
AWS
re:Invent
NOV. 28 – DEC. 2, 2022 | LAS VEGAS, NV

MKT203

Transform federal customer experiences with AWS Marketplace

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Governments have to evolve faster than ever

ESPECIALLY TO IMPROVE THE CITIZEN EXPERIENCE



Citizen Services



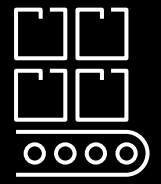
Financial services



Healthcare and pharma



Nonprofits



National security

Billions of connected devices, Pervasive cloud computing
20 million software developers, Increased automation

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New Executive Orders have accelerated need

Transforming Federal Customer Experience and Service Delivery to Rebuild Trust in Government
December 13, 2021

Improving the Nation's Cybersecurity
May 12, 2021

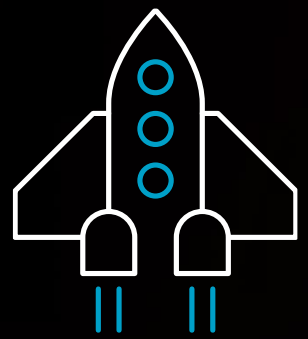
Diversity, Equity, Inclusion, and Accessibility in the Federal Workforce
June 25, 2021

New Commitments for Hunger, Nutrition and Health
September 28, 2022



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Cloud transformation momentum means new considerations for government



Speed

Rapid response to technologies

Launch new capabilities for customers





Management and governance

Confidence to migrate with existing vendors

Maintain and enhance fair competition

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Innovate and transform

75%

of organizations will have comprehensive digital implementation transformation roadmaps



IDC FutureScape: Worldwide Digital Transformation (DX) 2021 Predictions

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With control and governance

600+

SaaS applications maintained in the average company today

70%

of all cloud application spending occurs in line of business (LOB) budgets, not IT



Zylo: State of Enterprise SaaS Management, 2019

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aws marketplace

Transforming how enterprises worldwide find, subscribe to, deploy, and govern third-party **software, data, containers, ML models, and professional services**



Software and data you know, love, and trust



Broad selection for app portfolio modernization



Make transactions and procurement processes easier



Enhance governance and control



Incorporate professional support and expertise



Help optimize IT spend

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3K+

Sellers

13K+

Listings

1K+

Consulting Partners

330K

Subscribers

2M+

Active subscriptions

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A decade of innovation

DISRUPTING THE DIGITAL SUPPLY CHAIN

Product type Capabilities

Federal-specific investments



AWS Marketplace launches with self-service AMIs



Annual software subscription



AWS Service Catalog, AWS CloudFormation support



SaaS



AWS Marketplace Metering Service for AMI and SaaS, AWS Marketplace for US Intelligence



Private offers, contract pricing for SaaS, AWS GovCloud (US West)



Containers, ML



Private marketplace, Consulting Partner Private Offers (CPPO)



AWS Data Exchange



Procurement system integrations, Discovery API, AWS GovCloud (US East)



Professional services



Managed entitlements, AWS Marketplace for US Intelligence Private Offers



AWS Data Exchange for APIs, AWS Marketplace for Containers Anywhere, AWS Data Exchange for Amazon Redshift, AWS IQ, AWS Marketplace for US Intelligence Private Offers, CPPO

2012 2014 2015 2016 2017 2018 2019 2020 2021

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Realize economic value with AWS Marketplace

FORRESTER CONSULTING'S TOTAL ECONOMIC IMPACT (TEITM) STUDY

Organizations who shifted their software procurement to AWS Marketplace

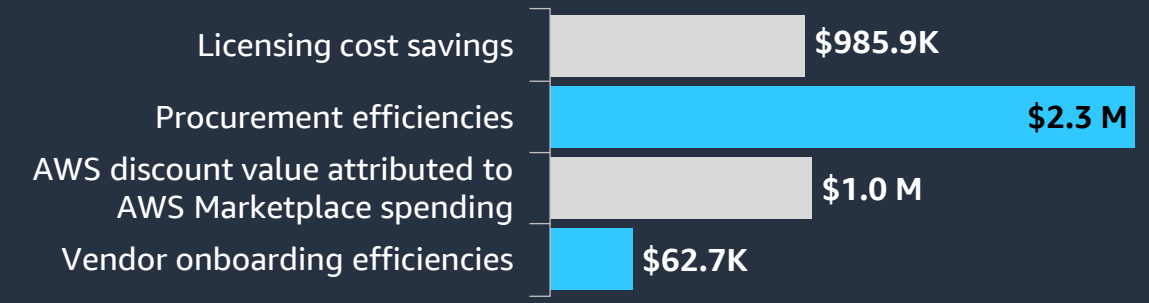
Drove efficiency through the procurement process

Saved on licensing fees

Spent less effort on vetting and onboarding new vendors

Summary benefits (for composite organization)

Three -year risk-adjusted



NPV | $3.70M

ROI | 550%

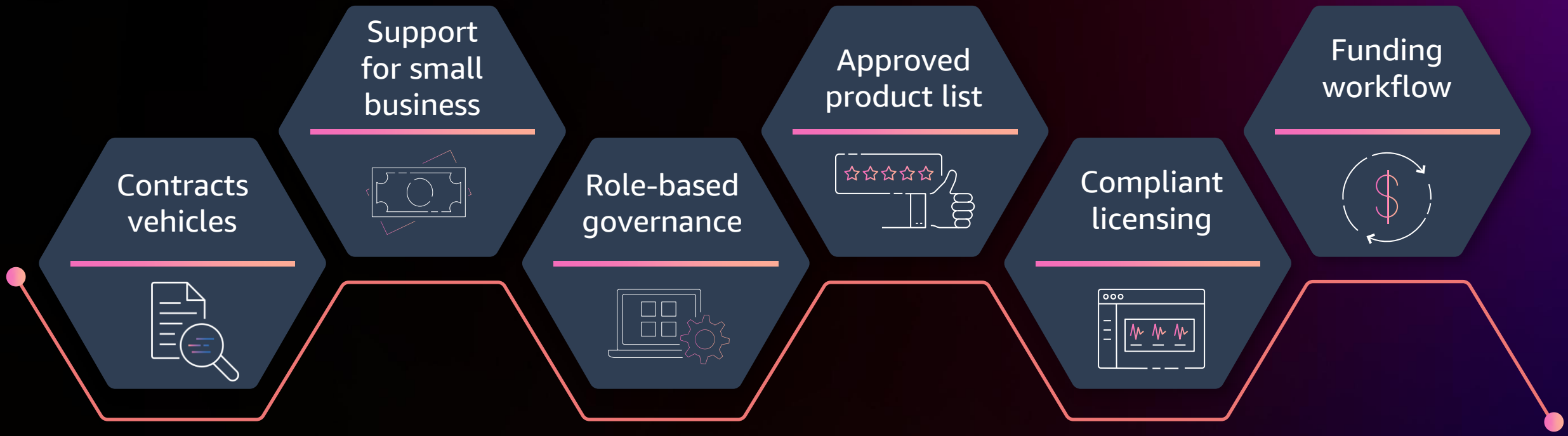
PAYBACK | <6 months

Source: Forrester Consulting, "The Total Economic Impact Of AWS Marketplace", May 2022

