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

MKT306

Build or transform to an AWS Well-Architected SaaS using AWS Control Tower

Jacob Alao
Principal
Business Dev Manager
AWS

Jon Topper
CEO
The Scale Factory

Gulsheen Ahuja
Sr. Software Engineer
AWS

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Agenda

AWS scales SaaS applications through AWS Partners

The Scale Factory SaaS Solution on AWS Control Tower

AWS Marketplace powers partner SaaS Solutions

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Voice of the Customers



Innovate with AWS best practices



Specific Regulatory/Compliance Controls



Build Industry-Specific Solutions

aws

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Voice of our AWS Partners



Customer Awareness, Easier Adoption



Technical Framework



Align, Minimize Roadmap Collision

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AWS Control Tower Service Delivery/Ready Designation



Program

A Program designed for AWS Consulting Partners to offer and build value-added solutions on AWS Control Tower



Framework

A Technical framework that allows partners to develop curated, interoperable, and differentiated solutions on AWS Control Tower

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What is driving this change?

- Evolving AWS Customer business models
- Growth in our AWS Customers
- Scaling Opportunity to enhance partner engagement

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AWS Partner Paths

INSPIRED BY PARTNER FEEDBACK ABOUT THEIR CUSTOMER OFFERINGS

For partners that …

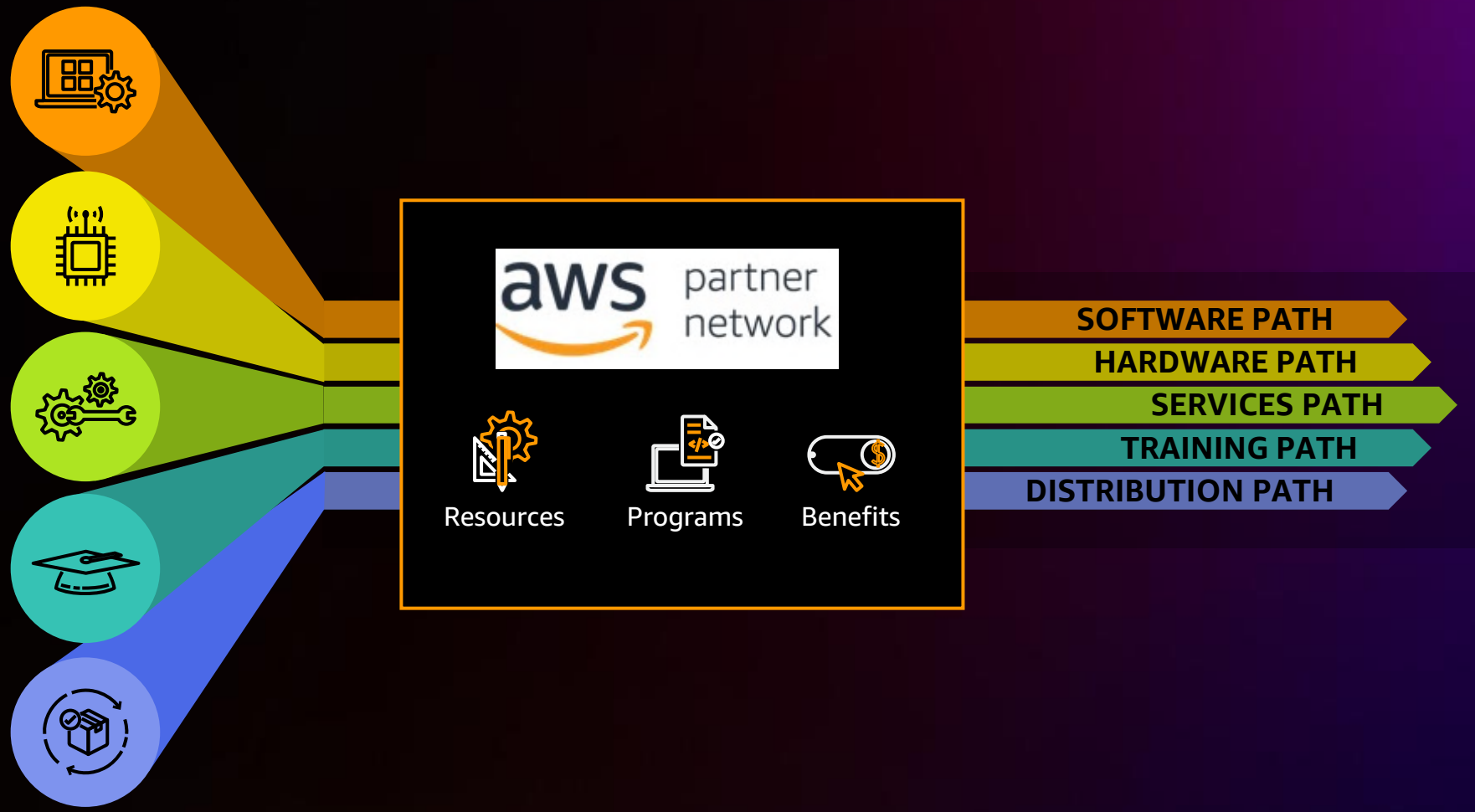
…develop software that runs on or is integrated with AWS

…develop hardware devices that work with AWS

…deliver consulting, professional, managed, and value-add resale services

…sell, deliver, or incorporate AWS training

…recruit, onboard, and enable businesses to resell and develop AWS Solutions



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Resources, programs, and benefits

WHY YOU SHOULD JOIN THE AWS PARTNER NETWORK (APN)



Deliver more innovation



Get trained and certified



Promote your business



Highlight your expertise



Maximize opportunities with AWS



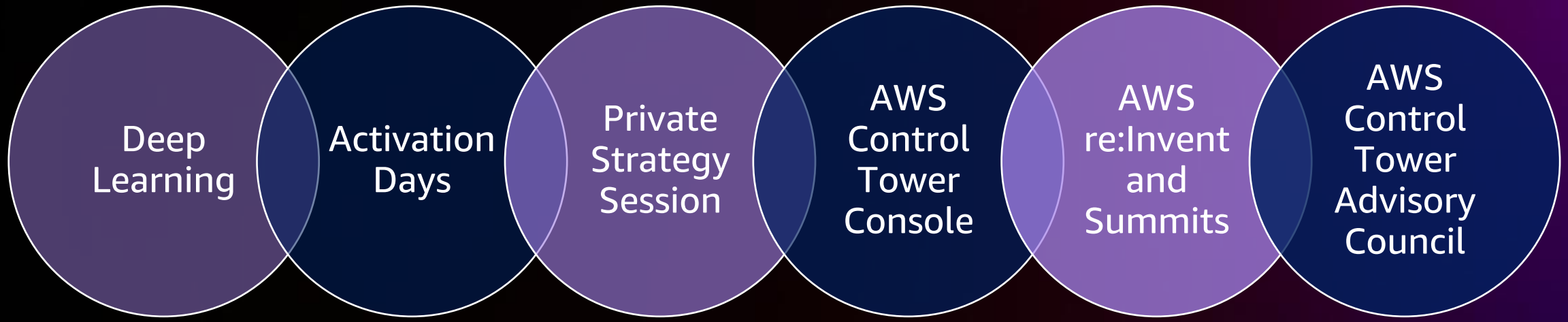
Increase visibility to AWS field teams and AWS customers



Save time and money with tools and resources

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AWS Control Tower Specific Benefits



- Product Roadmap
- New Feature Release

- AWS Activation Day
- AWS Transition Day

- Private Session
- Develop Blogs
- APN TV

- AWS Management Console Listing
- AWS Marketplace Listing

- Invite Only
- Speaking Opportunity

- Invite Only

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Technical Opportunities





Build custom compliant solutions on AWS Control Tower



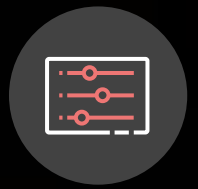
Build once, deploy at scale



Prescriptive Schema framework



Simplified deployment of standard patterns



Interoperability with CT



Faster time to Value - workload deployment

https://aws.amazon.com/solutions/implementations/customizations-for-aws-control-tower/

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Consulting Partner – Cloud-Ready Enablement Offerings



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This is not a complete list. To view all AWS Partners for this category, visit AWS Partner Solutions Finder. This list of partners is current as of November 28, 2022.

