
AWS
re:Invent
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MKT206

Innovate at speed with trusted software and data in AWS Marketplace

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Agenda



The role of cloud marketplaces in digital transformation



The value of AWS Marketplace and AWS Data Exchange



Key findings from Forrester Consulting studies



London Stock Exchange case study



Summary

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Accelerate digital transformation with cloud marketplaces

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

By 2024, **cloud marketplaces** will be a primary channel for procuring infrastructure operations software.

By 2023, **50%** of applications sold via cloud marketplaces will be transacted without negotiation of software terms and conditions.

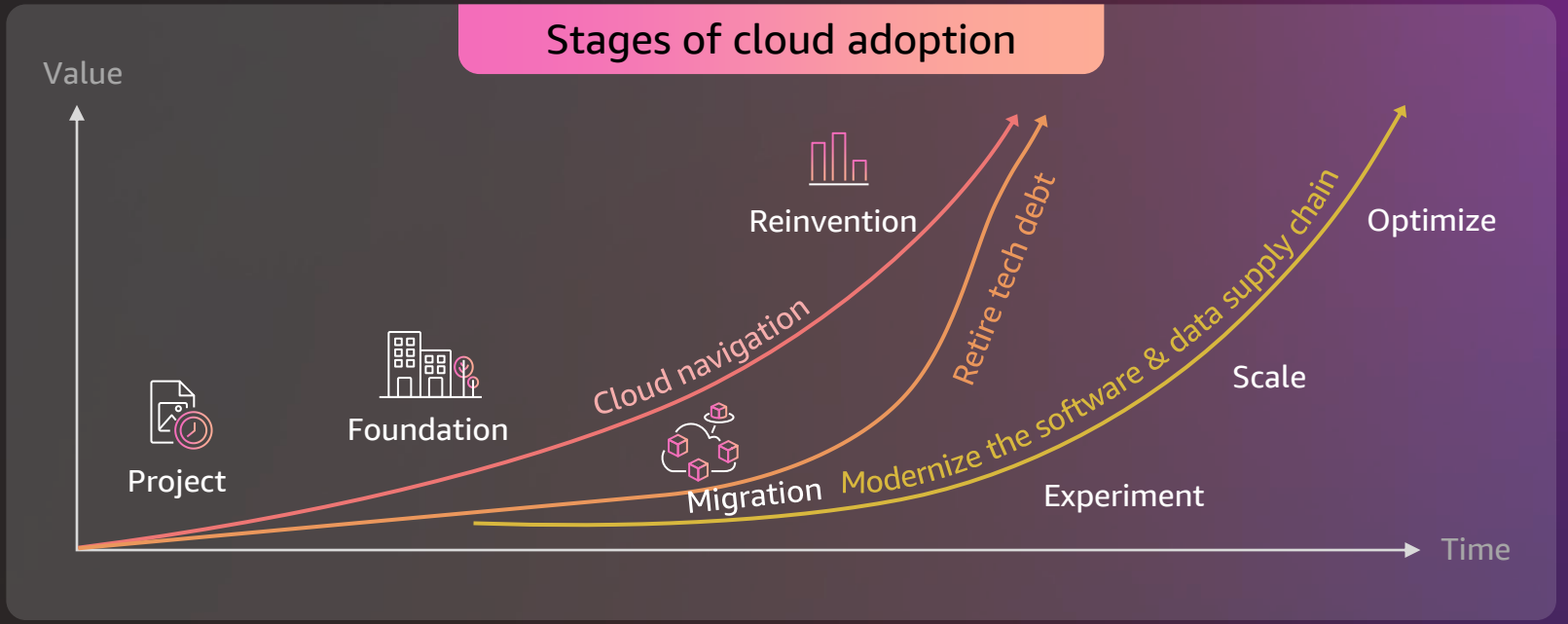


IDC FutureScape: Worldwide Digital Transformation (DX) 2021 Predictions, IDC
Gartner, Inc.

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Modernize your systems to drive cloud adoption

Modernizing the software and data supply chain complements and accelerates cloud adoption, migration, and modernization and lays the foundation for digital enablement.



