
AWS
re:Invent
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MKT310

Modernize and govern your digital supply chain with AWS Marketplace

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Agenda



Overview of AWS Marketplace



Challenges in the digital supply chain



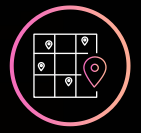
Economic value from a well-governed digital supply chain



In-depth look at governance



Vanguard case study



Getting started on the governance journey

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Discover solutions that meet your business needs

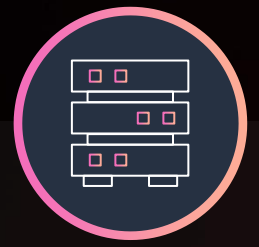
AWS MARKETPLACE IS A CURATED DIGITAL CATALOG HELPING CUSTOMERS FIND, SUBSCRIBE TO, DEPLOY, AND GOVERN THIRD-PARTY SOFTWARE, DATA, AND SERVICES



Over **12,000** transactable listings



Deployed in **25** regions



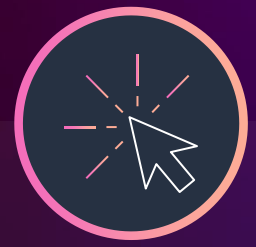
2,000+ ISVs, **250+** data providers, **1000+** consulting partners



65+ categories: monitoring, security, databases, etc.



2M+ active subscriptions

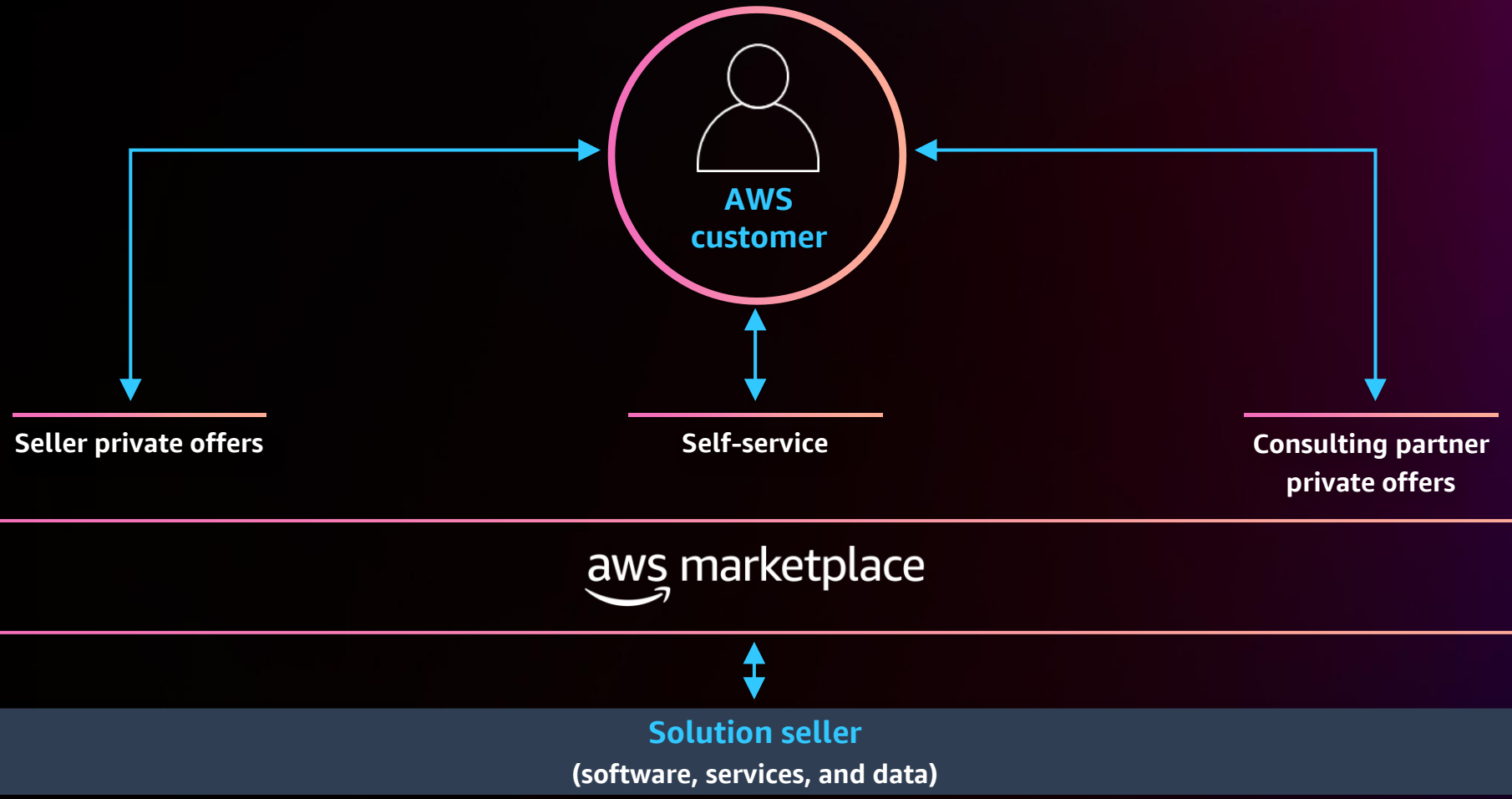


325,000+ active subscribers

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Learn how AWS Marketplace works

AWS MARKETPLACE BRINGS THE AMAZON-LIKE BUYING EXPERIENCE TO THE PROCUREMENT OF SOFTWARE, DATA PRODUCTS, AND SERVICES



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Address challenges in the digital supply chain

