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PEX209

Building your SaaS journey on AWS

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Agenda

The SaaS market

What is SaaS, anyway?

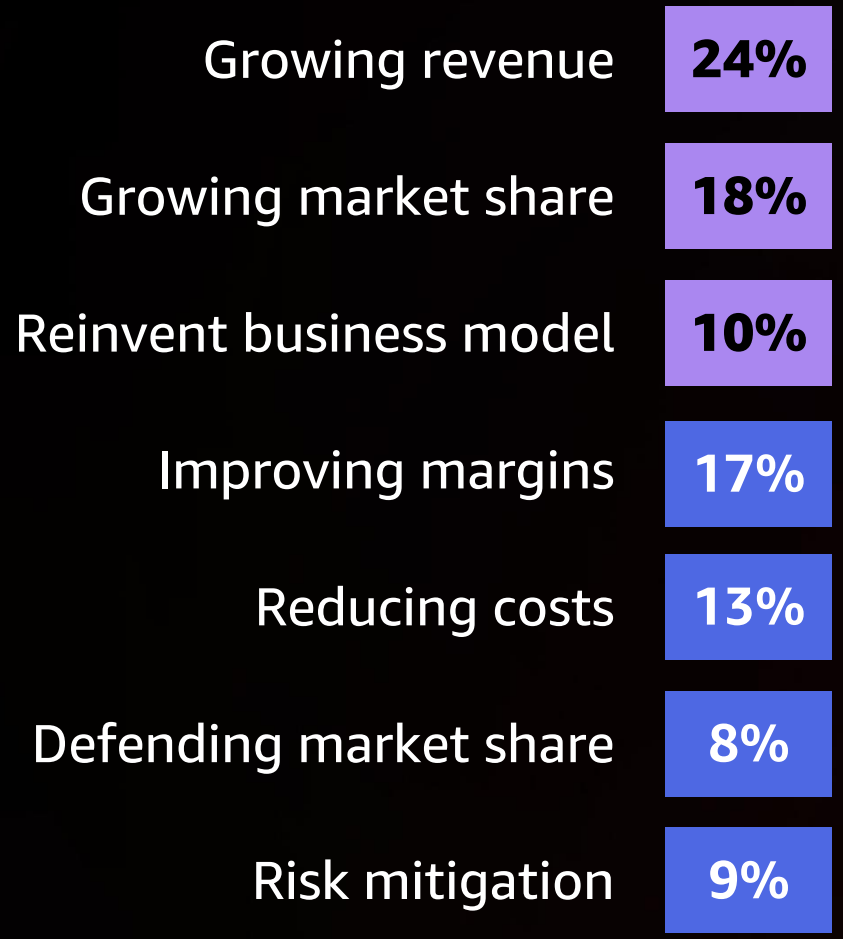
Resources to get you started

References

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Growth focus for transformation

