MKT202

Building ready-to-use customer experiences with partner solutions

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Agenda

Customer journey on the cloud

Voice of the customer – World Fuel Services

Partner engineering at AWS

Building integrated experiences

AWS Control Tower Account Factory Customization

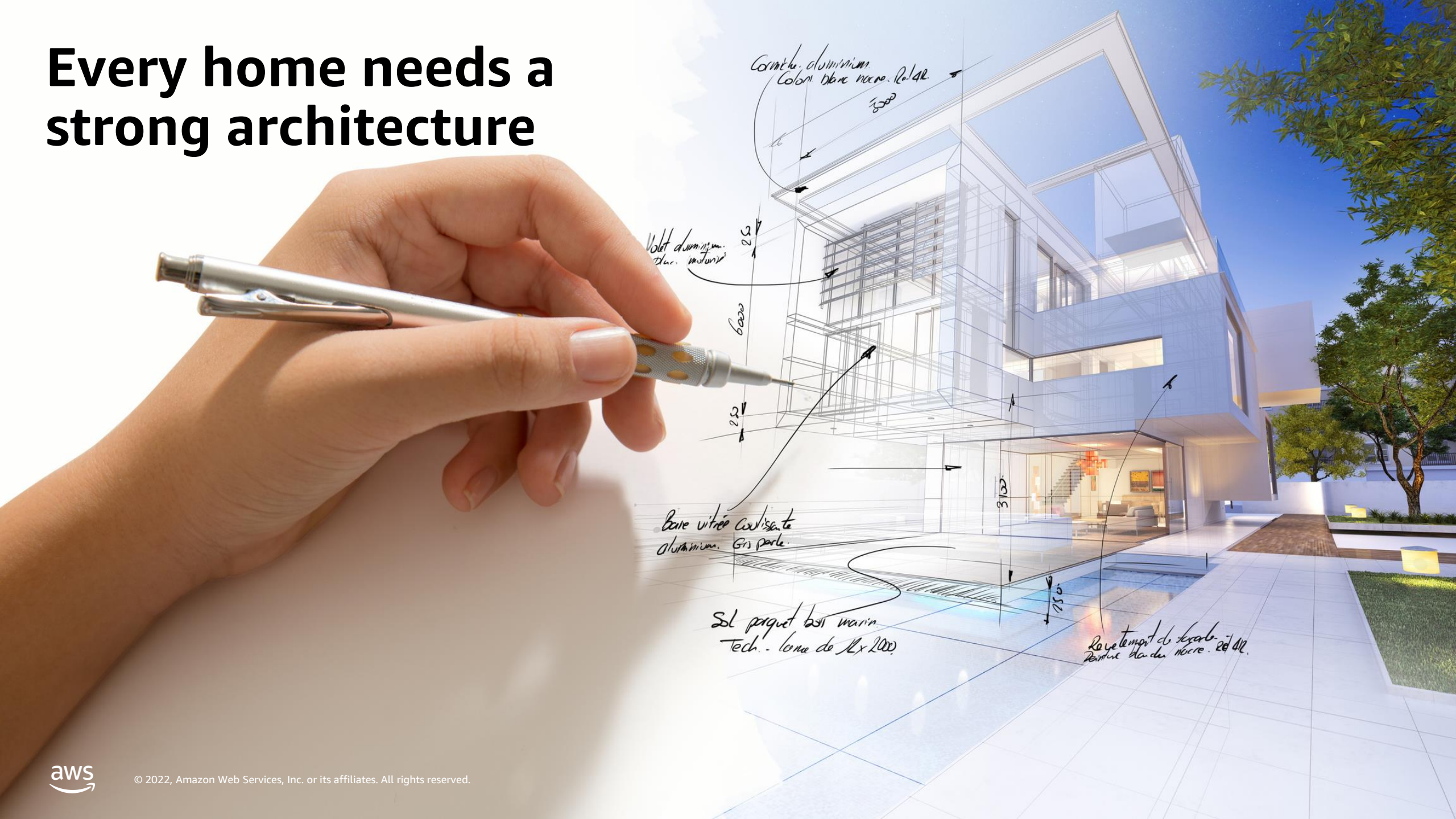
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Whatever the journey, build from the foundation up



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Every home needs a strong architecture



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Get your appliances up and running









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AWS customer cloud operations journey

Setup

Envision/align

- Controls*
- Network connectivity
- Identity management*
- Security management
- Observability*

Build & migrate

Align/launch

- Controls*
- Network connectivity
- Identity management*
- Security management
- Observability*

- Service management

Operate

Scale & optimize

- Controls*
- Network connectivity
- Identity management*
- Security management
- Observability*

- Service management

- Cloud financial management
- Sourcing and distribution

*Baseline functions provided by AWS Control Tower

AWS Well-Architected Cloud Environment Guide

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AWS customer cloud operations journey

ALIGNMENT TO AWS SERVICES

Setup

Envision/align

Controls, identity, security

AWS Control Tower – (AWS CloudTrail, AWS Config, IAM Identity Center, AWS Organizations, AWS Security Hub, Amazon VPC), Resource Tagging

Networking

AWS Marketplace, AWS Network Firewall, AWS VPN Services

Build & migrate

Align/launch

Networking

AWS Transit Gateway, Gateway Load Balancer, AWS Direct Connect

Identity, security operations

IAM Access Analyzer, Amazon GuardDuty

Service management

AWS Systems Manager, AWS Service Catalog, Service Management Connector, Resilience Hub

Operate

Scale & optimize

Operate

Amazon CloudWatch, Resilience Hub, AWS Marketplace, AWS Trusted Advisor, Resource Explorer

Cloud financial management

AWS Cost & Usage Report, Cost Explorer, Budgets, License Manager

Sourcing and distribution

AWS Marketplace, AWS Partner Solutions

AWS Well-Architected Cloud Environment Guide

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Cloud-ready partner integrations

Cloud operations

DATADOG
PagerDuty
New Relic.
logz.io
splunk>
sumo logic
Spot by NetApp
Cloud Checkr
Kion
dynatrace
TREND MICRO
SUSE
FLEXERA
sysdig
BigID
CHECK POINT CloudGuard Dome9
cutover

Security and identity

paloalto NETWORKS
CROWDSTRIKE
okta
TREND MICRO
ALERT LOGIC
onelogin
TIGERA
tenable
sonraí SECURITY
ermetic
Ping Identity.
CLOUDKNOX
Lacework
snyk
aqua
CYBERARK
netskope

Network ops

cisco
aviatrix
BLUECAT
ExtraHop

Data solutions

snowflake
Couchbase
druva

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Customer challenge

“All in all, it took something on the order of hundreds of man hours to finish out something that should have taken one or two.”

The lack of available and easy-to-deploy third-party infrastructure software solutions makes it **difficult and lengthy to procure, deploy, and configure** a ready-to-migrate workload environment

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What we learned

Setup

Envision/align

- Controls*
- Network connectivity
- Identity management*
- Security management
- Observability*



Hub

One time deployment and configuration across Cloud Environment, for example Transit Gateway



Spoke

Each new account – deployment and configuration, for example Security Agents

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Customer asks for 3rd party solutions

- Readily available templates for 3rd party solutions
- Procure and deploy with automation
- Embed deployments into account creation process
  - Hub
  - Spoke
- Modify configuration with CloudFormation or CDK
- Track resources in Config
- Distribute & manage licenses



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World Fuel Services is a **global energy management** company providing diverse energy solutions to commercial and industrial customers worldwide

World Fuel Services sells and delivers liquid fuels, natural gas, electricity, renewable energy, and other sustainability solutions to more than **165,000 clients worldwide**

38 years experience

Fortune 111

Headquartered Miami, FL

NYSE: INT

www.wfscorp.com



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World Fuel Services®

200+
Countries & Territories

50+
Energy Products

$31.1B
2021 Revenue

Renewable & Power

- Electricity
- Biodiesel
- Biogas
- Biojet
- Ethanol
- Renewable Diesel
- Renewable Energy
- Sustainable Aviation Fuel

Conventional Fuels

- AvGas
- Diesel
- Gasoline
- Heating Oil
- Jet Fuel
- Kerosene
- Jet Fuel
- Marine Diesel Oil
- Marine Gas Oil
- Residual Marine Fuel Oil
- Synthetic Crude
- Winterized Diesel

Gas Fuels

- CNG
- LNG
- Natural Gas
- Propane & LPG

Fuel Perfomance Support

- Additive Treatment Programs
- Fuel Blending
- Fuel & Lubes Quality Control
- Lubrication Performance Services

Specialty Products

- Deicing Fluid
- DEF
- Feedstock & Blending
- Components
- Lubricants
- Other specialty products
- SLOPS
- Transmix
- Renewable Energy Certifcates
- Carbon Offsets



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Business Outcome

WHERE ARE WE HEADED?