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

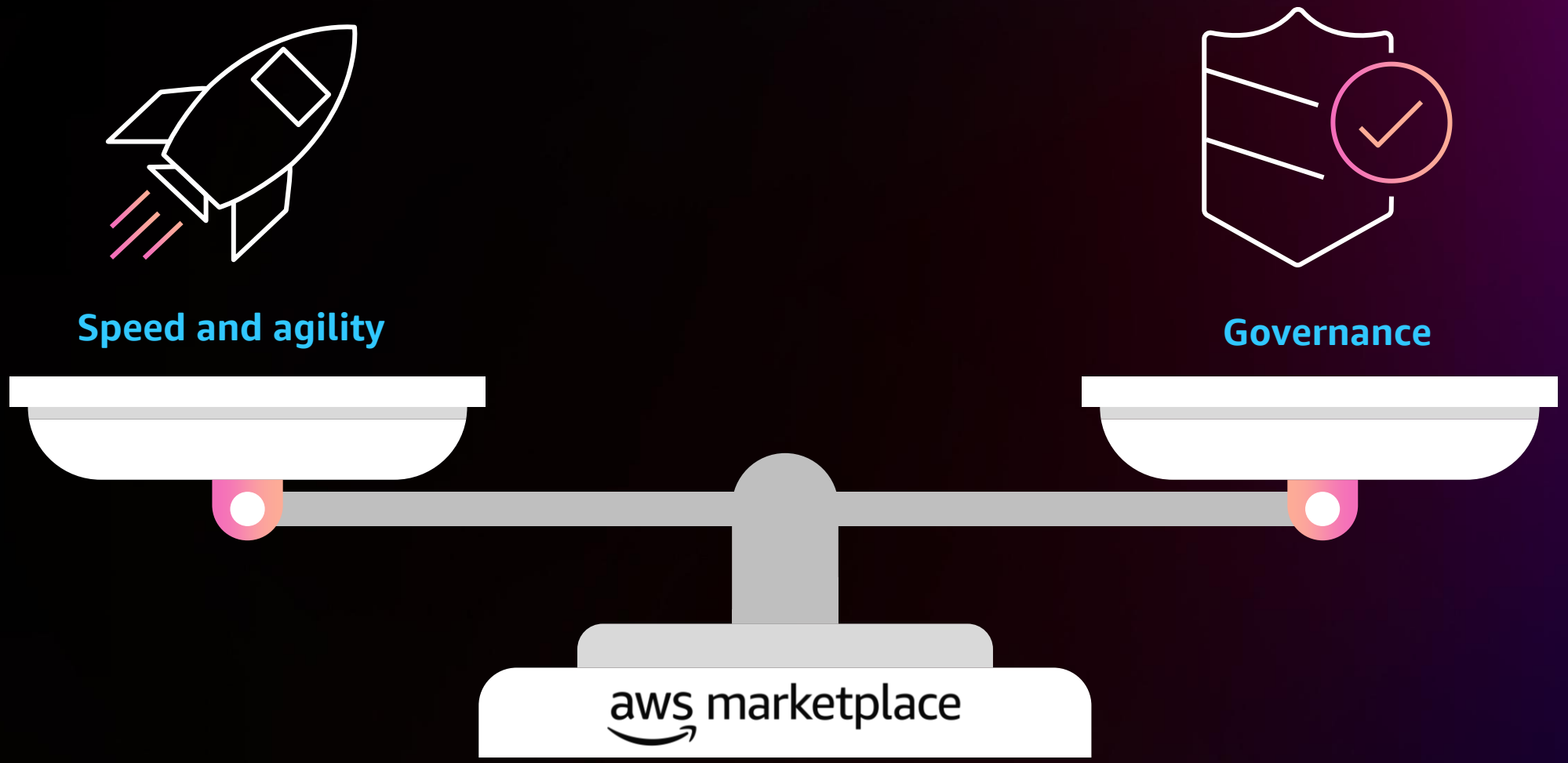


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Balance speed and agility with safety and security

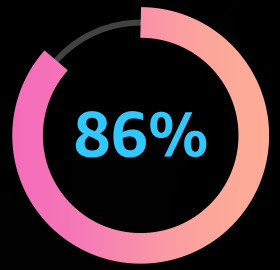
THE RIGHT LEVEL OF GOVERNANCE AND CONTROL



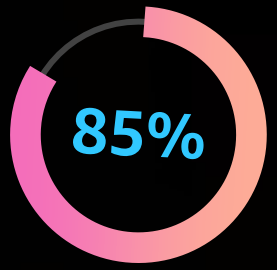
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New procurement channels

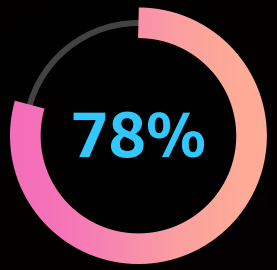
FINDINGS FROM FORRESTER STUDY: PERCENTAGE OF SURVEY RESPONDENTS AGREEING WITH THE FOLLOWING STATEMENTS



My organization is investing in new procurement channels to improve its business agility



My organization is investing in new procurement channels to improve its procurement speed



Online marketplaces for data and/or cloud software procurement decrease my organization’s risk profile

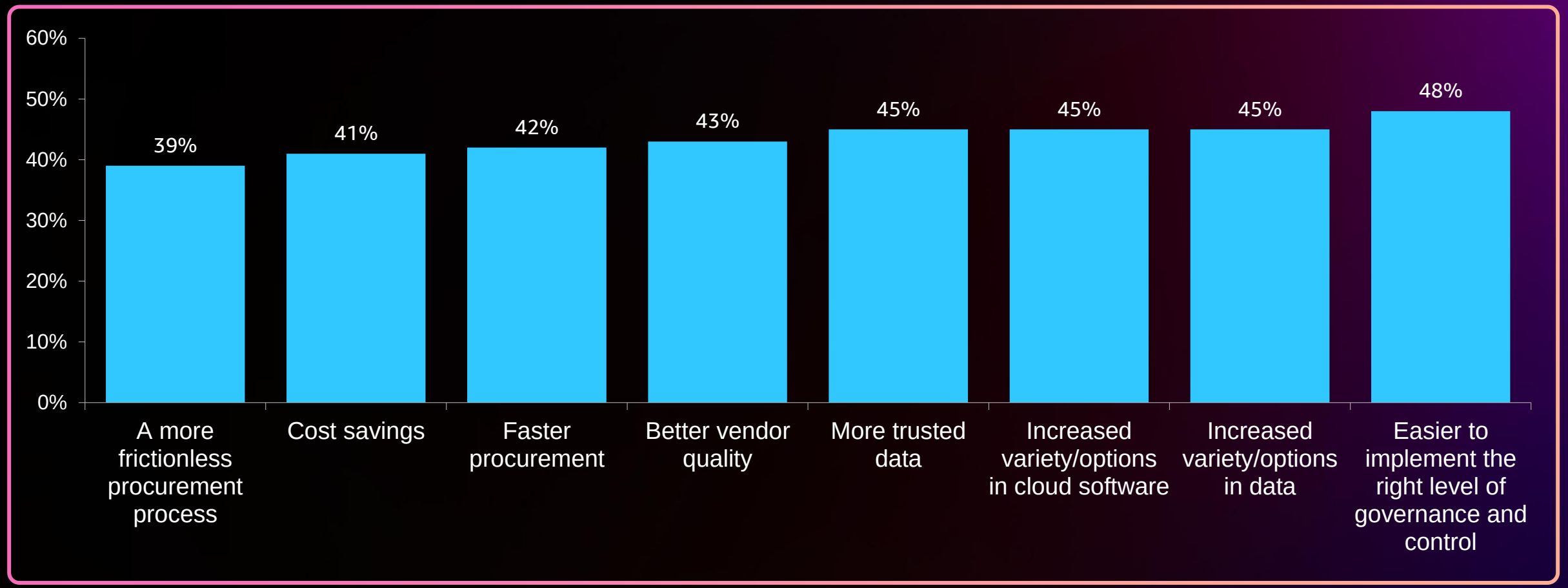
Source: AWS-commissioned study conducted by Forrester Consulting, March 2022