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Procurement needs for digital transformation

THE LEGACY SOFTWARE SUPPLY CHAIN IS NOT DESIGNED FOR A DIGITAL-FIRST WORLD



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Benefits seen by customers



75% reduction in onboarding effort for new vendors



66% time savings due to procurement efficiencies



Increased licensing flexibility, leading to **10% reduction in licensing costs**

Source: *"The Total Economic Impact™ Of AWS Marketplace"*
A commissioned study by Forrester Consulting on behalf of AWS, May 2022

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Drive federal digital transformation

A HOLISTIC APPROACH TO STREAMLINING SOFTWARE PROCUREMENT

Goal

Streamline adoption of third-party software while maintaining compliance with federal and regulated industry policies

New process

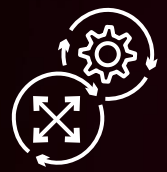
Align AWS Marketplace features and program to meet common needs for federal procurement officers

Benefits



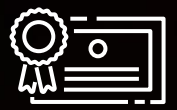
Time

Streamline procurement from years to weeks



Effort

Reduce costs for buyers and sellers across the US Government



Compliance

Ensure transactions meet the scope of government regulations



Monitoring

Provide governance controls to ensure continued compliance

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New this year



US Federal Marketplace Team



Support for WWPS Distribution Partners



Feature and Program Enhancements



Government Regions



Customer Impact Vignettes

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AWS Marketplace Channel Partners

Accelerating innovation

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AWS Marketplace Global Channel Partners

1300+

Registered Partners

800+

Public Sector supported listings

3000+

Professional service listings

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Distributor seller of record (DSOR)

TRANSFORMING THE ISV'S DISTRIBUTION CHANNEL FOR WWPS

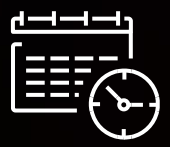
Request

Modernize the traditional ISV distribution model

Challenge

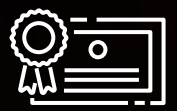
Develop a distributor-based listing to directly support the ISV's global channel partner network

Objectives



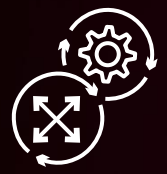
Authorize

ISV can authorize approved distributors in managing their listings



Streamline Ops

Distributor provides ISVs with consistent operations support



Co-Sell

Distributor can execute CPPOs with channel partners on behalf of the ISV



Selection

Customer access to global AWS Marketplace channel partner

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Distributor seller of record

WWPS CUSTOMERS CAN ACCESS ISV PARTNERS THROUGH DISTRIBUTION PROGRAM

40+

ISV participants

BeyondTrust

f5

druva

MongoDB.

MuleSoft

okta

zscaler

Red Hat

SentinelOne

snowflake

splunk>

zoom



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carahQ

SOLUTIONS FOR THE DIGITAL GOVERNMENT TRANSFORMATION

"The carahQ represents the type of innovative collaborations Carahsoft and AWS Marketplace are developing in accelerating our federal customers' access to industry leading and emerging cloud technology vendors."

"Together, Carahsoft and AWS Marketplace are delivering digital government solutions in transforming the federal and healthcare industries."

Craig Abod
CEO, Carahsoft

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Create multiple private marketplaces to govern different parts of your organizations

AWS PRIVATE MARKETPLACE



- Build catalogs per department, environment, customer, or organization
- Create unique sets of approved products and branding
- Scale governance across distinct business and user needs

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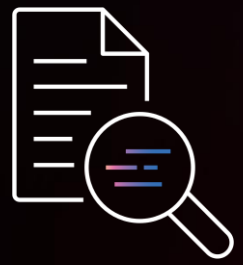
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WWPS Channel Partner outlook



Increase listings

Channel-led solution and service offerings



Procurement options

Increased acquisition options through partner contracts



Increase joint collaboration

Innovation-based pilots

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GDIT

Art of the possible.

GDIT case study

Mathew Soltis

Vice President, Cloud Solutions & Growth
General Dynamics Information Technology

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General Dynamics

2019 REVENUE	WORLDWIDE EMPLOYEES	BUSINESS UNITS	OPERATING GROUPS
$39.4 Billion	107,000	10	5



AEROSPACE

Manufactures Gulfstream aircraft and provides comprehensive services for aircraft owners and operators.

- Gulfstream
- Jet Aviation



COMBAT SYSTEMS

Designs, manufactures and integrates land combat machines.

- Land Systems
- Ordinance and Tactical Systems
- European Land Systems



MARINE SYSTEMS

Designs, builds and repairs ships and submarines.

- Electric Boat
- Bath Iron Works
- NASSCO



MISSION SYSTEMS

Leading integrator of C4ISR solutions for land, sea, air, space and cyber defense.

- GD Mission Systems



INFORMATION TECHNOLOGY

Delivers strategy, technology transformations and mission services.

- GDIT

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GDIT cloud experience

Diverse and talented workforce

30,000+ EMPLOYEES

14,000+ TECHNOLOGISTS

7,000+ VETERANS

Global operations

400 CUSTOMER LOCATIONS

229 FACILITIES

30 COUNTRIES

Experience

50+ YEARS OF SERVICE

90+ ALLIANCE PARTNERS

4,000 CONTRACTS

Who we serve

- Defense
- Health
- Federal civilian
- Intelligence community
- State
- National security

