CrowdStrike is the First Cybersecurity ISV Founded for the Cloud to Exceed $1 Billion in AWS Marketplace Sales

AUSTIN, Texas--(BUSINESS WIRE)--Oct. 23, 2023-- CrowdStrike (NASDAQ: CRWD) reached another milestone today when it became the first cybersecurity independent software vendor (ISV) founded for the cloud to exceed $1 billion of software sales through AWS Marketplace. The milestone builds on the long-standing relationship between CrowdStrike and Amazon Web Services, Inc. (AWS), occurring less than six years after CrowdStrike first made the AI-powered CrowdStrike Falcon platform available in AWS Marketplace. AWS Marketplace is a digital catalog with thousands of software listings from ISVs that make it easy to find, test, buy, and deploy software that runs on AWS.

"CrowdStrike's relationship with AWS has helped propel how companies build and secure their businesses in the cloud. Since bringing the AI-powered Falcon platform to AWS Marketplace less than 6 years ago, we've seen tremendous market demand from businesses and the partner community looking for faster, frictionless purchase paths where the Falcon platform is integrated into cloud consumption priorities," said Daniel Bernard, chief business officer at CrowdStrike. "Our early work with AWS Marketplace as well as end-to-end execution across product and go-to-market – aligning customer, reseller, ISV, CrowdStrike, and AWS – is a differentiated example of modern software supply chain success."

Building a Leading Cloud Go-To-Market

As businesses adopted AWS services in their cloud transformations, CrowdStrike's presence in AWS Marketplace and mutual customer engagement with AWS yielded a winning formula. Across geographies, CrowdStrike and AWS sales teams work together to help customers secure their cloud consumption and broader enterprise cybersecurity use cases. Since launching in AWS Marketplace in November 2017, CrowdStrike has delivered:

- Rapid growth - 3,000%+ CAGR in sales

- Widespread customer success - >4,850 transactions; multiple transactions daily

- Larger transactions - on average, CrowdStrike's transactions on AWS Marketplace are >140% larger than in its other go-to-market channels

Making Cloud Security Frictionless and Integrated

As businesses embraced the cloud to accelerate growth and digital transformation, AWS and CrowdStrike play a critical role. CrowdStrike and AWS have fueled a strong and growing relationship, especially in areas like cloud security, where AWS and CrowdStrike offer end-to-end comprehensive protection enabling customers to build, run and secure cloud infrastructure and applications. With more than 20 integrations with AWS services, including AWS Control Tower, AWS Systems Manager, and Amazon GuardDuty - CrowdStrike delivers one of the most secure and frictionless cloud transformations for its customers.

As reported in CrowdStrike's Q2 FY24 financial results , the company delivered a record quarter ending July 31, 2023 for its fast-growing cloud security business. In addition, ending ARR as of July 31, 2023 for CrowdStrike modules deployed in the public cloud grew to $296 million, up 70 percent year-over-year – larger than almost every cloud security vendor.

Creating Cybersecurity's New Software Supply Chain

CrowdStrike has used AWS Marketplace to further accelerate CrowdStrike's partner program and create additional value for the broader security community. Together with leading technology and reseller partners, CrowdStrike has created joint go-to-market strategies and customer offers.

"Zscaler and CrowdStrike offer true best-of-breed zero-trust solutions without compromise. Working with AWS, our partnerships have helped customers accelerate their transformation journeys to the cloud. Our joint collaboration has yielded larger deal sizes by orders of magnitude compared to other go-to-market channels," said Punit Minocha, EVP business and corporate development at Zscaler.

"CrowdStrike helped us align with AWS as a solution provider - when we jointly work with customers, everyone wins resulting in faster sales cycles and larger deals," said Alan Mayer, SVP partners, alliances, and solutions at Optiv.

"The partnership between Softcat and CrowdStrike has gone from strength to strength, and we have seen that accelerate with the introduction of CrowdStrike's offering on the AWS Marketplace," said Tim Jeans, VP Solution Sales at Softcat. "With our joint strategy over the last year, CrowdStrike has been Softcat's highest performing ISV, and it's not slowing down."

