
AWS
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PEX107

Grow your SaaS consulting practice on AWS

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AWS

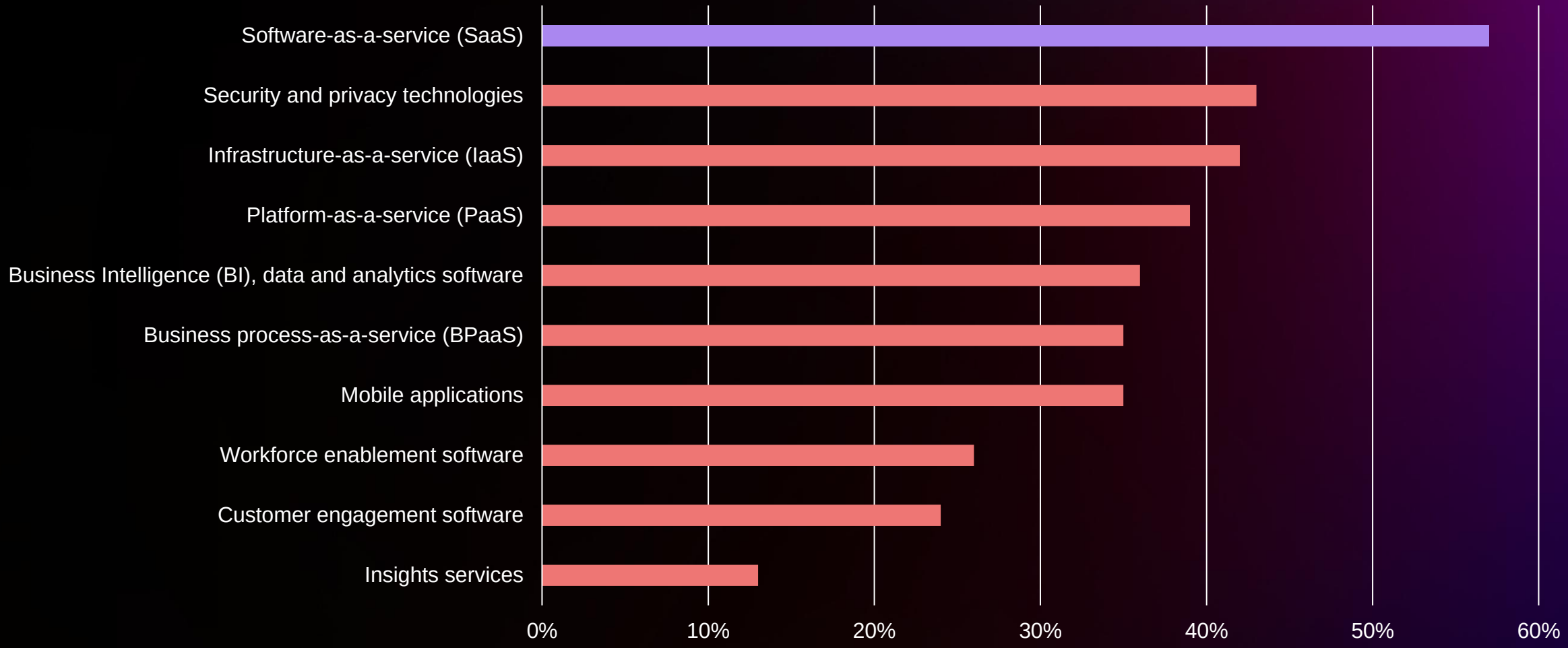
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Agenda

- SaaS market trends and opportunities
- How the AWS SaaS Factory Program can help
- Grow your SaaS practice with AWS SaaS Competency
- Resources