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Online marketplaces

BENEFITS OF ONLINE MARKETPLACES



Source: AWS-commissioned study conducted by Forrester Consulting, March 2022

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Realize economic value with AWS Marketplace

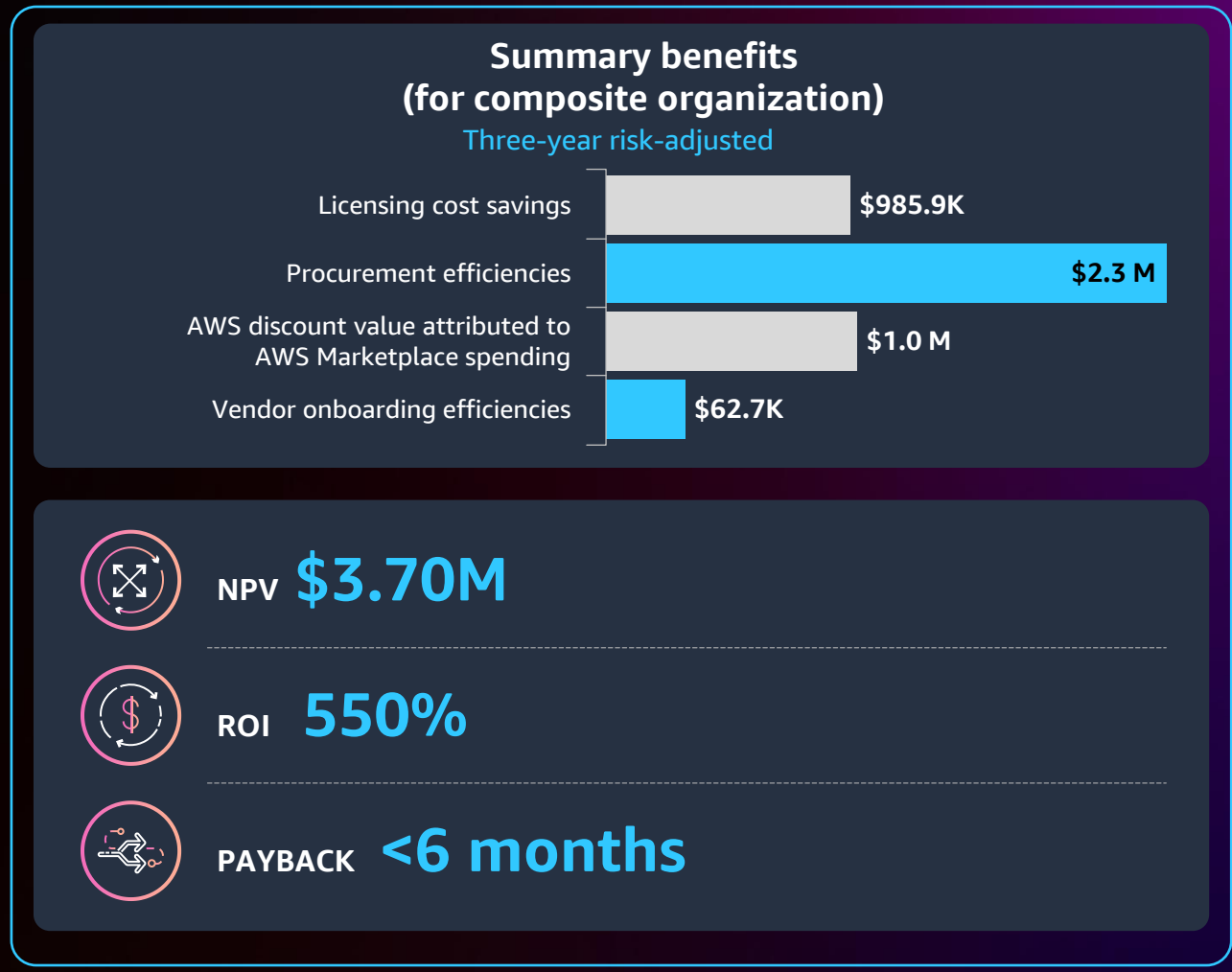
FORRESTER CONSULTING'S TOTAL ECONOMIC IMPACT (TEITM) STUDY

Organizations that 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



Source: AWS-commissioned study conducted by Forrester Consulting, March 2022

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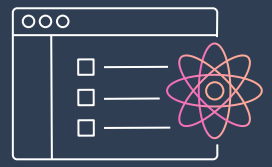
Invest in management and governance capabilities

KEY TO MODERNIZING THE SOFTWARE AND DATA SUPPLY CHAIN AT SCALE

Problem statement: Implement governance and controls to manage software and data spend to meet business objectives