AWS Consulting Partner – In Progress











1 | Built on AWS Control Tower

2 | Customized Customer environments by SI

3 | Powered by AWS Marketplace

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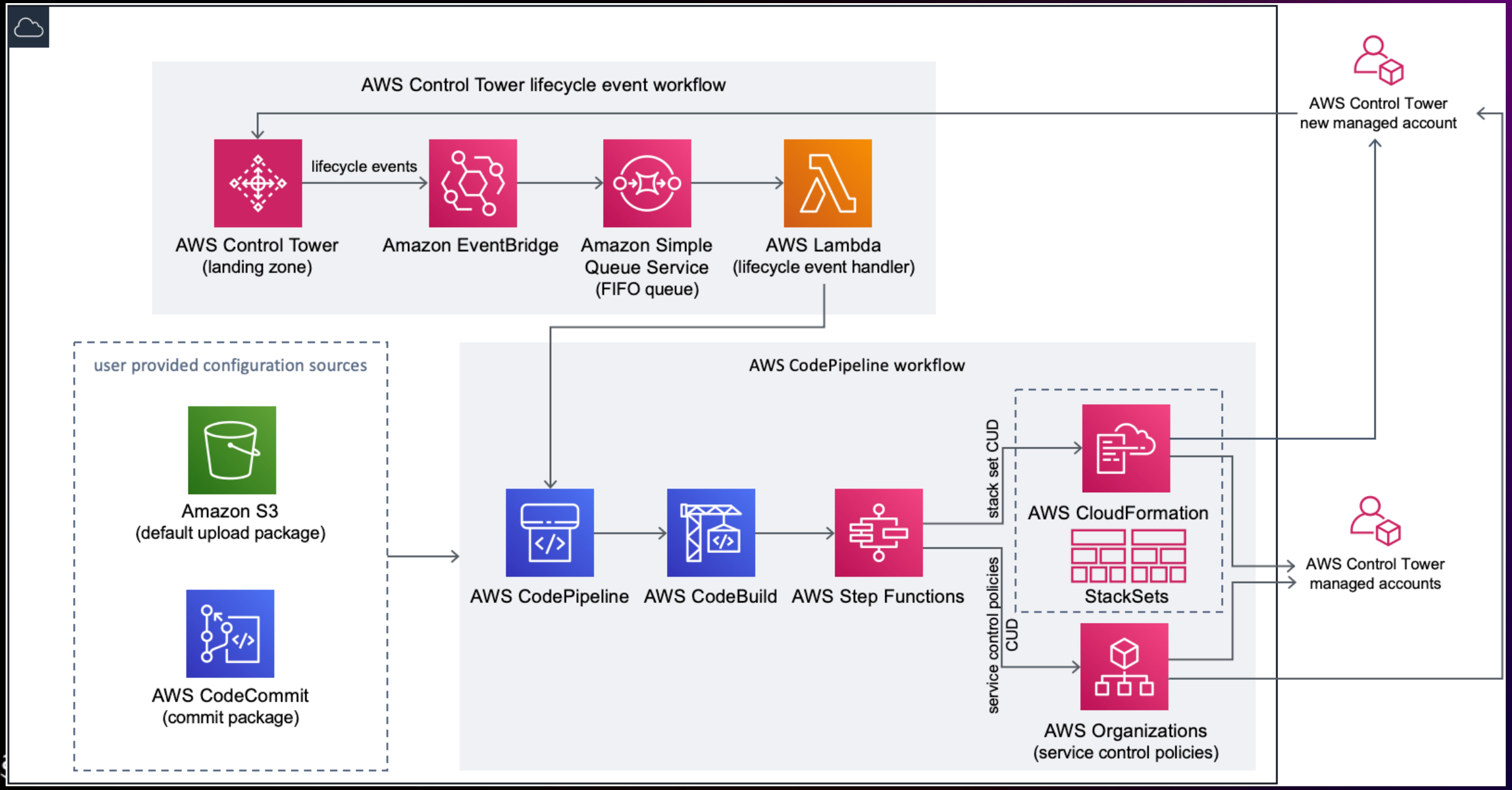
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Customization on AWS Control Tower

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Customization on AWS Control Tower



AWS Control Tower for SaaS (The Scale Factory way)



Jon Topper

CEO – The Scale Factory

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AWS Control Tower: SaaS Use Cases

- Multiple account management
  - As part of silo or bridge tenancy model
  - Isolate pre-production and production environments
  - 1+ sandbox account per developer
- Fulfil compliance obligations (e.g., ISO 27001, SOC 2, HIPAA)
  - Clear approach to centralized identity
  - Central security controls
  - Highly auditable solution