Executive business strategy



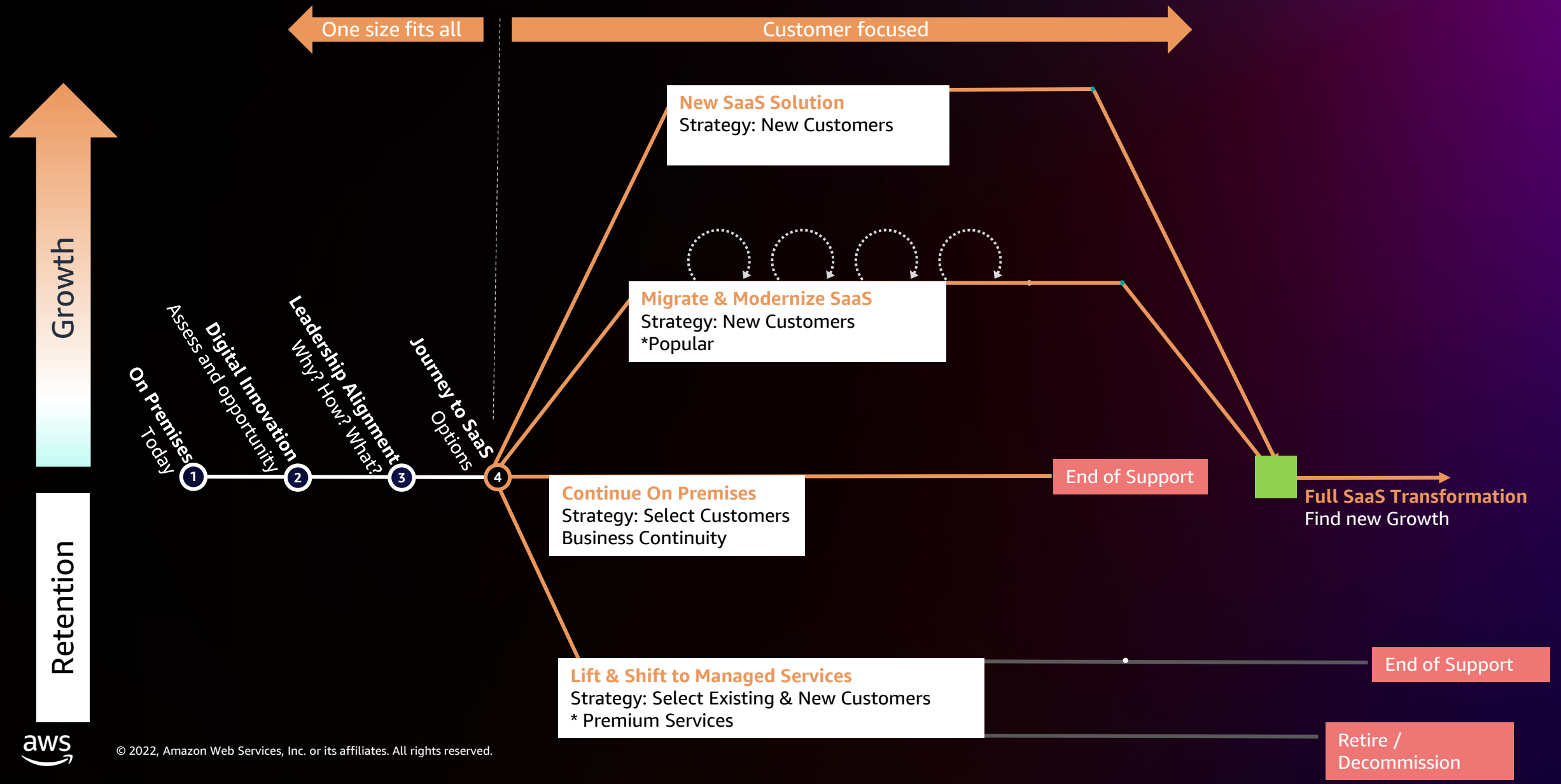
52% of executives selected growth-focused priorities when asked to rank their strategic business priorities

38% of executives selected stability-focused priorities

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Source: "2022 AWS C-Suite Report: Cloud-Enabled Growth," https://pages.awscloud.com/2022-aws-c-suite-report-cloud-enabled-growth.html

SaaS journey must support business strategy



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A rock and a hard place

SaaS growth and challenges

$700B+

Market in 2030



40M to 85.2M

Shortage of developers today and by 2030.



26%

Cost cuts for SaaS companies



Sources: IDC, "Worldwide Public Cloud Services Revenues"; Phillips, CodeSubmit, "Is There a Shortage of Developers?"; the US Labor Department; OpenView "SaaS Benchmarks 2022"; Townshend and Poyar

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What is SaaS, anyway?

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What is SaaS?

Software as a service (SaaS) is a business and software delivery model that enables organizations to offer their solution in a low-friction, service-centric approach at scale

The SaaS model relies on agility and operational efficiency as pillars of a business strategy that promotes growth, reach, and innovation

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What is SaaS?

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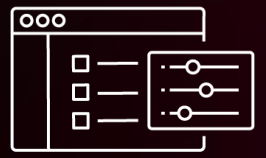
Testing your approach to SaaS



Business planning



Customer experience



Operating the SaaS business



Go to market

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CPO to CPO coffee chat



AnyCompany

A fictitious pretender SaaS company

Private-equity-owned ISV

20+ years in the market, launched their first SaaS offering in the last 12 months

Healthcare solutions

Customer segment: Enterprise



ExampleCorp

A fictitious real SaaS company

Publicly traded ISV

10+ years in the market, offering SaaS for the last 5 years

Customer success solution

Customer segment: Enterprise/SMB

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Business planning



AnyCompany



ExampleCorp

Engineering-team led

Main motivation: cost optimization

SaaS as a side offer to on-premises products

Top-down approach

Main motivation: expand into new markets

SaaS only

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Customer experience



AnyCompany

Free trials with support from cloud ops and solution engineering

User-based annual subscription with contact

Product updates twice a year



ExampleCorp

Free trials and self-service upgrade

Tiered, user, and feature-based monthly subscription

Product updates as they become available

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Operating the SaaS business



AnyCompany



ExampleCorp

Product-centric mindset, experimenting CI/CD

Basic metrics such as CAC, CLTV, ARR

Service-centric mindset, automated tenant onboarding and update deployment

CAC, CLTV, MRR, ARR, product consumption metrics, customer retention metrics

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Go to market strategy



AnyCompany



ExampleCorp

Traditional marketing funnel, leads handed over to sales

Enterprise sales with long sales cycles

Conversation starts a few months before the contract ends

Via digital channels including website and AWS Marketplace

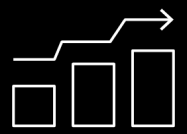
Product-led growth with enterprise sales coverage if needed