Cloud transformations made clear

TALENT

3,000+
Cloud professionals supporting the federal government and state/local

14,000+
Cleared professionals

500+
Cloud certifications

EXPERIENCE

Supporting Cloud at all classification levels

10+
Years of cloud experience

60,000+
Managed cloud instances

80+
Cloud projects

500+
Applications migrated

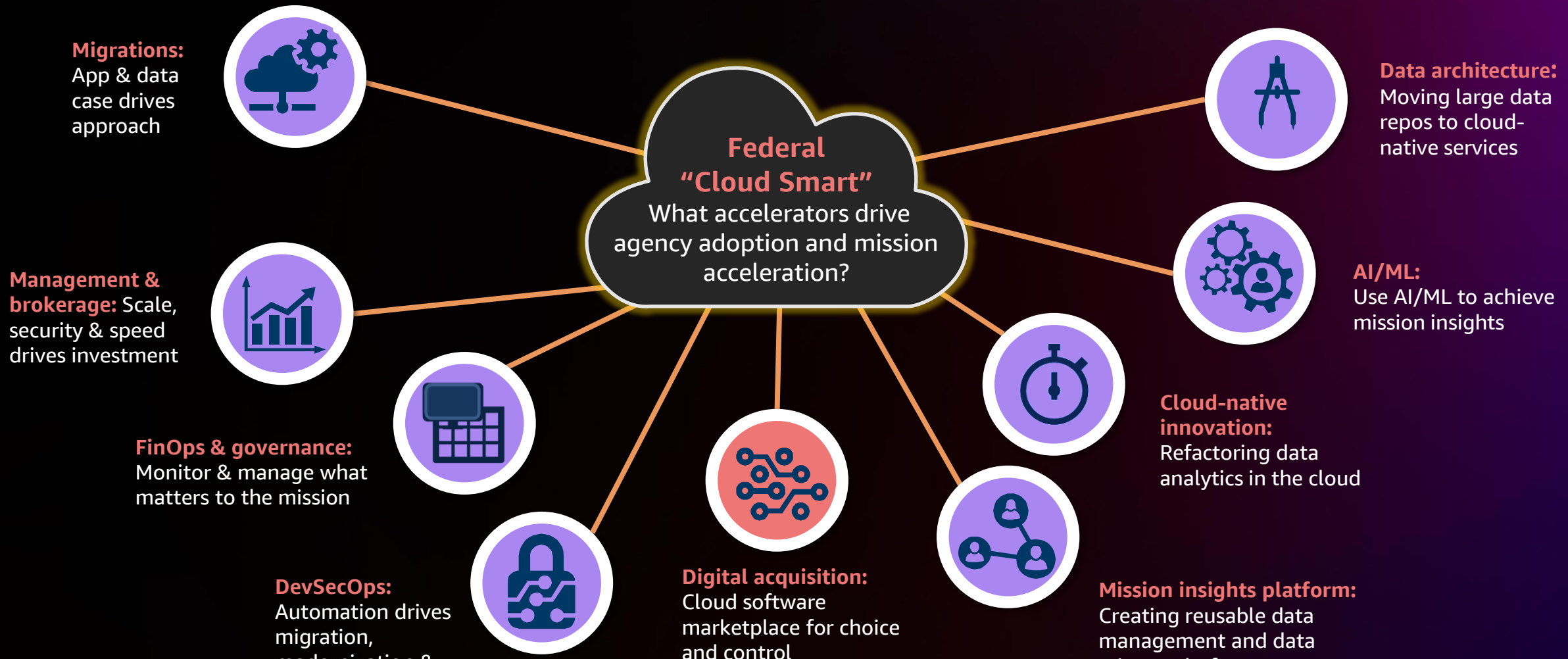
100+
PB data migrated

200,000+
Migrated email accounts

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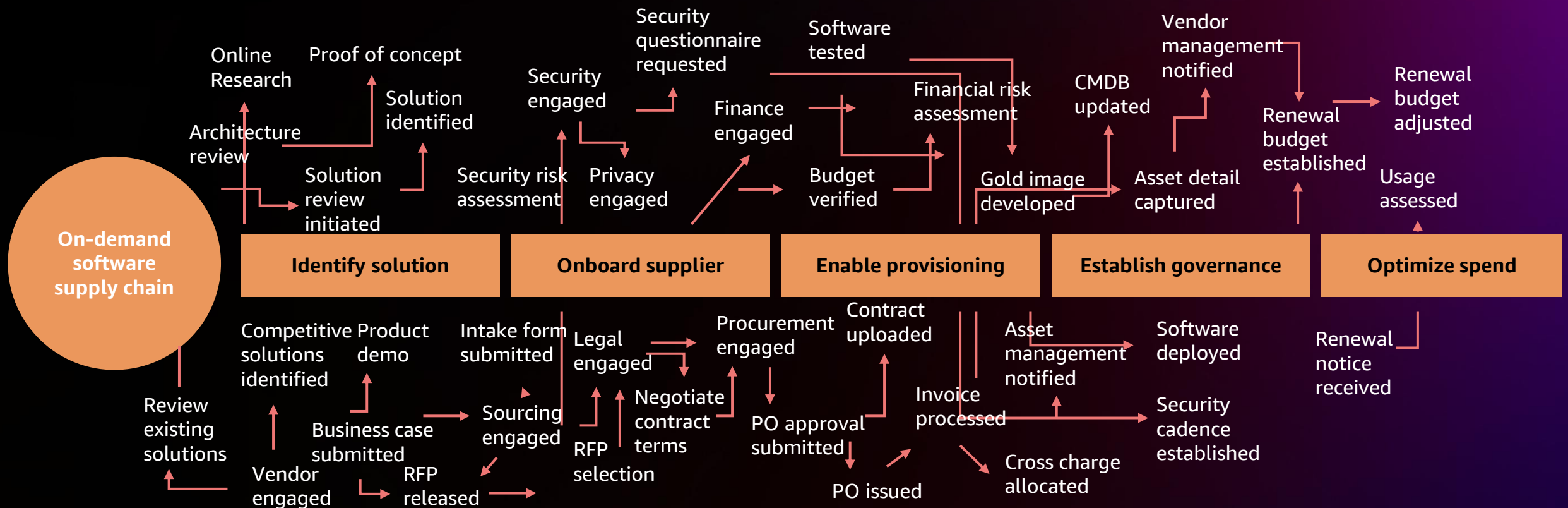
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Federal mission acceleration & cloud transformation



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The software supply chain is ready for an overhaul



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Cloud software customer challenges

WHAT ROLES & FUNCTIONS ARE INVOLVED IN CLOUD SOFTWARE

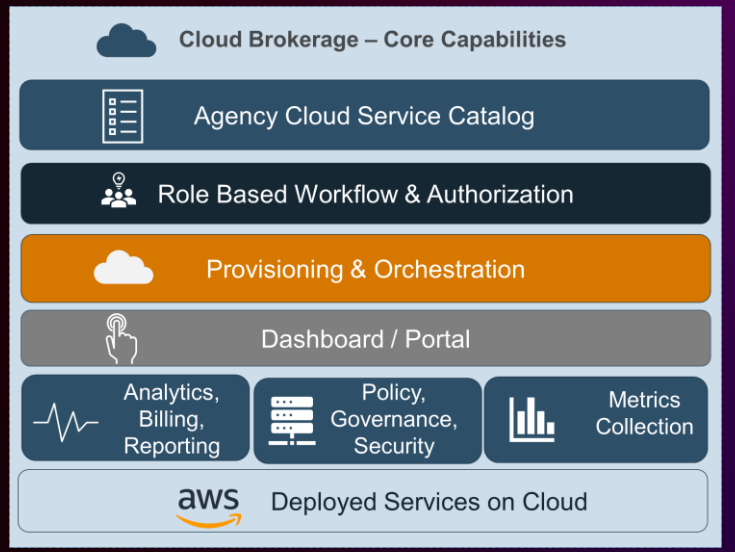
Speed & adoption
CIO/IT developer

Leverage DevSecOps
Developer, mission teams

Enhance cost management & governance
Finance, procurement

Enable security & compliance
CISO

Acquisition simplicity
CIO/IT, procurement developer



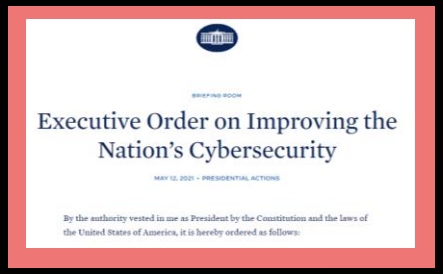
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New cybersecurity guidance has accelerated need for supply chain modernization