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Customer Implementations























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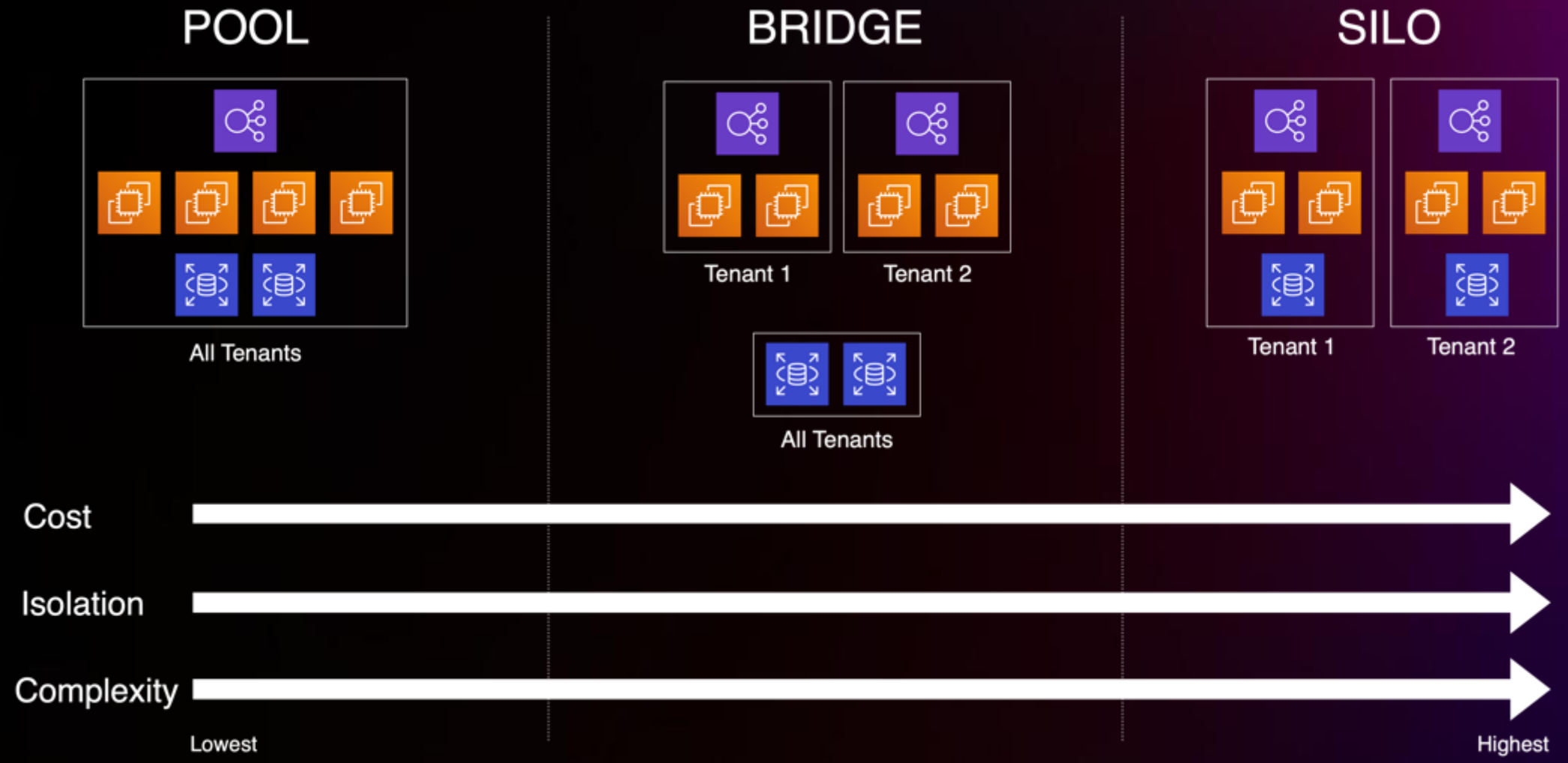
THE SCALE FACTORY

Concepts

- Account
  - A container for AWS resources
- Organizational Unit (OU)
  - Used to group related Accounts
- Service Control Policy (SCP)
  - An organization policy used to limit account actions
  - Can be attached to OUs or Accounts
  - SCPs attached to OUs are inherited by the accounts in that OU
  - SCP limits even apply to root accounts!

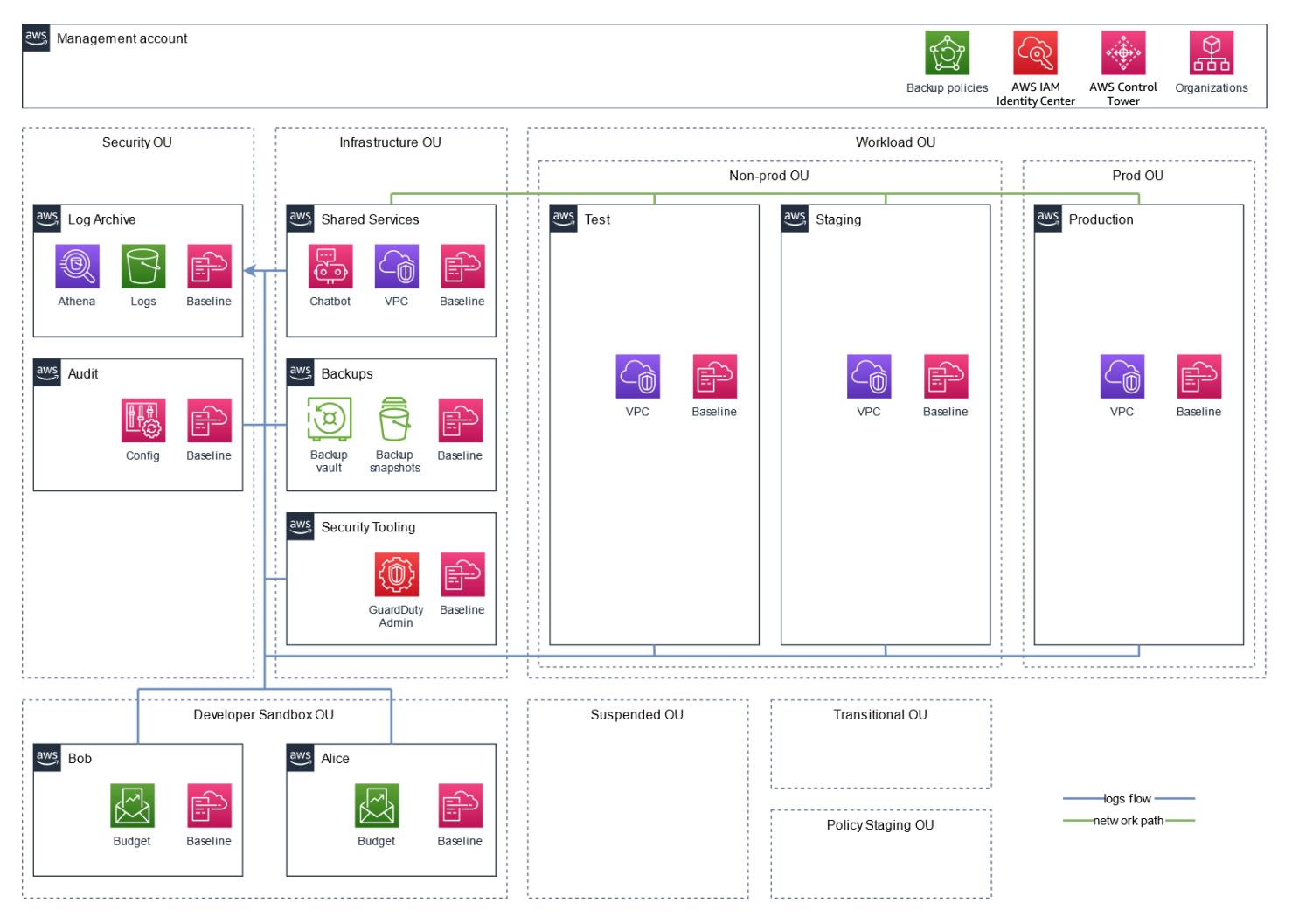
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THE SCALE FACTORY

