
AWS
re:Invent
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PEX210

Deliver faster customer value with AWS Partners in AWS Marketplace

Allison Johnson (she/her)

Sr. Manager, Channel Team,
AWS Marketplace
AWS

Jim Helou (he/him)

Sr. Manager, Public Sector,
AWS Marketplace
AWS

Randy Nixon

Director, Digital Futures
Central Intelligence Agency

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Innovate and transform

75%

of organizations will have comprehensive digital implementation transformation roadmaps

Fitzgerald et al., “Digital Transformation 2021 Predictions,” https://bit.ly/3E0hdCj



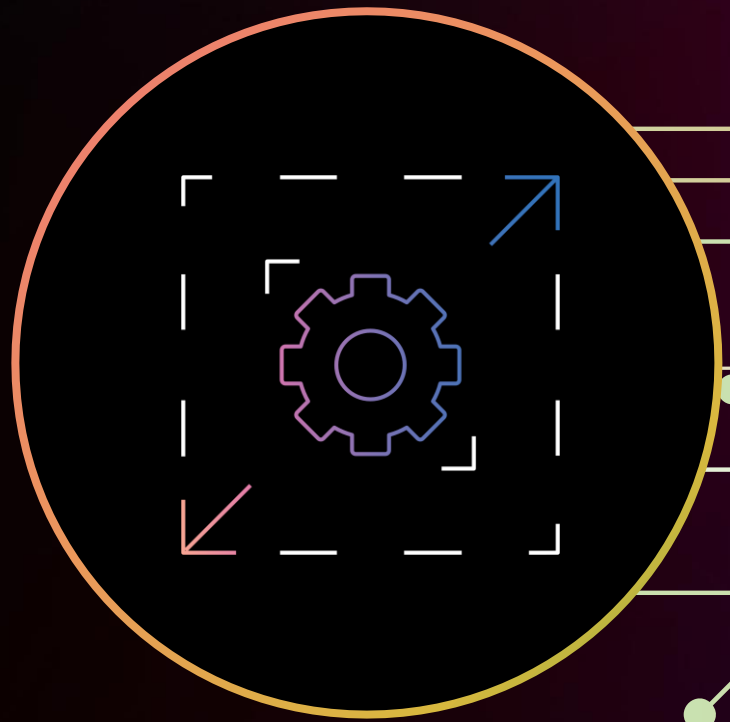
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Optimize at scale

The cloud is projected to make up

14.2%

of the total global enterprise IT spending in 2024, up from 9.1% in 2020



"Gartner Forecasts Worldwide Public Cloud End-User Spending to Grow," https://gtnr.it/3UrGz3f

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Control and governance

600+

SaaS applications are maintained in the average company today

70%

of all cloud application spending occurs in line of business (LOB) budgets, not IT



Zylo, “2019 State of Enterprise SaaS Management,” https://bit.ly/3hwztvM

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Discover the right solution for your distinct needs

A curated digital catalog helping customers **find, subscribe to, deploy,** and **govern** third-party software, data, and services

12,000+ transactable listings

Deployed in **25** Regions

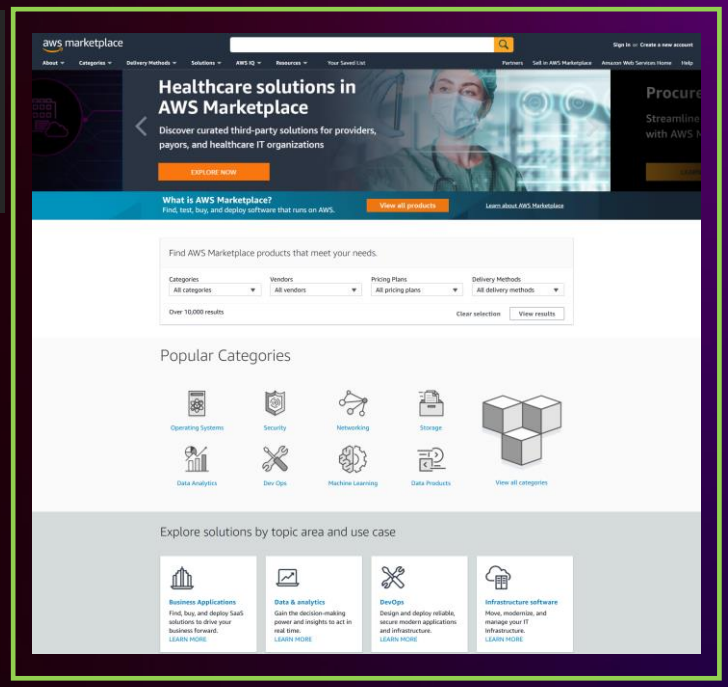
2,000+ ISVs, **250+** data providers, **1,000+** Consulting Partners

65+ categories (monitoring, security, databases, etc.)