Proactive, data-driven customer success team

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Testing your approach to SaaS



Business Planning

Revenue growth

5%

30%

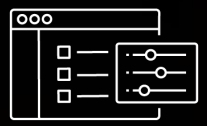


Customer Experience

Free Trial Conversion

15%

30+%

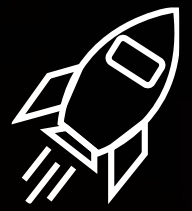


Operating the SaaS Business

Time to first response

Hours

<5 Minutes



GTM Strategy

Sales cycle

1 month

12+ months

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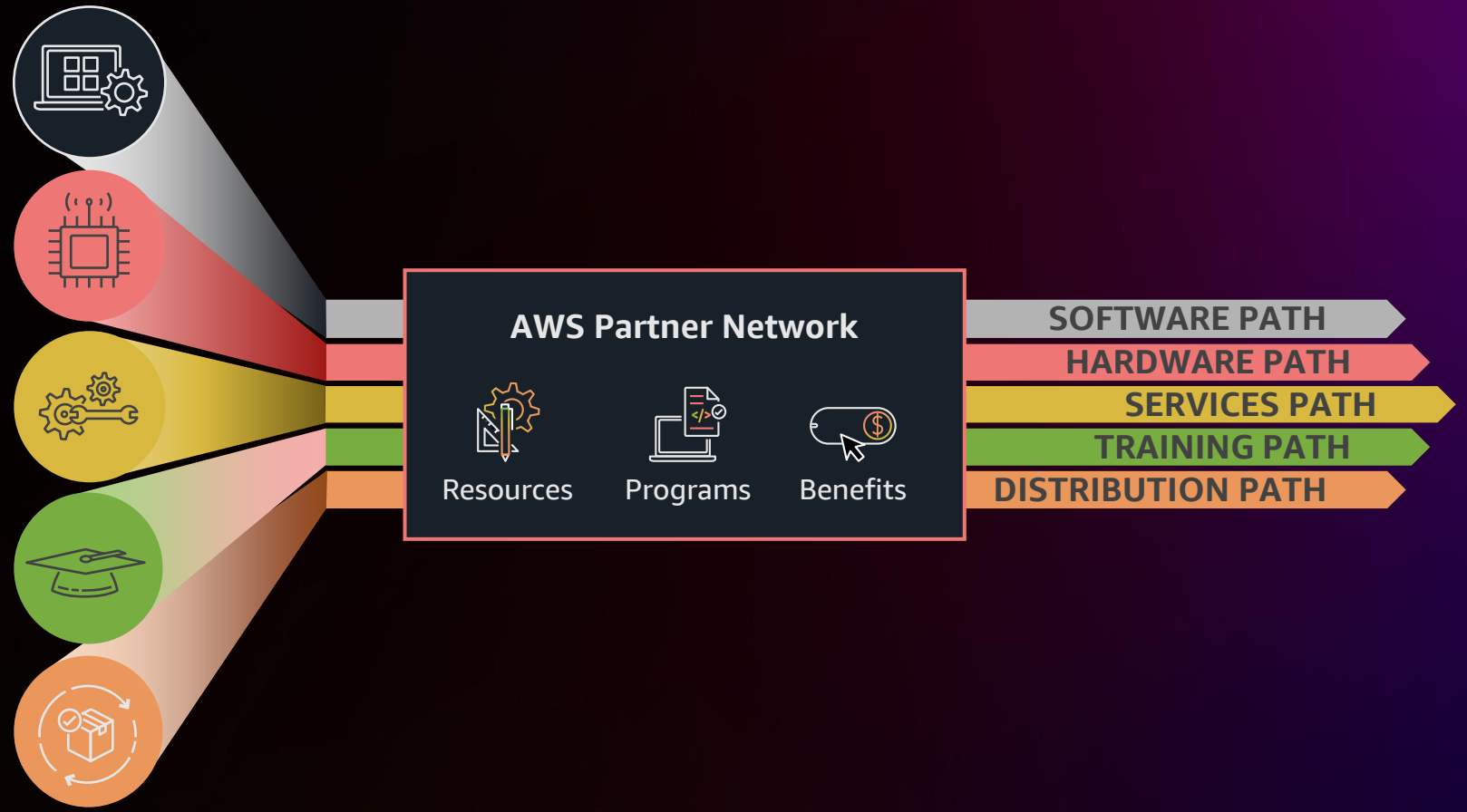
AWS Partner support and resources