Software and data supply chain

Find and select solution	Assess vendor	Contract	Procure	Provision and deploy	Pay	Monitor and manage	Renew

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Transform enterprise supply chains with AWS Marketplace



Innovate and transform



Migrate and modernize



Control and govern



Optimize at scale

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Consider these key areas of supply chain transformation



Software and data you know, love, and trust



Broad selection for app portfolio modernization



Make transactions and procurement processes easier



Enhance governance and control



Help optimize IT spend



Incorporate professional support and expertise

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Connect to the right solution to enable your business

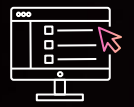
AWS Marketplace is a curated digital catalog that makes it easy for customers to find, subscribe to, deploy, and govern third-party software, data, and services.



Over **13,000** transactable listings



3,000+ ISVs, **1300+** consulting partners



2M+ monthly active subscriptions



Deployed in **25** Regions



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



330,000+ active subscribers

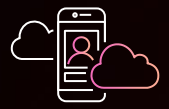
AWS Data Exchange is a service that makes it easy for AWS customers to find, subscribe to, and use third-party data in the cloud.



300+ data providers



3,500+ public data products



Over **1,000** free public data products



Support for private products and private data trials



Data delivery via files, tables, and APIs

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Explore AWS Marketplace offerings

DevOps	Security	Storage	Networking	Database	Business apps	AWS Data Exchange	Professional Services
APPDYNAMICS	FORTINET	NetApp	f5	snowflake	A CLOUD GURU	FOURSQUARE	rackspace technology
new relic.	CROWDSTRIKE	druva	CISCO	databricks	APPTIO	REFINITIV An LSEG Business	PRESIDIO Future. Built.
ca technologies	splunk>	N2WS	CITRIX	SAP	Adobe	Verisk	shi
MICRO FOCUS	paloalto NETWORKS	PURESTORAGE	aviatrix	mongoDB.	outsystems		GUIDEPOINT SECURITY
dynatrace	TREND MICRO	COHESITY	NGINX	Couchbase	Acumatica The Cloud ERP	People Data Labs	CDW
PagerDuty	sumo logic	BURST	JUNIPER NETWORKS	TERADATA.	CALABRIO	EQUIFAX	OPTIV

This is not a complete list. To view all products in AWS Marketplace, visit AWS Marketplace. This list of sellers is current as of November 29, 2022.

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Speed up transactions with procurement innovations

Modernized procurement and simplified transactions



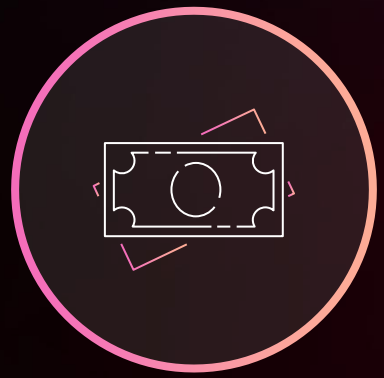
Fully transactable catalog



Purchasing on website or in-console



Private Offers



Broad range of pricing models



Standardized license terms



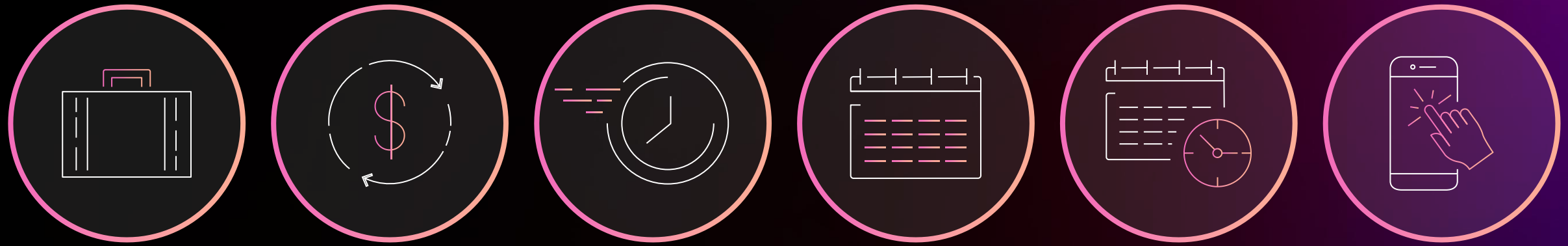
Consulting Partner Private Offers

With AWS Marketplace, the time spent in searching for and selecting vendors was reduced by 66%, and the time spent performing invoicing tasks was reduced by 50%. *Forrester Consulting, “The Total Economic Impact of AWS Marketplace,” May 2022