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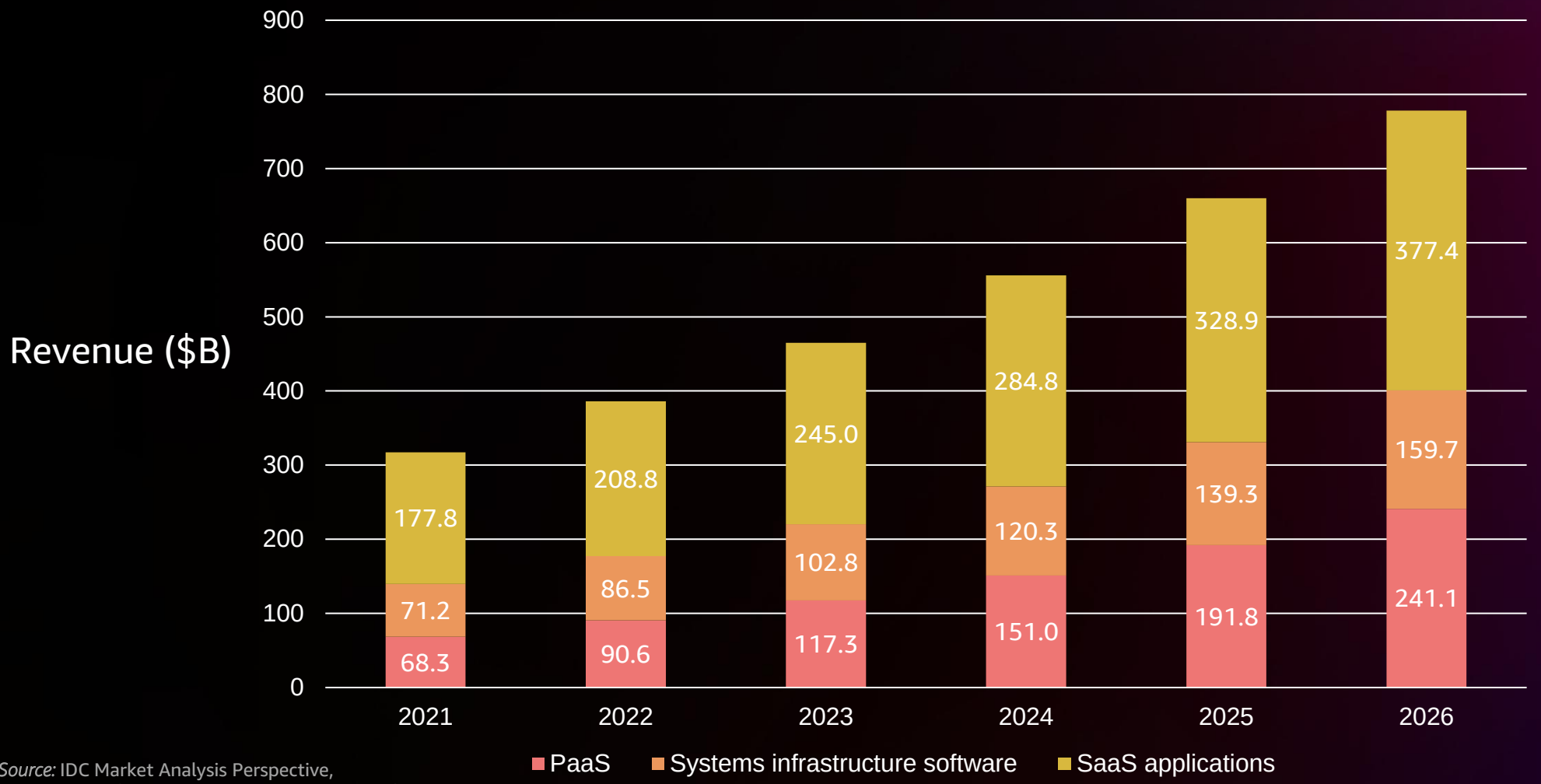
SaaS leads as a strategy for digital transformation



Base: 2,457 service decision makers who are involved in their company's digital transformation
Source: Forrester Analytics Business Technographics® Global Business and Technology Services Survey

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SaaS is the largest segment of cloud computing



Source: IDC Market Analysis Perspective,
Worldwide Software as a Service and Cloud Software, 2022

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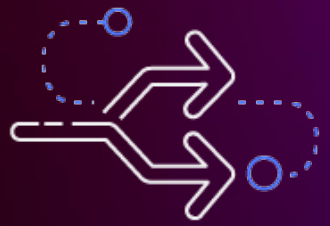
The promise of SaaS