May 2021 | December 2021 | February 2022 | September 2022 | October 2022







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Increasing visibility for cloud software

AWS MARKETPLACE PROVIDES CONSISTENT APPROACH FOR PROVISIONING CLOUD SOFTWARE

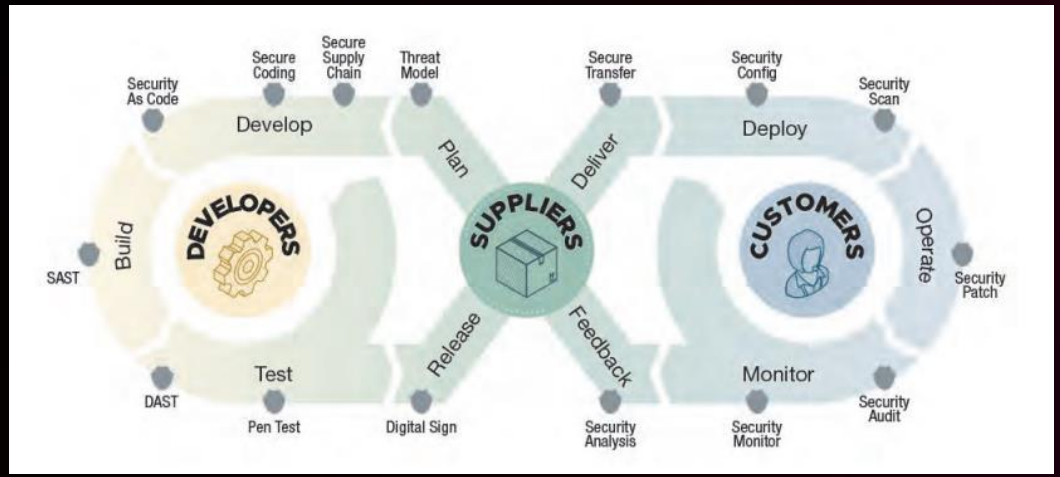
Governed process to introduce new software into customer cloud environments

Built-in customer notifications for upgrading to new software via AWS Marketplace

Leverages AWS Marketplace catalog curation for vulnerability remediation with suppliers

Improves asset management through native integrations with AWS License Manager

“Our nation must make intelligent and vigorous use of modern technology and security practices”
OMB Zero Trust Strategy



“Knowing what's on your network is the first step for any organization to reduce risk.”
Jen Easterly, Director Cybersecurity and Infrastructure Security Agency

Secure software supply chain guidance from NSA and CISA: https://bit.ly/3Ezab81

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US Federal Healthcare Agency

CHALLENGE

Delivering access to cloud services cross agency, in an optimized, secure, and compliant fashion

SOLUTION

GDIT Cloud Brokerage to track, report, and accelerate cloud modernization – with a Private Marketplace integrated into Agency workflow and approvals

IMPACT

Enables modernization by providing continuous access to new solutions

Improved mission owner access to leverage third-party services and software

Compliant pricing and terms that align to existing agency approval processes

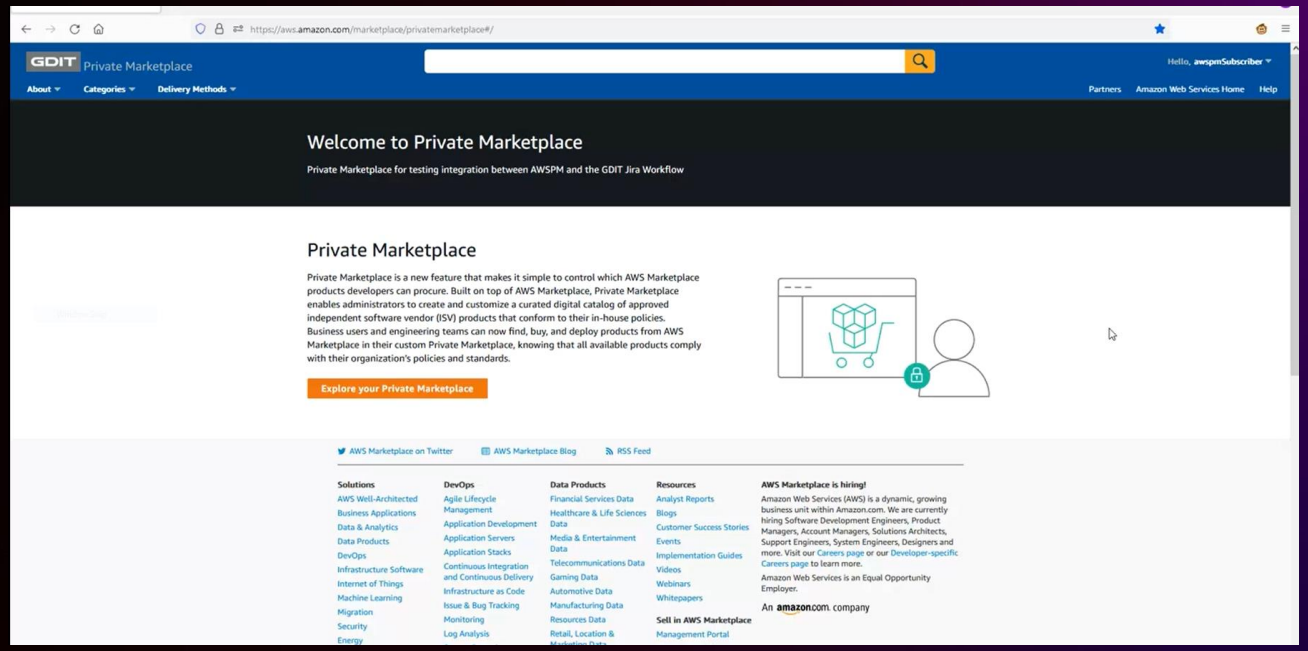


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Modernizing the supply chain for digital transformation

- Managed web catalog of approved products and services
- Integrated with agency's workflow, approval, and cloud contracts
- Accelerated migration and cloud adoption through improved procurement process
- Secure, compliant and governed third-party software as a service solutions
- Managed service that can be added to GDIT cloud broker and re-sale contracts

GDIT's AWS Private Marketplace



GDIT

Art of the possible.