Innovate and deliver features **faster** to **digitize** global business operations

World Fuel Services®



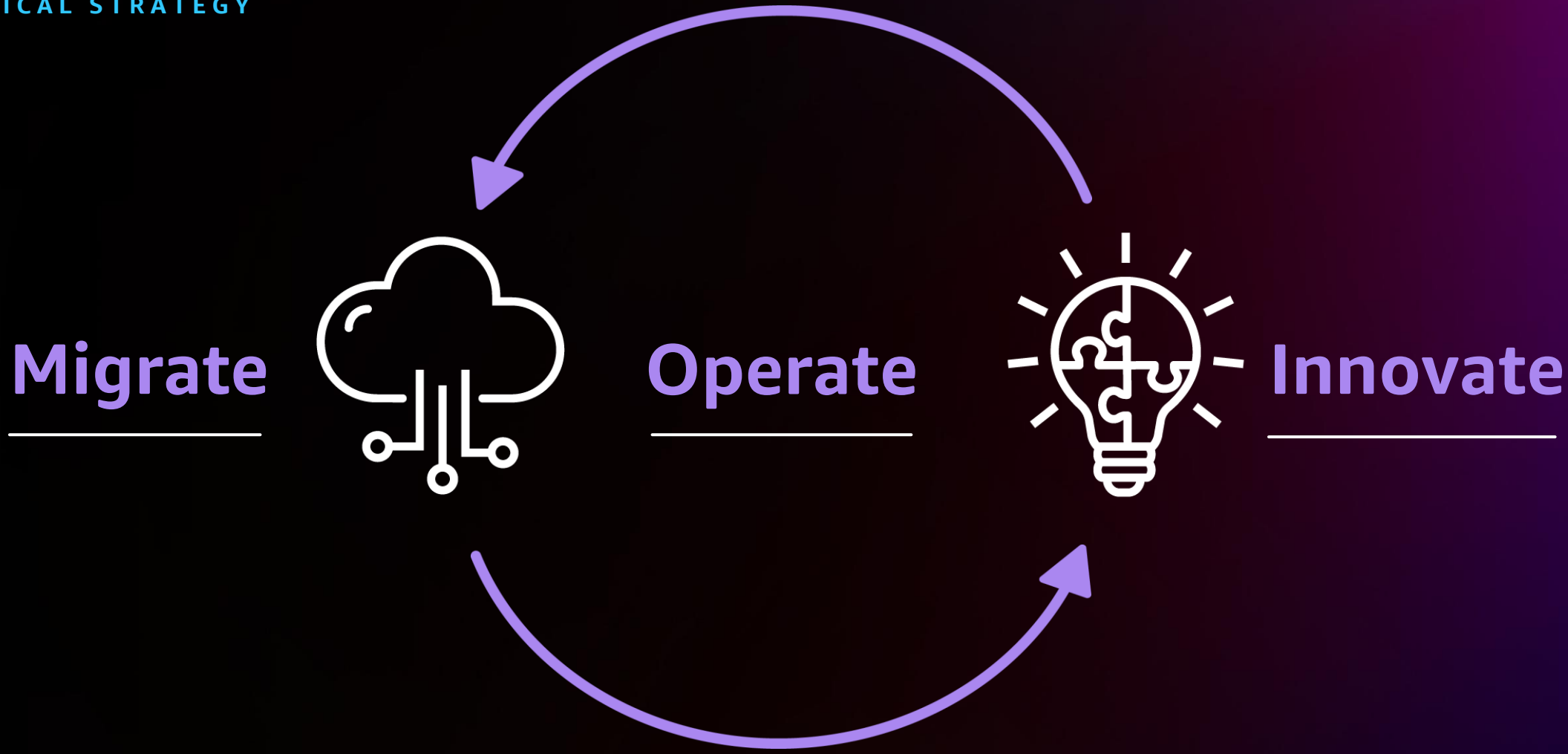


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Cloud Journey

TECHNICAL STRATEGY



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Cloud Journey

TECHNICAL OUTCOMES



Migrate

Reduce carbon footprint and costs by exiting DC



Operate

Less reliance for onsite presence due to covid



Innovate

Integrate carbon offsets into our aviation portfolio

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Migration Focused

PLATFORM CHALLENGES



Migrate

Outcome

Reduce carbon footprint and costs by exiting datacenters

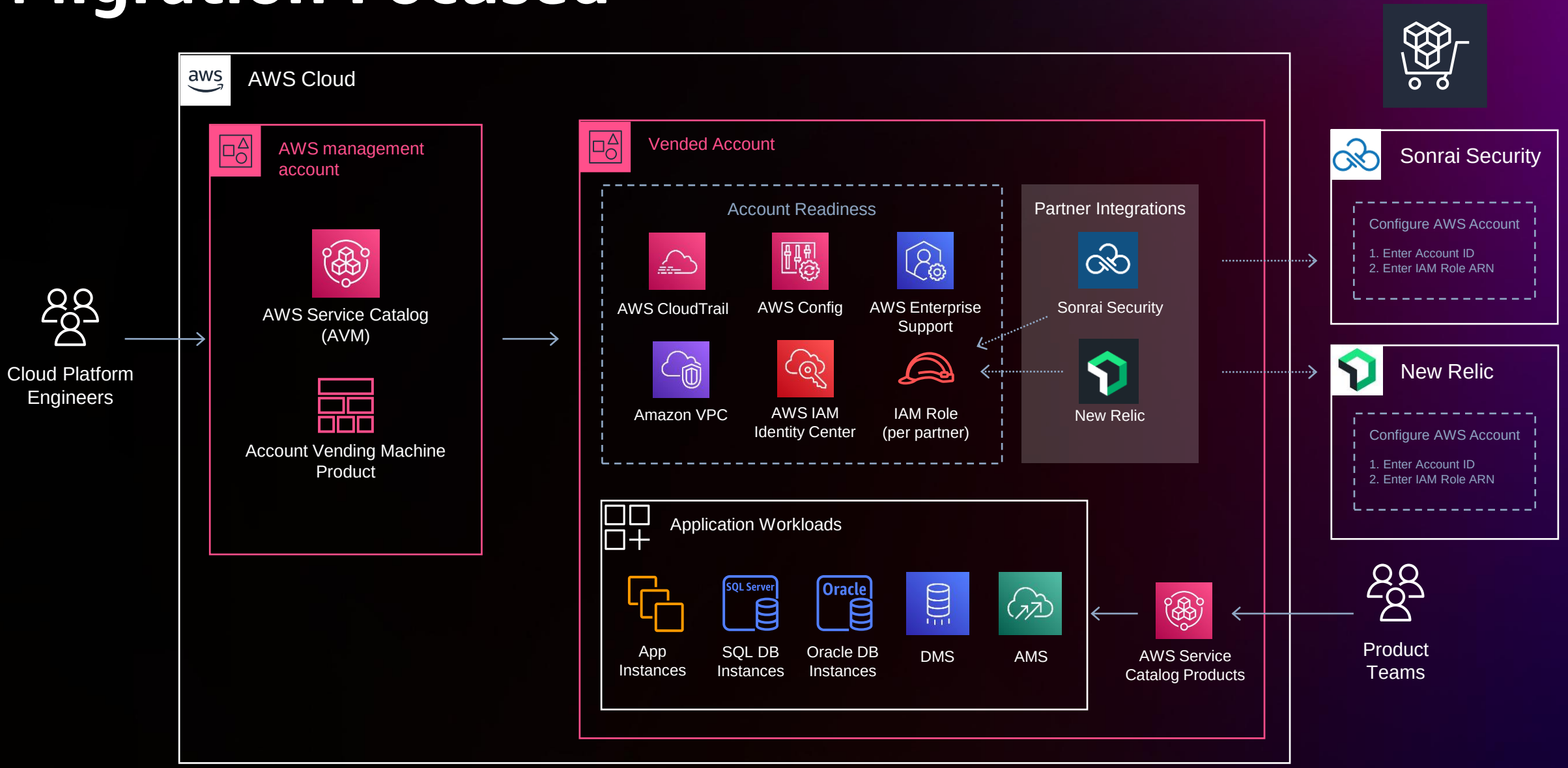
Technical Specifics

- Rehome critical applications
- Regulatory requirements
- Rebuild Security/Network Operations