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Simplify procurement with flexible payment options

Flexible consumption and contract models



BYOL | Free trial | Seconds/ hour | Monthly | Annual and multi-year | Private Offers

Using AWS Marketplace leads to an increase in licensing flexibility, which resulted in a 10% reduction in licensing costs. *Forrester Consulting, “The Total Economic Impact Of AWS Marketplace,” May 2022

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Balance speed with governance and control

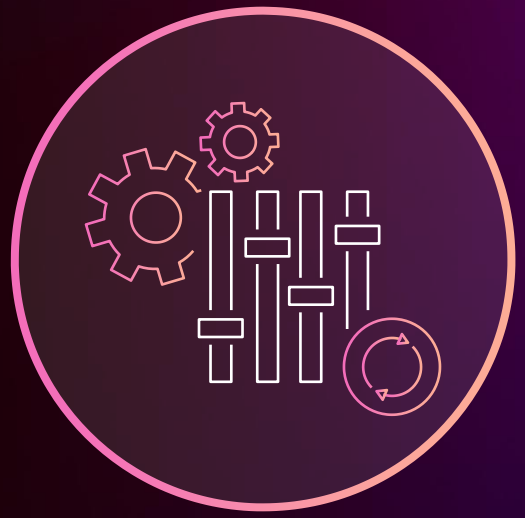
Key governance features



Private Marketplace



Procurement System Integration



Managed entitlements

Nearly 80% of respondents see cloud marketplaces as a way to better govern their software and data procurement processes and decrease their organization’s risk profile. *Forrester Consulting, “The Total Economic Impact of AWS Marketplace,” May 2022

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Optimize budget and spend with cost management solutions

Private Offers
Customize pricing and terms when purchasing software from your preferred ISV or Consulting Partner.

AWS Budgets and Cost Explorer
Customize budgets, create alerts, and understand your AWS expenditure trends.

Cost allocation tagging
Use cost allocation tags to identify and track AWS Marketplace AMI usage.



Flexible payment scheduler
Keep track of your payments and schedule through your one consolidated invoice from AWS.

Standardized license terms
Purchase software from participating sellers with standard terms that govern software usage.

Procurement System Integration
Incorporate AWS Marketplace with your procurement system to centralize governance of software provisioning.

Vendor-metered tagging
Use vendor-supplied tags to improve transparency around your underlying cost drivers and allocate costs.

Companies that have minimum spend commitments with AWS and purchase software through AWS Marketplace can fulfill their spend commitments and recapture 25% of at-risk spend. *Forrester Consulting, “The Total Economic Impact of AWS Marketplace,” May 2022

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AWS Marketplace Channel Programs and features



Consulting Partner Private Offers (CPPO)

- Enables ISVs to authorize Consulting Partners to receive wholesale pricing on their software.



Solution Provider Partner Offers (SPPO)

- Enables AWS Solution Providers to quickly extend Private Offers to their customers, making ISV solutions available with just a few clicks.



Channel features:

- Professional Services
- AWS Marketplace Training Academy
- Financing options

Sellers closed 27% more deals when transacting in AWS Marketplace versus other sales channels.
*Forrester Consulting, “The partner opportunity for AWS Marketplace ISVs,” May 2022

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Professional Services in AWS Marketplace



AWS customers can find and buy professional services from trusted AWS Marketplace sellers – **Independent Software Vendors** (ISVs) and **Consulting Partners** – to help them assess, deploy, manage, and support third-party software running in AWS

Seller benefits



Reach new customers through publicly discoverable listings in AWS Marketplace



Offer complete solutions that include both software and related professional services