Complex, multi-AWS account environment



Several management accounts



Limited visibility to what's being purchased



Limited compliance to approved process

Meet security, compliance, and cost objectives

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Improve safety and security

MULTI-LEVEL GOVERNANCE AND CONTROL

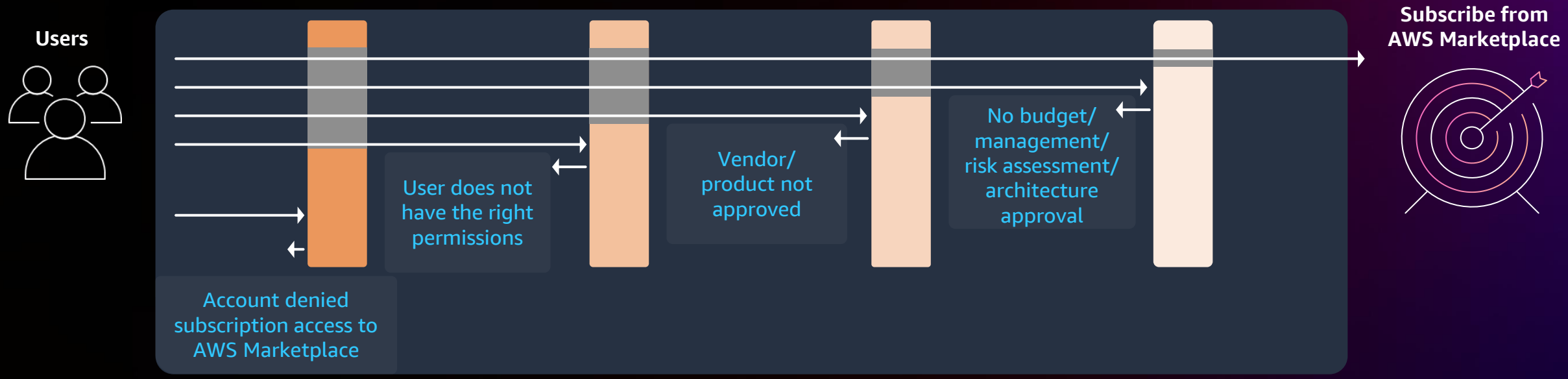
Account structure:
What AWS accounts will be used to subscribe from AWS Marketplace?

Permissions:
What will users be permitted to do in those accounts?

Approved vendors /products:
What vendors/products have been approved for subscription?

Approved workflow:
Has the proposed procurement been approved?

1st layer | **2nd layer** | **3rd layer** | **4th layer**



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Enable governance with AWS Services

Secure access



AWS Identity and Access Management (IAM)

Manage/govern secure multi-account environment



AWS Organizations



AWS Control Tower

Automated deployment with policies and controls in place



AWS CloudFormation



AWS Service Catalog

Cloud financial management



AWS Budgets



AWS Cost and Usage Report



AWS Cost Explorer



Cost tagging
AWS Marketplace Vendor Metered Tagging

Managed entitlements



AWS License Manager

aws marketplace



Private offer process



Private Marketplace



Procurement Systems Integration



Standardized license terms



Vendor Insights

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Ensure secure access and permissions

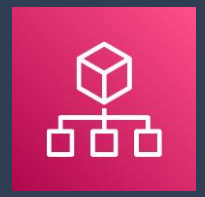
BASED ON ROLE DEFINITIONS AND PRINCIPLE OF "LEAST PRIVILEGE"

Persona	Role and objectives	Example IAM permissions (users, groups, and roles)
 **Procurement leader**	• Software and data governance and visibility • Productivity and shortened procurement cycle time • Cost savings and eliminate unused licensing costs	**Example managed policies** • AWS Marketplace manage subscriptions • AWS Private Marketplace admin full access
 **Technology users**	• Wide selection/variety of solutions • Easy access and ease in deployment • Work with approved vendors, in compliance with policies	**Example managed policies** • AWS Marketplace read-only • AWS Private Marketplace requests

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Create a secure, scalable multi-account environment

AWS ORGANIZATIONS AND AWS CONTROL TOWER



AWS Organizations

- Organize, manage, and administer AWS accounts as a single unit
- Organize accounts into organizational units (OU)
- Attach policies at an account level or OU level
- Use consolidated billing across all member accounts



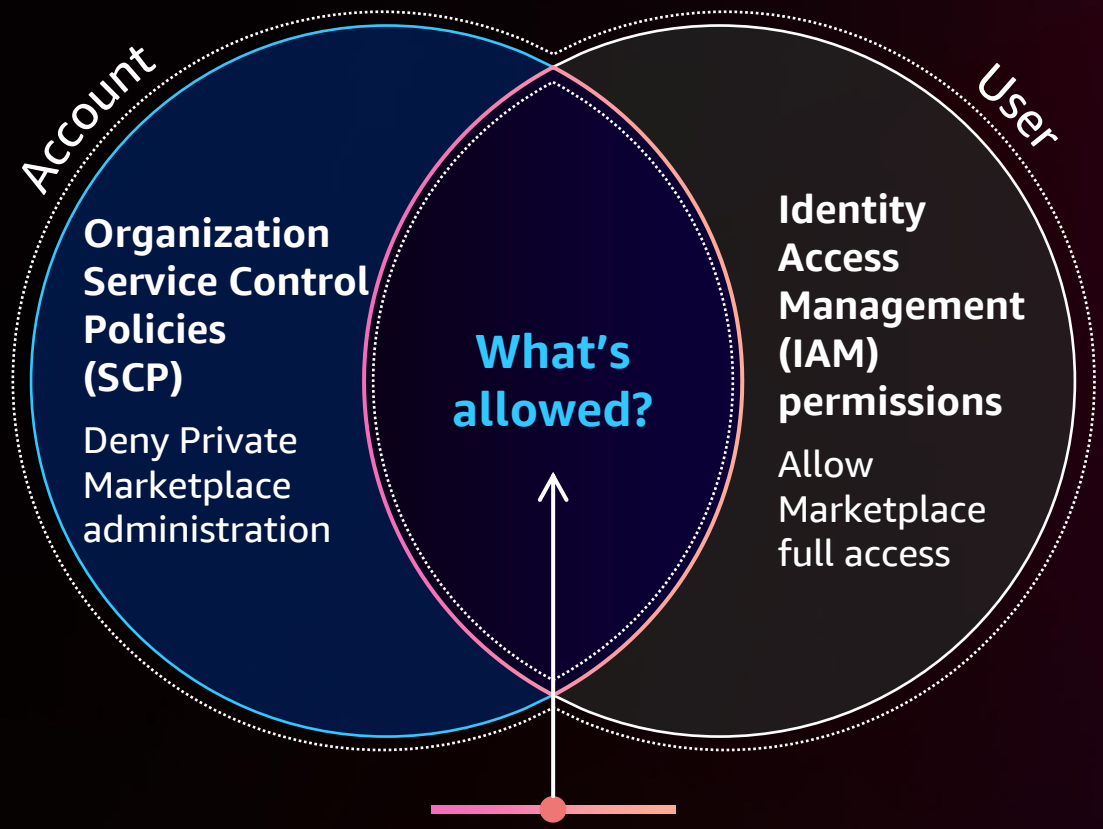
AWS Control Tower

- Build a custom landing zone in an automated manner – a well-architected, multi-account AWS environment that is scalable and secure
- Leverage AWS best practices for account management and governance
- Take advantage of pre-packaged guardrails to enforce policies or detect violations

