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

MKT204

How IGA Bahrain uses AWS Marketplace to access mission-critical software

Dr. Khalid Al Mutawah

Deputy CE of Operations and Governance
Information & eGoverment Authority
Kingdom of Bahrain

Lisa Lewison

Sr. Manager, AWS Marketplace
AWS

Paulomi Shroff

Principal Tech Program Manager,
AWS Marketplace
AWS



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Agenda

Overview

Enterprise Cloud Transformation

Innovation with AWS Marketplace

IGA Bahrain: Achievements with AWS Marketplace

IGA Bahrain: Roadmap with AWS Marketplace

Governance with AWS Marketplace

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Innovate and transform

By 2023, **75%*** of organizations will have comprehensive digital transformation implementation roadmaps, resulting in true transformation across all facets of business and society.





*Source: IDC FutureScape: Worldwide Digital Transformation (DX) 2021 Predictions

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Migrate and modernize

81% of organizations already use cloud computing or have applications in the cloud.

80% of enterprises are planning data center closures by 2025 versus 10% today.



*Source: Gartner, Death of the Data Center: So Where Do My Workloads Go Instead (July 2019). IDG, 2020 IDG Cloud Computing Survey

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Control and governance

- The average company maintains about **600** SaaS applications.
- **70%** of all cloud application spending occurs in line of business (LOB) budgets, not IT.



*Source: Zylo: State of Enterprise SaaS Management, 2019

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Optimize at scale

Cloud is projected to make up **14.2%** of the total global enterprise IT spending market in 2024, up from **9.1%** in 2020.



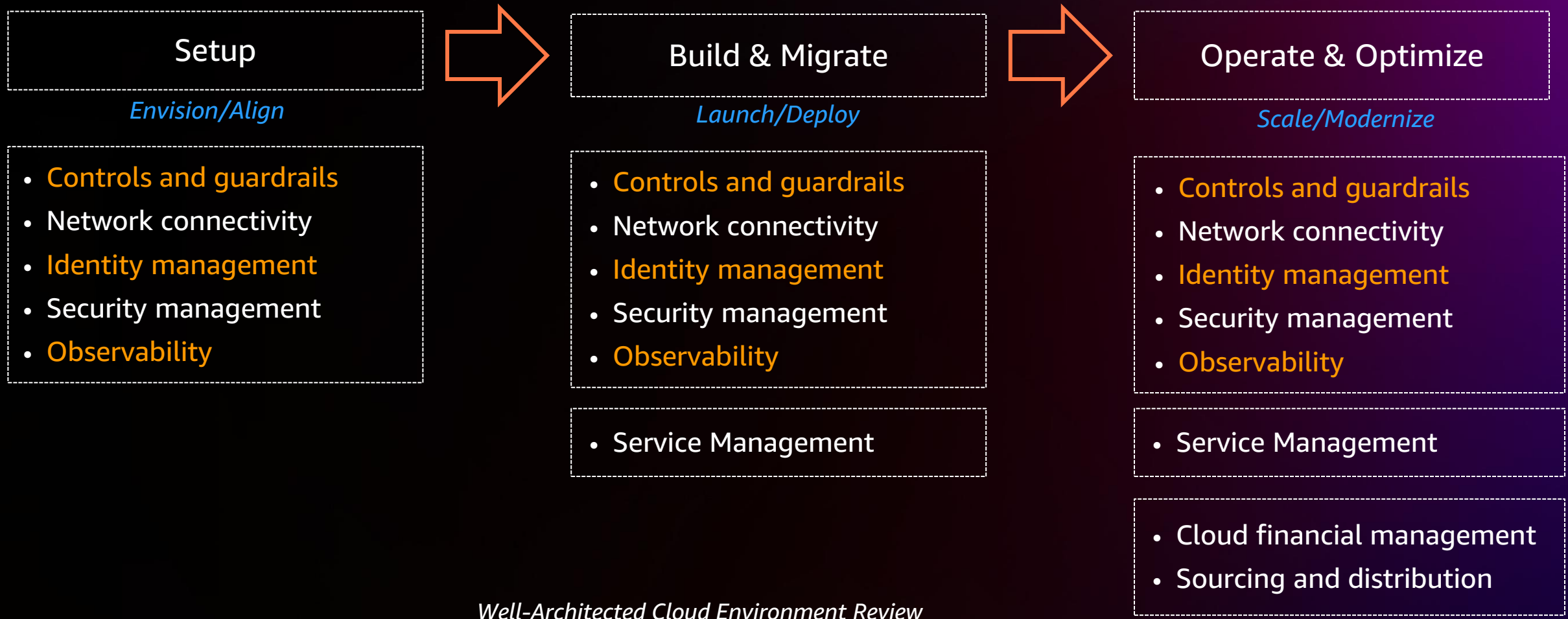


*Source: Gartner Forecasts Worldwide Public Cloud End-User Spending to Grow 18% in 2021

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Journey to cloud-ready environments



Well-Architected Cloud Environment Review

go.aws/mglens

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Discover, Test, BYOL, or Purchase new Third-Party software for your cloud operating model

Leveraging packaged third-party products from AWS Marketplace

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aws marketplace

Transforming how enterprises worldwide
find, subscribe to, deploy, and govern third-party software, data,
containers, machine learning (ML) models, and professional services . . .