aws marketplace

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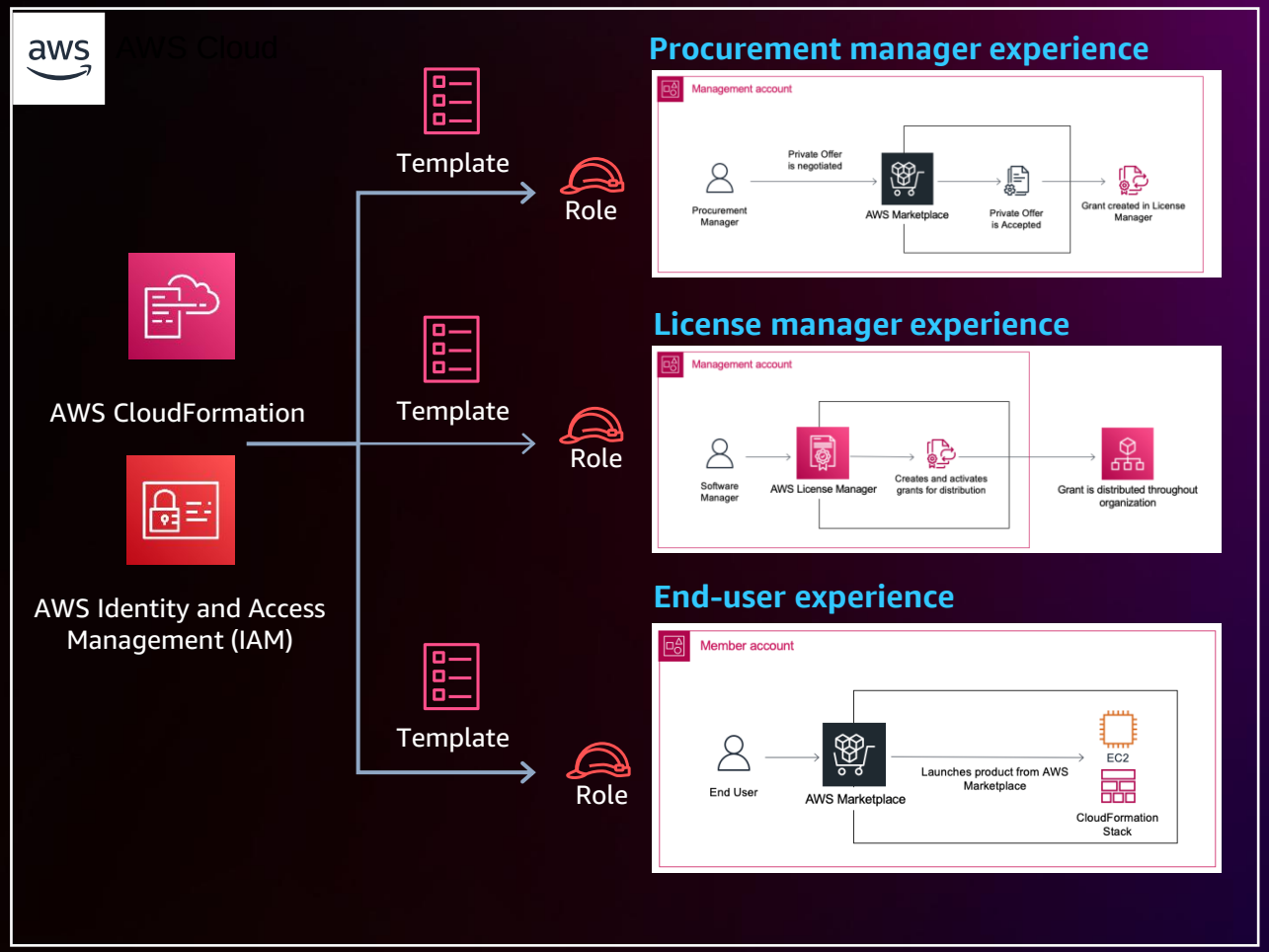
Role-based governance for AWS Marketplace

STREAMLINING PROCUREMENT FOR CUSTOMERS IN REGULATED INDUSTRIES

Centralized and authorized procurement

Streamlined catalog and asset management

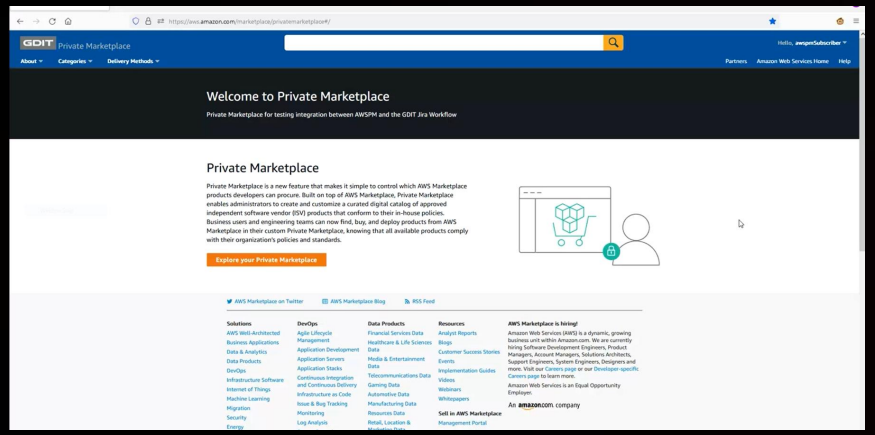
IAM backed end-user compliance

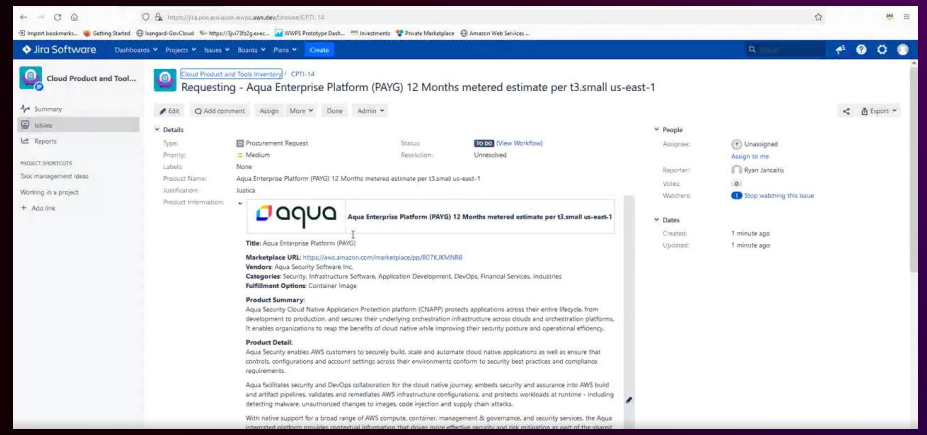


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AWS Private Marketplace Connector