Concepts: Tenancy



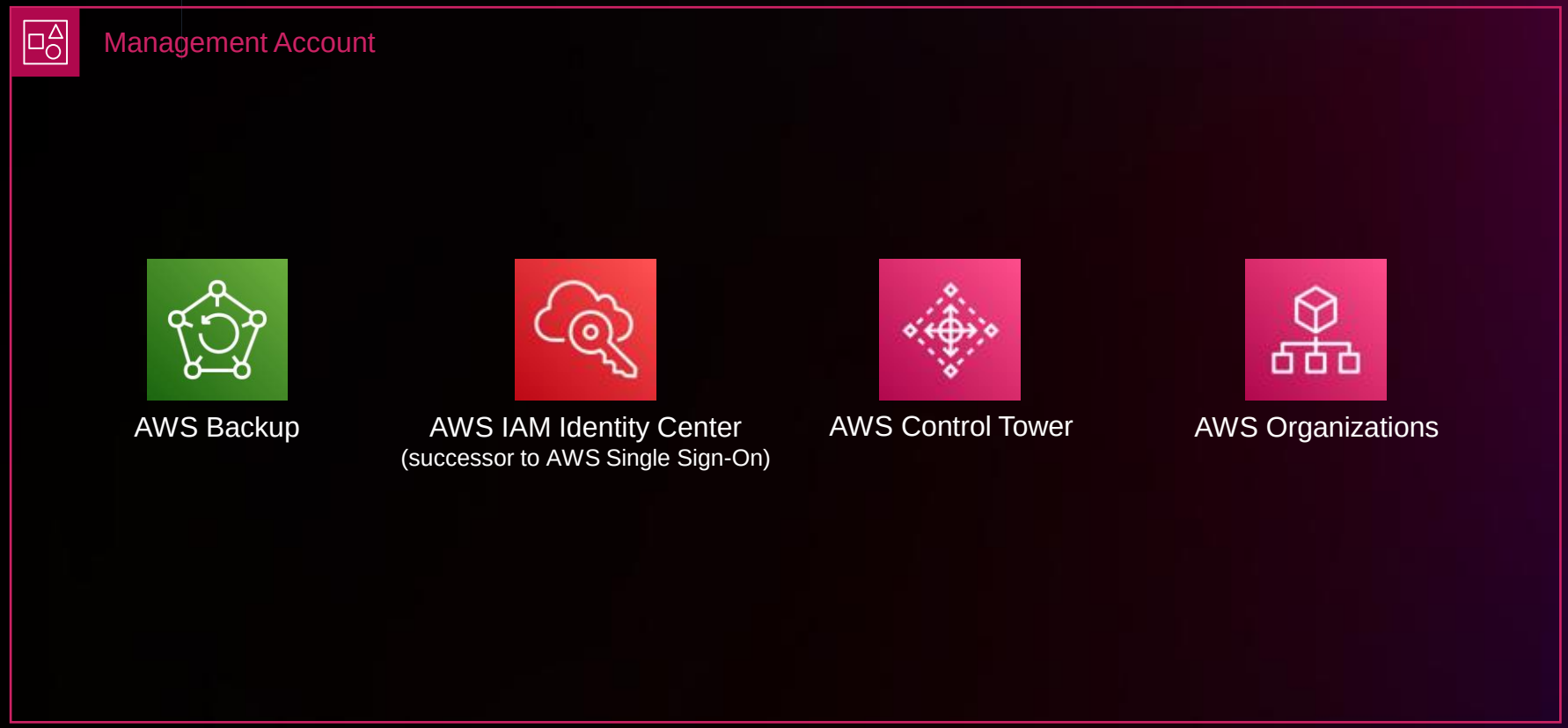
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Example OU/Account Structure