. . . while becoming the most strategic channel ISVs, data providers,
and resellers use to acquire new customers, migrate existing
customers to the cloud, and grow revenue

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Discover the right solution for your distinct needs

A curated digital catalog helping customers **find, subscribe to, deploy,** and **govern** third-party software, data, and services

Over **13,000** transactable listings

Deployed in **25** Regions

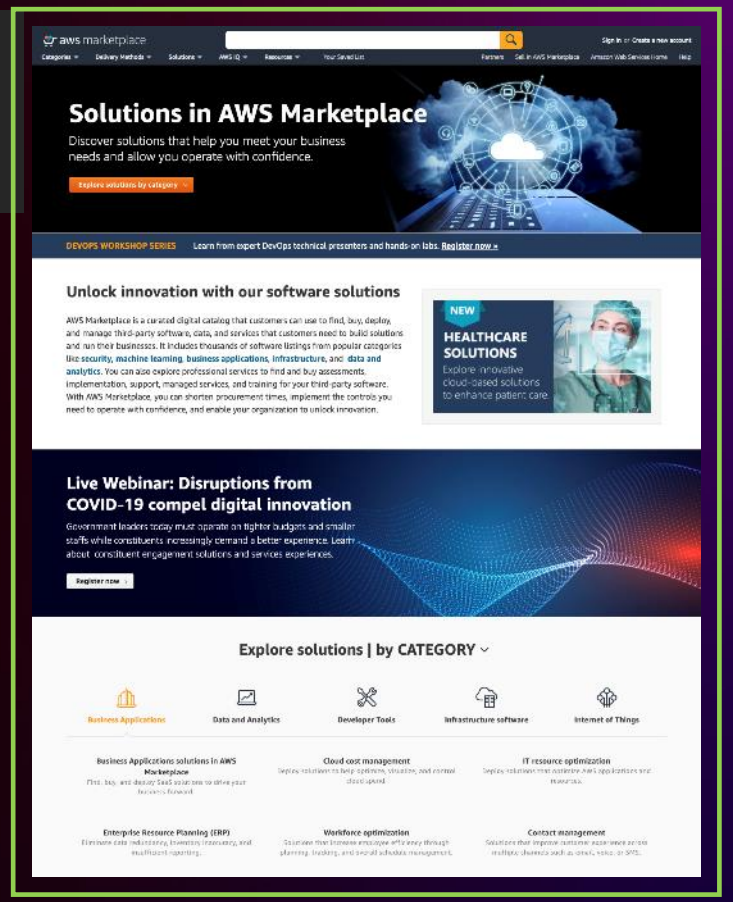
3,000+ ISVs, **300+** data providers, **1300+** consulting partners

70 categories (monitoring, security, databases, etc.)