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Migration Focused



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Innovation Focused

PLATFORM CHALLENGES



Innovate

Outcome

Integrate carbon offsets into our aviation portfolio

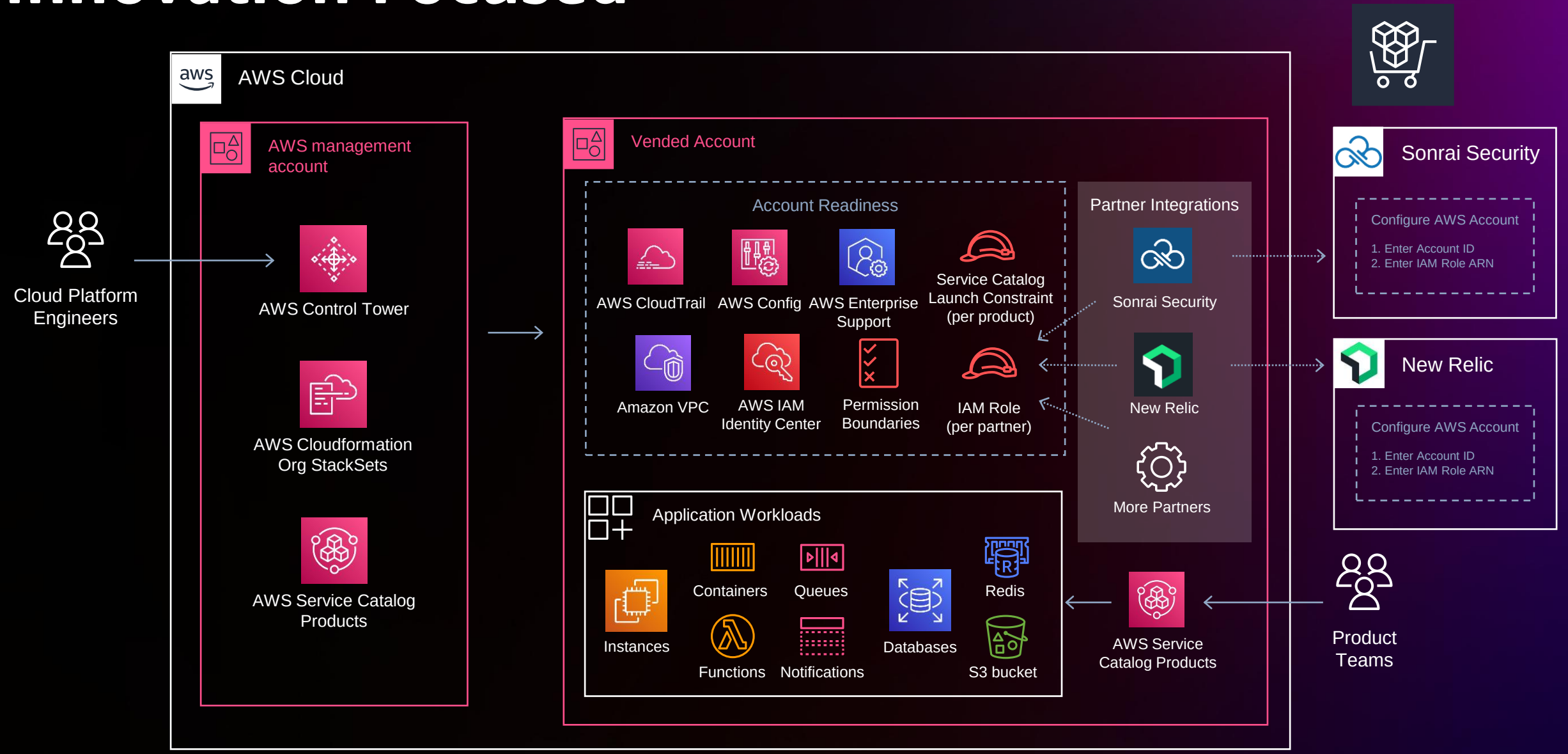
Technical Asks

- New tools and environments
- Regulatory postures and data security
- Deeper insights with Partner solutions

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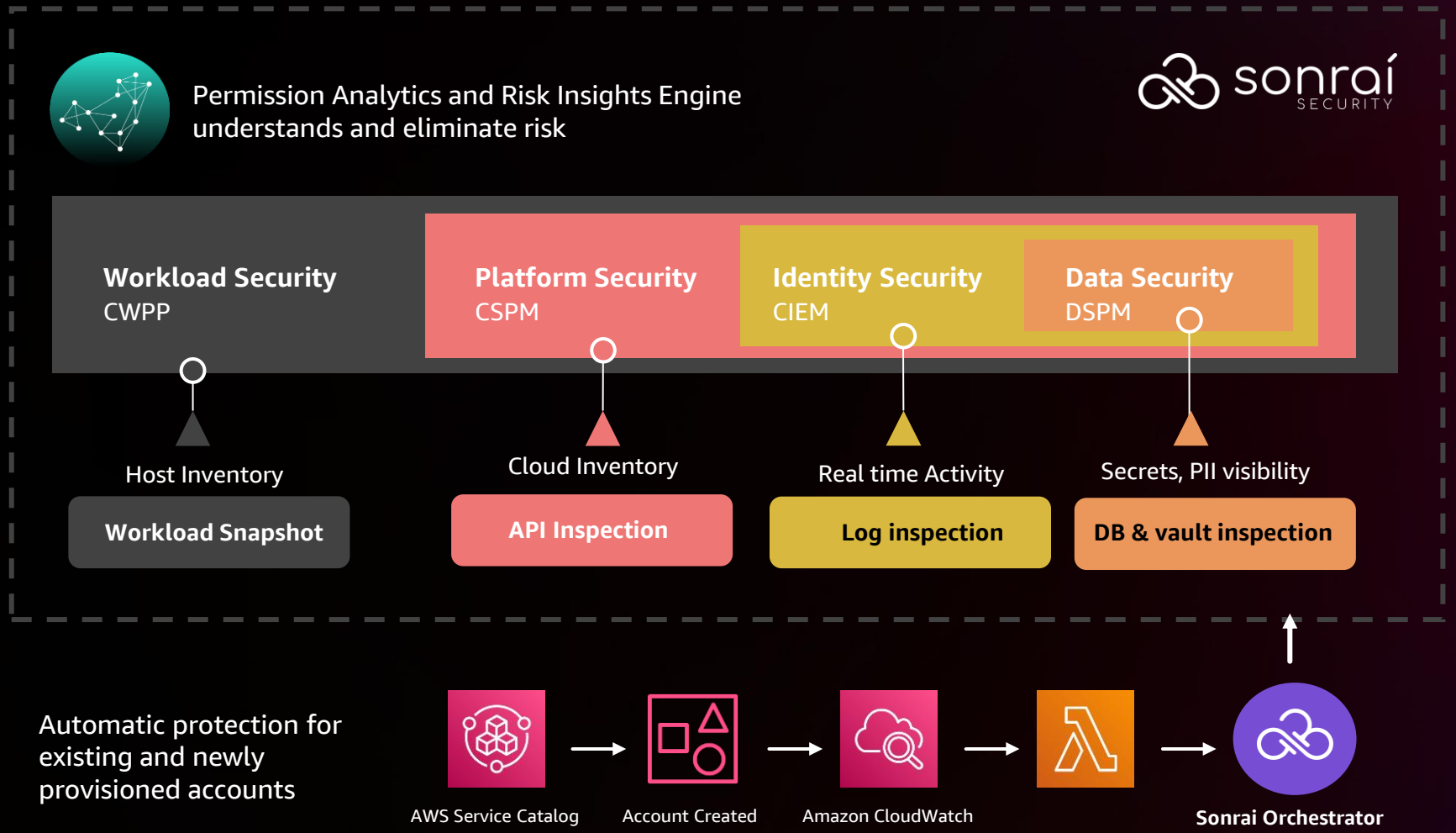
Innovation Focused