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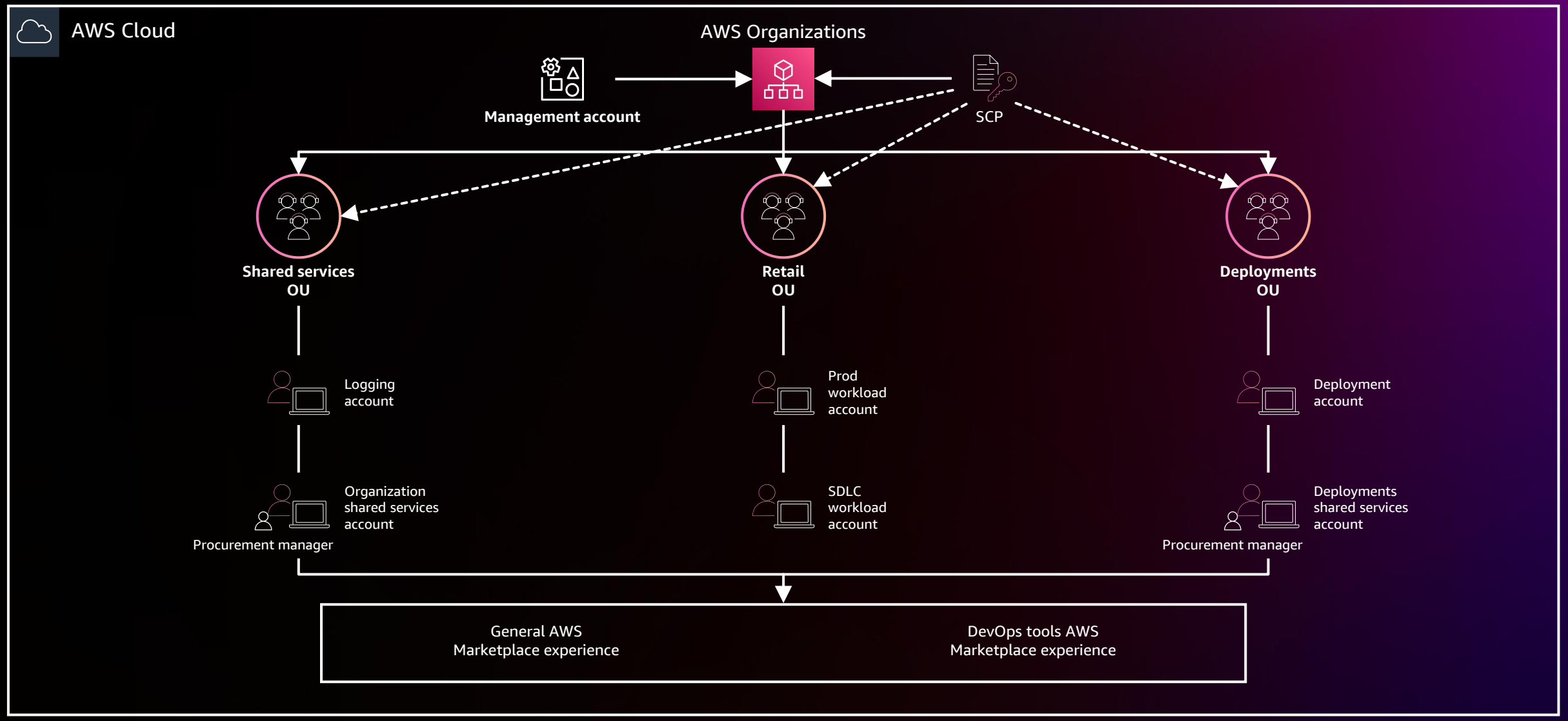
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Establish guardrails with SCP and IAM permissions



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Establish guardrails with SCP and IAM permissions



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Create multiple private marketplaces to govern different parts of your organizations

PRIVATE MARKETPLACE



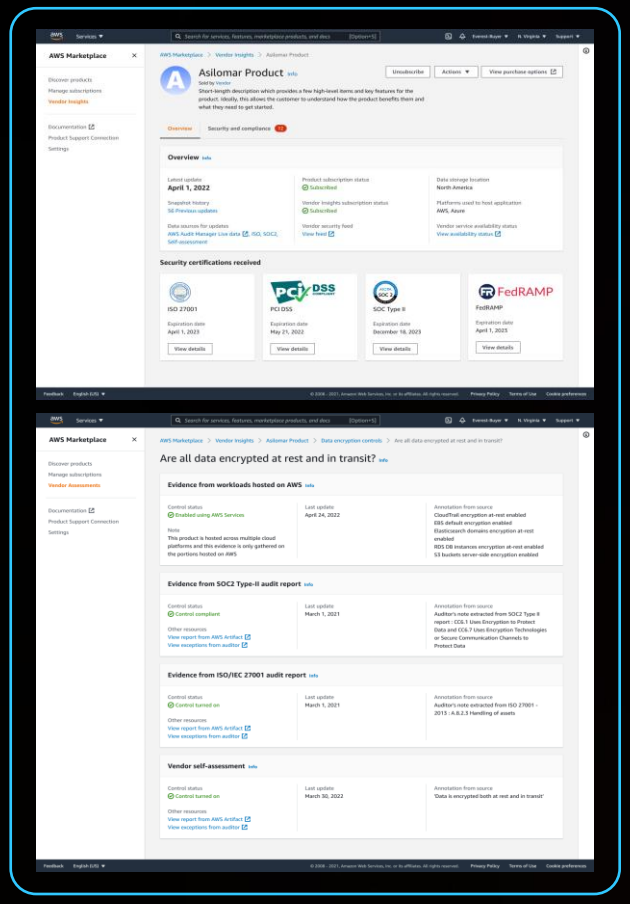
- Build catalogs per department, environment, customer, or organization
- Create unique sets of approved products and branding
- Scale governance across distinct business and user needs

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Improve procurement speed and trust by streamlining vendor risk assessments

AWS MARKETPLACE VENDOR INSIGHTS



Benefits

- Helps customers save time and speed up procurement
- Allows customers to gain continual risk monitoring
- Notifies customers when vendor’s security profile changes

Features

- Single dashboard
- Security artifact access
- Automated evidence refresh

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Accelerate transaction speed with pre-negotiated contract templates