2M+ active subscriptions

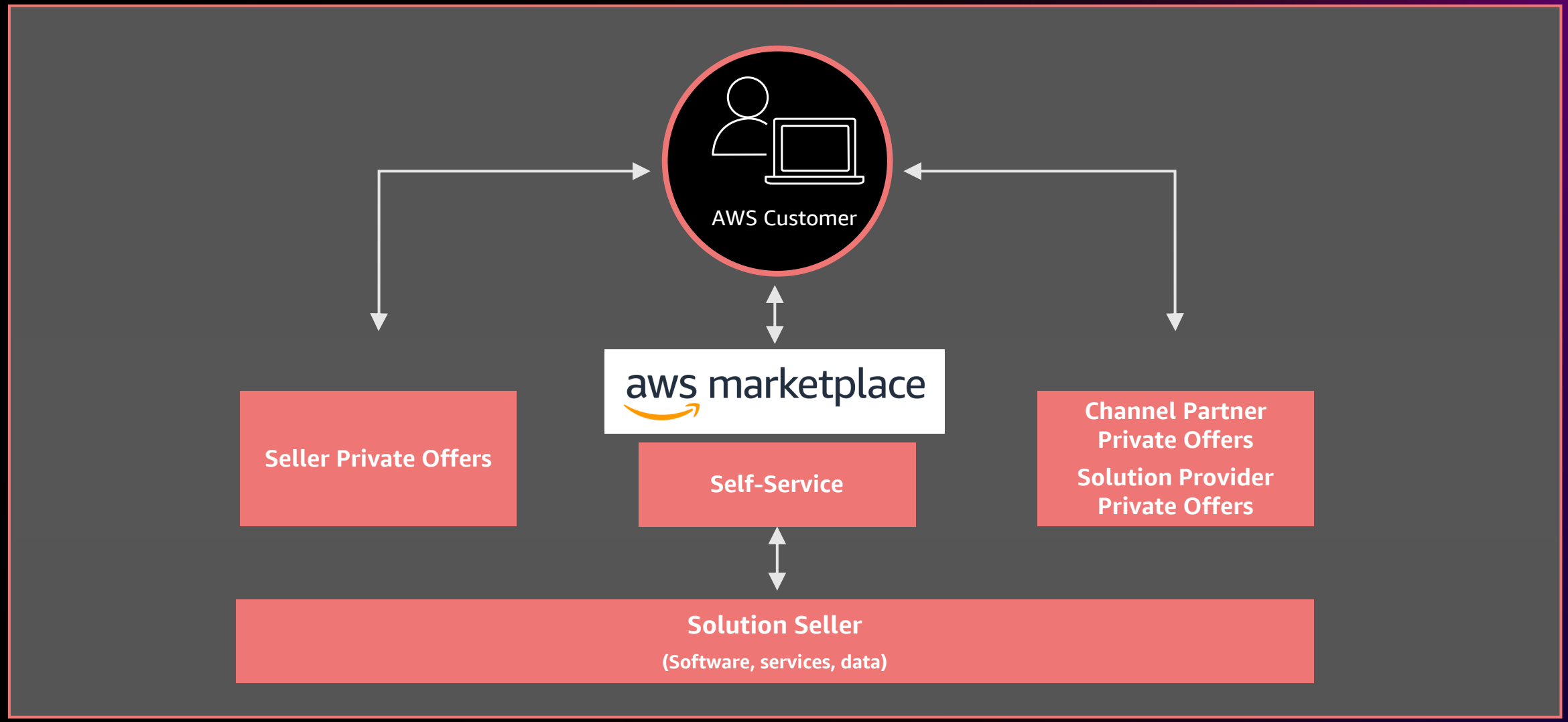
330,000+ active subscribers

- Maintain direct relationships with ISVs while consolidating billing and management with AWS
- Software spend can apply to AWS commitments
- Curated storefronts to find relevant solutions by category or industry
- Easy and secure deployment, almost instantly



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How AWS Marketplace works



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Find and Buy

Software, Data, and Professional Services

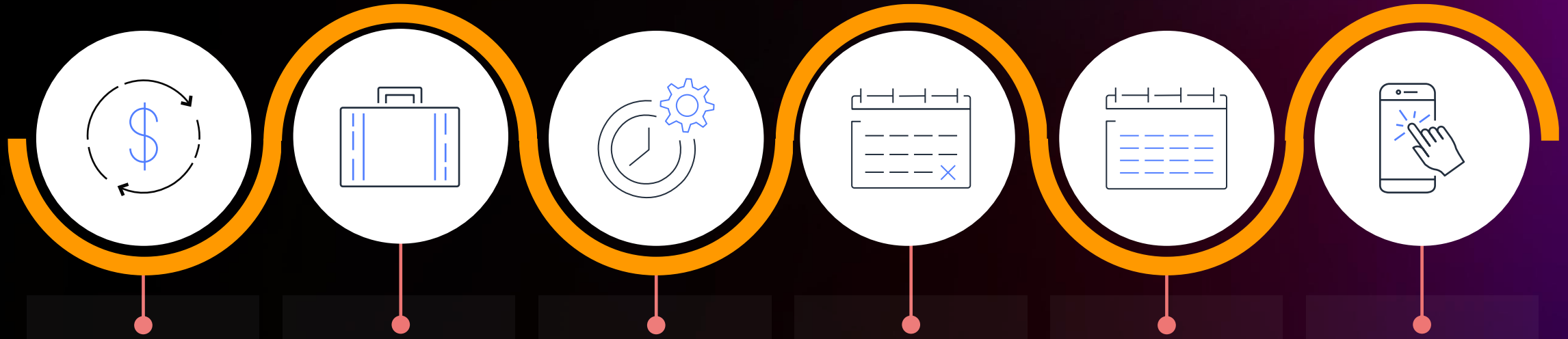
DevOps	Security	Storage	Networking	Database	Business Apps	AWS Data Exchange	Professional Services / Resellers
APPDYNAMICS	FORTINET	NetApp	f5	snowflake	A CLOUD GURU	Facteus	rackspace technology
New Relic	CROWDSTRIKE	druva	cisco	databricks	APPTIO	EPSILON	PRESIDIO Future. Built.
ca technologies	splunk>	N2WS a Veeam company	CITRIX	SAP	Adobe	FOURSQUARE	shi
MICRO FOCUS	paloalto NETWORKS	PURESTORAGE	aviatrix	mongoDB.	outsystems	FACTSET	GUIDEPOINT SECURITY
dynatrace	TREND MICRO	COHESITY	NGINX	Couchbase	Acumatica The Cloud ERP	Tradeweb	CDW
PagerDuty	sumo logic	BURST	JUNIPER NETWORKS	TERADATA.	CALABRIO	NielsenIQ	OPTIV