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Sonrai Security

PARTNER INTEGRATION AT WORLD FUEL SERVICES



10k
Roles monitored for privilege escalation

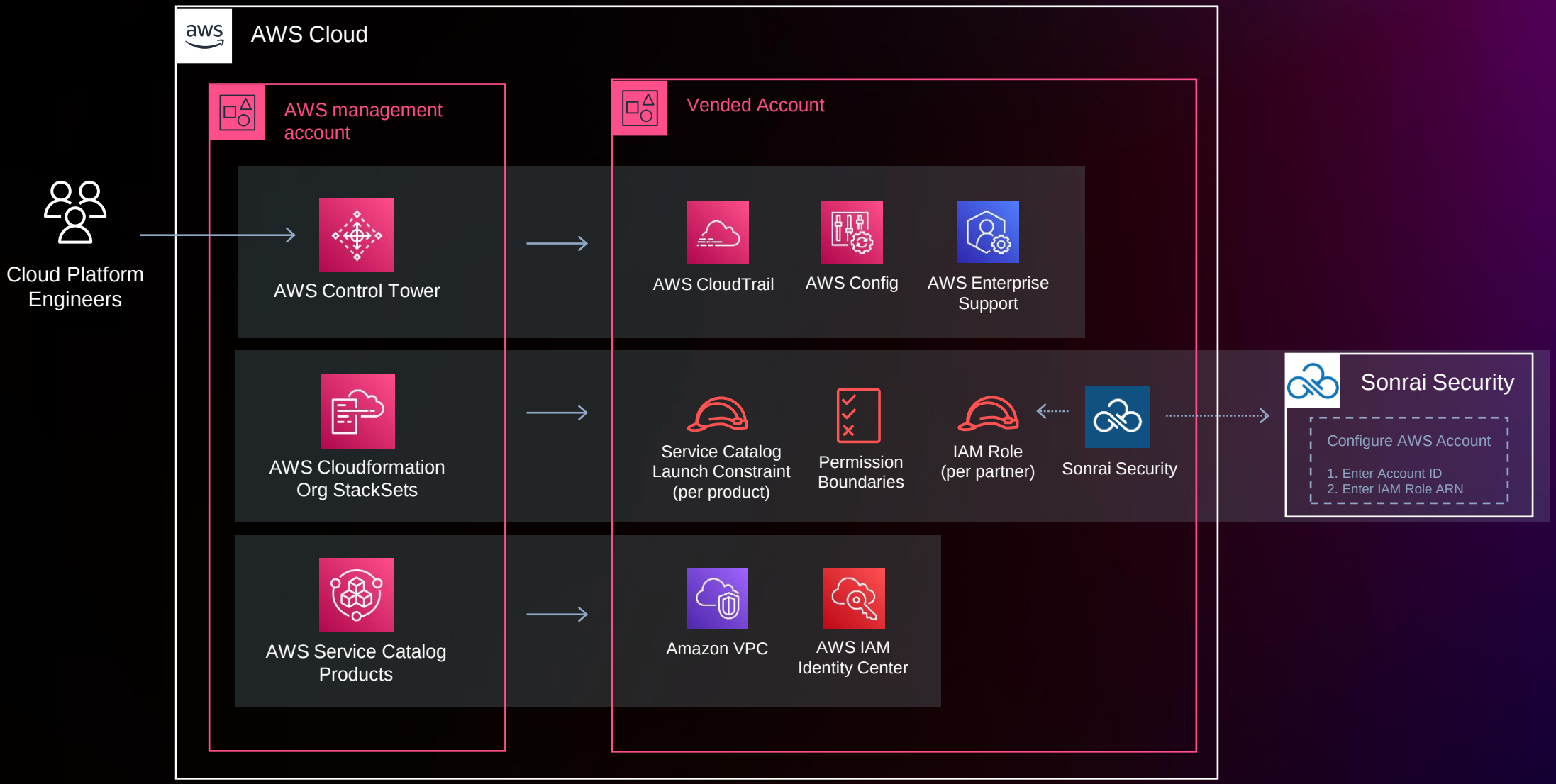
100s
Datastores secured with least access

10k
Issues Prioritized and remediated

Automatic protection for existing and newly provisioned accounts

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Summary



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Conclusion

RESULTS

10X

Faster Environments

20/22

Datacenters Migrated

40%

Increase in Productivity

- New environments provisioned 10x faster
- Migrated 20/22 datacenters
- More automation, less tech debt
- Productivity increased by 40%

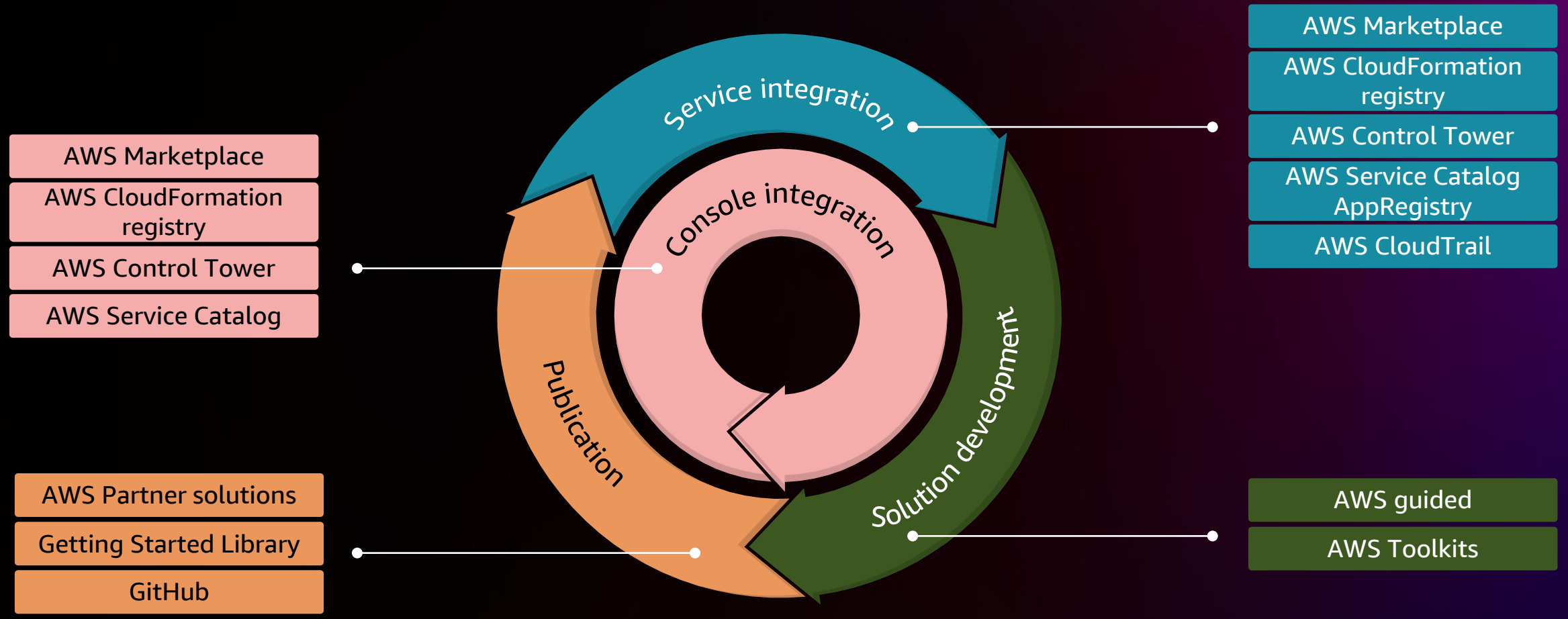
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Partner engineering at AWS

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AWS Partner integrations lifecycle



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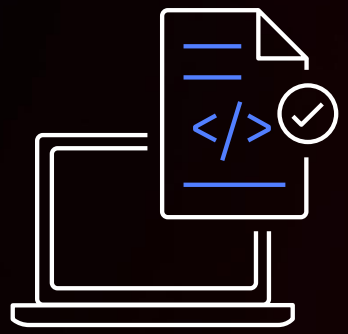
What are AWS Partner Solutions?