STANDARDIZED LICENSE TERMS



- Leverage pre-negotiated contract templates to reduce friction in the procurement process and accelerate transactions
- Alleviate lengthy negotiations by using standardized contracts that support thousands of product listings
- Customize templates to meet unique organizational or transactional needs with pre-drafted addendums

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Add transaction-specific purchase order numbers to AWS invoices

PURCHASE ORDER MANAGEMENT FOR SAAS CONTRACTS



- Self-service purchase order number association when subscribing
- Specific purchase order numbers on AWS invoices
- Consolidated view within AWS Purchase Order Management
- Streamlined payment and reconciliation

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Automate third-party software license distribution and simplify entitlement tracking

MANAGED ENTITLEMENTS IN AWS LICENSE MANAGER



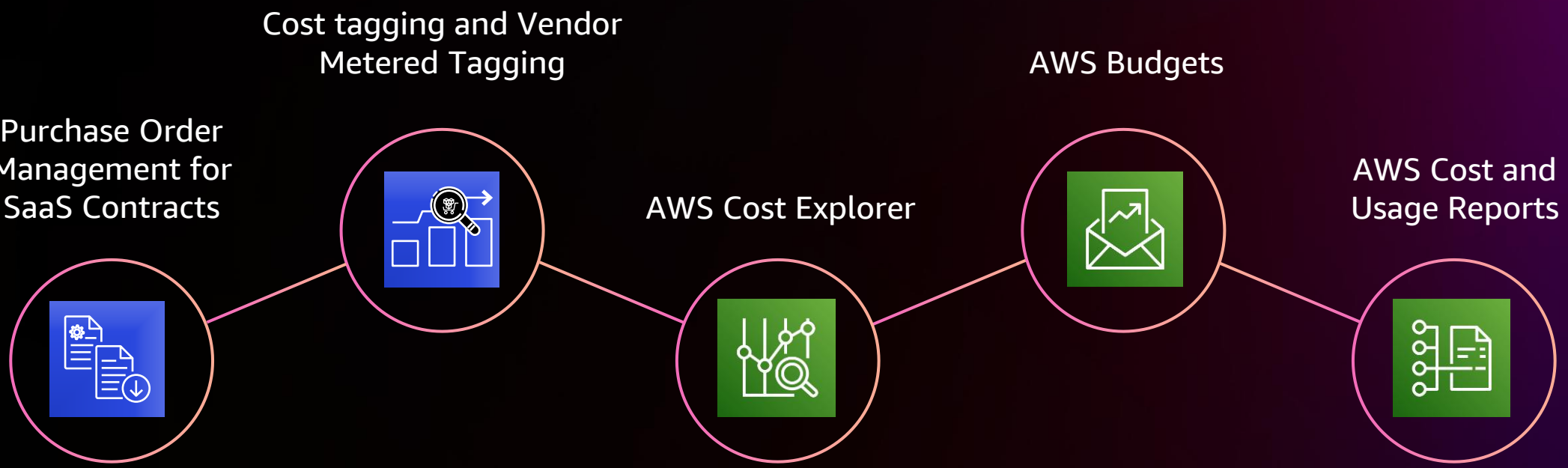
Managed entitlements caters to distinct customer sets:
MP Buyers, ISVs, ISV-end customers

- AWS License Manager supports software subscriptions in AWS Marketplace
- ISVs can create and manage license entitlements for use on AWS and on premises
- Buyers can automate and accelerate software license distribution

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Manage and optimize cloud costs

CLOUD FINANCIAL MANAGEMENT



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Vanguard case study

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Head, IT Category Management
Vanguard

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Vanguard at a glance



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Vanguard's modernization journey: Migration to AWS cloud

Why modernize?

Historical IT challenges

- Why does it take so long?
- Why does it cost so much?
- Why do we have so many incidents?
- Why didn't I get what I wanted?

Modernization benefits

Agility
Shorter time to market and more frequent delivery

Resiliency
A smaller number of smaller incidents

Impact
Stronger outcomes relative to investments made

Impact

Agility
Speed to market, evals, proof-of-concepts (POCs)

Impact
Lower total cost of ownership (TCO), accelerated time to value (TTV)

Modernization levers

From	To	Impact
Monolithic applications	Micro-services	Micro-services allow for more frequent and reliable delivery of service
Monolithic mainframe database	Modular cloud databases	
Physical infrastructure in data center	Virtual infrastructure in cloud	Move to cloud enables long-term cost efficiency and speed to market
Ephemeral project teams	Enduring product teams	
Sequential waterfall	Test-and-learn, agile	Virtual infrastructure is more scalable and agile

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What is modernization?

MODERNIZATION TO US MEANS ADOPTING SCALABLE, MODERN TECHNOLOGY AND TOOLS TO DEPLOY OUR APPLICATIONS, PLATFORMS, AND INFRASTRUCTURE

2020



~2800 applications
(~30% cloud)

Modernization approaches

Line of business

Business led

Efforts that introduce new business capabilities, agility, and resiliency of core business systems through SaaS adoption, refactoring, and/or greenfield development on cloud
Drivers: client experience, business functionality, data/insights

Technology driven

Efforts that improve the technology foundation of our applications, reducing risk and improving agility through SaaS adoption or refactoring to cloud
Drivers: resiliency, scalability, security

Long tail

Efforts that drive standardization and operational efficiency of our remaining portfolio through re-platforming and re-hosting to cloud
Drivers: standardization, optimization/efficiency

Enterprise

Efforts that bolster and modernize common infrastructure and foundational platforms (e.g., mainframe, network, security, etc.)
Drivers: resiliency, enterprise data, and scalability

2025

~75%
(of portfolio)

Software as a Service

SaaS

(~10% of portfolio)

