

# Setting **New Industry Records** for Streaming Service Safe Exchange



## The background

APMC build's digital solutions for brands with an emphasis on unlocking new revenue.

The technology is trusted by some of the world's largest brands, providing a premiere streaming experience with incremental revenue opportunities.

## The challenge

Safe Exchange™ chose to open its unique metadata and decisioning capabilities to other Publishers and Platforms, offering a suite of tools that would help deliver accurate metadata, allow for effective filtering, and grant access to premium demand.

## The solution

To ensure a successful launch of the first product, AdCurate™. VeUP led Safe Exchange through a transformation program that focussed on their AWS Alliance, GTM & Cloud Operations.

Two workshops were held to identify the current state, followed by weekly engagement for the next 100 days to manage the transformation. This included other value-added services such as Cost Optimization, AWS Alliance and GTM Advisory sessions.

VeUP helped the Safe Exchange team successfully deliver AdCurate onto AWS Marketplace in 90 days, beating industry expectations.

**Our goal in working with VeUP is to bring scale to our AWS Marketplace product, Adcurate. They helped us with our AWS ISV Accelerate Program and helped to get Adcurate ready for Amazon Marketplace in record time: 90 days!**

**Daniel Riddell**  
CTO, Kidoodle

## Achievements

### Ongoing skill transformation

Ongoing skill transformation achieved with AWS Certifications and 6 Accreditations.

### Consistent Communication and Support

Review of AWS Go-to-Market strategy and exploration of new revenue channels.

### Safe Exchange's sales process

Ensured AWS Customer Engagement portal was included in Safe Exchange's sales process.