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Find and Buy

Flexible consumption and contract models



Free trial

Get started in AWS Marketplace with a free trial and no commitment

BYOL

Migrate to AWS with your existing product licenses.

Intended for pre-existing customers

Seconds/Hour

Pay for software and compute capacity by the second or hour with no long-term commitments

Monthly

Make a monthly payment and receive a discount on the monthly pricing charge

Annual & multi-year

Make a one-time payment and receive significant discount. Multi-year options are also available

Private Offers

Negotiate a custom price with a software seller or Consulting Partner. Offer is reviewed and accepted in AWS Marketplace

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Deploy

Flexible build and delivery



Amazon Machine Image

Provides flexible BYOL, pay-for-what-you-use, free trials, and curated open source options, sold individually or bundled as CloudFormation template

AWS Data Exchange

AWS Data Exchange makes it easy to find, subscribe to, and use third-party data in the cloud

SaaS

Software offered as a service with no resources required to manage infrastructure

API

Application Program Interface is designed to integrate directly to an application

Amazon SageMaker

Find machine learning algorithms and models that can be deployed directly onto Amazon SageMaker

Amazon Container Services

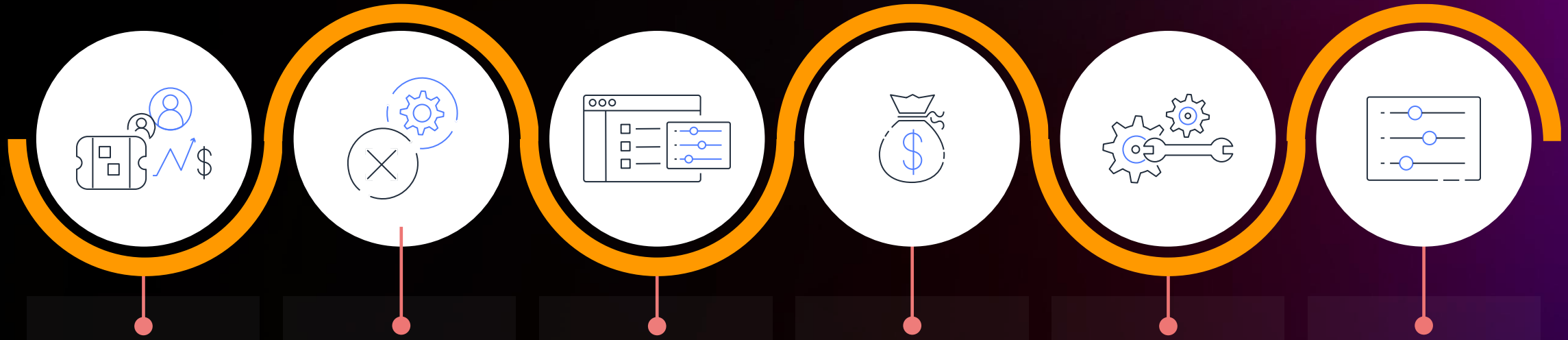
Find container products and deploy them anywhere, including Amazon ECS, Amazon EKS, or on-premises

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Manage

Optimize while achieving governance and visibility



Private Marketplace

Create a customized catalog of pre-approved third-party products

Procurement System Integration

Integrate AWS Marketplace with procurement systems through Commerce XML

Managed Entitlements

Automate third-party software and data license distribution and simplify entitlement tracking

Cost Tagging

Enhanced visibility to AWS Marketplace AMI usage spend, using cost allocation tags

AWS Cost Management Tools

Understand at a high level how your costs are trending

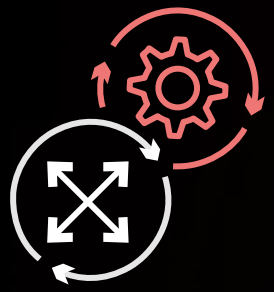
Standardized License Terms

Provide consistency of license terms across a broad set of sellers speeding innovation

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More Innovation, Greater Agility, With Control



Agility

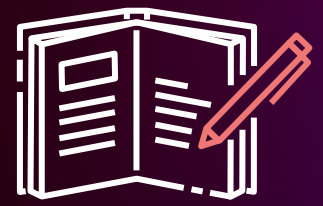
Experiment

Be productive

Empower distributed team

Don’t choose agility **or** control

Users want both



Governance

Enable

Provision

Operate

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How AWS Marketplace can help your organization



Find & Buy



Deploy



Manage

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Innovate and Accelerate with AWS Marketplace – IGA Bahrain

Dr. Khalid Al Mutawah

Deputy CE of Operations and Governance
Information & eGoverment Authority
Kingdom of Bahrain



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Where is Bahrain?