ATLASSIAN JIRA INTEGRATION OVERVIEW





AWS Private Marketplace

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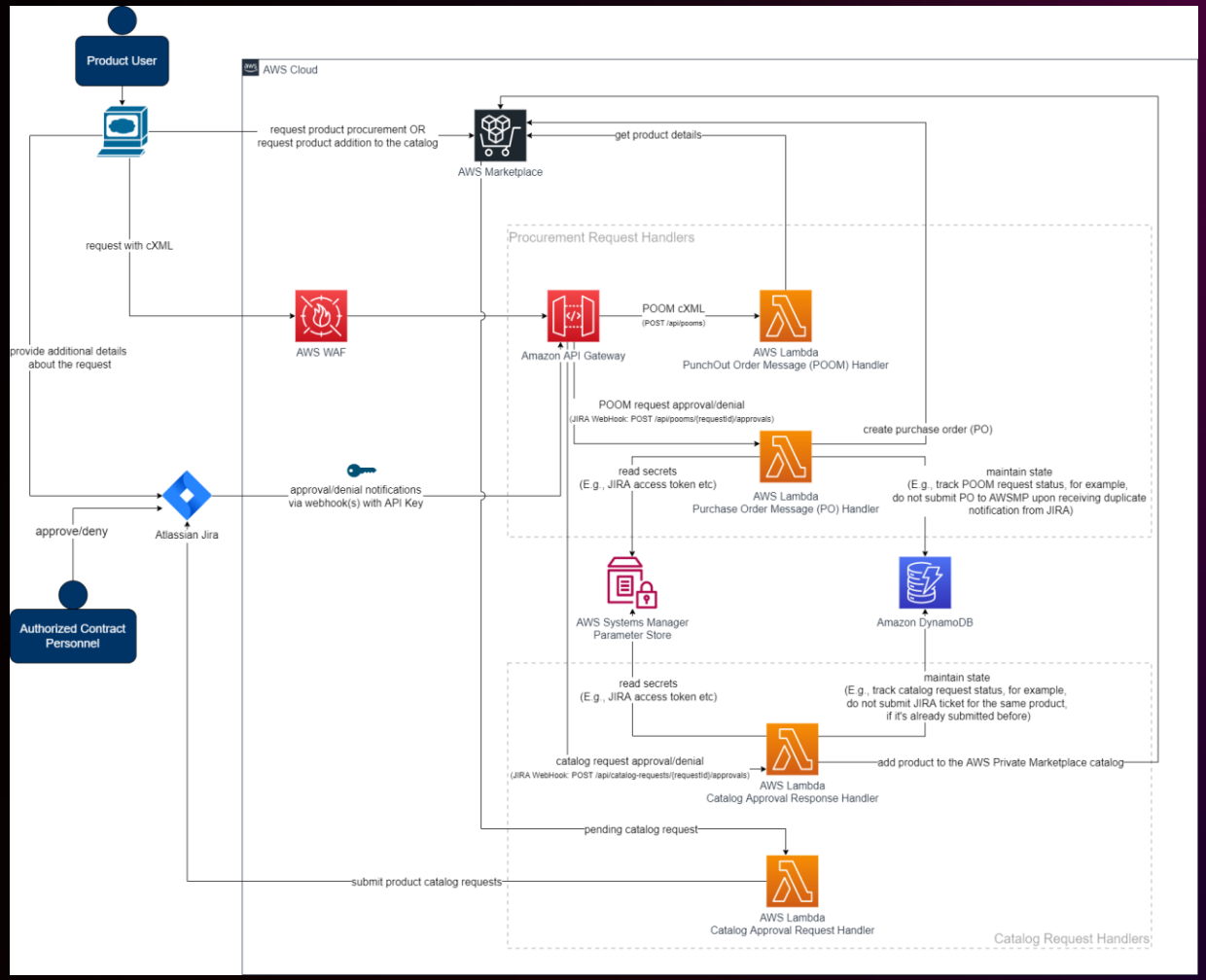
AWS Private Marketplace Connector

TECHNICAL ARCHITECTURE

Secure

Serverless

Extensible



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System integrator engagement best practices

GDIT'S VIEW FOR ISV GO-TO-MARKET IN THE FEDERAL LANDSCAPE



Align federal go-to-market approaches to cloud budget and agency use cases



Develop a road map for federal compliance & leverage key system integrator primes to assist in FedRAMP Sponsorship



Understand what contracts & vehicles your customers will utilize & embrace CPPO with the schedule owner to create channel to market



Highlight native integrations with AWS Services to addresss customer mandates and ease of adoption with native services



Simplify Pilot/POC with free trial & short-duration consumption-based billing models for low-cost entry points

snowflake®

"AWS Marketplace accelerated our entry into the federal market by streamlining our ability to rapidly partner on top government cloud programs managed by GDIT."

Jeff Frazier
Head of Global Public Sector, Snowflake

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Agency software modernization best practices

GDIT'S VIEW FOR WHERE TO ACCELERATE DIGITAL INNOVATION IN THE FEDERAL LANDSCAPE



Integrate software and cloud approval into your existing enterprise workflow



Address governance, contracts, and security requirements with both process and automation



Use Agency Private Marketplaces to expand access to cloud software and SaaS (make it easy to access and deploy new and open-source software)



Enable tagging and cloud FinOps process for financial management of cloud software

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Supporting government missions

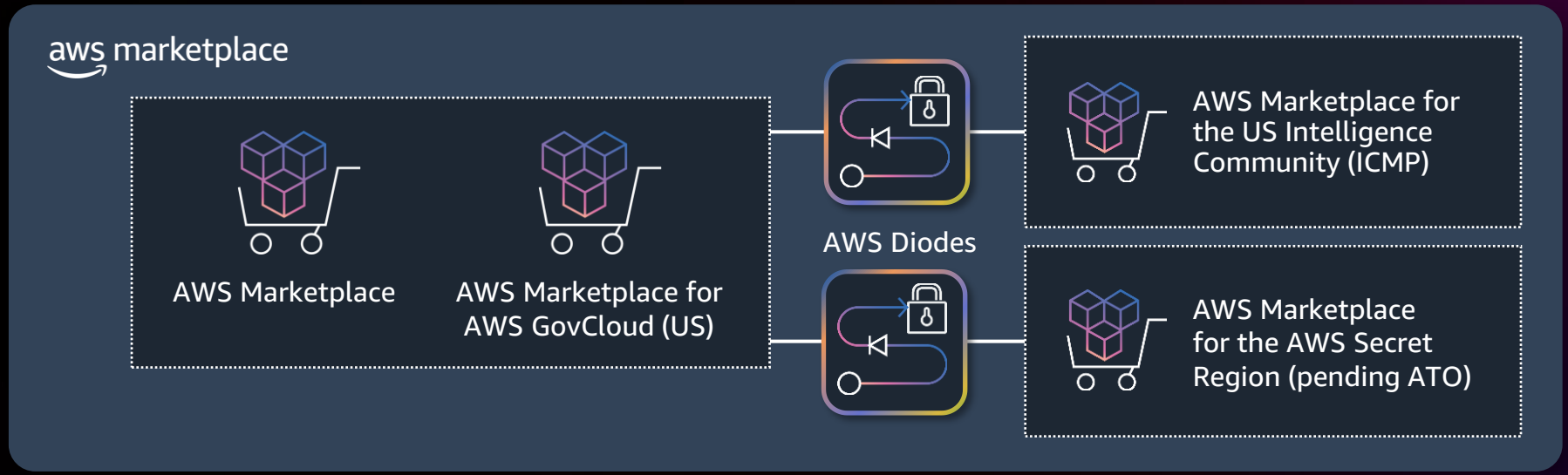
Highlighting our commitment to support national security

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AWS Marketplace for the US Intelligence Community

AIR-GAP SUPPORT FOR NATIONAL SECURITY AND DOD CUSTOMERS

- Provides consistent approach for ISVs to publish software into AWS Regions accredited for secret and top secret workloads
- Existing programmatic approach with government for FOCI review and clearances for ISVs
- Existing channel programs that align incentives for large and small vendors: https://aws.amazon.com/marketplace/partners/channel-programs
- Aligns software procurement with established cloud contracts



