



Buildkite sets sail for growth in new markets

See how Buildkite has developed a strategic and scalable approach to global expansion with the AWS Global Passport Program.

Overview

Buildkite is an innovative Australian company specializing in Continuous Integration and Continuous Deployment (CI/CD). The Buildkite platform helps customers automate and scale the testing and delivery of their software projects, many of which run on AWS infrastructure.

Buildkite has recently deepened its partnership with AWS by entering the AWS Passport Program to help grow its operations internationally.

Opportunity

Buildkite began as a small lifestyle business, creating tools to help engineers and programmers solve common development problems. Over the years, it has grown into a recognized enterprise tool for high-profile customers like Shopify, Uber, and Slack. However, this growth was driven mainly by word-of-mouth recommendations only, and the company was keen to adopt a more scalable and strategic approach to international growth.

Solution

By joining the AWS Passport Program, Buildkite has gained access to tailored resources and structured support to help fast-track its global expansion. The Passport Program is designed specifically for AWS customers who want to reduce their dependency on single markets and increase revenues in new markets.

This is often a challenge due to local regulations, legal frameworks, and customer preferences—as well as the incumbent strength of local providers. The Passport Program provides valuable insights to help overcome these issues.

“We are a company from Australia, and the Passport Program is helping us open up doors, generate new leads, and close more deals internationally.”

Keith Pitt, CEO, Buildkite

Outcome

The AWS Passport Program has supported Buildkite's re-entry into the U.S. market by providing guidance on sales strategy, market positioning, and understanding of customer needs. Furthermore, by engaging deeper with the AWS Marketplace, Buildkite has generated new leads among the vast AWS customer base—including companies who have a budget commitment ready to spend from their AWS Enterprise Discount Program.

Overall, the AWS Passport Program has helped Buildkite gain the confidence and capabilities it needed to scale the business internationally, in a structured and impactful way.

“When you put 100% into the Passport Program, AWS gives you 100% back. It's like a flywheel effect: the more you work together, the more you both sell.”

Keith Pitt, CEO, Buildkite

About

Buildkite is an industry-leading CI/CD platform used by the likes of Shopify, Venmo, Wayfair and Pinterest. Its mission is to unblock every developer on the planet with testing and deployment tools that work for all software projects, including mobile apps, backend applications, and custom hardware.

In 2022, Buildkite was launched on the AWS Marketplace, giving customers greater accessibility and buying convenience.

