Cut your Public Sector software procurement time in half
By Jim Helou, WW Head of AWS Marketplace Public Sector

Cloud technology has empowered organizations of every type and size to serve their customers better, faster, and more efficiently than ever. According to a recent study, 73% of state and local government leaders are considering cloud solutions, including software-as-a-service (SaaS), over on-premises options. While the mission of state and local governments is to provide effective and efficient services to their communities, many lack access to cloud tools and technology that can help meet their mission.

Despite the challenges, more cities, counties, and states are looking to digitally transform their ecosystems to improve their services and delivery using the cloud, and they’re looking to cloud service providers (CSPs) like Amazon Web Services (AWS) to facilitate their transformation.

One of the fastest growing services at AWS is AWS Marketplace, a curated digital catalog that makes it easy for organizations to discover, procure, entitle, provision, and govern third-party software, data products, and services—even those they may already be purchasing directly through software vendors today.

Here’s how AWS helps public sector organizations procure software up to 50% faster.

**Easy to find and research products and services**
As a digital catalog, AWS Marketplace replaces lengthy paper processes and reduces the time it takes to find needed resources. Organizations can search solutions by use case, industry, and title.

**Try before you buy**
Many AWS Marketplace vendors offer trial versions of their software—often for free—so organizations can quickly see which solutions meet their needs before making a commitment. AWS Marketplace also offers pay-as-you-go pricing, consolidated AWS billing, and greater cost transparency to find solutions that fit the budget and remove the guesswork and necessity to estimate the volume of licenses and usage they will need.

**Simplify the procurement process**
To eliminate the need for procurement staff to have separate discussions with each independent software vendor (ISV) and service provider, AWS Marketplace allows customers the freedom to negotiate the best possible deal either with resellers or directly with software vendors and still see all their subscriptions through a single pane of glass.
Callout: AWS Marketplace

+2 million active subscriptions
+12,000 products across 65 categories
+ 2,000 independent software vendors
+ 1,500 consulting partners, including resellers and system integrators (SIs)
+325,000 active customers

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Offer inventory that’s already vetted for the public sector

While many public sector buyers are new to AWS Marketplace, the solutions found there are well established for city, county, state, and federal organizations. These cloud solutions meet standardized frameworks, such as ISO, FedRAMP, and StateRAMP, to help public sector organizations meet government compliance regulations for processing, storing, and transmitting data.

Offer pre-negotiated contract templates

To further accelerate negotiations, the Standard Contract for AWS Marketplace (SCMP) offers pre-negotiated contract templates with balanced, scalable terms to satisfy both sides regarding standard EULAs. These templates can be leveraged once and then applied to thousands of digital solutions available in AWS Marketplace. This enables organizations to avoid lengthy negotiations, as well as apply pre-drafted and custom addendums to the SCMP template to meet specific transaction requirements.

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Callout: Leveraging AWS Marketplace

Digital marketplaces enable customers around the world to more rapidly acquire the tools and technologies needed to meet critical missions. Here are a few of the most common questions about using AWS Marketplace:

*Does AWS Marketplace skip the competitive bidding process?*

No. AWS Marketplace co-exists within the competitive bidding process. Customers can request three quotes and still complete the transaction through Marketplace. To reference the competitively bid statewide or nationwide contract vehicle of their choice, customers can use Private Offers, which contains the pre-negotiated price, the pre-negotiated terms of service (TOS), and the payer account where the software will run. It allows procurement officials the ability to review pricing and TOS in one simple step.

*How can buyers govern and control their AWS Marketplace subscriptions?*

AWS Marketplace offers governance controls that reduce the risk of unapproved product purchases by enabling governments to limit users to only those products that adhere to the
organization's procurement, legal, and security standards. Cost transparency tools further help organizations manage their software budgets.

**What terms must users agree to for AWS Marketplace access?**

AWS Marketplace is covered under the AWS governing agreement, so there are no additional terms than what they've already agreed to as an AWS customer.

**Do customers pay an additional fee to purchase through AWS Marketplace?**

No, there is price neutrality across channels for ISVs and Consulting Partners who work with AWS.

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**Make it easy to figure out pricing**

Accelerate software procurement needs with custom terms, volume pricing, and flexible payment options that are negotiated privately with preferred ISVs and Consulting Partners.

Seller Private Offers and Consulting Partner Private Offers enable organizations to receive custom software pricing and terms from a third party that are not publicly available in AWS Marketplace. Access benefits like flexible pricing, terms, and payment options, speed and governance during procurement, and simplified AWS billing. Plus, public sector organizations can take advantage of cost transparency tools to help manage software budgets.

**Streamline the procurement experience**

Public sector organizations sometimes make direct purchases, but often rely on distributors, system integrators, and resellers. AWS enables partners to leverage their existing contracts across the public sector to streamline procurement, solving critical missions faster so customers get a streamlined experience.

**Evolve**

If a product or service isn't in AWS Marketplace today, ask! AWS Marketplace evolves based on what customers are asking for.

There are many more resources available for cities, counties, states, and federal agencies to access and use to simplify procurement. Get in touch with AWS experts or start exploring AWS Marketplace Public Sector solutions.