



# Scale your business globally with AWS

For education technology companies





# Table of contents

Introduction .....	3
Scaling your business with AWS .....	5
Success stories.....	6
Conclusion .....	8



## INTRODUCTION

# Scaling globally: Unleashing boundless EdTech innovation with AWS

In today's digitally-transformed world, education technology (EdTech) providers face immense opportunities—but also intense global competition. To rapidly bring new personalized learning solutions to diverse markets, EdTech leaders need cloud capabilities that empower them to innovate at an unmatched velocity. This is where Amazon Web Services (AWS) shines. Our proven, secure cloud architecture removes the barriers to global scale, freeing your EdTech organization to focus on delivering seamless digital learning experiences tailored to learners anywhere. From reliable global infrastructure and cutting-edge services like machine learning to programs and resources tailored to support AWS Partner growth, this eBook explores how AWS can be your force multiplier for global EdTech growth and student impact.



## EXECUTIVE MESSAGE

With over two decades dedicated to advancing the field of education, I recognize how the critical importance of fostering innovation to bolster educational outcomes and empower learners. As the education technology leader at AWS, I have the privilege of collaborating with education industry pioneers to cultivate new products and solutions, driving global scalability and success.

In today's rapidly evolving landscape, education technology leaders are increasingly tasked with ensuring peak performance while upholding security standards to protect student data and maintain institutional trust. At AWS, we are uniquely positioned to provide the robust infrastructure necessary to support global learning initiatives and address industry head-on:

- How can we navigate complex regulatory compliance requirements?
- Do we possess the resources needed to scale and drive sustainable business growth?
- Is it possible to enhance security measures without sacrificing performance?

By partnering with thousands of leading education technology organizations worldwide, like Ellucian, Anthology, and Instructure, AWS empowers businesses to expand their global footprint while prioritizing security and trust. Our commitment is unwavering and we're here to help you and your team unlock the full potential of your educational ventures.



Sincerely,  
Mike Lombardi  
EdTech Vertical Leader, AWS





## SCALING YOUR BUSINESS WITH AWS

### Discover funding options to support your business

Unlock various funding benefits through the **AWS Partner Network (APN)** to help you build, market, and sell with AWS. Working with AWS partners can help you meet your business needs around training, new product and solution development, and go-to-market activities, enabling you to reach new customers and differentiate your business. Explore your funding options and how to submit funding requests.

[Learn more>](#)

### Differentiate to expand your customer reach

87 percent of cloud customers rank specializations as a top three partner selection criteria and 74 percent review their partners' certification at least twice a year according to **Canalys**. Join the **AWS Education Competency Partner** network to provide institutions with the services they need to enhance teaching and learning, streamline operations, and provide consulting services to drive innovation. AWS also announced the **AWS Generative AI Competency Partner** network to support the projected \$158.6 billion dollar business around generative AI by 2028 according to **Canalys**. Join either of these global communities to increase visibility with customers, gain go-to-market support, receive additional funding, and access resources supporting your education business.

[Learn more>](#)

### Co-sell with AWS to increase visibility

The **AWS Independent Software Vendor (ISV) Accelerate Program** is a co-sell program for organizations that provide software solutions that run on or integrate with AWS. Enlist your solutions in the solution library to increase visibility to AWS field sellers globally, who service millions of active AWS customers. This program will also provide reduced listing fees for **AWS Marketplace** which can expand your reach to more than 310,000 global AWS customers.

[Learn more>](#)



# Canvas by Instructure delivers reliable remote learning for 38,000 students at the University of the Witwatersrand



## CUSTOMER STORY

### Challenge

The University of the Witwatersrand (Wits) is a multi-campus public research university situated in the northern areas of central Johannesburg, South Africa, accommodating approximately 38,000 students per year. They experienced an outage on their on-premises Sakai learning management system (LMS) environment during peak demand of 15,000 simultaneous active sessions.

### Solution

To improve flexibility and stability for their diverse learner base, Wits migrated from Sakai to Canvas by Instructure with minimal disruption. Canvas better met their needs for a high-performance LMS capable of handling peak traffic periods.