AWS Partner Solutions are ready-to-use accelerators that fast-track deployments of key cloud workloads for customers; these accelerators reduce hundreds of manual procedures into automated, workflow-based reference deployments for partner technologies

What AWS Partner Solutions are made up of



Reference architecture with AWS best practices built in



Scripted deployments using CloudFormation and Terraform

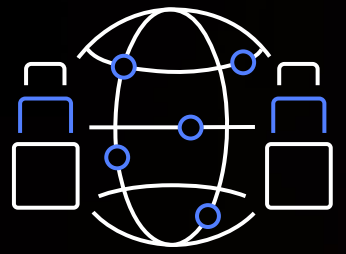


Detailed, step-by-step architecture and deployment guides

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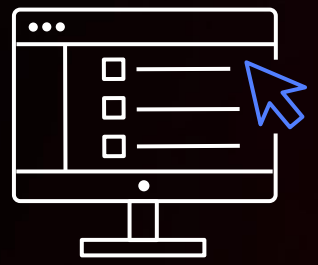
So wait, what happened to AWS Quick Starts?

AWS Quick Starts built by AWS Partners with help from our Partner Solutions Architects are **now available in the wider AWS Solutions Library**



Customers can now find all solutions on AWS in one place

SERVICES, AWS, PARTNER & GUIDANCE



New categorization for improved SEO optimization

INDUSTRY, ORGANIZATION SIZE, TECHNOLOGY



Better integrate Partners into AWS Go-To-Market activities

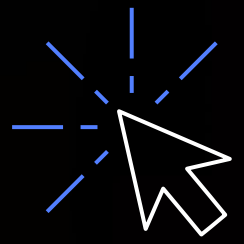
MARKETING, ENABLEMENT & CONTENT

https://aws.amazon.com/solutions/

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How do AWS Partner Solutions help customers?

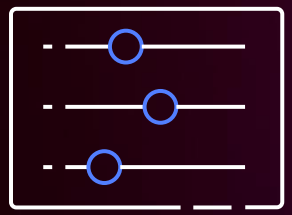
AWS Partner Solutions give customers an easy, automated way to deploy complex software and services on AWS infrastructure; customers can quickly stand up secure, highly available production and PoC environments in AWS and start using them immediately



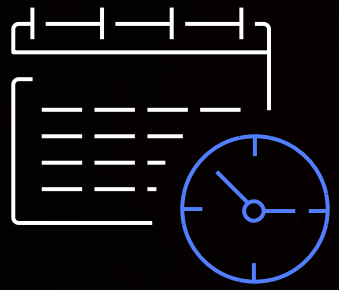
Simplified deployments



Build once, deploy consistently



Easily customizable



Deploy in minutes vs. weeks



Best in class, production ready



Only pay for services consumed

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How customers use AWS Partner Solutions

Deployment

- Production, development, pilot
- Certified workloads
- AWS Marketplace launch mechanisms



Customization

- Built of top of

Learning experience

- Architecting on AWS
- Best practices for partner technologies on AWS

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AWS Partners







































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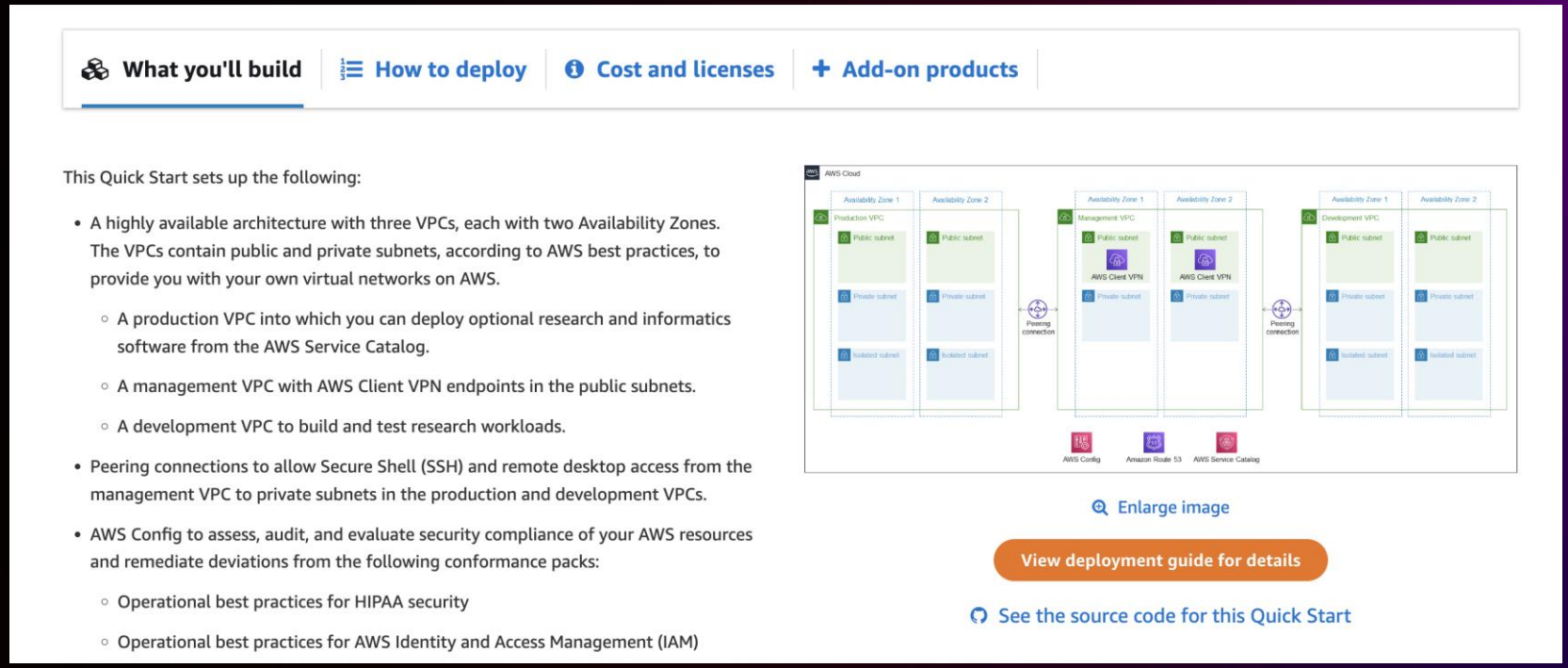
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AWS Partner Solutions deployment

AWS CloudFormation, AWS CDK, or Terraform automates setup and deployment on new or existing infrastructure

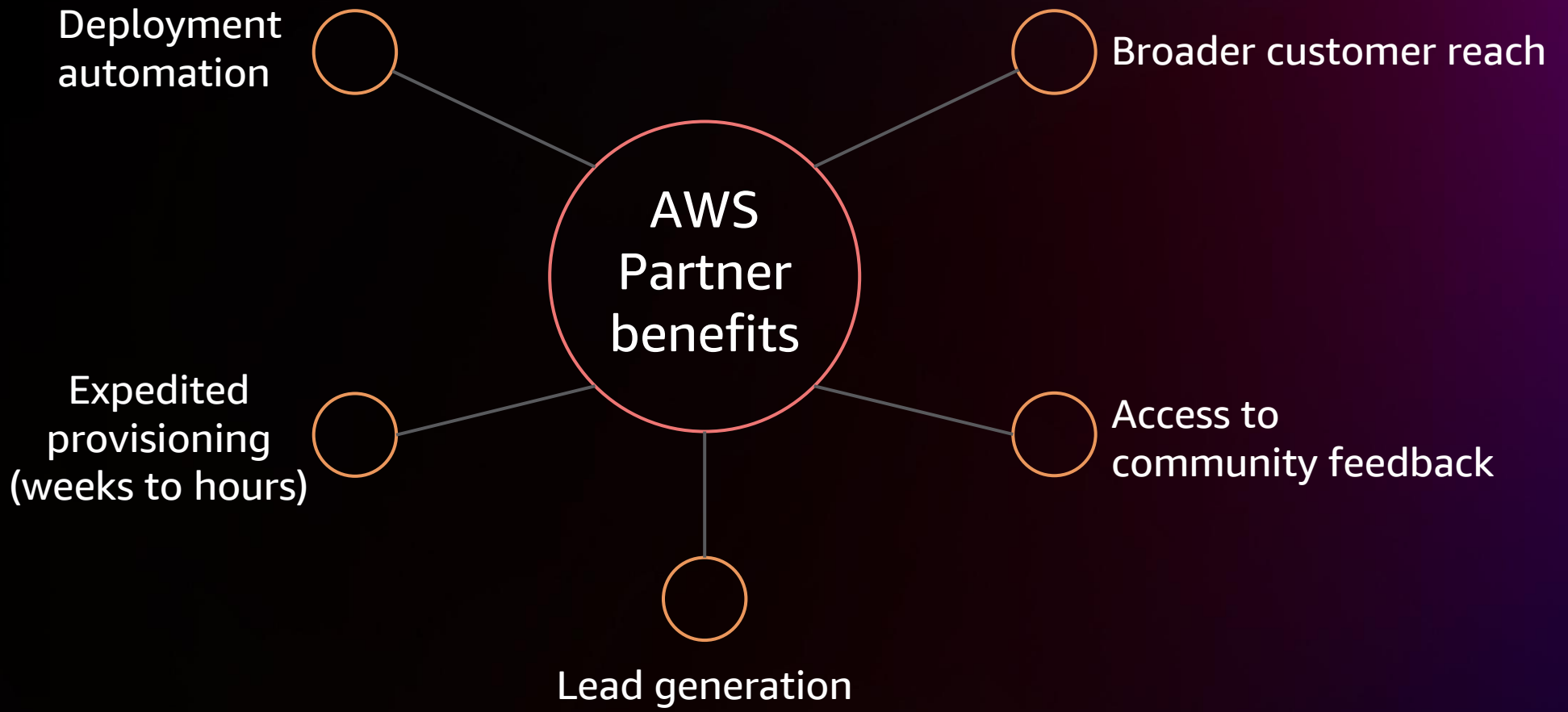
Single-button deployment launches stack in minutes or hours