Customize each offer to meet unique customer needs with AWS Marketplace Private Offers



Reduce procurement time from months to weeks

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Realize economic value opportunity with AWS Data Exchange



Value drivers

1. Procurement productivity
2. Data scientist productivity
3. Line of business productivity
4. Streamlined data ingestion
5. Accelerated vendor onboarding
6. Alleviation of fragmented and duplicative data spend
7. Improved data discoverability
8. Time to market with innovations
9. Contribution to AWS spend commitments

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Build an effective data sourcing team

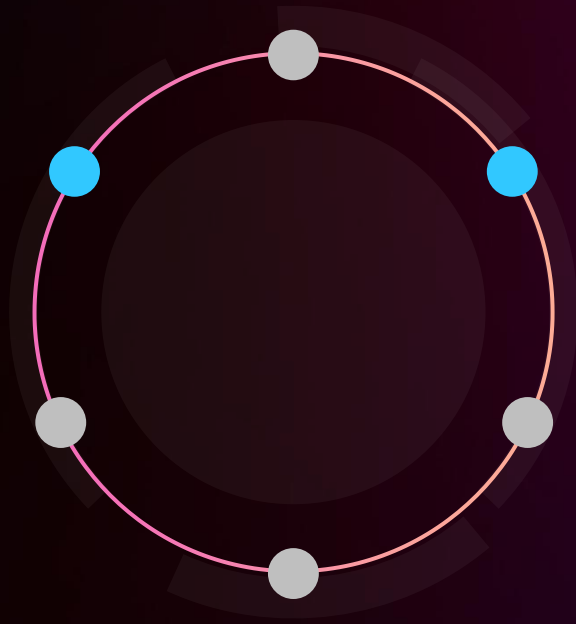


An effective data-sourcing team combines six roles, including data scouts and data reviewers

Data scouts/strategists partner with business to find, review, assess, and manage external data assets

Data scientists and analysts apply data to use cases, measuring uplift/value in models and analyses

Purchasing experts contract, license, and negotiate with data providers



Data reviewers evaluate use, risk, and collection of data

Architects and **DevOps engineers** develop platform to integrate and manage access to data

Data engineers ingest, prepare, and apply in use cases

New key roles | Understood roles

"Harness the power of external data," McKinsey & Co.

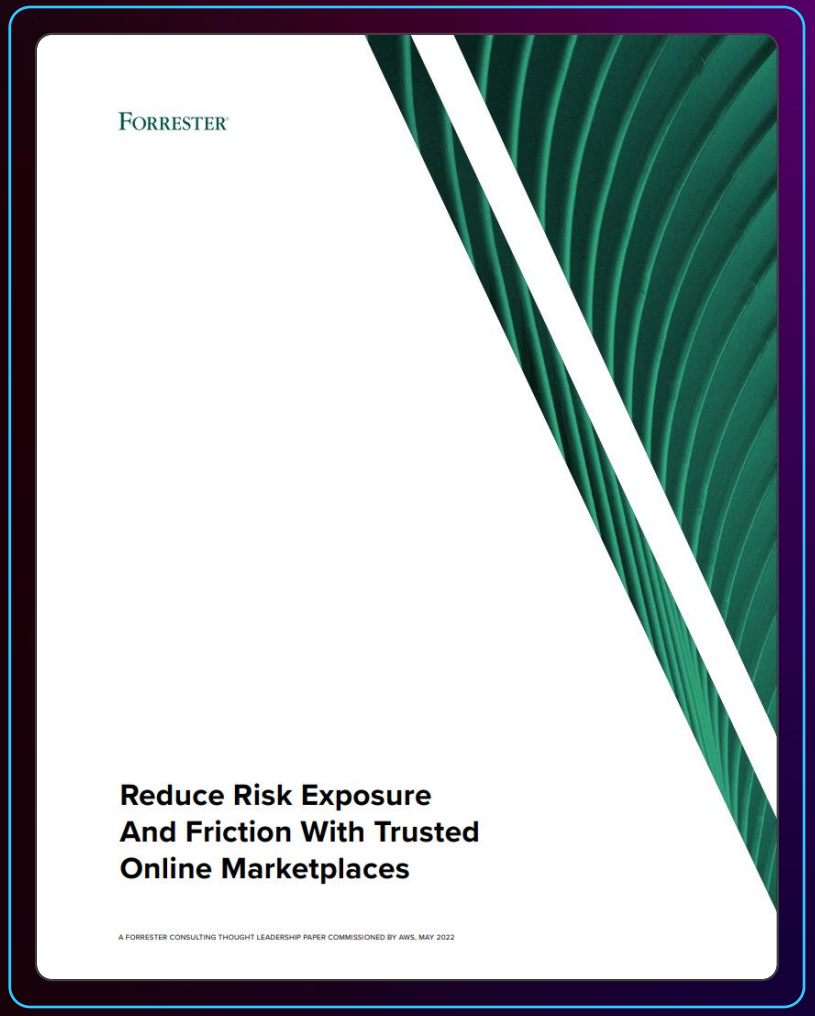
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Forrester Consulting thought leadership paper (TLP)

