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

MKT205

Accelerate SaaS procurement and configuration with AWS Marketplace

Mira Ayad (she/her)

Sr. Manager, Channel Programs
AWS Marketplace

Andrei Okhotnikov (he/his)

Principal Product Manager Technical
AWS Marketplace

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Agenda

- AWS Marketplace overview
- Accelerate SaaS procurement with AWS Marketplace
    - Vendor Insights
    - SaaS free trials (with demo)
    - Purchase order management
- Accelerate SaaS configuration and launch (with demo)
- Get started with private offers

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

AWS Marketplace overview

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

aws marketplace

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







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

aws

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Innovate and transform

75%

of organizations will have comprehensive digital implementation transformation roadmaps by 2023

IDC FutureScape: Worldwide Digital Transformation (DX) 2021 Predictions



© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Forrester New Wave: SaaS Marketplace report

"AWS has broken new ground in areas that procurement cares about and offers a new way to streamline SaaS buying and thereby increase efficiency while lowering risk."

Forrester New Wave™: SaaS Marketplaces, Q1 2022

https://go.aws/3GEITzK



The Forrester New Wave™ is copyrighted by Forrester Research, Inc. Forrester and Forrester Wave™ are trademarks of Forrester Research, Inc. The Forrester New Wave™ is a graphical representation of Forrester's call on a market. Forrester does not endorse any vendor, product, or service depicted in the Forrester New Wave™. Information is based on best available resources. Opinions reflect judgment at the time and are subject to change.

aws

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

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



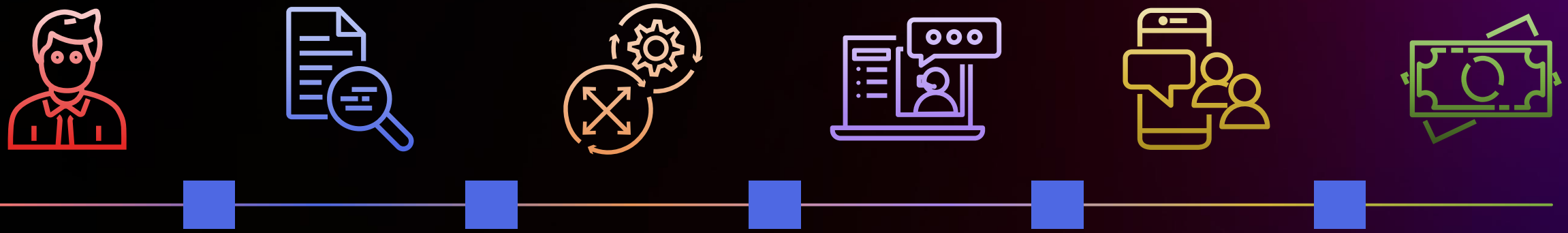
Zylo: State of Enterprise SaaS Management, 2019

aws

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

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 application portfolio modernization
- Make transactions and procurement processes easier
- Enhance governance and control
- Incorporate professional support and expertise
- Help optimize IT spend

aws

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Transformation, modernization, and governance

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

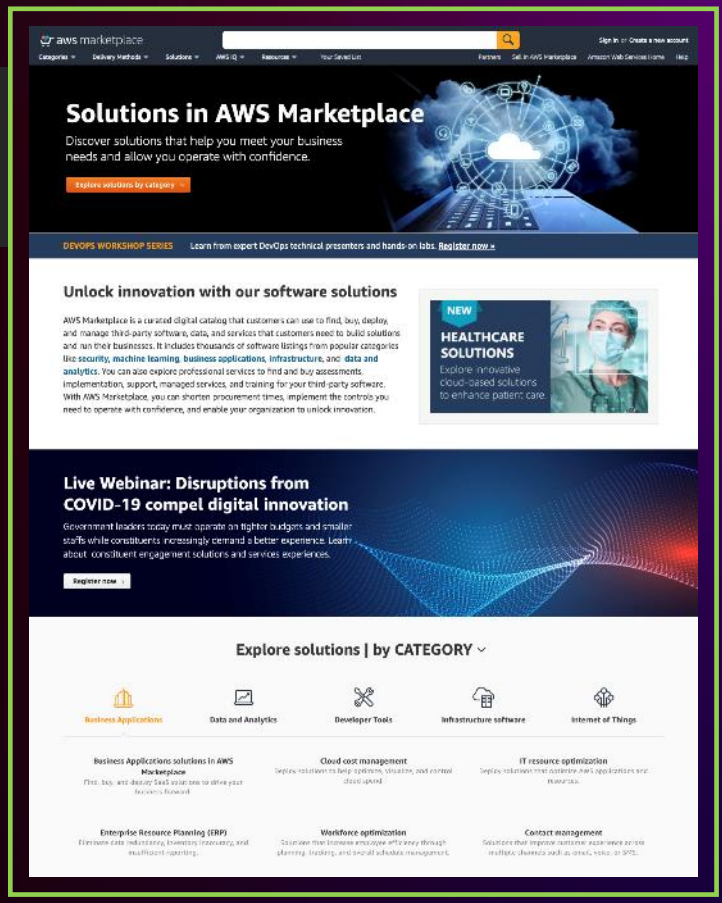
3,000+ ISVs, **300+** data providers, **1,300+** Channel Partners

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

2M+ active subscriptions

325,000+ active subscribers

- Offer customized pricing, terms, and added features to your customers with **Channel Partner private offers**
- Software spend can apply to **AWS commitments**
- **Easy and secure deployment**, almost instantly
- Ability to **manage customer licenses** in a comprehensive portfolio view for all AWS environments



© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

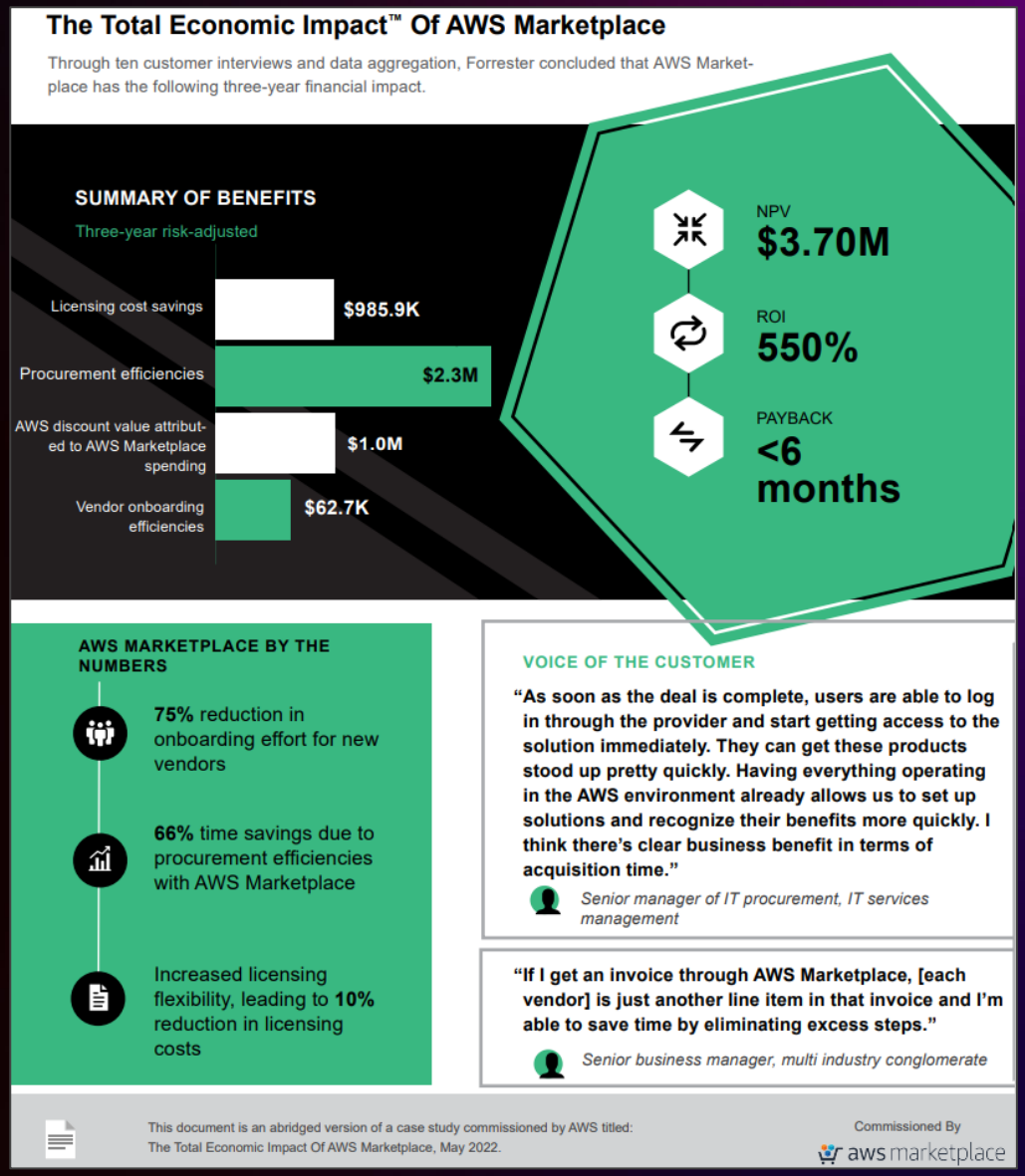
Forrester Consulting's Total Economic Impact™ study

The Total Economic Impact™ of AWS Marketplace

Organizations who shifted software procurement to AWS Marketplace were able to drive efficiency, save on licensing fees by transitioning to more flexible licensing models, and vet and onboard new vendors with less effort than traditional practices

The Total Economic Impact of AWS Marketplace Study

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



© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Wide variety of purchasing models for SaaS



Free trial



Monthly



Seconds/ hour



Annual and multi-year



Private offers

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Sony streamlines security solution purchasing with AWS Marketplace

> “Turning to AWS Marketplace for the purchasing of Trend Micro’s solutions let us connect our AWS and Trend Micro bills to understand how the two were related. It helped us reduce procurement time on approved software from 60 days to a few minutes and made our billing and chargeback process much easier. We are now able to provide straightforward access to software in the cloud for our employees, streamlining the procurement process while still maintaining control.”

— Sony Corporation of America

SONY

About Sony

Sony Corporation of America is the U.S. headquarters of Sony Group Corporation, based in Tokyo, Japan. Sony’s principal U.S. businesses include Sony Electronics Inc., Sony Interactive Entertainment LLC, Sony Pictures Entertainment Inc., Sony Music Entertainment, and Sony Music Publishing.

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Vendor Insights

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

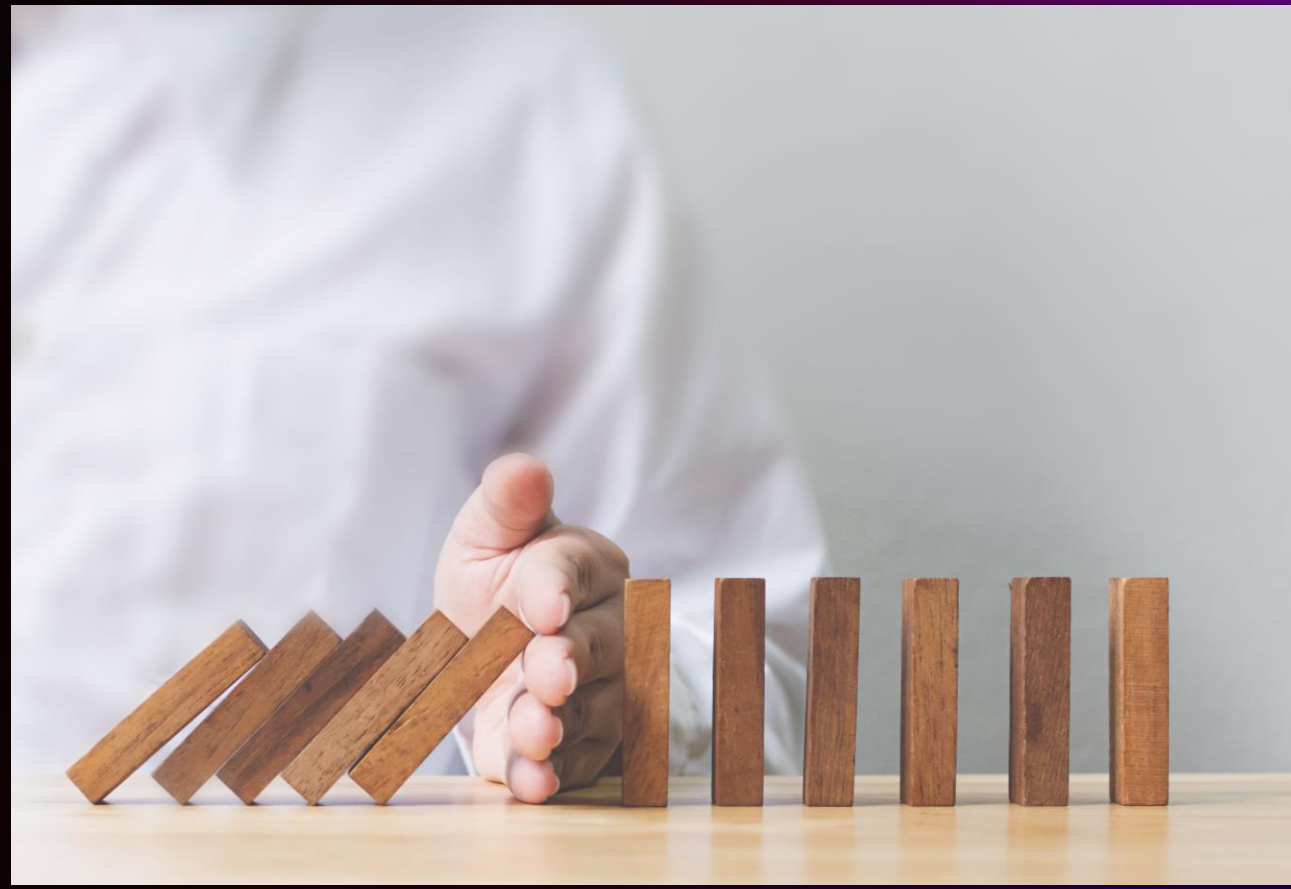
Customer challenge: Managing vendor risk