- An island in the Arabian Gulf
- Total population is over 1.4M
- GDP over $38 billion
- Connected with Saudi Arabia by the King Fahd Causeway

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What we do?



Kingdom of Bahrain's digital transformation

هيئة المعلومات والحكومة الإلكترونية
Information & eGovernment Authority

Email

Process reengineering

Automation

Machine learning

Databases

Backup

Storage

Servers

Cloud computing

Government network

Application

Integration and data exchange

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Some of our accomplishments

3M+ e-transactions annually

500+ eServices

110+ Mobile apps

19+ Self services

Connect **50+** government agencies

Host government critical systems

Data sharing and exchange

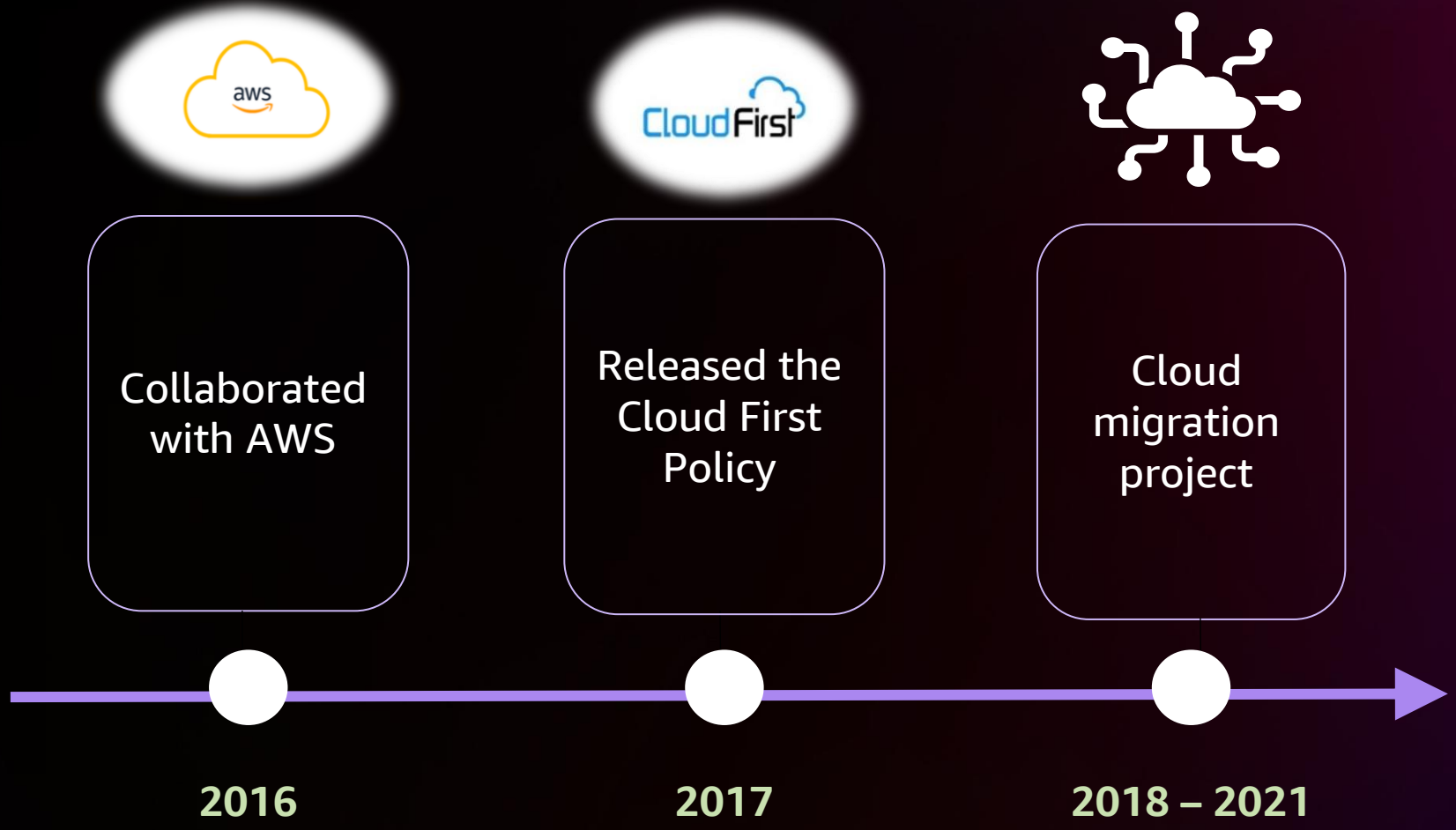
Integration of government systems



Issue and manage the National Identity Card system

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Bahrain’s cloud journey



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Government compliance



هيئة التخطيط والتطوير العمراني
Urban Planning and Development Authority

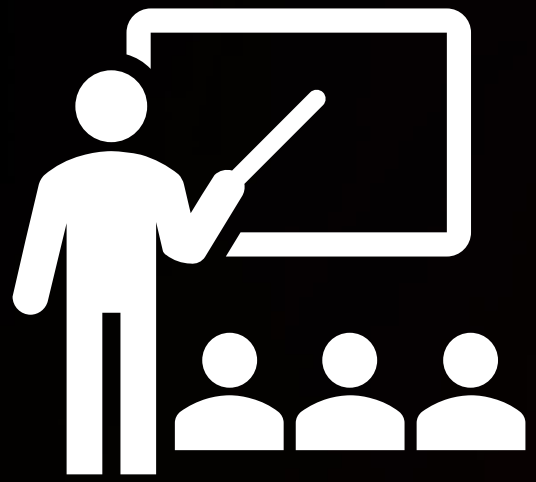
الجهاز الوطني للإيرادات
National Bureau for Revenue

هيئة تنظيم سوق العمل
Labour Market Regulatory Authority

وزارة الصناعة والتجارة والسياحة
Ministry of Industry, Commerce and Tourism

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Education autoscaling



هيئة جودة التعليم والتدريب
Education & Training Quality Authority
Kingdom of Bahrain مملكة البحرين

وزارة التربية والتعليم
Ministry of Education

بوليتكنك البحرين
Bahrain Polytechnic

UNIVERSITY OF BAHRAIN

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Healthcare analytics









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Justice file storage



المجلس الأعلى للقضاء
SUPREME JUDICIAL COUNCIL

النيابة العامة
Public Prosecution

وزارة العدل والشؤون الإسلامية والأوقاف
Ministry of Justice, Islamic Affairs and Endowment

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What more is needed?