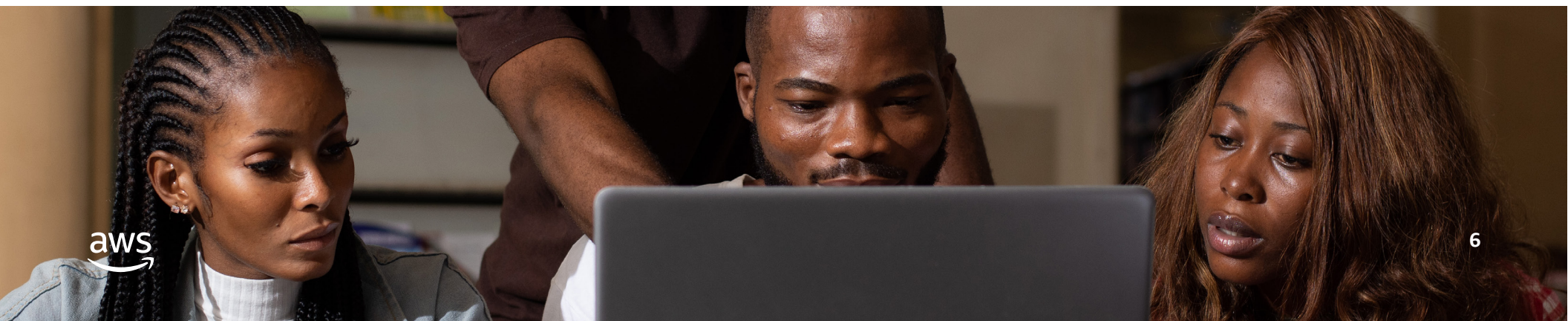
### Results

- Launched "Uwazi", a new and improved LMS meaning "knowledge" in Zulu
- Enabled 40 percent of students without computers to access the LMS via a mobile app
- Created opportunities for educators to go beyond text-only teaching and enhance the learning experience

*"We chose to build our solutions on AWS because of the proven reliability, scalability, security behind AWS. Beyond that, the partnership with AWS allows Instructure to think big, innovate faster, and scale globally with confidence."*

Michael Lysaght  
Chief Technology Officer, Instructure

[About Instructure](#)



# Anthology helps Nigeria transform online university learning using the AWS ISV accelerate program



## CUSTOMER STORY

### Challenge

**The Tertiary Education Trust Fund (TETFund)**, a Nigerian based organization, was created to develop infrastructure for learning for the country's higher education institutions. In 2022, TETFund allocated NGN100 million (\$131 million) for educational technology with a goal to expand access to online learning for university students across Nigeria's six regions. The organization wanted a solution that was simple to manage, customized for individual university departments, and ensured access to content offline with full training and support.

### Solution

TETFund conducted an evaluation of Blackboard Learn by Anthology, an AWS Partner, in collaboration with PGM, Anthology's local channel partner. PGM instilled confidence in TETFund by emphasizing Anthology's robust presence in Africa, its deep understanding of the education market, and the cutting-edge capabilities of its solution, which is powered by AWS..

### Results

- Increased Anthology co-sell launched opportunities by 43%
- Improved learning journeys for millions of students
- Increased access to online academic resources to over two million students and staff across 253 beneficiary institutions

[Learn more](#)

***“The moment TETFund had some questions around cloud security, the AWS team immediately provided me with all the documentation I needed to give the stakeholders what they required. It was extremely helpful.”***

**Nicolas Albouze**  
Regional Vice President for Africa, Anthology

[About Anthology](#)





## CONCLUSION

# The future of EdTech is boundless

In today's digital age, the transformative potential of education technology has no borders. By harnessing the scalable, globally-accessible power of AWS, EdTech leaders are equipped to deliver personalized learning solutions to students in every corner of the world. As this eBook has demonstrated, the benefits of running EdTech workloads on the AWS Cloud extend far beyond just security, cost savings, and elasticity. In addition to our comprehensive portfolio of cloud services, the programs and resources we offer AWS Partners act as a force multiplier for innovation velocity.

An EdTech company's mission is to enrich lives by providing universal access to quality education. AWS shares this vision and is committed to partnering on this journey, continuously refining our services to remove technical barriers in achieving global reach. Leverage AWS services and programs to unlock this potential and deliver profoundly transformative digital learning experiences to communities, cultures, and societies worldwide. An entire world of opportunity awaits.

## Join the global AWS community

Each year, we honor members of the APN from around the globe that play key roles in helping customers drive innovation and build solutions on AWS.

In 2023, AWS recognized a wide range of partners whose business models have embraced specialization, innovation, and cooperation over the past year and continue to evolve.

The Education Partners of the Year award recognizes the top AWS Partners with the Education Competency that have delivered innovative mission-based solutions for K-12 or higher education.

[View the finalists](#)