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AWS Partner paths

CHOOSE THE PATH(S) TO BUILD YOUR BUSINESS WITH AWS

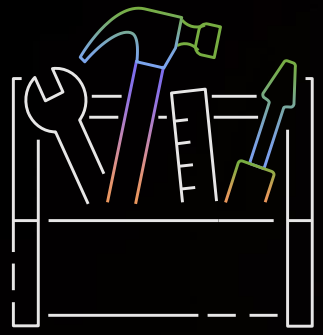
Do you offer your customers . . .



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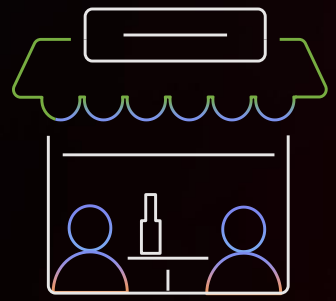
Build, market, and sell with AWS

GROW YOUR BUSINESS



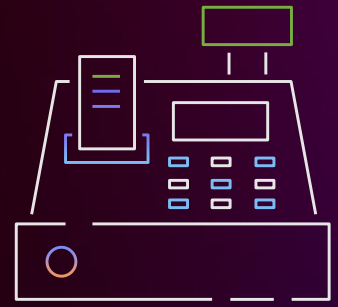
Build

Build your skills and offerings



Market

Take your offerings to market



Sell

Grow your business with customers

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AWS SaaS Factory

AWS SaaS Factory is a targeted program that provides AWS Partners building SaaS solutions direct access to technical and business content, best practices, and SaaS business and solutions 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

Nasdaq

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AWS SaaS Factory



Boost your SaaS knowledge

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



Leverage ready-to-use resources

Tools, reference environment, 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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Armory Launches Continuous Deployment-as-a-Service Solution

"The AWS SaaS Factory team was a critical part of the early design thinking of our SaaS offering. Their documented best practices helped us quickly optimize our architecture to leverage relevant AWS services, and accelerated the delivery of CD-as-a-Service.."



Carrier launches healthy, safe, sustainable and intelligent SaaS digital solutions

"We wanted to create flexibility for our customers, including giving them the choice of cloud-based options. Using AWS helped us navigate both the product architecture and the supporting business models."



Exasol's high-performance database available as SaaS model

"The combination of working with the AWS SaaS Factory team and our involvement in the AWS ISV Accelerate and AWS Workload Migration Programs has allowed us to accelerate our customers' move to the cloud. That's a partnership that really makes a difference."



Samsung SDS Bands Together with AWS to Target Global Cloud Market

Samsung SDS is participating in the AWS Software as a service (SaaS) Factory Program for the SaaS conversion and commercialization of partners' solutions. Through this, Samsung SDS platforms and solutions will be commercialized in AWS cloud and their SaaS business will spread to overseas markets by utilizing AWS' global sales network.