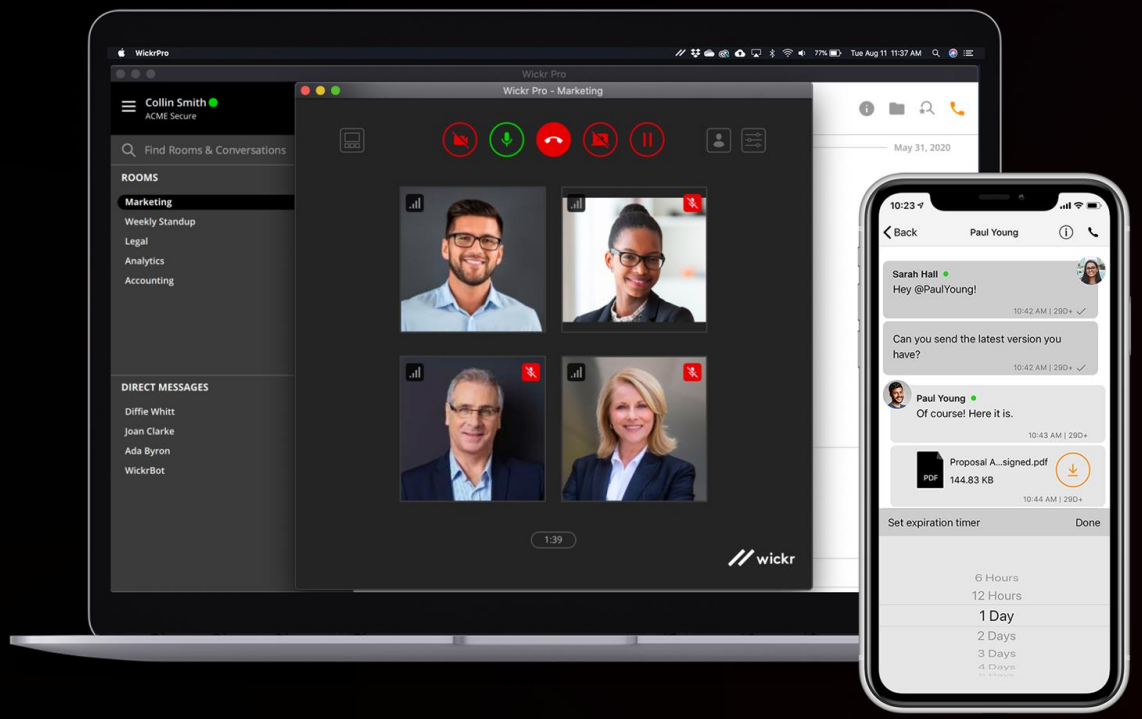
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ICMP Partners

AI/ML	Security	Storage	Networking	Data management	Business Apps	System integrators	ICMP resellers
DataRobot	splunk>	PANZURA	cisco	informatica	CloudBolt software	BAE SYSTEMS	carahsoft
BasisTech	CIS Center for Internet Security	rubrik	vmware	neo4j	DECISION LENS	applied insight	augustschell
Red Hat	ENVEIL ENCRYPTED VEIL	MarkLogic	JUNIPER NETWORKS	Qlik		sequoia | combine	
CentOS	ThreatModeler	NetApp	CITRIX	Tamr		QVINE	
	REDSEAL		cohesive networks				
	POLARITY		f5				
	FORCEPOINT		AVIATRIX				
	Gigamon						

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AWS Wickr



- Single product with full suite of **collaboration** capabilities
- **Multi-device** (mobile, desktop) access with ability to function in low-bandwidth environments
- Enterprise management **administrative control** and IT integration
- **Data retention** service supports record retention and data privacy protection
- Federated SaaS, self-hosted, and air-gapped **deployment options**
- State of the art **end-to-end encryption (E2EE)**
- Operates securely on personal devices **without the need for VPN** or special software

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SaaS offerings available in DoD Cloud One

WICKR RAM AVAILABLE ON USAF CLOUD ONE VIA AWS MARKETPLACE

wickr
an AWS Company

+

aws marketplace

"Using Wickr RAM in Cloud One allows our teams to collaborate at the tactical edge and higher. It helps attribute to a successful and safe mission. "The solution fills the mobility collaboration gaps and is the only DOD-approved system supporting us at scale."

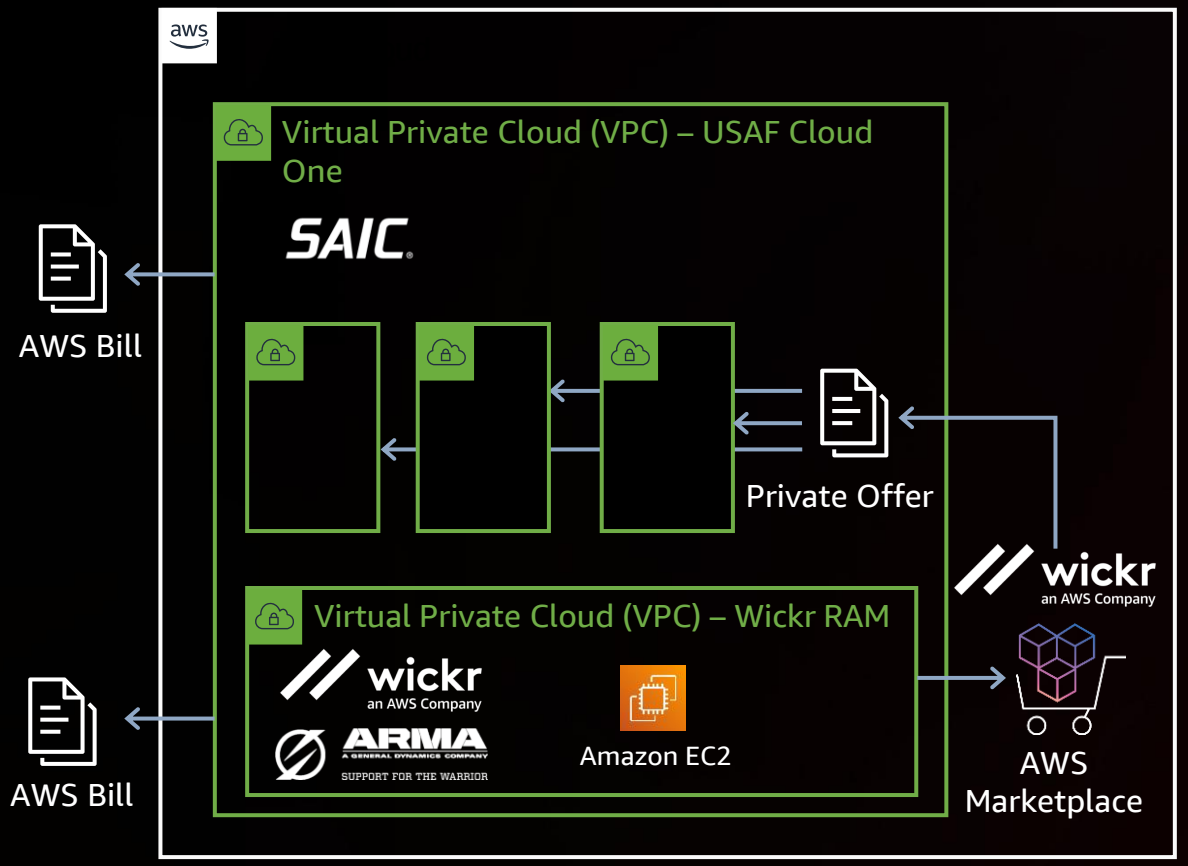
Todd Weiser, Chief Technology Officer
US Air Force Special Operations Command

https://wickr.com/ram/

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Enabling multi-tenant SaaS for government