Time
Up to 3 months for evidence collection

Validation
Most compliance controls self-attested

Effort
Manual review and back-and-forth communications

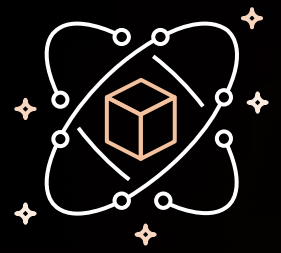
Monitoring
Full process repeated annually



aws
© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

AWS Marketplace Vendor Insights

IMPROVE PROCUREMENT SPEED AND TRUST BY STREAMLINING VENDOR RISK ASSESSMENTS



Quickly discover products in AWS Marketplace that meet your security and certification standards



Speed up procurement by 8–10 weeks by reducing the time needed for security and compliance evidence collection and validation



Monitor compliance of your third-party software with automated evidence refreshing and compliance event alerts

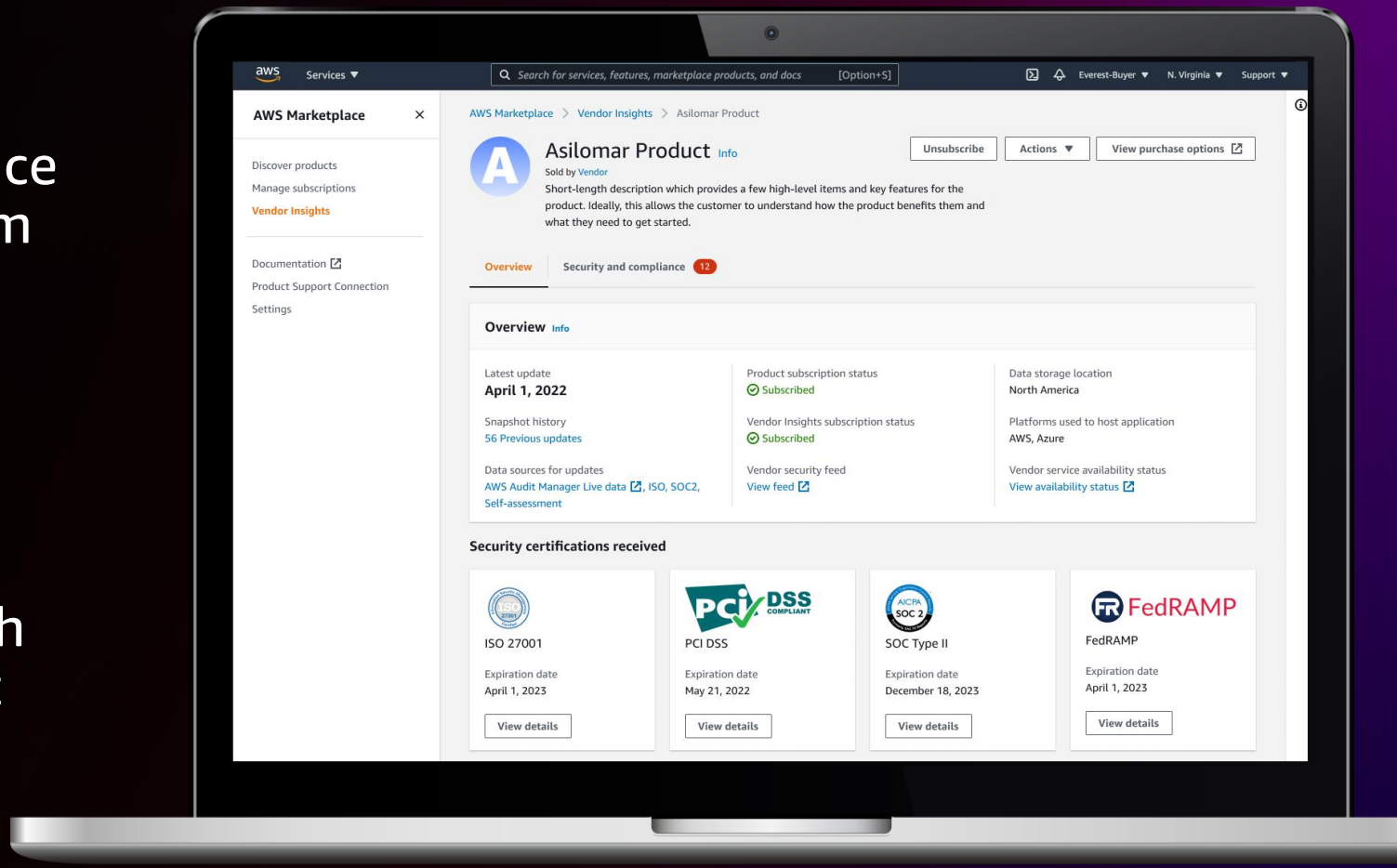
aws

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Validate security posture

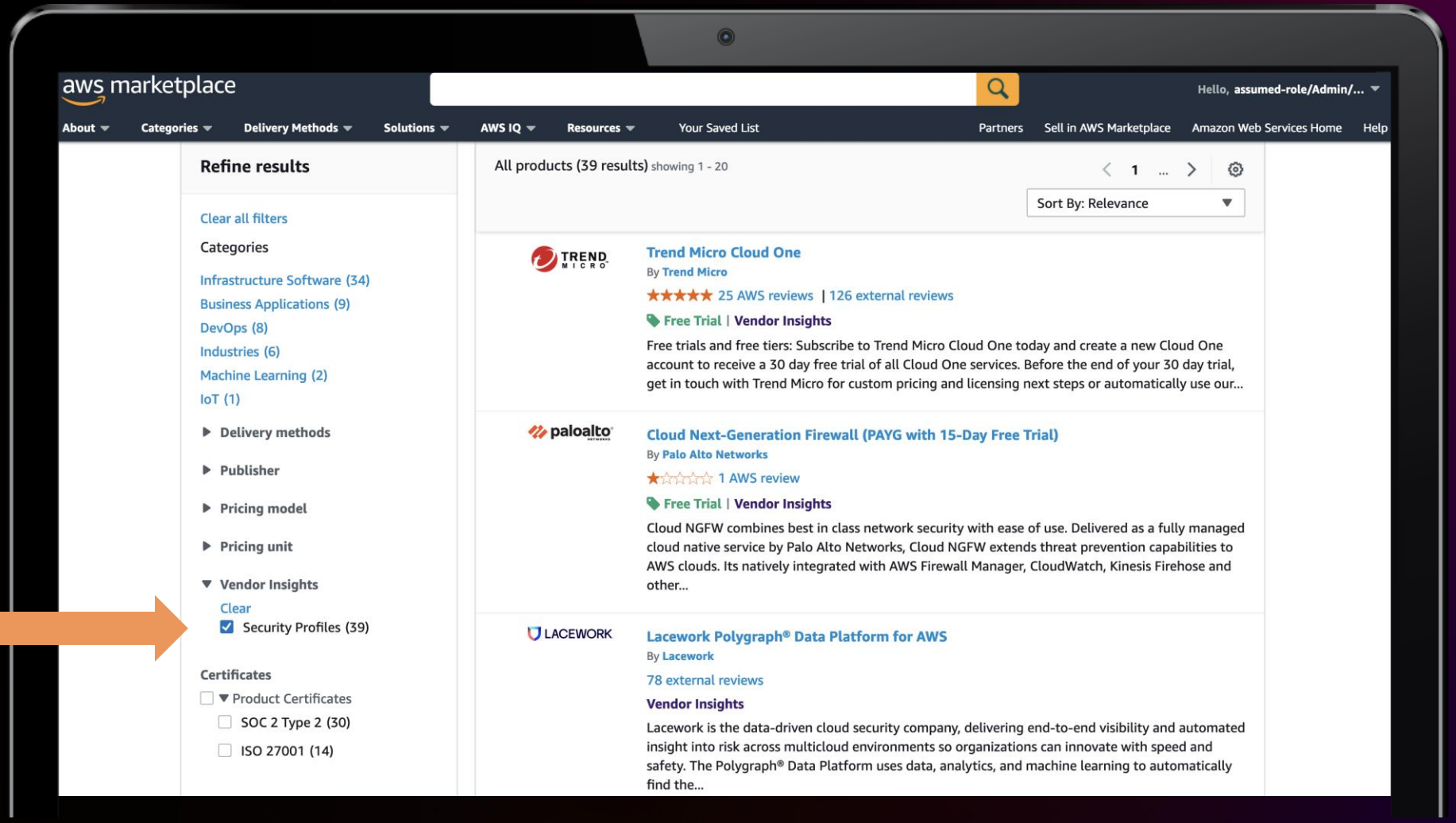
ACCESS SECURITY AND COMPLIANCE INFORMATION WITH VENDOR INSIGHTS

- Single dashboard with summary of 125 key security and compliance controls, backed by evidence from up to three sources
- Access security artifacts like ISO 27001 and SOC2 Type II
- Evidence is current and validated using automated evidence refresh from AWS Config and AWS Audit Manager assessments



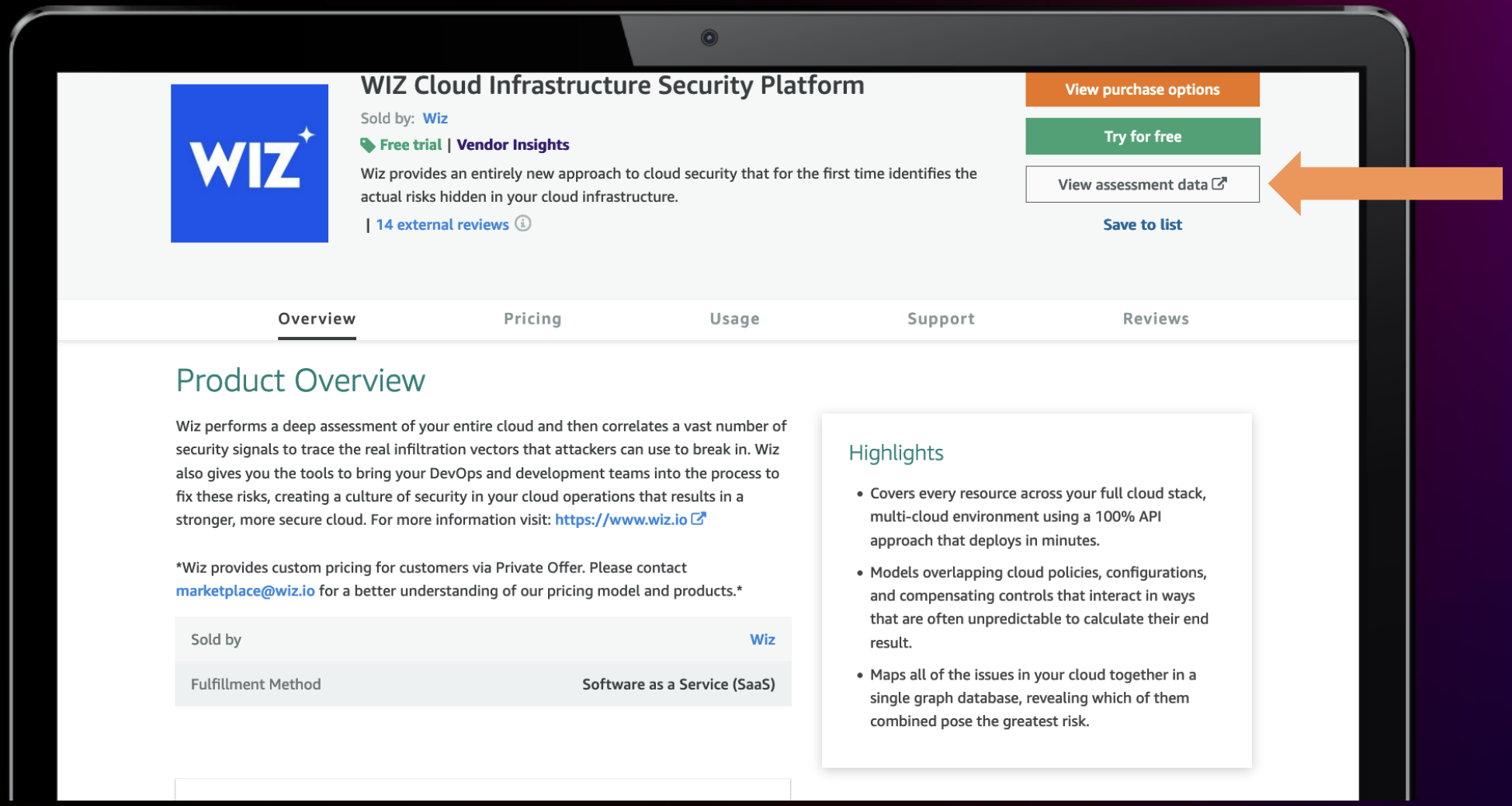
© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Step 1: Discover products with Vendor Insights