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Management Account



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Security OU

Log Archive Account



AWS CloudFormation Baseline



Amazon Athena



Amazon Simple Storage Service (Amazon S3) For Logs

Audit Account



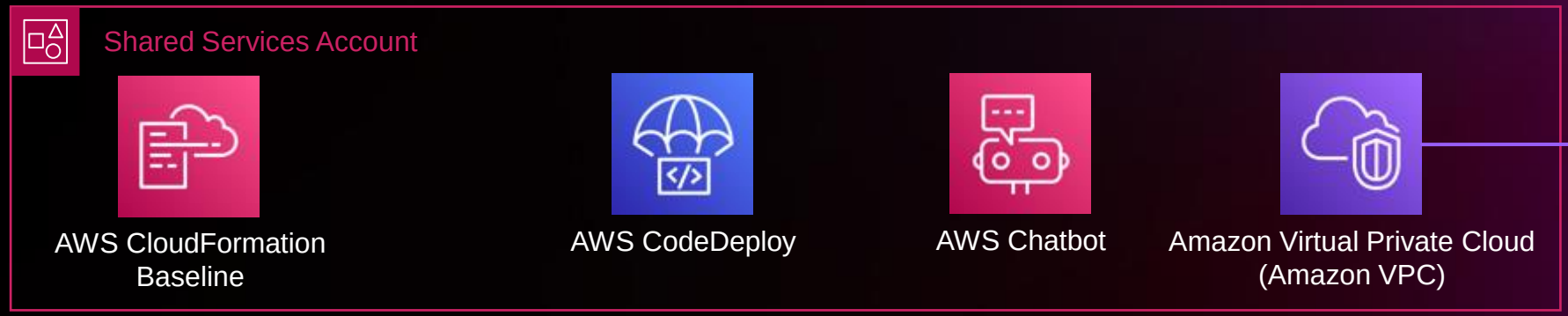
AWS CloudFormation Baseline



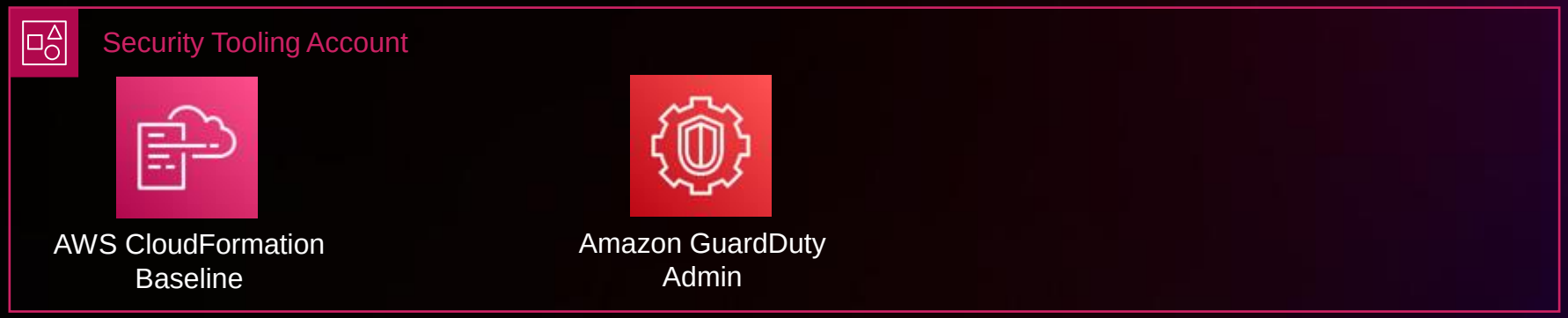
AWS Config

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Infrastructure OU

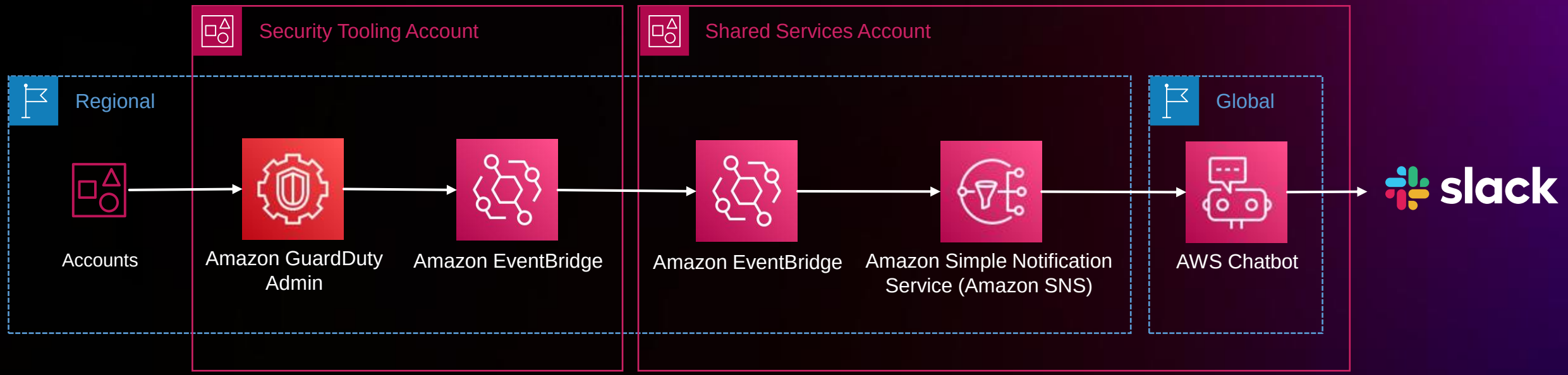






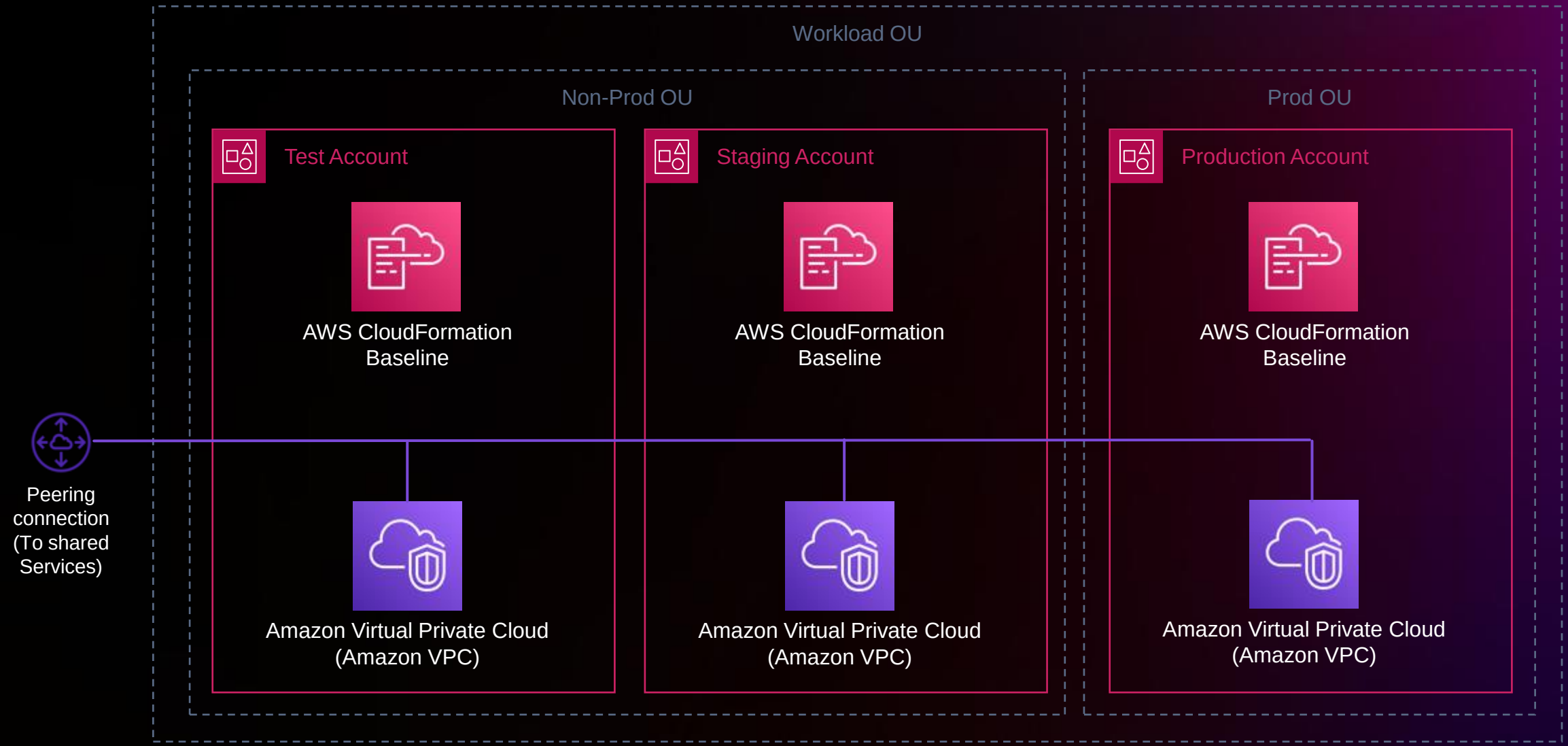
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Example Integration



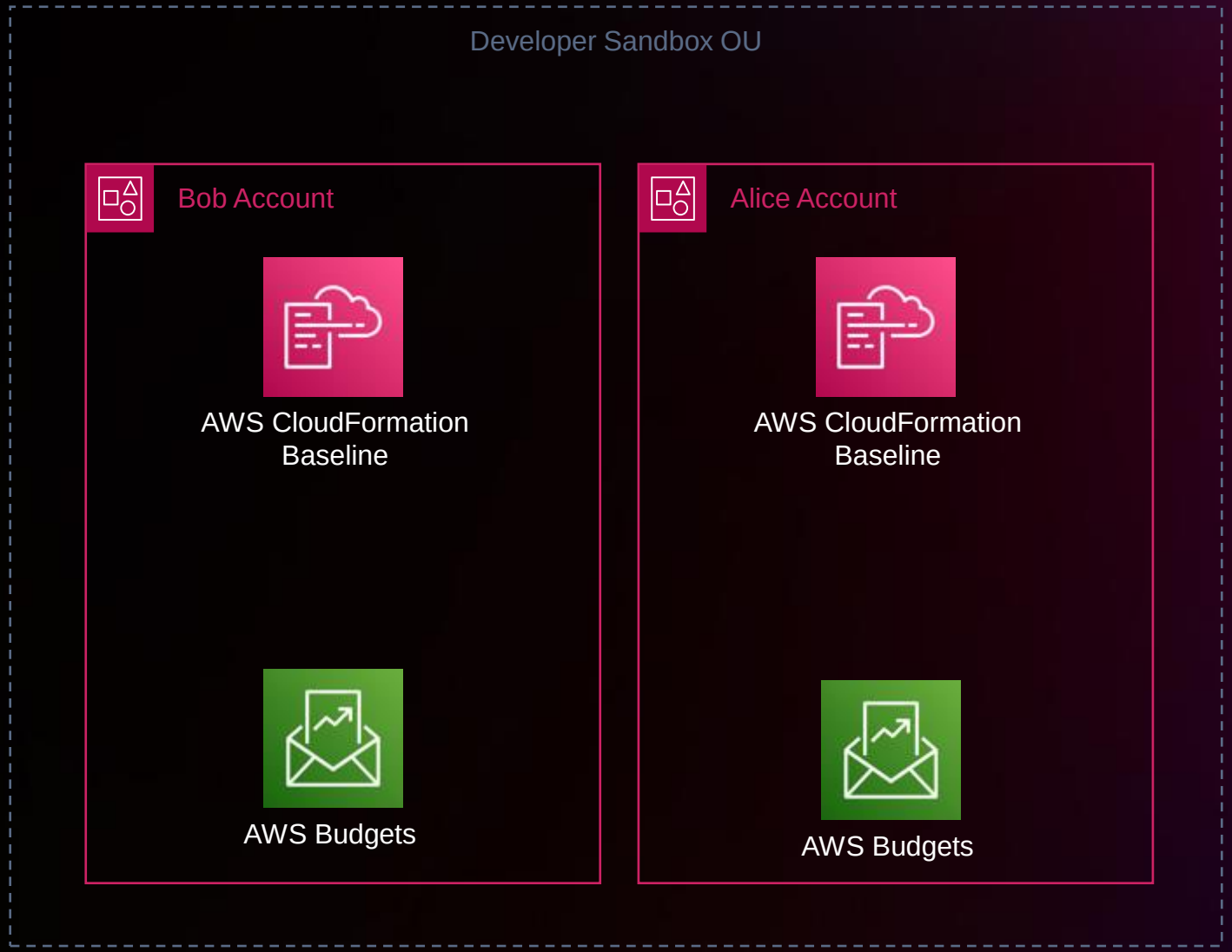
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Workload OU



