Partner Transformation Program (PTP).

Funnel Camp™ is the name given to align.me’s structured, high-impact planning workshop designed to align teams, validate their go-to-market strategy, and build a 3-year execution plan that drives growth. To date, more than 600 growth businesses from 48 countries have participated, achieving on average a doubling of pipeline after 12 months. Since 2018, align.me has been repurposing the hard-won lessons gained from Funnel Camp™ to help AWS partners to grow. The AWS PTP is a sponsored growth program specially designed by AWS and align.me

to accelerate partner success resulting in the sale of cloud consumption. It’s a close cousin of the Marketplace TTM and GenAI TTM programs also run by align.me for AWS globally.

As a distributor, NEXTGEN’s focus was on both channel acquisition (recruiting new partners) and on go-to-market processes (recruiting new business) for those partners.

Across six sessions, align.me’s strategic Funnel Coach™ guided the NEXTGEN team through a highly collaborative process, built around finding and fixing any foundational gaps in selling and delivering at scale.



The workshops created space for deep discussion, pushing leaders from NEXTGEN and executives from AWS to answer fundamental questions:

- What were AWS's go-to-market priorities
- Where did AWS expect us to play in the market
- Where were AWS going to support to play
- Where can we differentiate in the market
- Where are we already strong and where do we need to tighten up a bit
- What are our growth ambitions



"The PTP was the most professional process I've seen. The scope, style, input from the AWS executives, and also the way align.me facilitated it was exceptional."

- John Walters, NEXTGEN Group

As a distributor, NEXTGEN's role was clear: align with AWS's GTM strategy, bring their own firepower to reinforce it, and develop sharp differentiation strategies to take to market.

The result

For NEXTGEN

- Built momentum
- Ownership of the plan, helping drive opportunity and action
- Strengthened strategic relationship with AWS
- Identified market differentiation to stand out from competitors

For AWS

- Exposure to new opportunities through industry-wide bodies (e.g. higher education).
- Deeper, more strategic relationship with NEXTGEN.
- Accelerated product development

NEXTGEN has since repeated the PTP exercise, this time with a focus on recruiting and growing their portfolio of independent service vendors. As a result, NEXTGEN has achieved a successful exit in a sale to Exclusive Networks - a large European distributor.

Looking ahead:

For NEXTGEN, the PTP was not just a one-off planning exercise, it was the launchpad for an ongoing rhythm of collaboration and growth. The initial 100-day sprint proved the value of having every senior executive involved from the outset, building true buy-in and a single source of truth that the whole business could rally behind.

That alignment has carried forward well beyond the sprint. Today, teams across the software advisory, data insights, digital marketing, and other business units are moving in lockstep to take AWS opportunities to market. Internal platforms are being developed, initiatives are moving faster, and the collective agreement forged during PTP continues to guide decisions.

The advice to other leaders considering the program? Involve your senior executives early, foster participation, and recognise that the real magic happens when momentum doesn't stop at the 100-day mark.



“Well balanced, collaborative and facilitated with clear goal and expectation setting along with tangible follow-up and assignment of owners and next-steps to ensure momentum and execution on the plan are in place.”

- James Bright, NEXTGEN Group

To find out more about how align.me can help you grow your sales and marketing and deliver better support, expertise and outcomes, [contact the team today.](#)