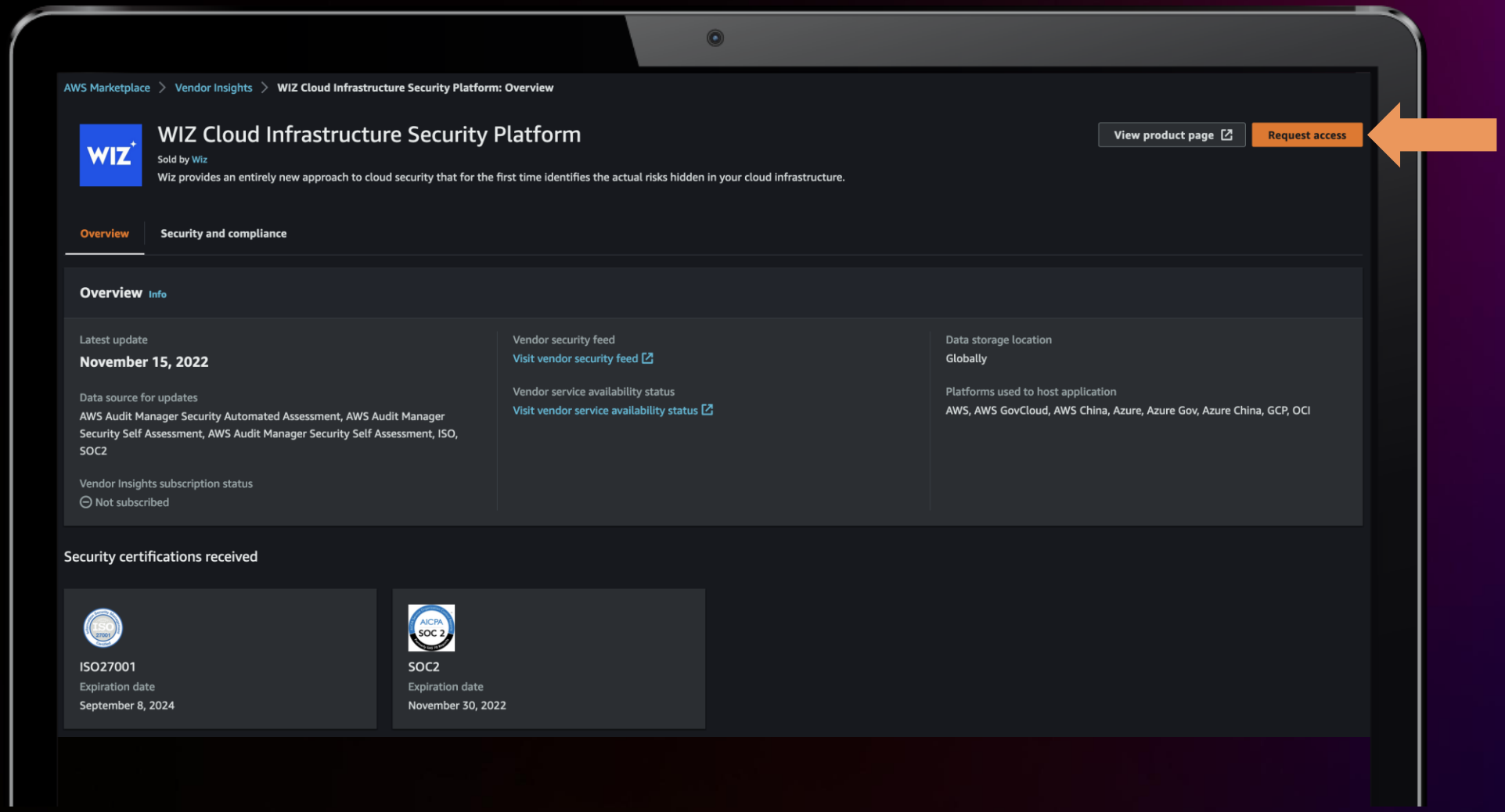
© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Step 2: Navigate through product detail page



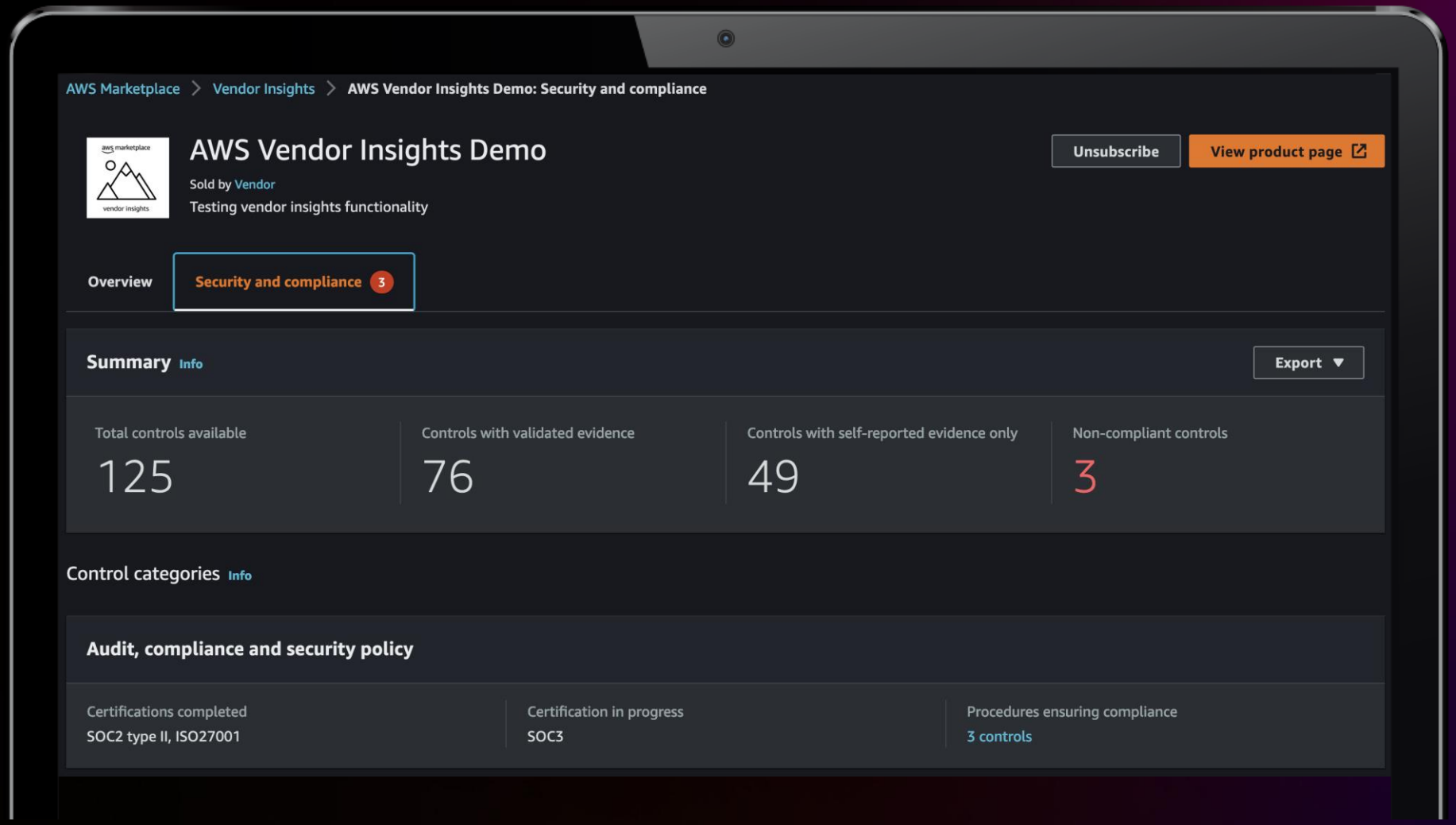
© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Step 3: Review vendor profile and request access



© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Step 4: Get insights and approve a purchase



© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Get started with Vendor Insights today



TREND MICRO

snaplogic

mongoDB

LACEWORK

paloalto NETWORKS

teradata.

orca security

SOPHOS

This is not a complete list. *To view all SaaS products that support Vendor Insights, visit AWS Marketplace.*

aws

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

SaaS free trials

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Customer challenge: Managing free trials

- Search and start free trials across dozens of websites
- Track when trial is over to prevent charges
- When ready to buy – start new billing relationship



Adds time and costs to the procurement process

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

AWS Marketplace SaaS free trials

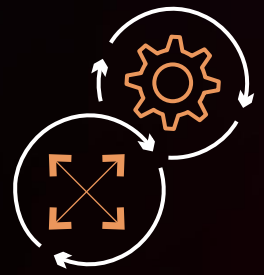
Free trial

IMPROVE PROCUREMENT BY EVALUATING SOFTWARE BEFORE COMMITTING TO A PURCHASE



Absolutely free

No infrastructure costs or hidden fees



Full control

Review and manage your free trials in AWS Console



Buy when ready

You decide when to buy a paid subscription or negotiate a private offer

aws

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Video demo

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Chrome File Edit View History Bookmarks Profiles Tab Window Help
Thu Nov 3 6:53 PM
AWS Marketplace: Homepage
aws.amazon.com/marketplace
Update
IT Helpdesk | AWS Decks | Benefits | AWS Console | WorkDocs | MP Knowledge | WorkingBackward... | SaaS Free Trial | General Tools | Goals | Tracker | PAYG | Analytics | CAE | WorkItems | Interviewing | Issues



What is AWS Marketplace?
Find, test, buy, and deploy software that runs on AWS.