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Developer Sandbox OU



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Other OUs

Suspended OU



Account
(Ex-developer)

Transitional OU



Account
(Previous live)

Policy Staging OU



Account
(Policy Test)

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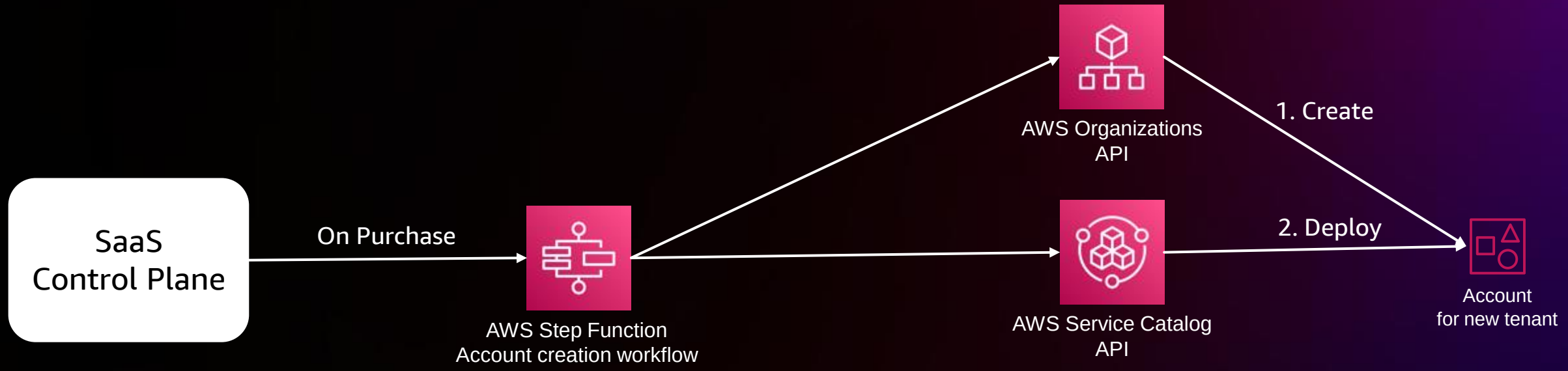
Best Practices

- Start with a fresh management account
- Integrate AWS IAM Identity Center with your identity provider
- Limit AWS Region usage with Data Residency guardrail
- Enable GuardDuty in all Regions – even “unused” ones!
- Use Amazon Inspector for continual vulnerability management
- Adopt resource tagging strategy in new accounts
- Use CFCT to deploy customizations

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Provisioning SaaS Tenants with AWS Control Tower

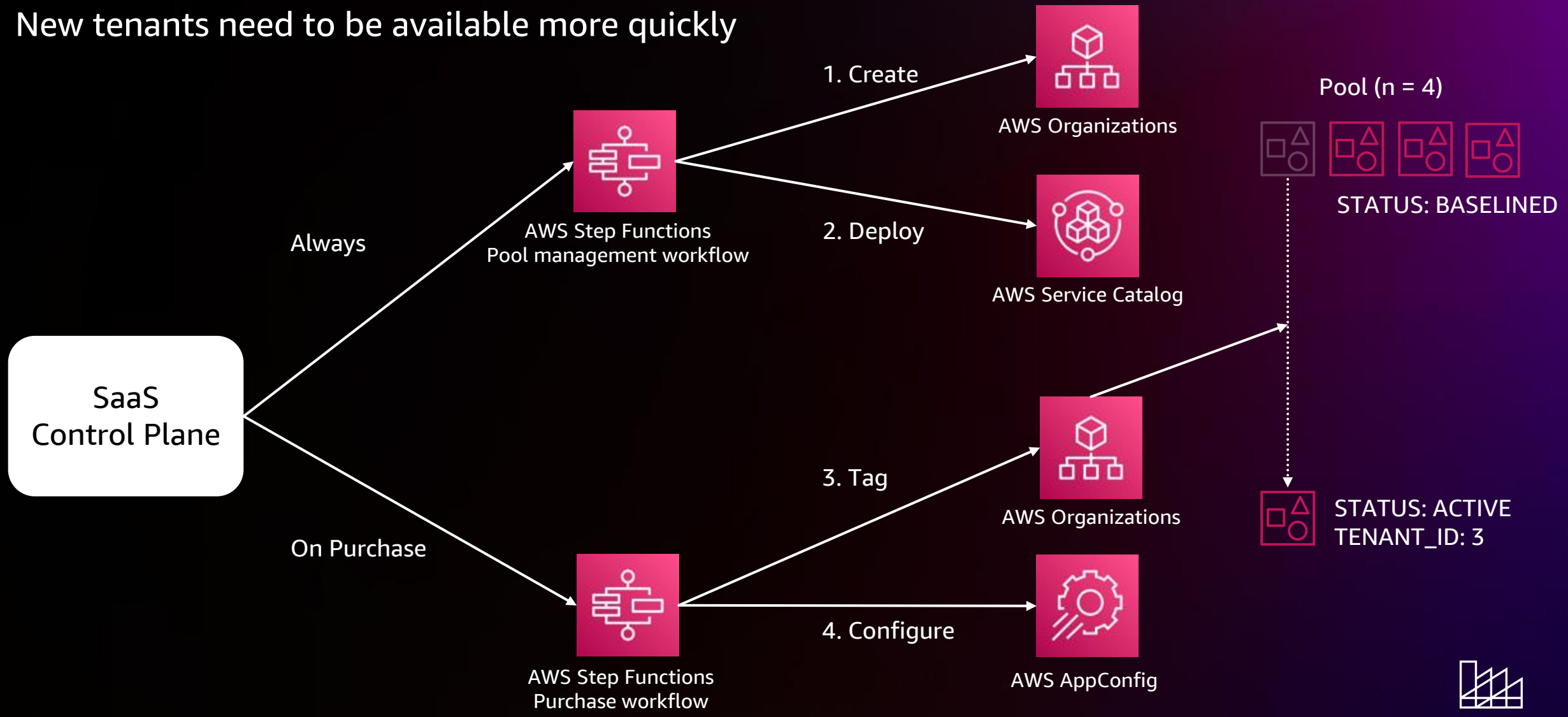
- Use case:
  - Silo tenancy model: one account per tenant
  - Acceptable for new tenants not to be ready for >1hr