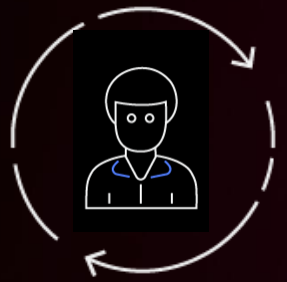
Growth



Agility



Innovation



Reduced cycle time

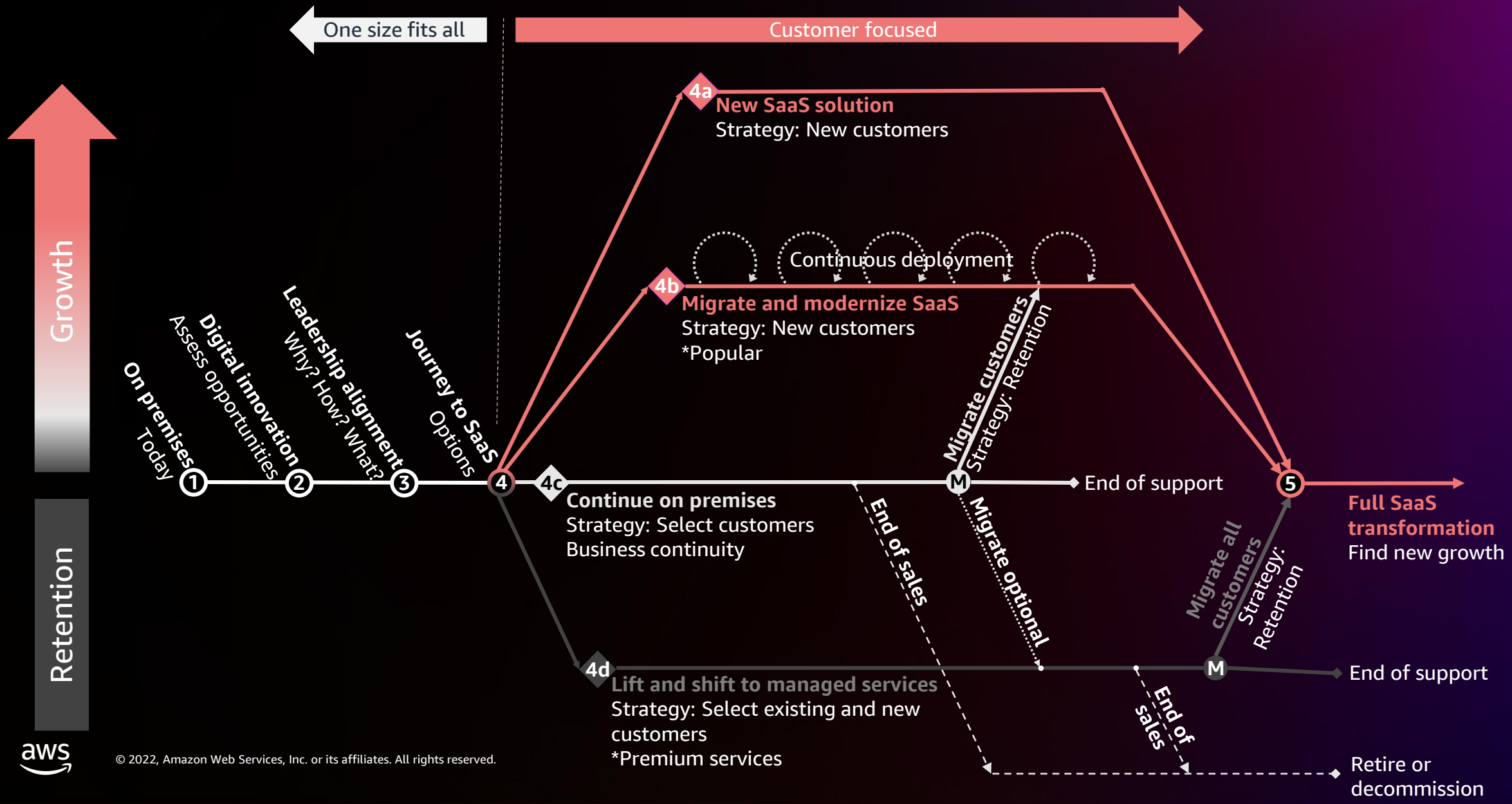


Operational efficiency

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Transformation to SaaS



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AWS SaaS Factory

AWS SaaS Factory is a targeted program that provides AWS Partners who are building SaaS solutions with direct access to technical and business content, best practices, and SaaS architects who can guide and accelerate their delivery of SaaS solutions on AWS

"AWS SaaS Factory has helped us to align hundreds of team members to a common mission and supported our aim to bring new SaaS solutions to market with agility and operational efficiency."

