CASE STUDY

Accelerating Cloud Marketplace Growth How VulnCheck Scaled Fast with Clazar

3 weeks
from contract to live AWS listing

24 hours
to closed two six-figure deals

ABOUT VULNCHECK

VulnCheck helps organizations outpace adversaries with vulnerability intelligence that predicts avenues of attack with speed and accuracy. The VulnCheck team comprises a who's who of cybersecurity researchers, with decades of experience uncovering hundreds of 0-days and over 10 patents. VulnCheck collaborates with government agencies, large enterprises, and the industry's most innovative cybersecurity solutions, protecting billions of assets worldwide.

When **VulnCheck** set out to expand its enterprise, government, managed services, and cyber security company reach, VP of Global Sales Jay Wallace knew that AWS Marketplace could unlock new revenue streams and simplify procurement for customers. However, the complexity, engineering overhead, and time investment traditionally associated with setting up a marketplace had always been significant barriers.

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CHALLENGES

Before discovering Clazar, Jay had seen multiple companies struggle to launch and scale on cloud marketplaces. The process required extensive engineering resources, unclear AWS documentation, and complex manual workflows.

Even with the motivation to pursue AWS Marketplace as a new channel, VulnCheck faced critical challenges:

- **Limited internal bandwidth:** Setting up a listing would require coordination across engineering, RevOps, and finance—a tall order for a lean, 50-person Series A startup.
- **Need for speed:** As a fast-growing company, VulnCheck couldn't afford a 9-month setup timeline.
- **High perceived cost and complexity:** Competing legacy marketplace enablers quoted $50,000 per marketplace and required multi-month professional services engagements.

- Sales adoption barriers: Convincing account executives to embrace a new sales motion required simplicity and visible early success.

Cost-effective pricing model: Aligned with Vectra's growth strategy, Clazar's transparent and predictable pricing does not penalize revenue growth.

> **Jay Wallace**
> VP of Global Sales
>
> *"I looked at the legacy players — $50K per marketplace, long timelines, a clunky process. Clazar said, 'We'll have you up in three weeks.' That made the decision easy."*

SOLUTION

VulnCheck selected **Clazar** for its speed, automation, and seamless integration with AWS Marketplace and Salesforce.

Rapid Go-Live

Clazar managed the entire setup — from AWS credential configuration to listing publication — enabling VulnCheck to launch in just **three weeks** with **no engineering burden.**

Intuitive, Unified Platform

VulnCheck's sales and operations teams now manage listings, private offers, billing, and analytics from a single interface. The Clazar UI provided clear visibility into every transaction and faster access to payment and offer status than AWS's native portal.

Salesforce + ACE Automation

Clazar's Salesforce integration automatically registers opportunities in the **AWS ACE Portal** using Clazar's auto-create functionality, ensuring every potential deal benefits from AWS co-sell collaboration.

> **Jay Wallace**
> VP of Global Sales
>
> *"We automated everything — once a deal moves to Stage 2, it's automatically placed in the ACE Portal. That's been huge for adoption."*

World-Class Customer Support

VulnCheck leveraged Clazar's dedicated Slack channel for real-time guidance — from first listing to complex channel partner private offers.

RESULTS

Partnering with Clazar transformed VulnCheck's marketplace motion from a complex initiative into a scalable revenue channel.

1. **Lightning-Fast Revenue Acceleration**

VulnCheck went live in weeks and immediately began closing deals faster than through traditional sales channels — some in as little as a day.

2. **Sales Buy-In and Process Automation**

By integrating Clazar with Salesforce, VulnCheck removed friction for reps and made AWS Marketplace registration automatic. The result: faster co-sell motion, deeper AWS relationships, and full team alignment.

3. **Operational Efficiency**

Clazar eliminated engineering dependency, reduced administrative overhead, and streamlined billing, analytics, and reconciliation — freeing the sales team to focus purely on closing deals.

4. **True Partnership**

More than a platform, Clazar became an extension of VulnCheck's sales strategy — providing ongoing guidance on marketplace packaging, pricing strategy, and co-sell best practices.

Jay Wallace
VP of Global Sales

"We've found Clazar to be a true partner. They help us with pricing, packaging, and even how to engage AWS reps. It's not just software — it's expertise."

CONCLUSION

With Clazar, VulnCheck turned marketplace selling from a daunting initiative into a core growth engine. The partnership unlocked faster deal cycles, stronger AWS relationships, and a scalable go-to-market motion.

Ready to transform your cloud sales strategy?

GET STARTED   SEE HOW CLAZAR WORKS