100+

Vendors and partners

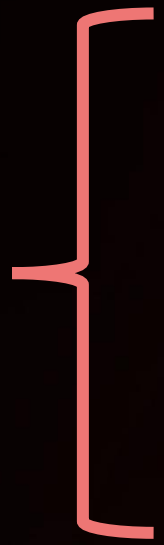
70+

Enterprises

Control

+

Governance



Transform the procurement and digital supply to a self-service eCommerce platform

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AWS Marketplace

Broad portfolio of software

Simple procurement process



Enhance governance on usage

Optimize spending

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Infrastructure software

Operating systems



ubuntu

Networking





Database





Monitoring



Backup



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Business intelligence software



Perform data management and enhance data visualization for healthcare data

tableau®

Informatica™

aws

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Security software



Strengthen the security controls and empower enterprises with more protection

LogRhythm

paloalto NETWORKS

CROWDSTRIKE

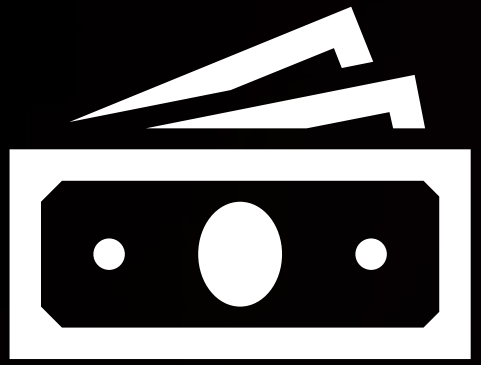
TREND MICRO™

Qualys

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Cost optimization tool



Manage spend and consumption to continuously improve the unit economics of cloud services

APPTIO

CloudCheckr

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Business applications



Business applications to help enterprises in Bahrain transform their businesses and accelerate innovation

infor

outsystems

aws

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Education technology



Accelerate cloud success with hands-on learning to uplevel the skills of the team in Bahrain

A CLOUD GURU

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Where are we today?

$16M+

Investment on AWS Marketplace

60%

Reduction in the procurement process

Up to 40%

Cost savings compared to classic procurement

- Standard terms for licenses
- BYOL
- Monthly or annually
- Private offer
- Professional services offerings
- Centralized repository

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What is our roadmap?