Nicklas Brändström
SVP and Head of Client Success, Market Technology



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5 years, 75+ launches, 300+ solutions supported

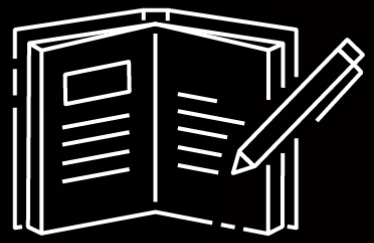


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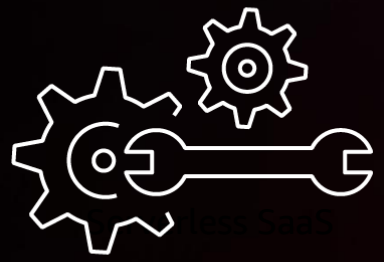
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Program overview



Boost your SaaS knowledge

150+ artifacts of training, best practices, and resources to optimize SaaS success



Leverage ready-to-use resources

Tools, reference environments, and support to ease build or optimization



Engage with SaaS experts

We bring experience from over 200+ engagements and dozens of launches

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AWS SaaS Competency

AWS SaaS Competency Partners have deep experience helping organizations design and build SaaS and cloud-native solutions on AWS. The two SaaS competency categories are:

Build services

AWS Service Partners can build SaaS applications via software development

Design services

AWS Service Partners can design, implement, and integrate AWS infrastructure for SaaS application architectures

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Why SaaS Competency?



Deep SaaS expertise

Dozens of partners with diverse technical and industry expertise



Global presence

Partners with regional presence in NAMER, EMEA, and APAC



Hands-on code

Partners can support in development of production code

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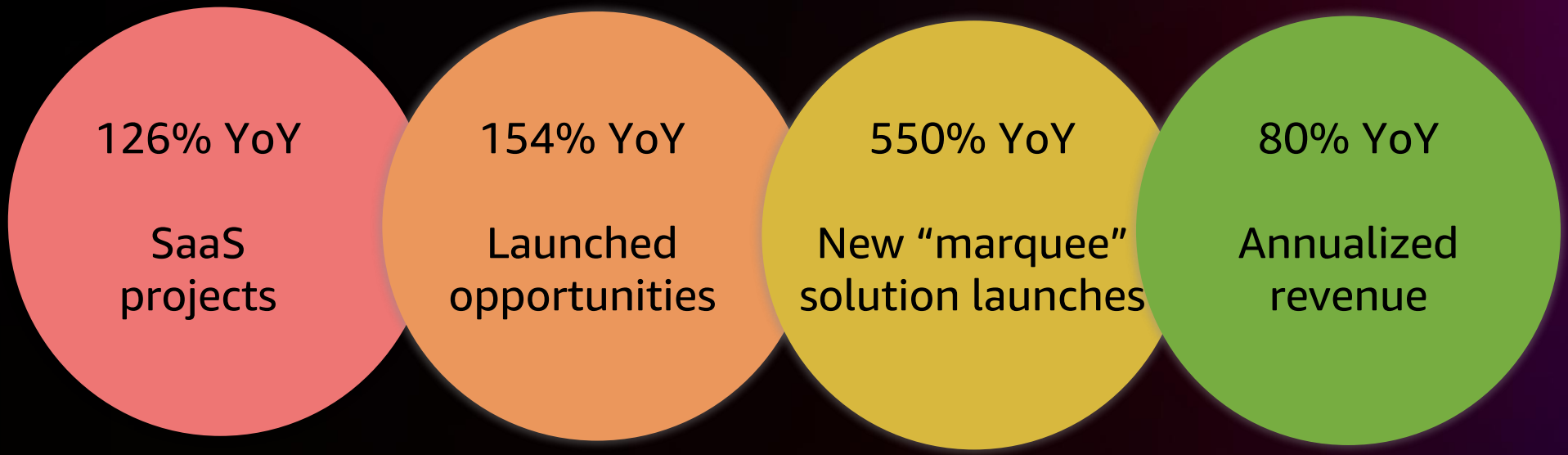
AWS SaaS Competency Partners



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Rapid growth with AWS SaaS Competency Partners



Base: AWS SaaS Competency Program Growth with 2021

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Unique benefits for AWS SaaS Competency Partners



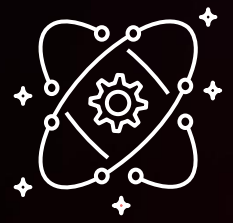
Qualified opportunities

Access to SaaS-related leads and opportunities



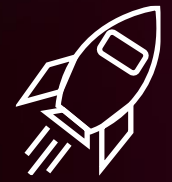
Funding resources

Exclusive funding resources



Strategic engagements

Joint engagements with AWS SaaS Factory business and tech experts



Technical tools

Access to technical resources and tools to accelerate SaaS opportunities



Marketing and content

Increased visibility and awareness and joint thought leadership content

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Interested in joining?

1

Review the validation checklist

Check out the AWS SaaS Competency requirements

2

Complete competency application online

Access AWS Partner Central to submit your application

3

Reach out for support

Let us know how we can help at saas-competency@amazon.com.

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Thank you!

Oded Rosenmann

linkedin.com/in/odedrosenmann



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