The deployment guide explains architecture, implementation, best practices, and customization



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What is the value for our partners?



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Partner success stories



Reduces deployment time from one hour to 5 minutes, and 80% of workspace deployment errors. Launched over 3,800+ by customers customers since 2020. Has a 90% adoption rate by solution architects as their preferred method of deployment.



Converts hundreds of manual processes in an automated workflow that deploys in 15 minutes. Launched over 200 times by customers in just a few months. Seen a 40% increase in traffic and proven to be a valuable deployment tool for customers in sales engagements.

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Building integrated experiences

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Customers want a more integrated experience



Scale with superior visibility and control



Automate operations with integrated security services



Enforce guardrails for centralized security



Global security and compliance controls



Centralized security and network operations

Cloud operations

Security operations

Network operations

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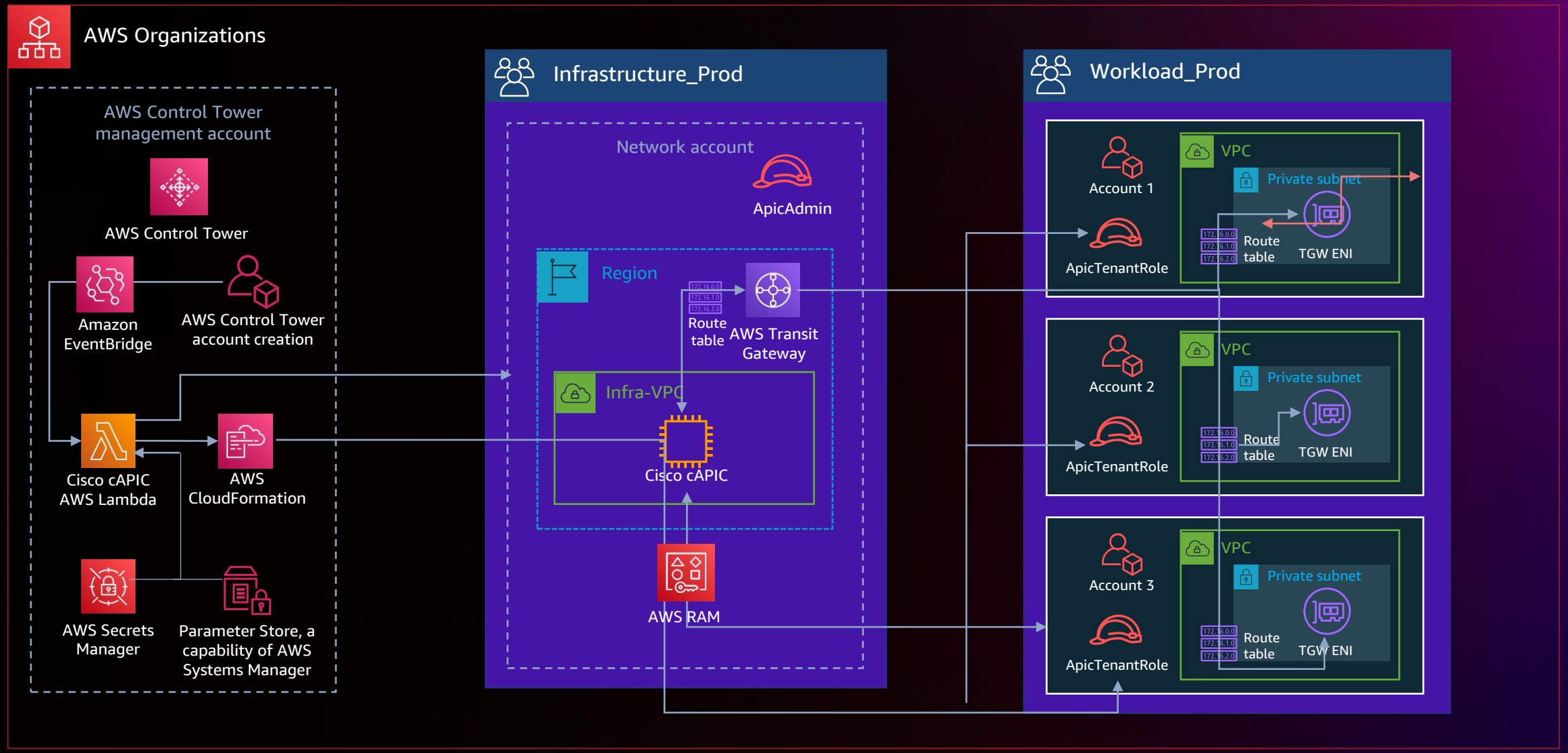
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Security operations