Key takeaways

- Nearly 78% agree that online marketplaces for data and/or cloud software procurement decreases risk profile.
- Respondents see online marketplaces as a way to increase the variety of data and cloud software they procure.
- Using online marketplaces to procure data and/or cloud software comes with easier governance and control implementation.



Forrester Consulting Thought Leadership Paper “Reduce risk exposure and friction with trusted online marketplaces,” March 2022

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Key insights and implications from TLP study

Insights	Implications
Data and cloud software is critical, but governance is often neglected.	We have an opportunity to define workflow and best practices based on AWS Marketplace capabilities.
Risk management is an often-ignored piece of the procurement lifecycle.	Risk management is not a high priority due to lack of skills, and it's seen as adding latency to procurement.
Not all software and data acquisition goes through procurement.	AWS Marketplace provides an ability to centralize software procurement and extend self-service via Private Marketplace.
Organizations seeking agility are looking to invest in new procurement channels.	Tautological – true by virtue of its logical form alone!

Forrester Consulting Thought Leadership Paper "Reduce risk exposure and friction with trusted online marketplaces," a commissioned study conducted by Forrester Consulting on behalf of AWS, March 2022

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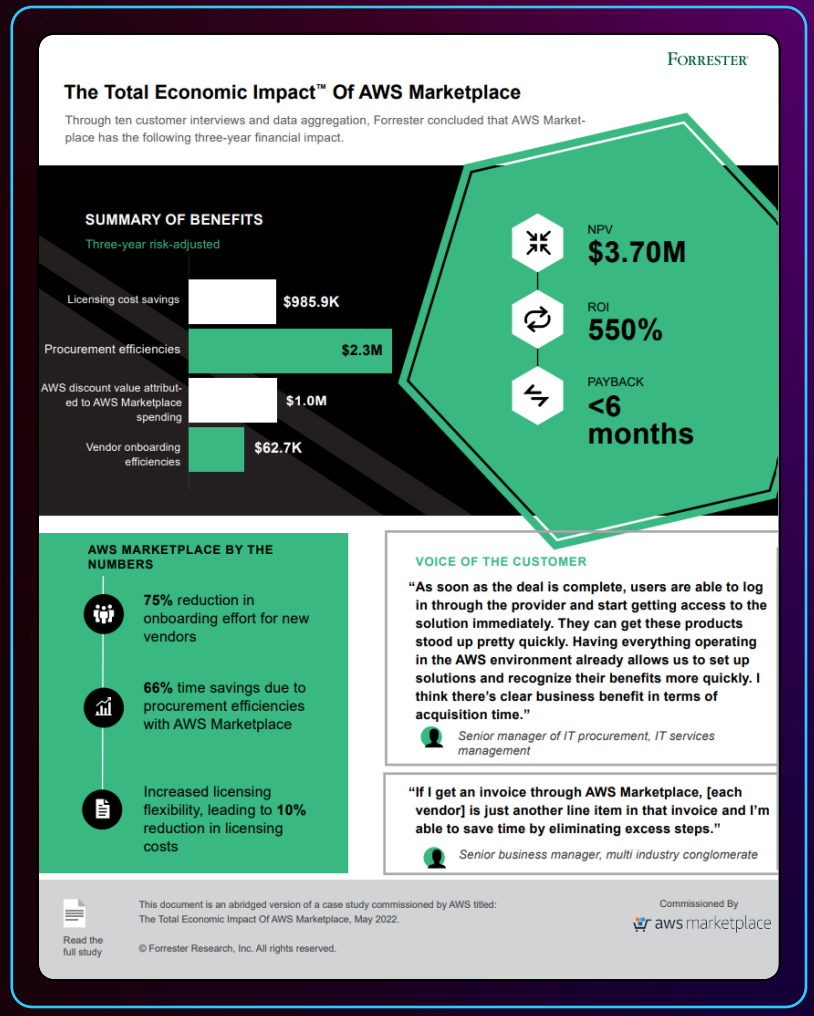
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Customer Total Economic Impact study