WICKR RAM AVAILABLE ON USAF CLOUD ONE VIA AWS MARKETPLACE



Accreditation:

- USAF maintains ATO for Wickr
- Customer providing ATO does not incur AWS compute cost

Billing for AWS utility spend:

- SAIC receives bill for all AWS spend
- Wickr direct billed for SaaS compute spend
- Wickr license includes per-user compute charges

Billing for Wickr licensing:

- AWS Marketplace private offer sent to customer
- Customer accepts AWS Marketplace private offer and SAIC invoices the customers

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Introducing ARGUS

Project ARGUS delivers decision-ready information for

SPACE DOMAIN AWARENESS



MARITIME DOMAIN AWARENESS



GEOSPATIAL INTELLIGENCE



ARGUS combines earth and space data with software and analytics tools from AWS Partners

ARGUS is designed as an open architecture to integrate with first- and third-party data, models, and visualizations to deliver targeted insights for **critical mission use cases**

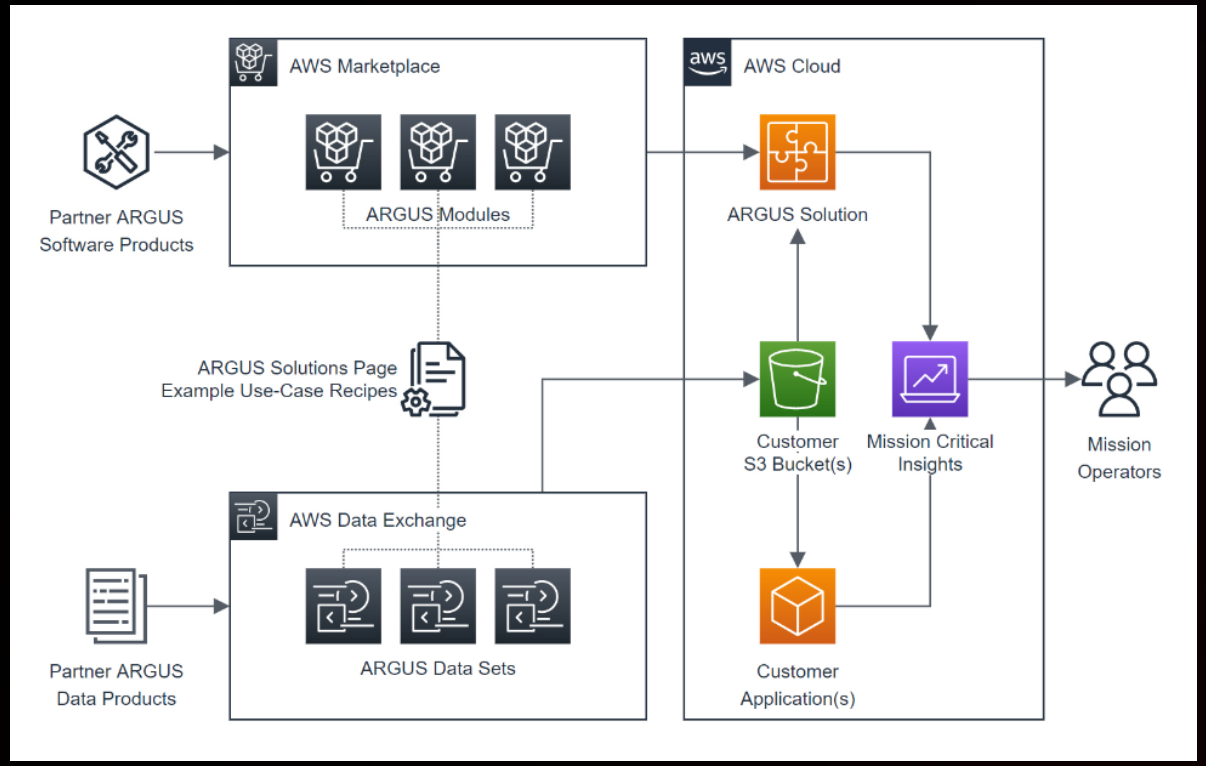
aws marketplace Palantir COMSPOC HYPER GIANT tractiv AWS Data Exchange BLACKSKY URSA SPACE GateHouse

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Delivering decision-ready information

STREAMLINED PROCUREMENT AND LICENSING AT SPEED OF MISSION



https://aws.amazon.com/marketplace/solutions/public-sector/argus

ARGUS Partner Solution onboarding:

- ARGUS modules added by partners to AWS Marketplace
- ARGUS ready data sets added to AWS Data Exchange

Customer discovery of ARGUS:

- Customers choose the ARGUS Modules necessary to deliver targeted insights for mission-specific use cases
- Data recipes make it easier for customers to find the data sets needed to power their ARGUS solution

Procurement and integration:

- Customers subscribe to AWS Marketplace Private Offers for ARGUS modules and data sets
- ARGUS data sets delivered directly to customer's Amazon S3 account

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Scaling innovation to government missions

MULTIPLE ISVS ANNOUNCE AWS MARKETPLACE SUCCESS ACROSS THE US FEDERAL GOVERNMENT

ENVEIL
ENCRYPTED VEIL

"AWS Marketplace was critical in scaling adoption of Enveil's Privacy Enhancing Technology solutions across the US Federal Government and helping us accelerate our $30M Series B raise. In 2 years, our revenue increased over 300% and AWS Marketplace was a key enabler of this success."

Ellison Anne Williams, CEO

kaleido

"AWS Marketplace accelerated our entry into the US Federal Government market. As a startup, it can be difficult to navigate the government market due to the complex and lengthy sales cycle. AWS marketplace helped us close our initial federal transaction in 3-months in the middle of the Covid pandemic."

Sophia Lopez, COO

Qlik

"AWS Marketplace has simplified adoption of Qlik across the US Federal Government. We completed our first major National Security transaction over a year ahead of our forecast."

Andrew Churchill, VP US Federal

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Contact information & resources

REACH OUT FOR MORE INFO



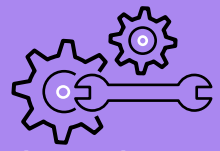
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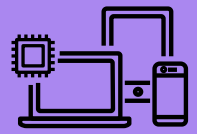
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Thank you!

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