AWS Marketplace integration

Jira Service Management



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"Line-of-business leaders everywhere are bypassing IT departments to get applications from the cloud (also known as software as a service, or SaaS) and paying for them like they would a magazine subscription. And when the service is no longer required, they can cancel that subscription with no equipment left unused in the corner."

Daryl Plummer

Vice President, Distinguished Analyst & Gartner Fellow – Gartner

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Governance AWS Marketplace

Lisa Lewison

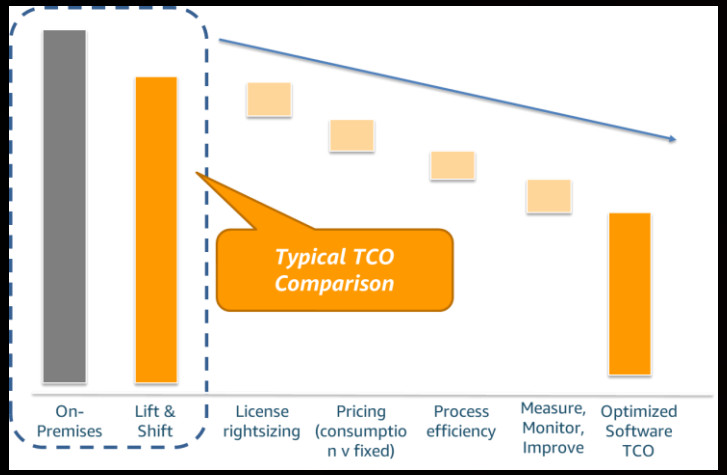
Sr. Manager, AWS Marketplace

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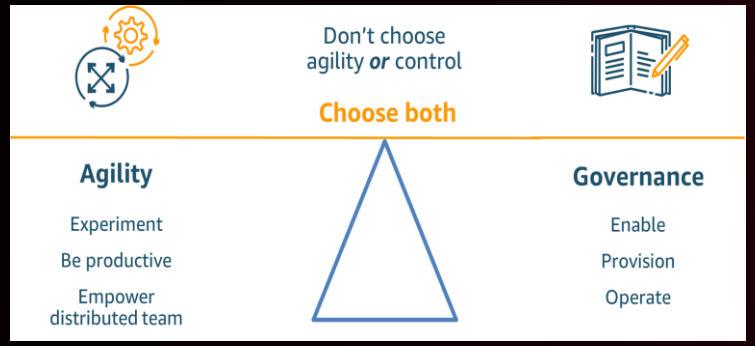
Key value drivers for using AWS Marketplace

Optimize at Scale



Use **software** with the same consumption and commercial models as your **cloud services**

Innovation & Governance



Enable innovation without losing **visibility or control**

Management & Control



Automate to manage software & infrastructure **at scale**

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AWS Identity and Access Management (IAM)



Assign granular permissions to all of your users

Enables you to manage access to AWS Marketplace services securely

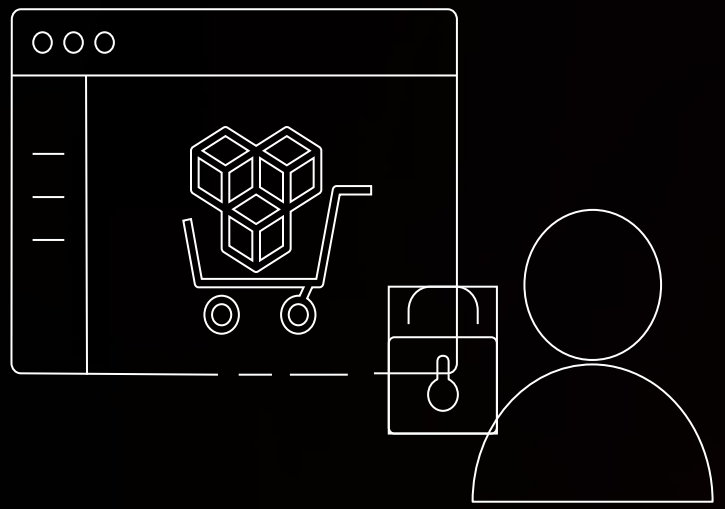
Specify each action, including subscribing to products and managing your account

Reuses policies to determine who can do what in any of your accounts, or write your own

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Private Marketplace



Create a customized private catalog of pre-approved products from AWS Marketplace

Ensure your AWS users are purchasing and launching software that meets the company's procurement policies

Customize your Private Marketplace with company branding, such as logo, color, and messaging

Define and control permissions for your users in Private Marketplace

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Procurement system integration



&



Integrate AWS Marketplace with Coupa

Discover thousands of software listings directly through Coupa Open Buy and deploy on AWS

Apply custom procurement policies

Manage approvals and spend from one centralized location

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AWS Control Tower solutions on AWS Marketplace