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Network operations



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Network operations

https://aws.amazon.com/marketplace/solutions/control-tower/network-orchestration

Configure, manage, and scale multi-account network resources automatically

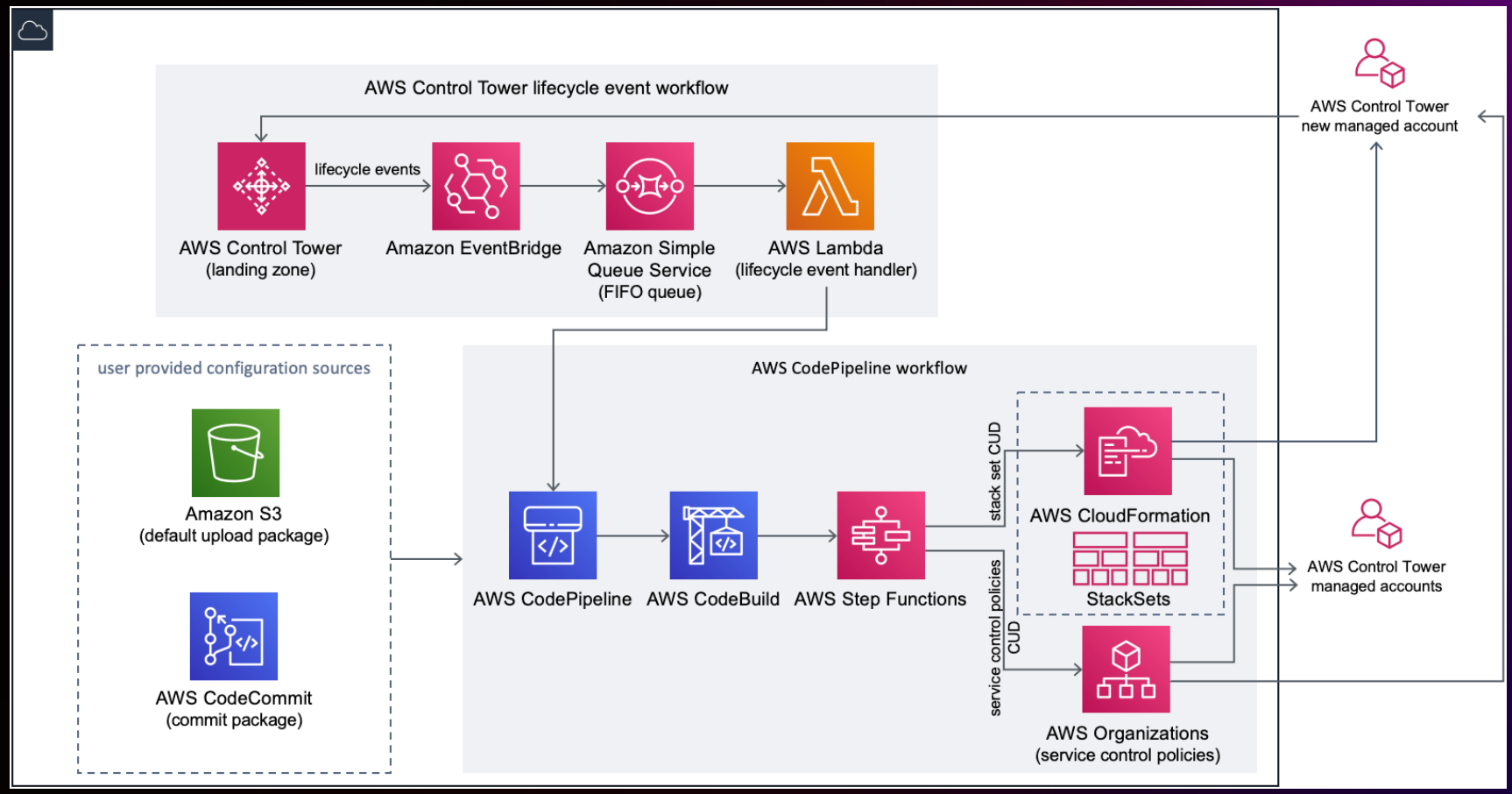


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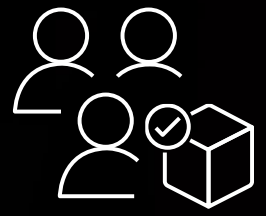
Control Tower customization before today

- Landing Zone
- Lifecycle events
- Manifest File
- Code Pipeline
- CodeBuild
- Step Functions



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Customer experience



Cloud Architect selects hub account in SC & adds IAM role (one time activity)



Cloud Architect builds custom blueprint or goes to GSL to find partner solution



Cloud Architect adds the blueprint to their SC portfolio(s)



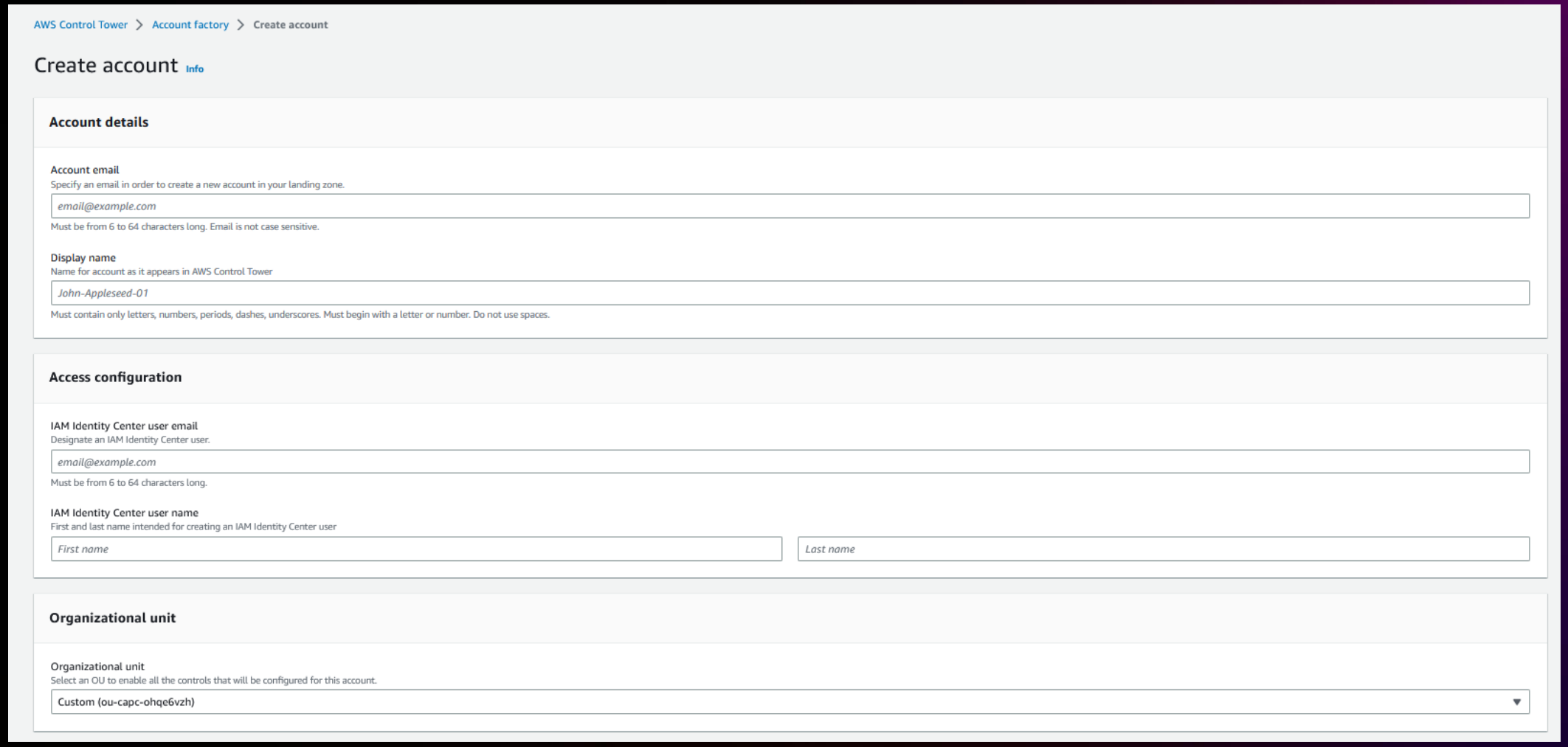
Cloud Architect fills out existing fields to create, update, or enroll account in CT & selects blueprint in console



Custom account builds with customizations deployed within it

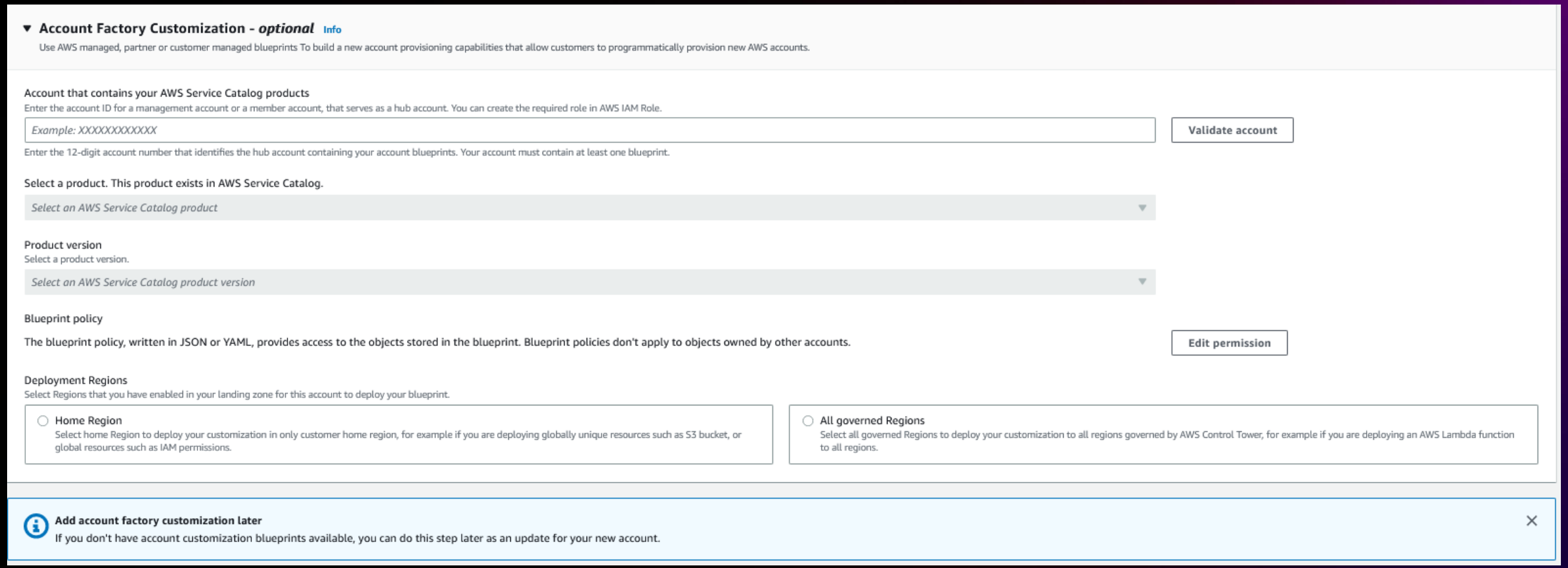
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The new Account Factory