View all products

Learn about AWS Marketplace

Find AWS Marketplace products that meet your needs.

Categories	Vendors	Pricing Plans	Delivery Methods
All categories	All vendors	All pricing plans	All delivery methods

Over 10,000 results

Clear selection | View results

Popular Categories

Operating Systems | Security | Networking | Storage

https://aws.amazon.com/marketplace/pp/prodview-hncbgbk6sb2qs?ref_=hmpg_carousel_2

Try with confidence

110+

SaaS free trials in AWS Marketplace



CROWDSTRIKE

tenable

sumo logic

TANIUM

JFrog

Astra DB

orca security

okta

circleci

Auth0

WIZ

snyk

This is not a complete list. *To view all SaaS products that offer free trials, visit AWS Marketplace.*

aws

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Purchase Order Management

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

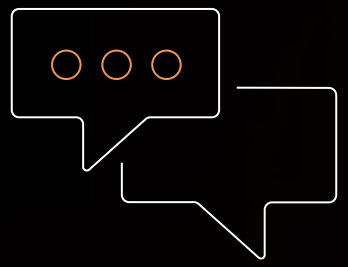
Customer challenge: Budget and track spend

- Allocate software spend to a specific internal budget
- Manually reconcile invoices
- Long procurement cycles



© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Purchase Order Management in AWS Marketplace



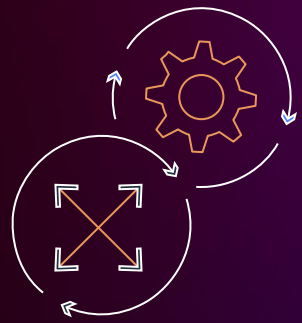
Self-service

Purchase order number association when subscribing



Consolidated view

within AWS Purchase Order Management



Invoice reconciliation

View specific purchase order numbers on AWS invoices

aws

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

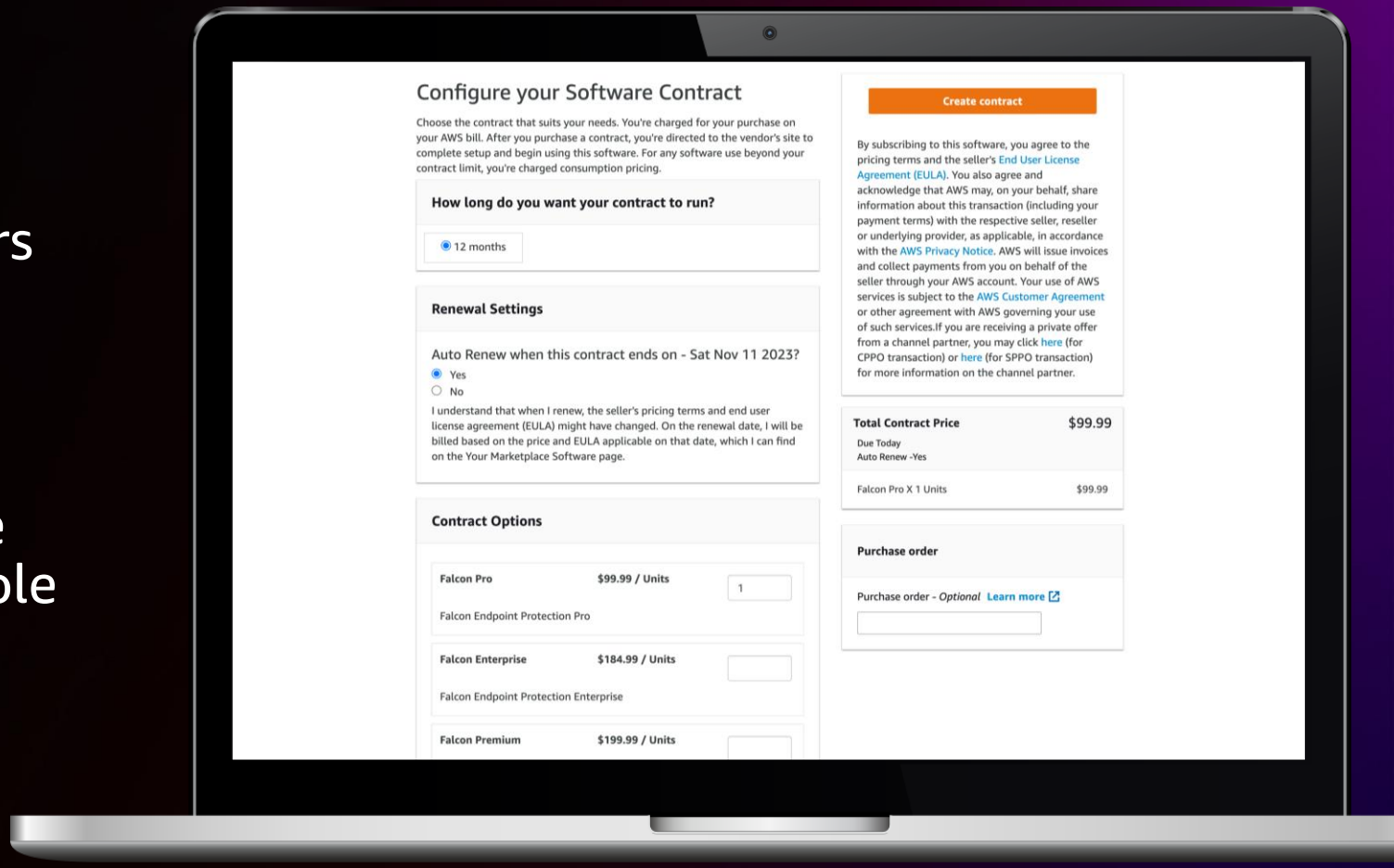
Track SaaS spend in AWS Marketplace

EASILY PROVIDE UNIQUE PURCHASE ORDER FOR SaaS CONTRACTS

Step 1: Create a service-linked role, which is required for purchase orders

Step 2: Add purchase order number during checkout

Step 3: Track purchase orders in the Billing and Cost Management Console

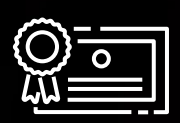


© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Accelerate SaaS configuration and launch

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

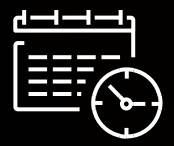
Customer challenge: Complex configuration



Lack of guidance on how to set up SaaS



Security considerations



Lengthy manual configuration

Initial configuration can take hours or even days

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Easy SaaS configuration in AWS Marketplace