Co-location facilities



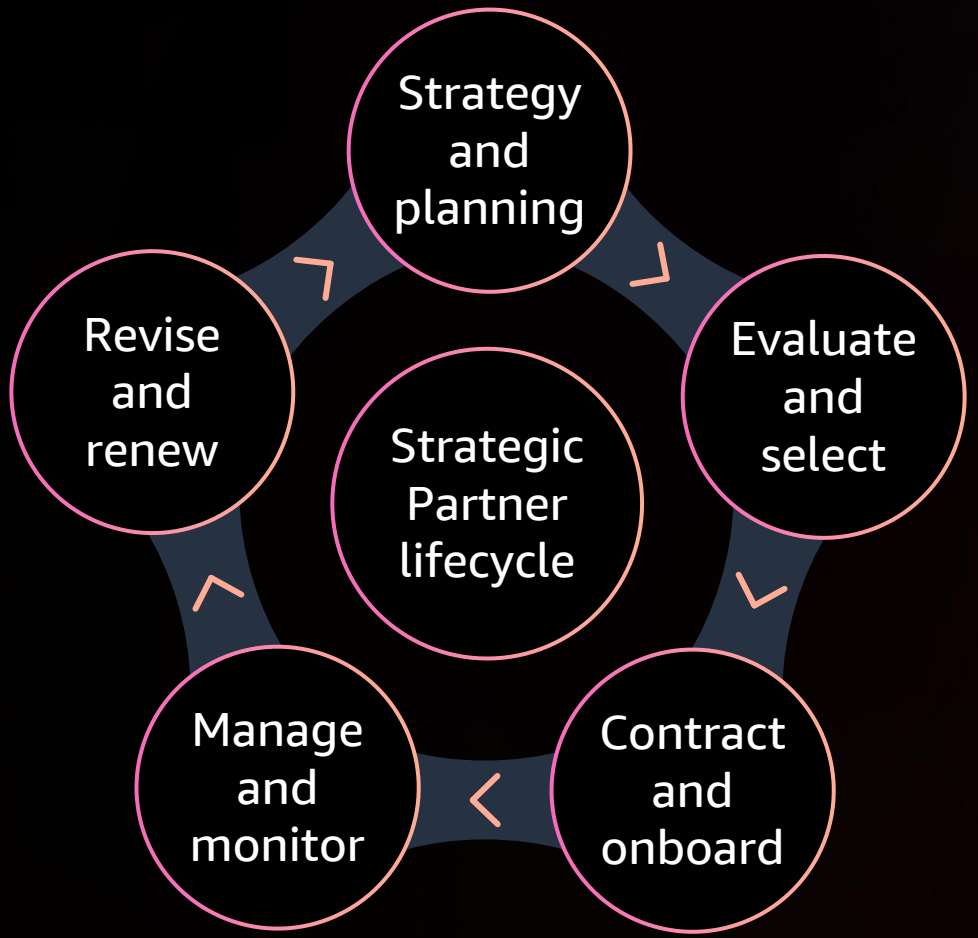
(~15% of portfolio)

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Strategic Partner value proposition

VANGUARD'S STRATEGIC PARTNERS ARE A CORE PART OF OUR BUSINESS MODEL AND CENTRAL TO OUR SUCCESS



- Achieve results
- Solve business problems
- Focus on shareholder investment success
- Drive faster, risk-informed decisions
- Manage strategic partner lifecycle with ease

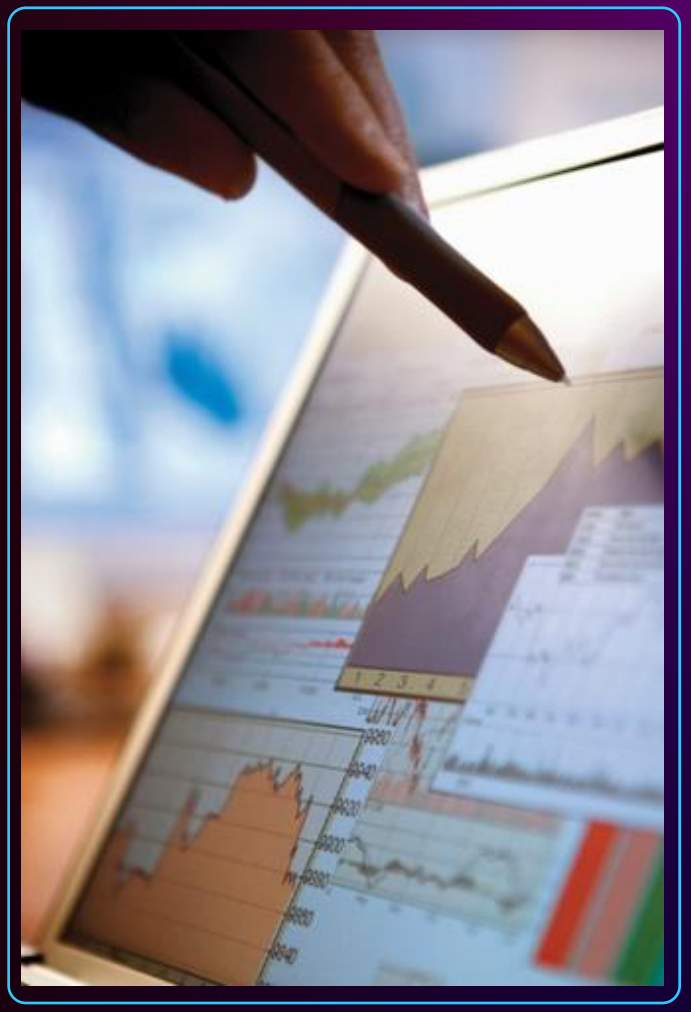
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AWS Marketplace

AWS MARKETPLACE: "SPEED TO MARKET"

- Broad, growing selection of suppliers, data providers, and consulting partners
- Free trials to enable low-risk experimentation and innovation
- Standard Contract for Marketplace (SCMP) and Enhanced Security Addendum (ESA) to be used for low-risk/low-spend engagements, to accelerate contracting cycle time by an estimated 20%
- Private Marketplace to enable self-service for enterprise supply management (ESM)
- Continued partnership to add new vendors to AWS Marketplace



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Governance and controls

THE AWS MARKETPLACE MANAGEMENT AND GOVERNANCE CAPABILITIES ENABLE IMPROVED COST AND RISK MANAGEMENT

- Fine-tuned user permissions to manage access and authorizations
- Private Marketplace
- Private offers
- Cost management



