SnapSoft Achieves AWS Generative AI Competency, Strengthening Strategic Partnership and Accelerating Customer Innovation

SEATTLE, WA, UNITED STATES, June 19, 2025 /EINPresswire.com/ -- SnapSoft, a leading provider of cloud-native technology solutions, is proud to announce that it has been recognized as an AWS Generative AI Competency Partner. This distinction places SnapSoft among a highly selective group of AWS Partners who have demonstrated deep technical proficiency and customer success in designing, deploying, and operationalizing generative artificial intelligence (GenAI) solutions on Amazon Web Services (AWS).

> With the AWS Generative AI Competency, we are uniquely positioned to help organizations scale from idea to impact, transforming the promise of generative AI into tangible business value."
>
> *Daniel Kerényi*

This milestone further cements SnapSoft's strategic alignment with AWS and reflects its ability to deliver advanced, real-world applications of generative AI that drive measurable outcomes for clients across industries such as financial services, healthcare, manufacturing, retail, and technology. It also underscores SnapSoft's role as a catalyst for innovation—actively enabling organizations to not only adapt to change but to lead it.

As generative AI technologies continue to reshape the digital landscape, organizations are increasingly turning to trusted partners to help them navigate the complexity of innovation, implementation, and integration. AWS's rigorous competency program ensures that only partners with proven capabilities and successful customer implementations are awarded this recognition.

The AWS Generative AI Competency acknowledges SnapSoft's ability to build intelligent applications using foundational models (FMs) and large language models (LLMs), optimizing them for specific customer use cases including content generation, customer service automation, data enrichment, predictive analytics, and knowledge management. This recognition affirms SnapSoft's proactive approach to emerging technologies—building solutions that don't just keep pace with industry trends, but set them.

"This recognition is more than a milestone—it's a validation of our strategic direction and a catalyst for what's next," said Daniel Kerényi, CEO at SnapSoft. "With the AWS Generative AI Competency, we are uniquely positioned to help organizations scale from idea to impact, transforming the promise of generative AI into tangible business value." "We see ourselves as agents of change—empowering our clients to move beyond experimentation and confidently operationalize GenAI in ways that create competitive advantage," Kerényi added.

By achieving this designation, SnapSoft unlocks new levels of support and collaboration with AWS, including:

Enhanced visibility and trust within the AWS ecosystem, assuring clients they are working with a qualified and vetted partner

Access to exclusive AWS programs, co-selling opportunities, and funding mechanisms that accelerate customer projects

Faster time-to-value for AI initiatives through streamlined architecture reviews, access to AWS experts, and best-practice frameworks

Ability to guide end-to-end solution delivery, from experimentation and rapid prototyping to fully managed production deployments

Stronger business outcomes powered by custom GenAI applications tailored to specific enterprise needs

With this elevated status, SnapSoft is not only enabling transformation—it's accelerating it, guiding organizations to embrace generative AI as a core business enabler rather than a future consideration.

SnapSoft has long been an advocate of cloud innovation, with deep expertise across the AWS ecosystem including Migrations, data analytics, DevOps, security, and AI/ML. The Generative AI Competency expands SnapSoft's existing AWS Partner Network (APN) achievements and aligns with its broader strategy of helping customers future-proof their operations through intelligent automation and data-driven insights.

This competency enhances SnapSoft's role as a go-to partner for enterprises seeking to operationalize generative AI and lays the groundwork for continued joint innovation with AWS across emerging technologies such as foundation model customization, agent-based orchestration, and multimodal AI solutions. SnapSoft is not just responding to the future of AI—it's helping define it.

SnapSoft is committed to continuously expanding its capabilities, investing in talent development, and accelerating the responsible adoption of AI in collaboration with AWS. The

company is already engaged in next-generation initiatives aimed at making generative AI more accessible, secure, and impactful for organizations at every stage of maturity.

As adoption grows, SnapSoft remains focused on turning technological possibility into real-world impact—driving invention through intelligent, agentic solutions that scale.

Joel Mooers
SnapSoft
email us here
Visit us on social media:
LinkedIn

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