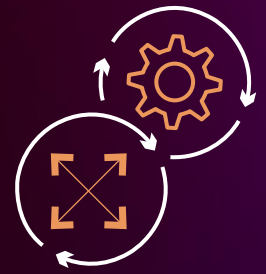
Verify permissions

Learn which permissions you need to configure an app



Link account

Create SaaS vendor account from AWS Marketplace



Configure

Configure resources using AWS CloudFormation

aws

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

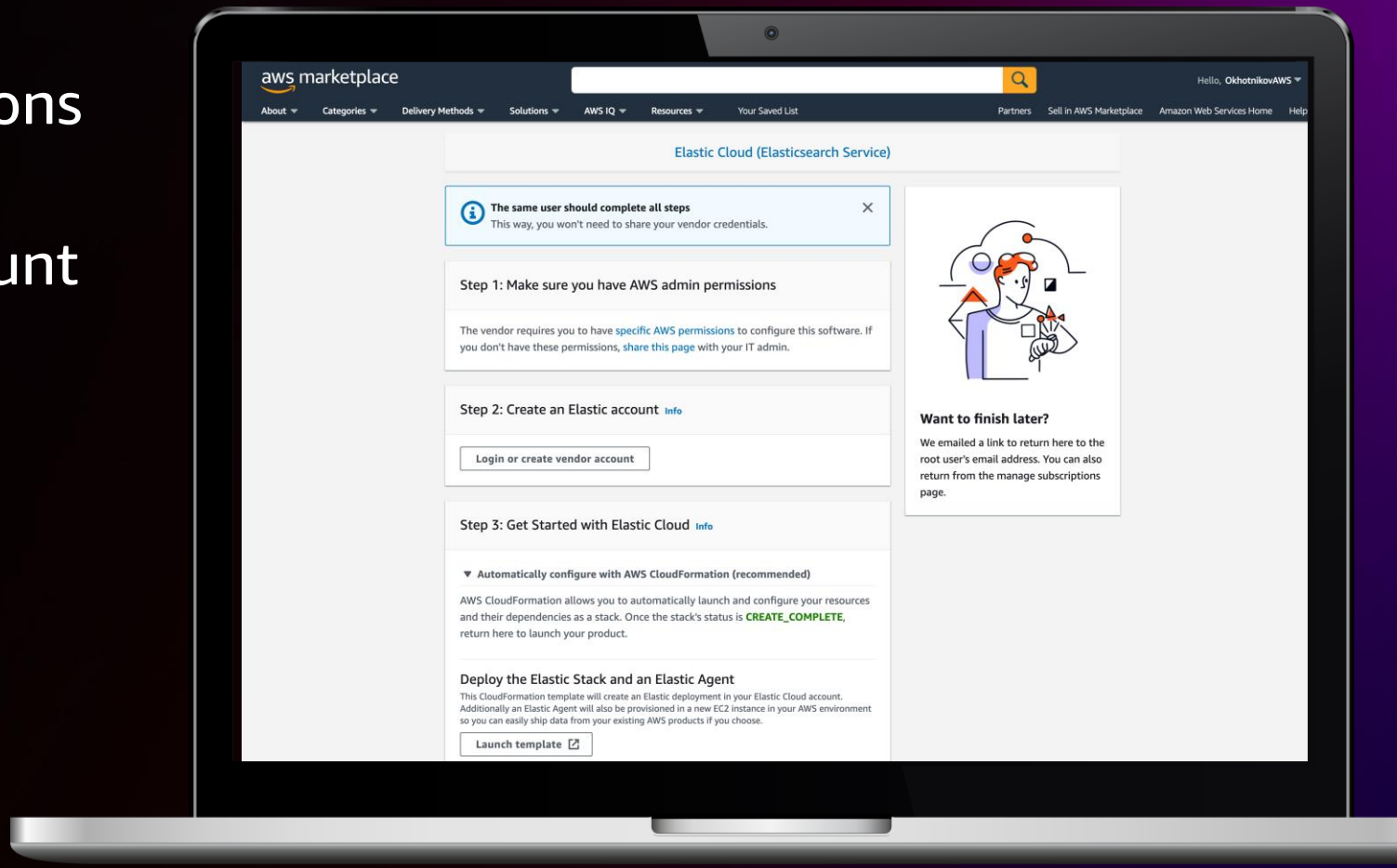
Example: Elastic Cloud in AWS Marketplace

Step 1: Review required permissions

Step 2: Create Elastic Cloud account in a single step through UI

Step 3: Provision Elastic Agent to move data from AWS into Elastic

Step 4: Launch Elastic Cloud



© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Video demo

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.



Elastic Cloud (Elasticsearch Service) - Product ID: bb253a6c-e775-4634-bdf0-17bd56a69c36

Sold by: Elastic

Free trial

Elastic is a search powered platform that helps you transform data into actionable insights across search applications, observability and security.

4.4 stars 25 AWS reviews | 71 external reviews

Continue to Subscribe

Save to list

Product Overview

Elastic is the leading platform for search powered solutions. We help you find what you're looking for to accelerate results that matter.

With solutions in Enterprise Search, Observability, and Security, Elastic helps you enhance customer and employee search experiences, keep mission critical applications running smoothly, and protect against cyber threats. Elastic Cloud is the best way to consume all of Elastic's products across any cloud.

Elastic Enterprise Search
Build powerful, modern search experiences for applications, websites, and workspaces. Access, view and search across all your data no matter what, where, or how much. Search it all, simply.

Elastic Observability

Highlights

- NEW! Looking to get started now? Take advantage of a free 7-day trial and deploy globally in minutes across any of the AWS regions Elastic supports.
- 7-Day Free Trial Sign-Up: Click on the 'Continue to Subscribe' orange button at top of this page, sign into your AWS account, then start using Elastic Cloud (note: the free trial includes provision of a single deployment and you will not be charged for the first 7 days). Get started today!
- With the Elastic Common Schema (ECS) and single

Let’s get started!

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Transforming across buying centers

PROCUREMENT, LEGAL, IT FINANCE

aws marketplace

SAP Ariba

coupa

servicenow

APPTIO

CIO AND LINE OF BUSINESS

Business application portfolio

Multiple BU CIOs and application portfolios

CHIEF DATA OFFICER

Enterprise intelligence

- Third-party data
- Machine learning
- Big data and data lakes

AWS Data Exchange

BUILDERS AND VP INFRASTRUCTURE/OPS

OS portfolio standards	Storage formats	Identity and access	BI and analytics	Compute platforms	Monitoring and performance management
Windows10, Red Hat, Linux	Amazon S3	AWS Organizations	Amazon Redshift	Amazon EC2	Amazon CloudWatch

DevOps tools	DevOps tools	Networking	Databases supported	Expenditure management	Migration tools
AWS Service Catalog	AWS Config	Amazon Route 53	Amazon RDS	AWS Security Hub	MIGRATION