CrowdStrike was recently awarded AWS's prestigious 2023 US ISV Partner of the Year Award. The community success that CrowdStrike creates with AWS has led to AWS Marketplace innovations which align and include multiple partner types in customer purchase processes. Most recently, AWS and CrowdStrike announced a startup accelerator to usher the next generation of cybersecurity innovators who build on AWS and integrate with CrowdStrike.

"The AWS Marketplace was created to make it easier for customers to access the technologies they need to innovate and scale their businesses. CrowdStrike reaching $1 billion of cybersecurity software sales through AWS Marketplace underscores AWS Marketplace's value in improving the SaaS purchasing experience for customers and partners," said Chris Grusz, Managing Director Technology Partnerships at AWS. "AWS is committed to supporting third-party solutions that help companies grow their business in the cloud, and this milestone shows CrowdStrike's commitment to

delivering customer-centric solutions."

CrowdStrike and AWS's relationship helps customers adopt and secure the cloud. The two companies work together across industries, geographies, AWS products, and Falcon platform solution areas. The companies create technical integrations and solutions to help customers realize "better together" benefits. In addition, CrowdStrike and AWS work with other technology providers and partner types to help customers achieve superior cybersecurity outcomes. Being the first cybersecurity ISV founded for the cloud to surpass the $1,000,000,000 milestone in AWS Marketplace sales illustrates CrowdStrike's market leadership, momentum, and future potential through the goal of continuing to use AI to disrupt cybersecurity in the cloud era.

Forward Looking Statements

This press release includes express and implied "forward-looking statements", including forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements include all statements that are not historical facts, and in some cases, can be identified by terms such as "anticipate," "believe," "estimate," "expect," "intend," "may," "might," "plan," "project," "will," "would," "should," "could," "can," "predict," "potential," "continue," or the negative of these terms, and similar expressions that concern our expectations, strategy, plans or intentions. Forward-looking statements contained in this press release include, but are not limited to, statements concerning our growth prospects, projections, competitive environment and market demand, and ability to deliver benefits to our partners and customers. By their nature, these statements are subject to numerous risks and uncertainties, including factors beyond our control, that could cause actual results, performance or achievement to differ materially and adversely from those anticipated or implied in the statements. Such risks and uncertainties are described in the "Risk Factors" section of our most recent Form 10-Q filed with the Securities and Exchange Commission. Although our management believes that the expectations reflected in our statements are reasonable, we cannot guarantee that the future results, levels of activity, performance or events and circumstances described in the forward-looking statements will be achieved or occur. Recipients are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date such statements are made and should not be construed as statements of fact. Except to the extent required by federal securities laws, we undertake no obligation to update these forward-looking statements to reflect events or circumstances after the date hereof, or to reflect the occurrence of unanticipated events. Certain information contained in this press release relate to or are based on CrowdStrike's own internal estimates and research. No independent source has evaluated the reasonableness or accuracy of CrowdStrike's internal estimates or research and no reliance should be made on any information or statements made in this press release relating to or based on such internal estimates and research.

About CrowdStrike

[CrowdStrike](#) (Nasdaq: CRWD), a global cybersecurity leader, has redefined modern security with the world's most advanced cloud-native platform for protecting critical areas of enterprise risk – endpoints and cloud workloads, identity and data.

Powered by the CrowdStrike Security Cloud and world-class AI, the CrowdStrike Falcon® platform leverages real-time indicators of attack, threat intelligence, evolving adversary tradecraft and enriched telemetry from across the enterprise to deliver hyper-accurate detections, automated protection and remediation, elite threat hunting and prioritized observability of vulnerabilities.

Purpose-built in the cloud with a single lightweight-agent architecture, the Falcon platform delivers rapid and scalable deployment, superior protection and performance, reduced complexity and immediate time-to-value.

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