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AWS Marketplace

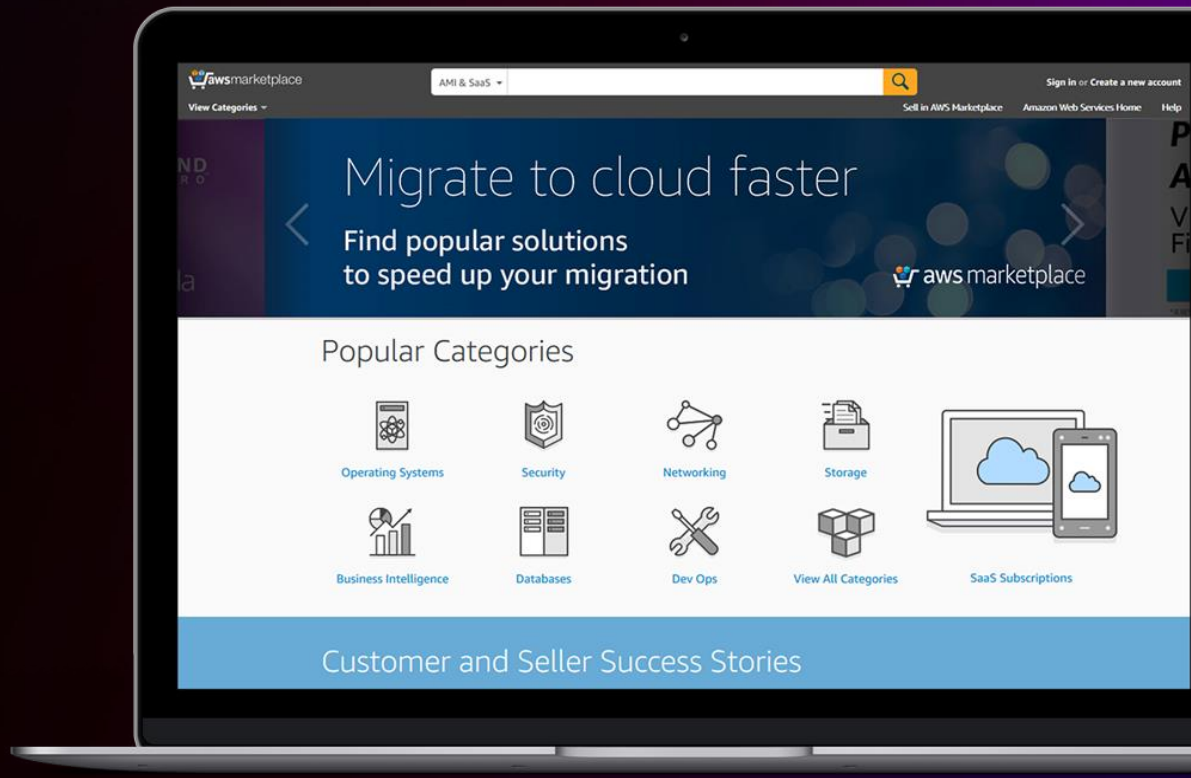
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aws marketplace

A **curated digital catalog**

That **simplifies software procurement**

And **saves businesses time and resources**



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Who wins with AWS Marketplace?

Customers, ISVs, AWS Sales



Customers

- **AWS private pricing agreement (PPA) buydown**
- Quicker access to technology without purchasing obstacles
- Reduced procurement friction with consolidated billing and license management



ISVs

- **AWS MP can shorten sales cycle by up to 50%**
- Deeper co-sell relationship with AWS account teams
- Incentivize field and foster large engagements with private offers enabling scale and customization



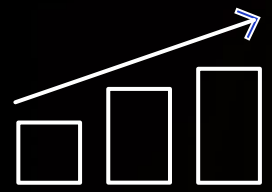
AWS Sales

- **Quota retirement and goal multiplier**
- Deeper understanding of customer needs
- Incentivized to help in co-selling story

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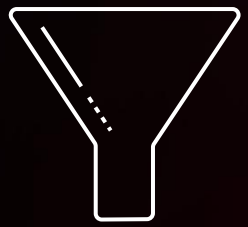
Accelerate sales with SaaS free trials

Free trials offer customers a low-risk way to experience products



Product-led growth

Buyers consider free trials to be important, and consider it critical to the procurement process



Quality leads

Customers signing up for free trials enter the marketing funnel as high-quality leads



Increased conversions

Customers are more likely to purchase with a free trial

Leverage ACE to get AWS sales support to convert free trials to private offers

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CROWDSTRIKE	“We've got a great partnership with AWS. It cuts the sales cycle down when we use the AWS marketplace by almost 50%.”
imperva	“AWS Marketplace gives our sellers another option to route business through. It provides the flexibility needed to collaborate with our channel partners while substantially reducing time to close deals by 20–25 percent.”
sumo logic	“The major benefit we have seen with having our products listed in AWS Marketplace has been the acceleration of procurement timelines for customers. On average, deals in AWS Marketplace close 30 percent faster than direct deals.”
New Relic.	“We are seeing a high uplift on upselling contracts . . . when going through Marketplace.”
tenable	“Tenable is proud to be a part of the AWS Marketplace Free Trial Program, allowing organizations to easily experience first hand the value Tenable’s Risk Based Vulnerability Management solutions provide. As the leader in free trials generated throughout the pilot, we’ve seen an increase in sales of Tenable.io via the AWS Marketplace, streamlining our trial-to-purchase process and supporting our cloud GTM goals.”

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Key takeaways

- SaaS market – growing across all dimensions, but there are challenges over the next 5+ years and different approaches to getting there
- How you approach SaaS matters around growth, product, operations, and GTM
- Leverage resources available to you via AWS Partner Network and AWS Marketplace to accelerate and optimize your SaaS journey

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Next steps

1

Subscribe to AWS SaaS Insights

Get monthly emails with bite-size advice and the latest updates

2

Explore the SaaS on AWS hub

Check out the SaaS on AWS page for more resources and insights

3

Discover resources for builders

Access our curated list of SaaS reference solutions, demos, tech events, and more

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