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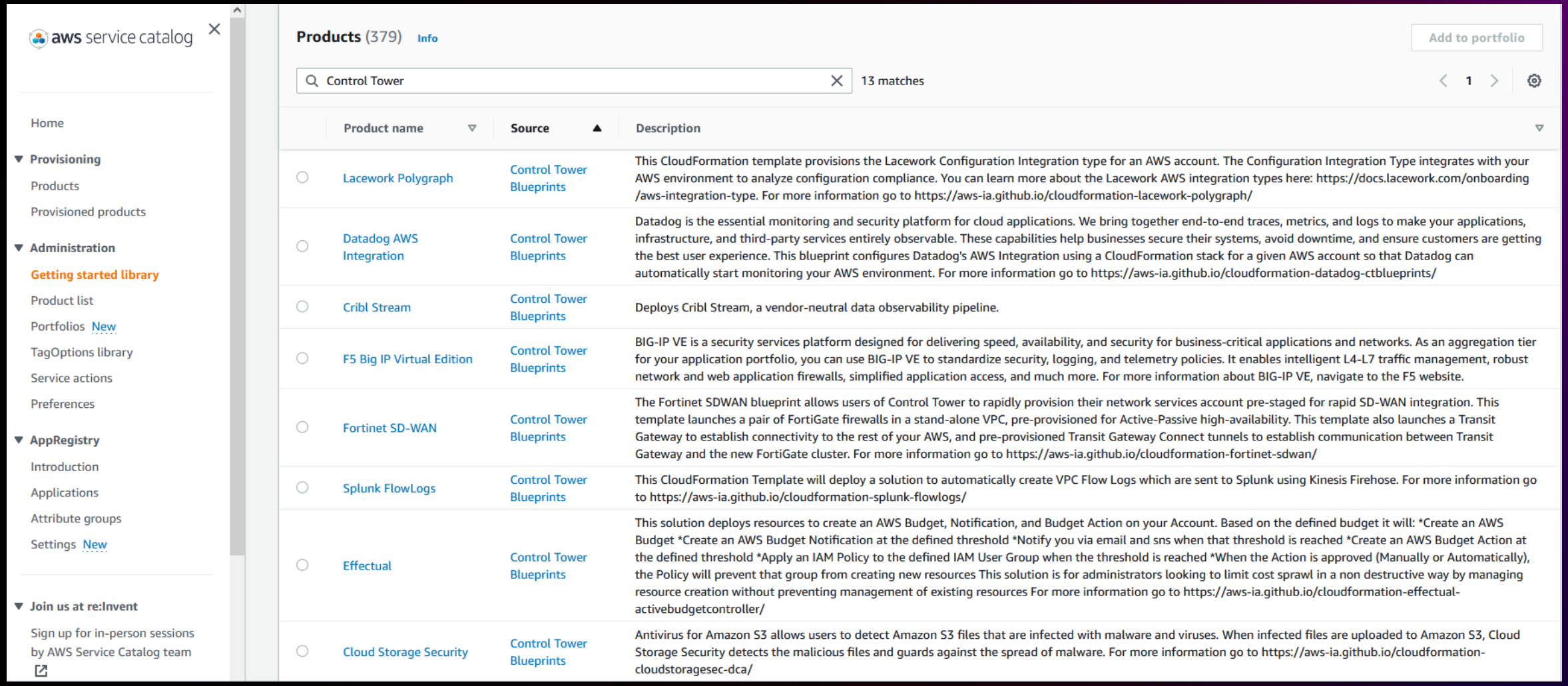
Account Factory customization



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AWS Control Tower blueprints

Placeholder for AFC Screenshots



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CloudFormation Registry

NEW! Support for 50 new popular partner resources

Deploy and configure partner offerings via CloudFormation

Drift detection and auto generating CDK constructs just work, Config custom CIs are automatically created

Available in the CloudFormation console







































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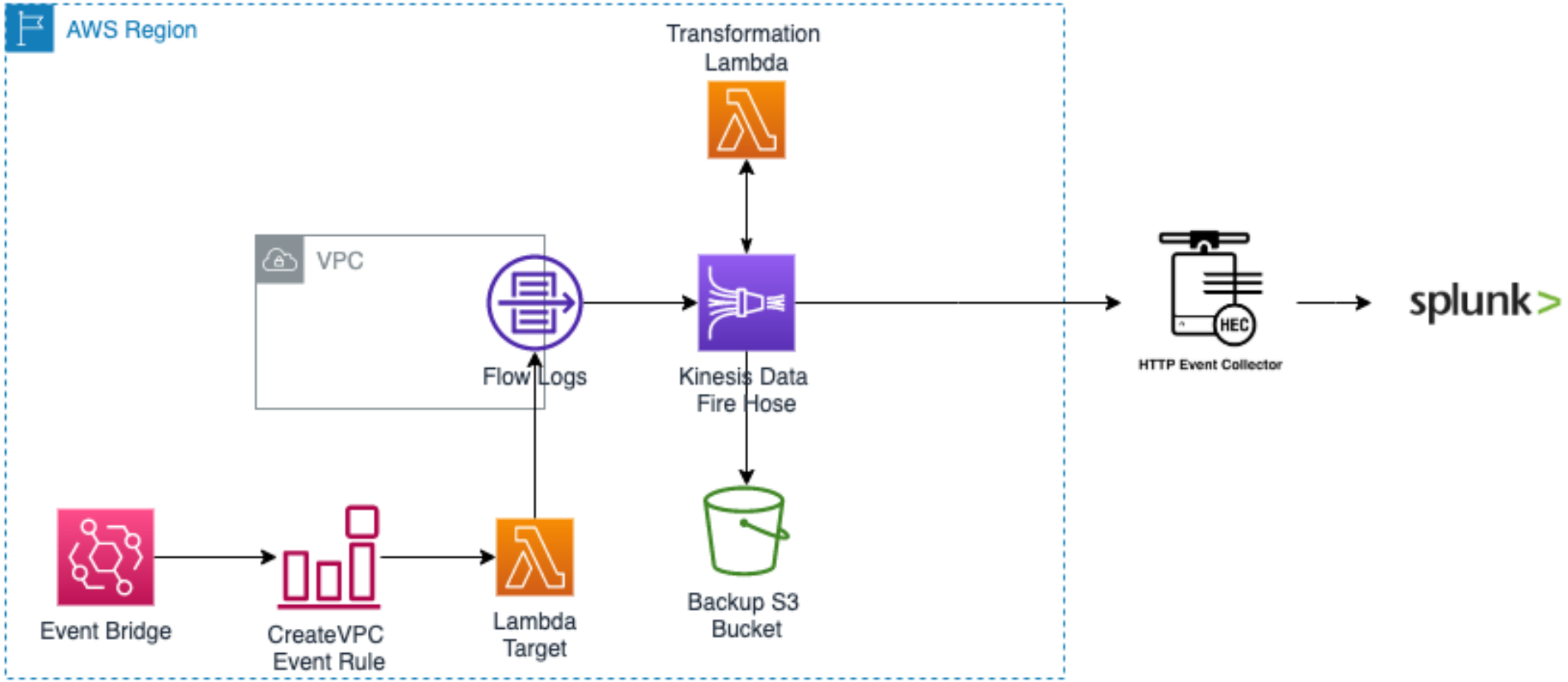


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Example blueprint – Splunk Flow Logs



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Configure AWS Control Tower to Send Amazon VPC Flow Logs to Splunk

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Call to action



Introducing account customization within AWS Control Tower



Account Factory customizations with Lacework



Account Monitoring and Customization with Cribl



AWS Partner Spotlight: Cribl Success Story



AWS Video Playlist: Management & Governance



AWS Video Playlist: Control Tower

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Thank you!

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Please complete the session survey in the **mobile app**

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