Key takeaways

Nearly 78% agree that online marketplaces for data and/or cloud software procurement decreases risk profile.

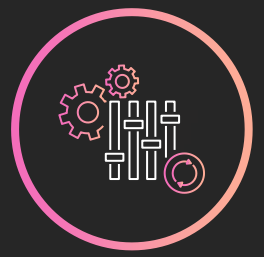
- Drive efficiency throughout the procurement process
- Save **10%** on licensing fees by leveraging flexible licensing models
- **75%** reduction in onboarding effort for new vendors



"The Total Economic Impact™ of AWS Marketplace," a commissioned study by Forrester Consulting on behalf of AWS, May 2022

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Benefits seen by customers



75% reduction in onboarding effort for new vendors



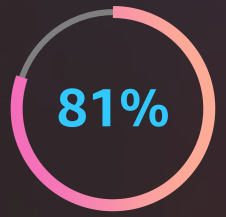
66% time savings due to procurement efficiencies



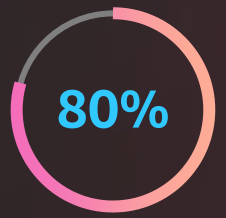
Increased licensing flexibility, leading to a **10% drop in licensing costs**

"The Total Economic Impact of AWS Marketplace"
A commissioned study by Forrester Consulting on behalf of AWS, May 2022

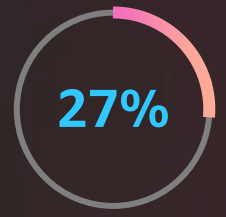
Benefits seen by sellers



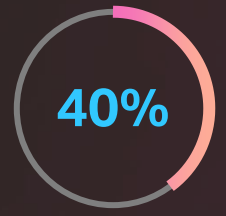
Achieved ROI



Richer deal sizes



Higher win rates



Faster sales cycles

"The Partner Opportunity for AWS Marketplace ISVs"
A commissioned study by Forrester Consulting on behalf of AWS, May 2022