Operational readiness

Establish centralized infrastructure software and services to manage a multi-account environment and deliver enhanced performance and security



Multi-account security



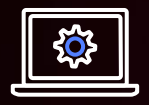
Identity management



Network management

Operational excellence

Elevate your multi-account environment by detecting the occurrence of security events, getting faster responses, and making security improvements



SIEM



Operational intelligence



Cost management and governance

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Centralized visibility with operational intelligence

Enable real-time resource visibility across multiple accounts and regions



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Security operations

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

Improve your security posture by implementing controls such as vulnerability assessment, firewalls, and intrusion prevention



AWS Security Hub Partners

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Network Operations

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

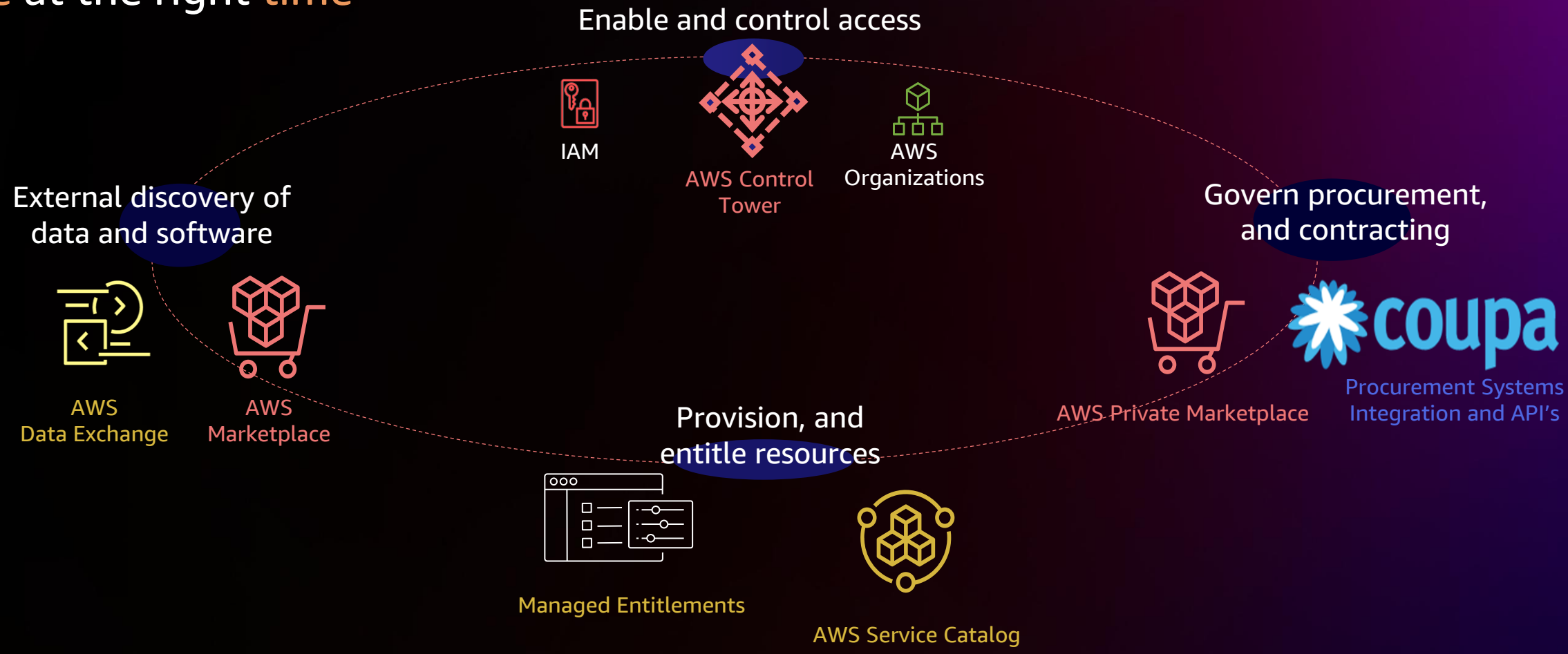
Configure, manage, and scale multi-account network resources automatically



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Balance Innovation with Governance

The right tools in the right place at the right time



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Call To Action Slide

- Login to your AWS Account and take a look at AWS Marketplace
- Visit our Procurement landing page Streamlining Procurement
- Ask your AWS Account Manager about a Marketplace Envision Workshop to unlock the value of using AWS Marketplace

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Thank you!

Dr. Khalid Almutawa
Kalmutawah@iga.gov.bh
iGA website: https://www.iga.gov.bh
Government Service Center: 80008001
@igabahrain

Lisa Lewison
llewison@amazon.com

Paulomi Shroff
paulomis@amazon.com



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