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Quicker SaaS Tenants with AWS Control Tower

- New tenants need to be available more quickly



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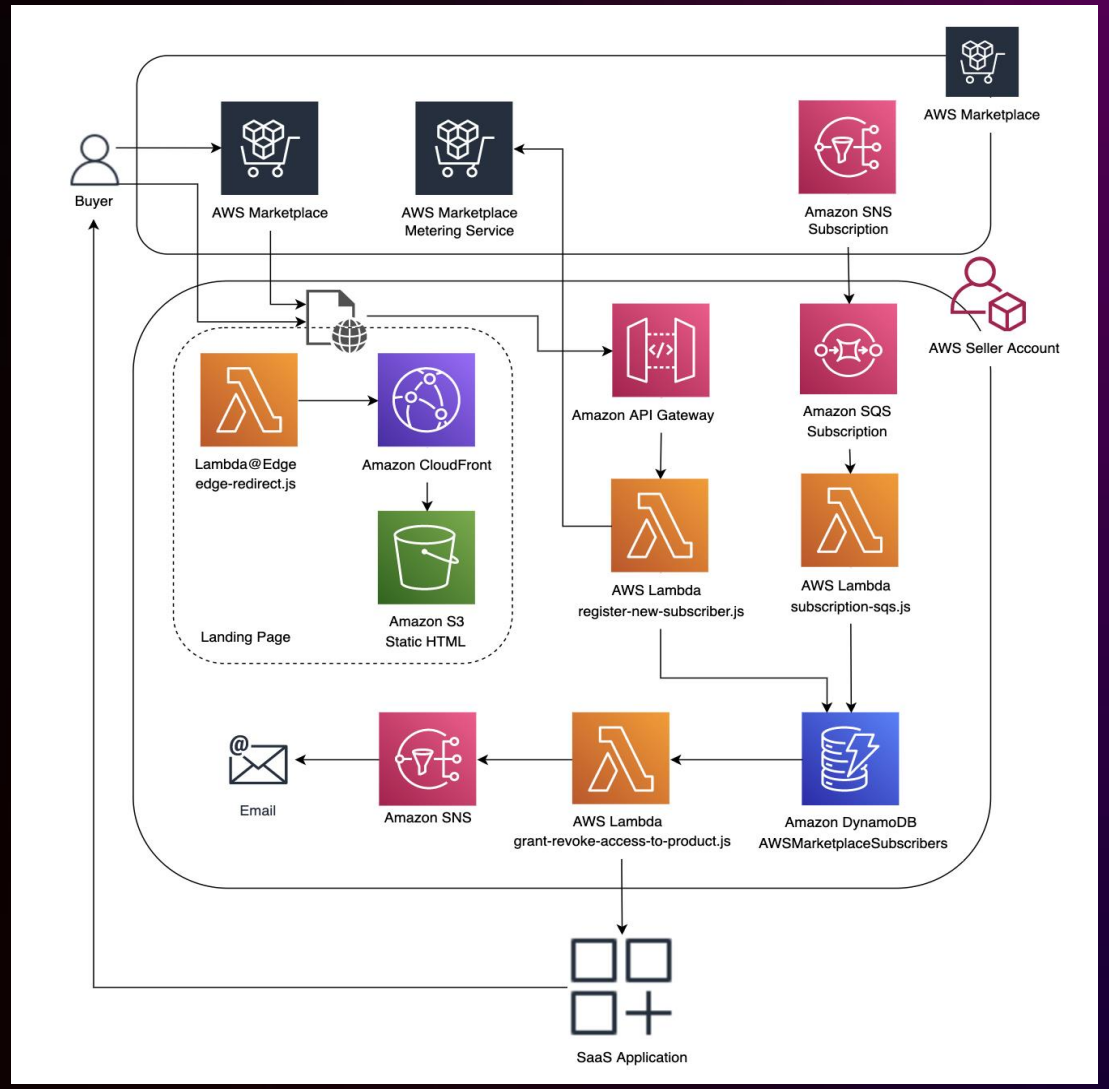
AWS Marketplace: SaaS Use Cases

- Leveraging AWS Marketplace for purchase and payment interface
- Registering SaaS tenants purchasing from AWS Marketplace
- Discovering SaaS tenant entitlements
- Metering SaaS tenant usage

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Register tenants from AWS Marketplace

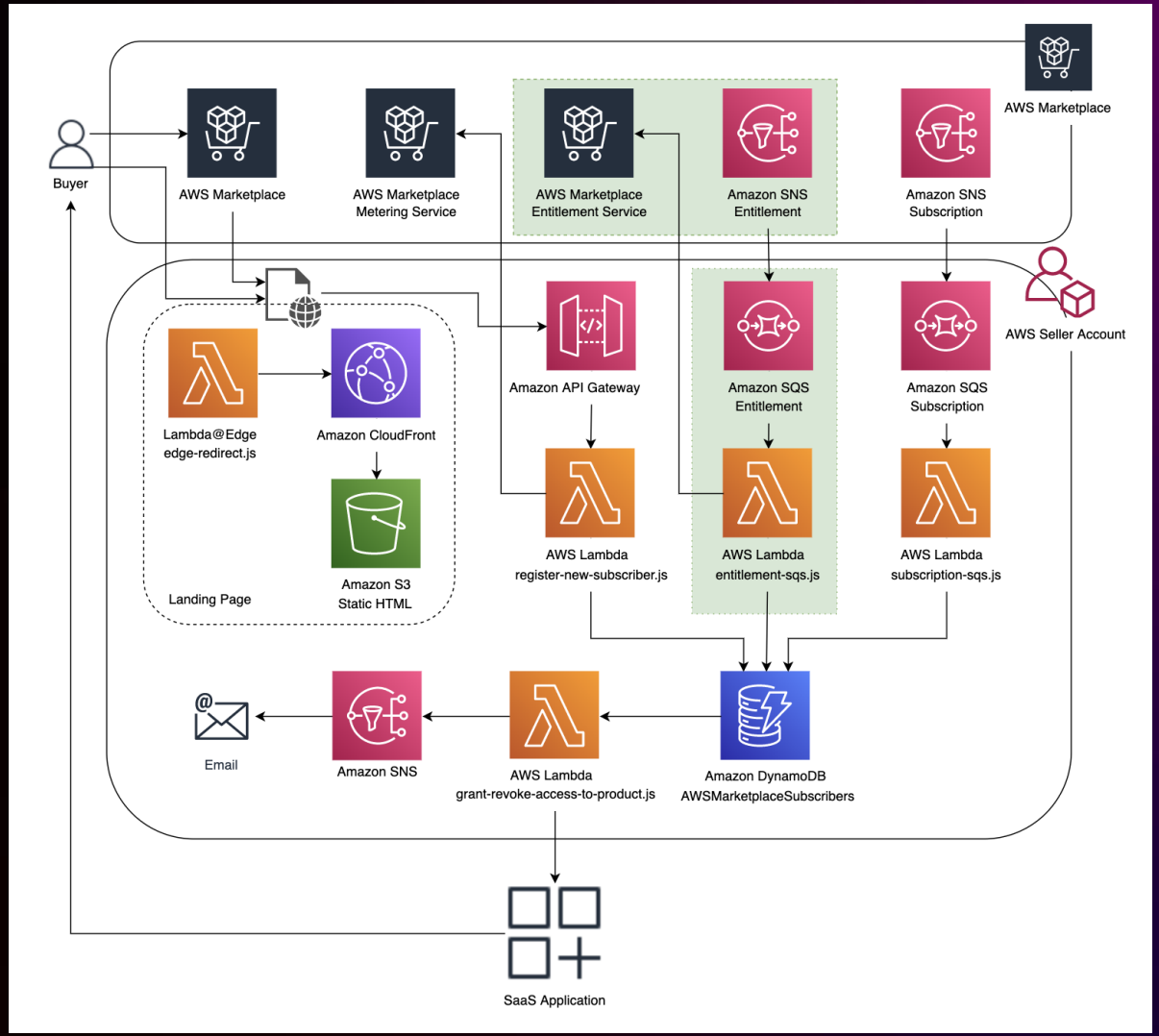
- Accept and resolve customer registration token
- Stay updated with subscription change notifications
- Programmatically grant and revoke access