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LSEG

London Stock Exchange Group case study

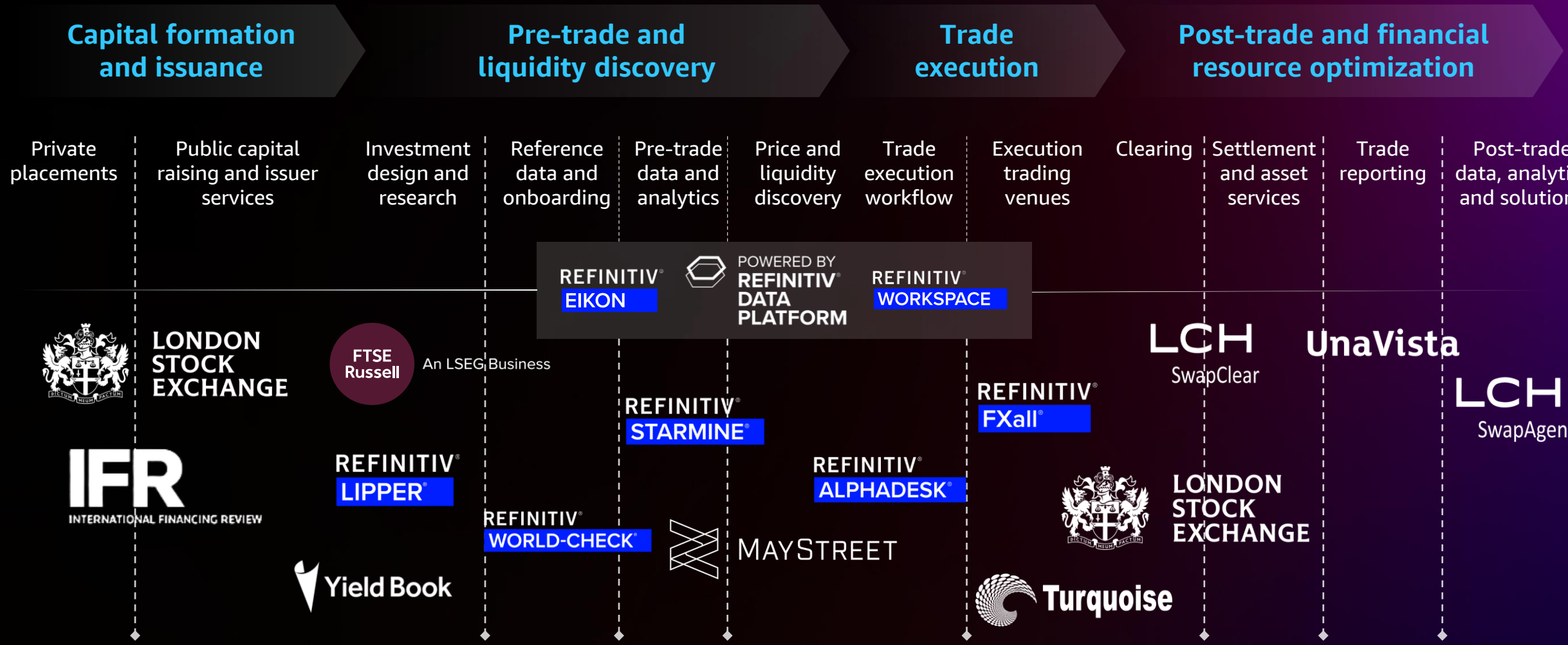
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A snapshot: LSEG offerings across the market value chain



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Our data, your way

Our data catalogue offers one of the industry's largest portfolios of real-time, pricing, reference, time series, and machine-readable content, as well as company, research, news, and ESG data.*

60K terabytes of data stored	**15M** economic time series	**250K** company events	**13M** private companies
50M estimates and KPIs internationally	**13.4M** fixed-income securities	**57K** public companies	**142M** company financial data points per year
4.8M research documents per year	**1.3M** merger and acquisition deals	**8M** financial price updates per second	**520K** equity quotes from 297 exchanges

*Source: July 2022 LSEG Data Catalogue

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Procuring and delivering data in the cloud

Procurement



No supplier onboarding (50% time savings per supplier)

Private Pricing Agreement (PPA) incentives

Administrative benefits (centralized invoicing, improved usage visibility)

Delivery



Client-led consumption

Reduced Total Cost of Ownership

Built-in composability and security

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Data usage – today vs. tomorrow

Today

lift and shift, limited adoption of cloud



- Wasteful procurement and storage of data
- No golden source of data resulting in inconsistent datasets within organizations
- Cost and management of data storage is becoming a critical problem

Tomorrow

harness the cloud's full potential



- Collection is efficient and flawless
- Delivery is seamless
- Scaling (up or down) is effortless

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Summary



AWS Marketplace helps customers modernize systems and transform supply chains



Streamlined procurement leads to faster innovations



Both buyers and sellers see benefits from transacting on AWS Marketplace



Customers realize economic benefits with AWS Data Exchange

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https://aws.amazon.com/marketplace

FORRESTER CONSULTING

THE TOTAL ECONOMIC IMPACT™ STUDY OF AWS MARKETPLACE

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Thank you!

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