

Redington Wins 2024 AWS Partner Award at re:Invent

Las Vegas, NV – December 2, 2024 – Redington, a leading technology aggregator and innovation powerhouse across emerging markets, is excited to announce it is a recipient of a 2024 Geography and Global AWS Partner Award, recognizing leaders around the globe that are playing key roles in helping their customers drive innovation and build solutions on [Amazon Web Services \(AWS\)](#).

Redington is proud to announce it has been named the winner of Distributor Partner of the Year category across EMEA, recognizing top distributors of AWS that have provided significant contributions related to revenue and number of AWS Partners reached. This is the third year in a row that AWS has recognized Redington at re:Invent.

Announced during the Partner Awards Gala at AWS re:Invent 2024, the Geographic and Global AWS Partner Awards recognize a wide range of AWS Partners that have embraced specialization, innovation, and cooperation over the past year. Geo and Global AWS Partner Awards recognize partners whose business models continue to evolve and thrive on AWS as they support their customers.

Winning this award highlights Redington's exceptional role as a strategic AWS distributor, particularly in driving customer acquisition within underserved segments. The company has successfully scaled go-to-market (GTM) motions in key use cases, resulting in significant net-new customers for AWS in regions where the vendor has limited direct presence. This demonstrates Redington's ability to expand AWS' reach and drive substantial growth in untapped markets.

Redington's success stems from its innovative and collaborative approach with partners. The company has worked closely with partners to onboard hundreds of customers, showcasing its ability to deliver impactful, scalable solutions.

Beyond customer acquisition, Redington fosters long-term partnerships. The company has been instrumental in supporting its partners' growth, enabling them to achieve higher partnership levels with AWS. This award recognizes Redington's continued commitment to excellence and its ability to drive sustained, meaningful impact for both customers and partners.

Commenting on this milestone win, [Nehal Sharma, Vice President, Cloud Solutions Group, Redington Middle East and Africa](#), said, "We are thrilled to be named Distributor Partner of the Year in the EMEA region by AWS, reflecting the hard work and dedication of our team and our channel partners in helping AWS expand its reach and deliver value to new customers. This award also underscores the strength of our collaborative approach with partners, enabling growth, customer acquisition, and long-term success. We are excited to continue fostering innovation and delivering results in partnership with AWS."

The Geography and Global AWS Partner Awards included a self-nomination process across several award categories, awarded at both the geographic and global level. All AWS Partners were invited to participate and submit a nomination. Award submissions were reviewed by a third-party, Canals, and selected with special emphasis placed on customer success use cases.

In addition, there were several data-driven award categories, which were evaluated by a unique set of metrics that helped measure AWS Partners' performance over the past year. Canals audited the datasets used to ensure that all measurements and calculations were

objective and accurate. Finalists represented the top three ranked AWS Partners across each category.

The AWS Partner Network (APN) is a global program focused on helping partners innovate, accelerate their journey to the cloud, and take full advantage of the breadth and depth of AWS.