

# CrowdStrike is the First Cloud-Native Cybersecurity ISV to Exceed \$1 Billion in Annual AWS Marketplace Sales

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*CrowdStrike's sales deals average 4x larger when transacted in AWS Marketplace*

AUSTIN, Texas--(BUSINESS WIRE)--Feb. 26, 2025-- [CrowdStrike](#) (NASDAQ: CRWD) today announced it is the first cloud-native cybersecurity independent software vendor (ISV) to exceed \$1 billion in sales through [AWS Marketplace](#) within a calendar year. This milestone underscores the ease and simplicity of AWS Marketplace – a curated digital catalog that customers can use to find, subscribe to, deploy and govern third-party software, data and services to build solutions and run their businesses – and the growing demand for cybersecurity consolidation on the CrowdStrike Falcon® platform.

As the threat landscape becomes increasingly complex and sophisticated, organizations are looking to consolidate disparate cybersecurity tools and processes into a single platform to bolster their security posture and improve operational efficiencies. With the CrowdStrike Falcon® cybersecurity platform in AWS Marketplace, customers can more easily procure and deploy solutions to consolidate point products and secure their organizations across the entire attack surface while running on the most flexible and secure cloud computing environment available today.

“The market continues to send a clear message – many of the world’s most innovative companies build their cloud businesses on AWS and secure them with CrowdStrike,” said Daniel Bernard, Chief Business Officer, CrowdStrike. “CrowdStrike’s unprecedented traction in AWS Marketplace is a testament to our strategy and execution, aligning the CrowdStrike partner go-to-market ecosystem to leverage AWS Marketplace in driving Falcon platform adoption at scale. Together with AWS, we look forward to bringing the power of the Falcon platform to even more organizations worldwide, across industries and market segments.”

In [October 2023](#), CrowdStrike became the first cloud-native cybersecurity ISV to exceed \$1 billion of software sales through AWS Marketplace, less than six years after CrowdStrike first made the Falcon platform available in AWS Marketplace. From January 1, 2024 to December 31, 2024, CrowdStrike exceeded \$1 billion in AWS Marketplace sales. CrowdStrike’s network of partners, which includes leading resellers, system integrators, distributors and managed services providers are also able to drive sales in AWS Marketplace, empowering partners to deliver seamless, scalable and industry-leading cybersecurity solutions to customers worldwide on their preferred cloud platform.

Growth points highlighting CrowdStrike’s year-over-year (YoY) business traction in AWS Marketplace include:

- **91%** YoY global sales growth
- **48%** YoY Europe, Middle East and Africa (EMEA) sales growth
- **136%** YoY global public sector sales growth
- **3,548%** YoY global growth in distributor sales
- CrowdStrike’s deals average **4x larger when transacted in AWS Marketplace**
- AWS Marketplace customers use an average of **7 CrowdStrike Falcon platform modules**

“AWS Marketplace continues to be the go-to-destination for AWS customers to procure, deploy, and govern IT solutions to innovate and scale their business,” said Ruba Borno, Vice President, Global Specialists and Partners, AWS. “CrowdStrike’s achievement of \$1B in revenue through AWS Marketplace in 2024 underscores the value of the Falcon platform in helping customers innovate faster with greater confidence in their security. This milestone marks another step in our continued partnership with CrowdStrike to help organizations build, operate, and secure their business.”

This milestone follows a strategic collaboration agreement the two companies announced in 2024 that included [Amazon unifying its cybersecurity protection](#) on the CrowdStrike Falcon® platform and CrowdStrike expanding its use of AWS services, including Amazon Bedrock and Amazon SageMaker, to build and deploy custom models, such as Charlotte AI. Charlotte AI is CrowdStrike’s generative AI agentic security analyst that benefits from the scalability, flexibility, and resiliency of AWS while helping customers meet stringent security requirements for generative AI usage.

CrowdStrike was named the [AWS 2024 Global Security Partner](#) of the Year, AWS North America Marketplace Partner of the Year, AWS MENA Technology Partner of the Year, and AWS LATAM Public Sector Technology Partner of the Year – recognizing its critical role in helping customers secure innovation built on AWS.

## Supporting Quotes

“Our cyber security transformation journey is focused on people, processes and technology. We have made significant changes in our technology stack and focused on proven market leaders in their respective areas such as CrowdStrike and AWS for secure cloud capabilities,” said Kostas Georgakopoulos, Chief Information Security and Technical Officer, Mondelez International. “Through AWS Marketplace, we selected CrowdStrike and have consolidated our cybersecurity stack on the Falcon platform. This transformation has eliminated immeasurable amounts of operational complexity and sunk costs. Together, AWS and CrowdStrike

have transformed not just our cloud and cybersecurity strategies, but the way we do business.”

“As organizations move more critical infrastructure to AWS, security and how customers procure it, cannot be an afterthought; it must evolve alongside them,” said Conor Waddell, SVP of Integrated Technology Solutions at CDW. “From infrastructure to endpoints, CDW is committed to providing global organizations with seamless, intelligent security that adapts to change, without adding complexity or slowing down operations. By combining CrowdStrike’s industry-leading threat protection with our deep cloud expertise – bolstered by our recent Mission Cloud acquisition – and the power of the AWS Marketplace, CDW ensures customers have frictionless access to the end-to-end security they need to operate with confidence.”

“This milestone cements how AWS and CrowdStrike are transforming the channel ecosystem. CrowdStrike has demonstrated that when a market-leading ISV and channel partners collaborate through AWS Marketplace, they win customers faster and drive larger, high-value deals,” said Jay McBain, Chief Analyst at Canalys. “Surpassing \$1 billion in annual sales highlights the surging demand for unified, cloud-native security platforms that simplify operations, enhance protection, and deliver measurable ROI in the AI era. This is a pivotal moment for both CrowdStrike and AWS as they redefine how cybersecurity vendors and partners go to market – fueling innovation, security, and growth in the cloud.”

## **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.

CrowdStrike: We stop breaches.

Learn more: <https://www.crowdstrike.com/>

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