CISO SECURITY

Network security

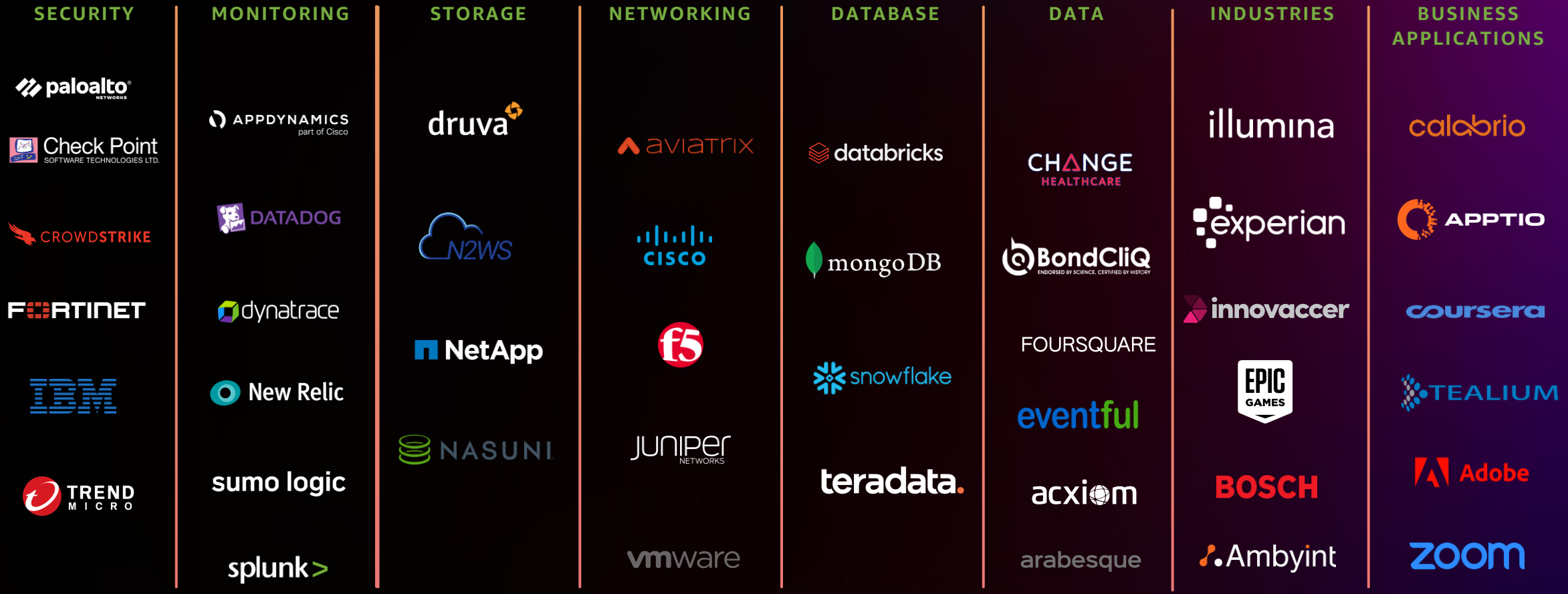
Endpoint protection

Threat detection

Identity and Access Management

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

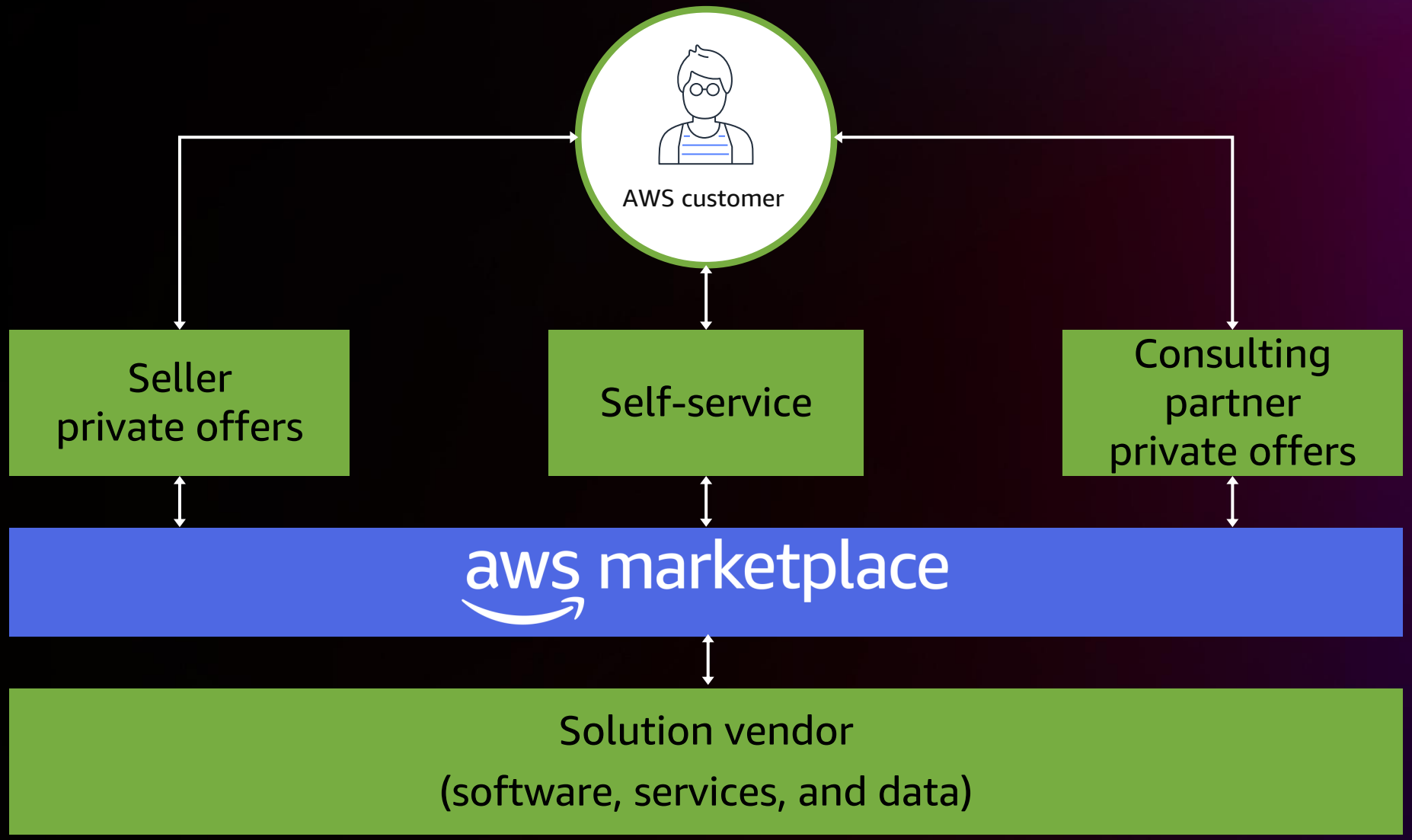
Explore 2K+ SaaS products in AWS Marketplace



aws

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

How to buy



© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Customize pricing and license terms

- Negotiate prices and terms with your preferred software seller
- Receive volume discounts through negotiations for your custom offer
- Shorten your billing cycle
- Provision, meter, and integrate third-party software charges with your AWS bill



Seller private offers

aws

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Call to action

Learn more about how AWS Marketplace is helping enterprises modernize their software supply chain and identify areas ripe for modernization

- Visit the catalog
- Engage organizational stakeholders
- Define key use cases to pilot
- Innovate with third-party software, ready-to-use data, and professional services
- Engage with AWS here to get started!

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Thank you!

Mira Ayad
miraayad@amazon.com

Andrei Okhotnikov
oandrei@amazon.com



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

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.