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Discover SaaS tenant entitlements

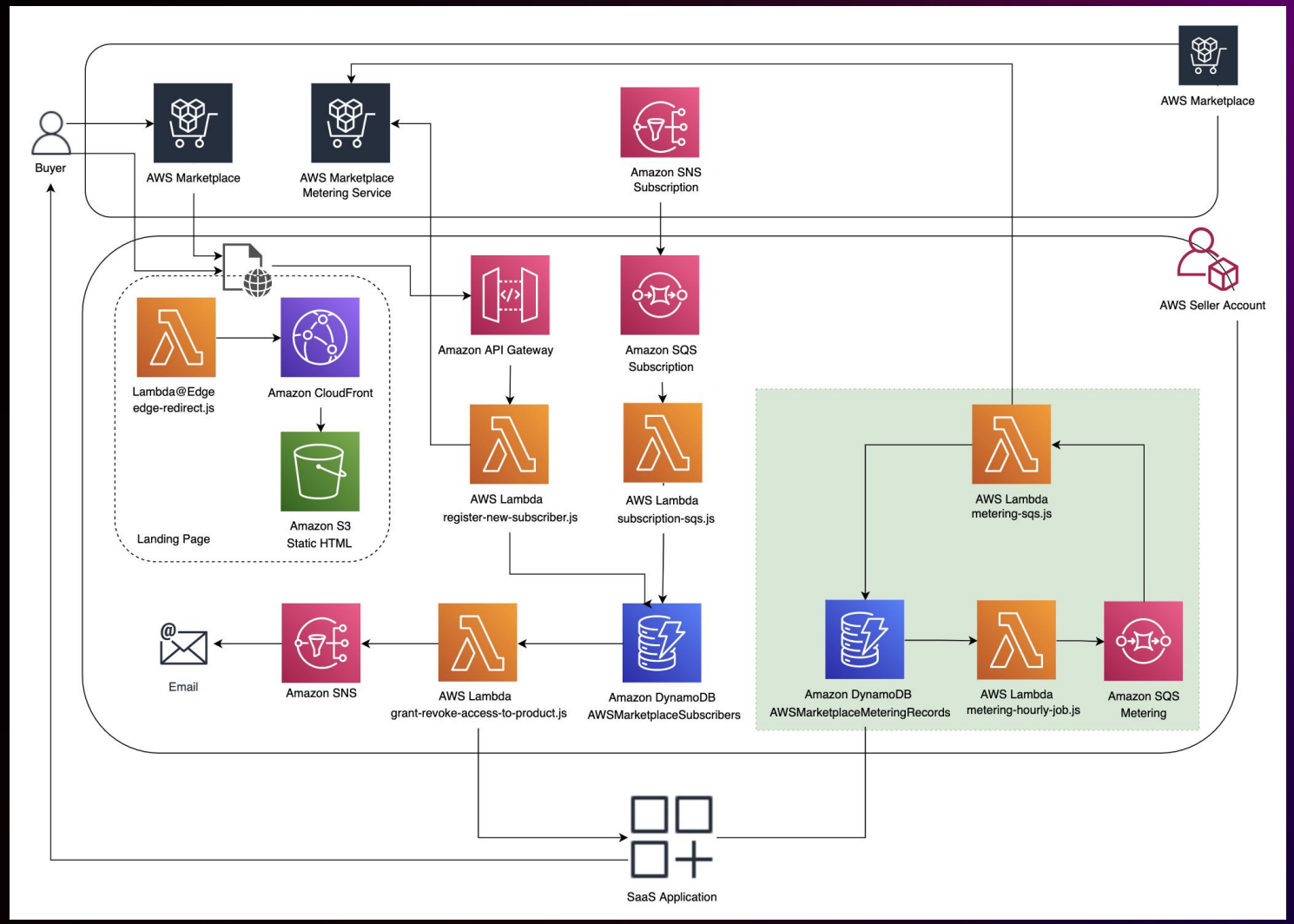
- Use case: Contract pricing
- Describe tenant entitlement using AWS Marketplace Entitlement Service
- Automate access management with entitlement change notifications



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Meter SaaS tenant usage

- Use case: Pay-as-you-go pricing
- Measure and store usage per tenant
- Report usage hourly to AWS Marketplace Metering Service



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AWS Marketplace: Best practices

- Dedicated vendor account
- Automate tenant registration to resolve registration token within an hour
- Automate customer’s access management upon change notifications
- Amazon SQS protocol to subscribe to AWS Marketplace SNS topics
- Opt in to additional AWS Marketplace features for delightful customer experience

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Key takeaways

- Focus on building your SaaS solutions; leverage AWS Partners for undifferentiated heavy lifting
- Set the right guardrails, improve security posture by following AWS best practices
- Scale your business by automating tenant provisioning and access management

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Get an AWS Control Tower deployment



Well-Architected AWS Control Tower Deployment
Optimized for the needs of SaaS businesses
Delivered by our experts at a fixed cost

https://scalefactory.com/consulting/packages/saas-foundations/

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Resources

- Documentation: Organizing Your AWS Environment Using Multiple Accounts – https://go.aws/3u5hqzF
- Blog post: Managing the account lifecycle in account-per-tenant SaaS environments on AWS – https://go.aws/3VAixDa
- Blog post: The Impact of Compliance on the SaaS Sales Cycle – https://go.aws/3ihmpL2
- AWS Control Tower blog page – https://scalefactory.com/blog/tags/aws-control-tower/
- AWS SaaS Factory Program – https://aws.amazon.com/partners/programs/saas-factory/
- AWS Control Tower for SaaS, by The Scale Factory – https://go.aws/3GTkh6C

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Thank you!

Jacob Alao
jalao@amazon.com

Jon Topper
@jtopper
jon@scalefactory.com

Gulsheen Ahuja
gulsheen@amazon.com

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