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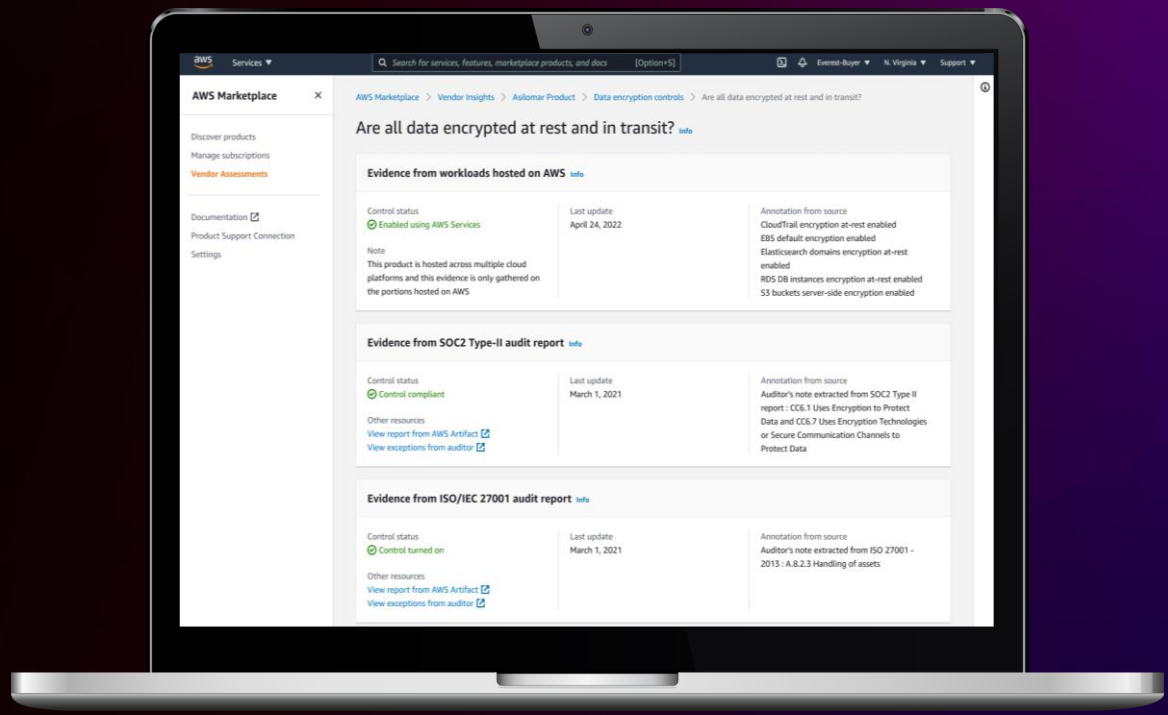
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New capabilities for streamlining supplier onboarding

VENDOR INSIGHTS: A NEW FEATURE IN AWS MARKETPLACE THAT ENABLES AND ACCELERATES VENDOR RISK ASSESSMENT

Access security and compliance information with Vendor Insights

- A single dashboard with summary of 140 key security and compliance controls, backed by evidence from up to three sources:
  - Automated evidence refreshed from AWS accounts using AWS Config and AWS Audit Manager
  - Audit reports, including ISO 27001, SOC 2 Type II
  - Self-attested answers provided by vendors



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AWS Marketplace alignment with current process



FAP = Finance Approval Process
ESM = Enterprise Supply Management

AWS Marketplace steps

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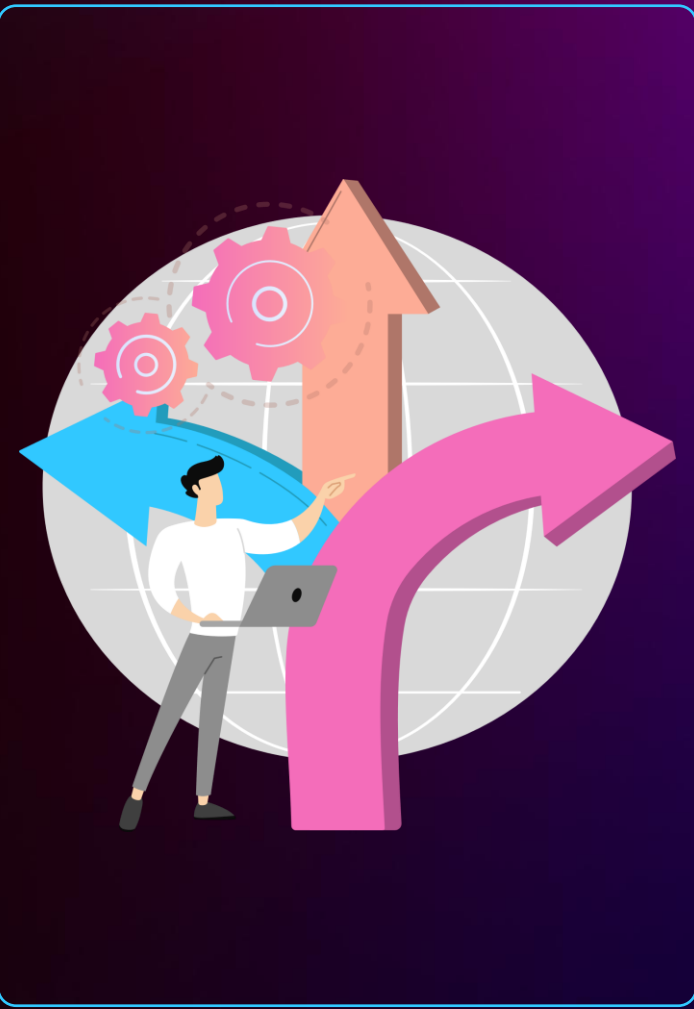
What’s next in Vanguard’s journey

Challenges to be addressed

- Streamline purchasing and invoicing transactions
- Continue to identify cost-optimization opportunities
- Access more software suppliers and data providers
- Streamline the supplier onboarding process
- Seamlessly integrate across multiple IT/ enterprise resource planning (ERP) systems

What’s next with AWS Marketplace?

- Activate Purchase Order Management for SaaS Contracts
- Scale Private Marketplace adoption
- Explore Vendor Insights to accelerate risk assessment
- Continue to elevate awareness of AWS Marketplace



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Get started

Develop a strategy to balance “speed and agility” in procurement and provisioning with “governance and controls”

Prioritize: What controls are most important for your organization?

Begin with a review of the AWS account structure and current user permissions in the context of roles and responsibilities

- Procurement
- Cloud CoE/IT
- Other stakeholders

Implement Private Marketplace and cost management as starting capabilities

Add advanced capabilities in a phased manner (e.g., control services)



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Learn more about AWS Marketplace

- AWS Marketplace Homepage: https://aws.amazon.com/marketplace
- re:Invent 2022 sessions
- Innovate at speed with trusted software and data in AWS Marketplace
  MKT206, Thursday, December 1, 2:00 PM - 3:00 PM
- Blogs, podcasts, webinars, and more

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