2M+ active subscriptions

325,000+ active customers

- Maintain **direct relationships** with ISVs while consolidating billing and management with AWS
- Software spend can apply to AWS commitments
- Curated storefronts to **find relevant solutions** by category or industry
- **Easy and secure deployment**, almost instant

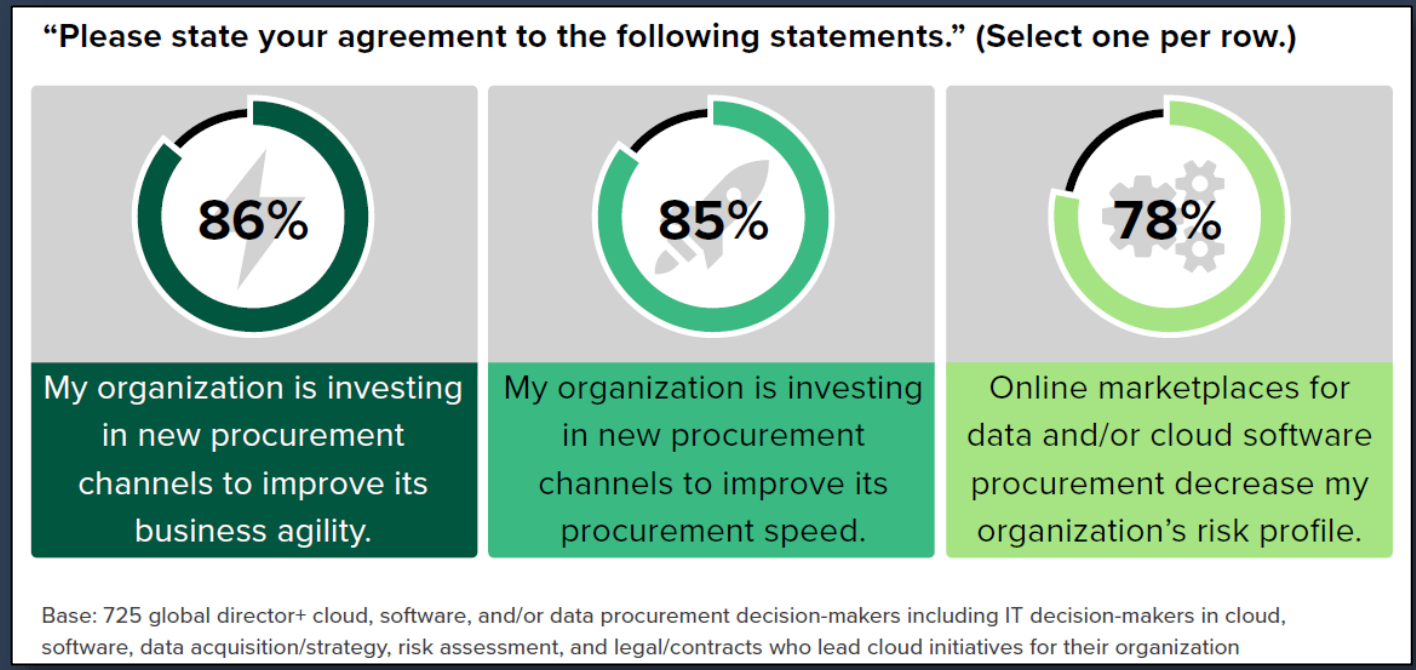


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Forrester Consulting thought leadership study

REDUCE RISK EXPOSURE AND FRICTION WITH TRUSTED ONLINE MARKETPLACES

Organizations are building capabilities on the basis of cloud marketplaces to balance the need for speed and agility with governance and controls



Source: Forrester Consulting, "Trusted Online Marketplaces," https://bit.ly/3UMvcm9

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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 **10% reduction in licensing costs**

Source: Forrester Consulting, “Total Economic Impact of AWS Marketplace,” https://bit.ly/3EmivZR

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A decade of innovation

DISRUPTING THE DIGITAL SUPPLY CHAIN

Product type Capabilities

Federal-specific investments

2012
- AWS Marketplace launches with self-service AMIs

2014
- Annual software subscription

2015
- AWS Service Catalog, AWS CloudFormation support

2016
- SaaS products
- AWS Marketplace Metering Service for AMI and SaaS products, AWS Marketplace for the US Intelligence Community (ICMP)

2017
- Private offers, contract pricing for SaaS products, AWS GovCloud (US-West)

2018
- Containers, ML
- Private marketplace, consulting partner private offers (CPPO)

2019
- AWS Data Exchange
- Procurement system integrations, Discovery API, AWS GovCloud (US-East)

2020
- Professional services
- Managed entitlements, ICMP private offers

2021
- AWS Data Exchange for APIs, AWS Marketplace for Containers Anywhere, AWS Data Exchange for Amazon Redshift, AWS IQ, ICMP CPPO

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Digital futures

Randy Nixon

Director, Digital Futures
Central Intelligence Agency



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How AWS can help?

Digital Hammer
Broad Area Announcement

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- Provides business development and capture support to qualified AWS Partners
- Provides partner packages to qualified AWS Partners
- May elect to respond directly, providing our partners and AWS Marketplace vendors opportunities for long-term engagements

aws marketplace

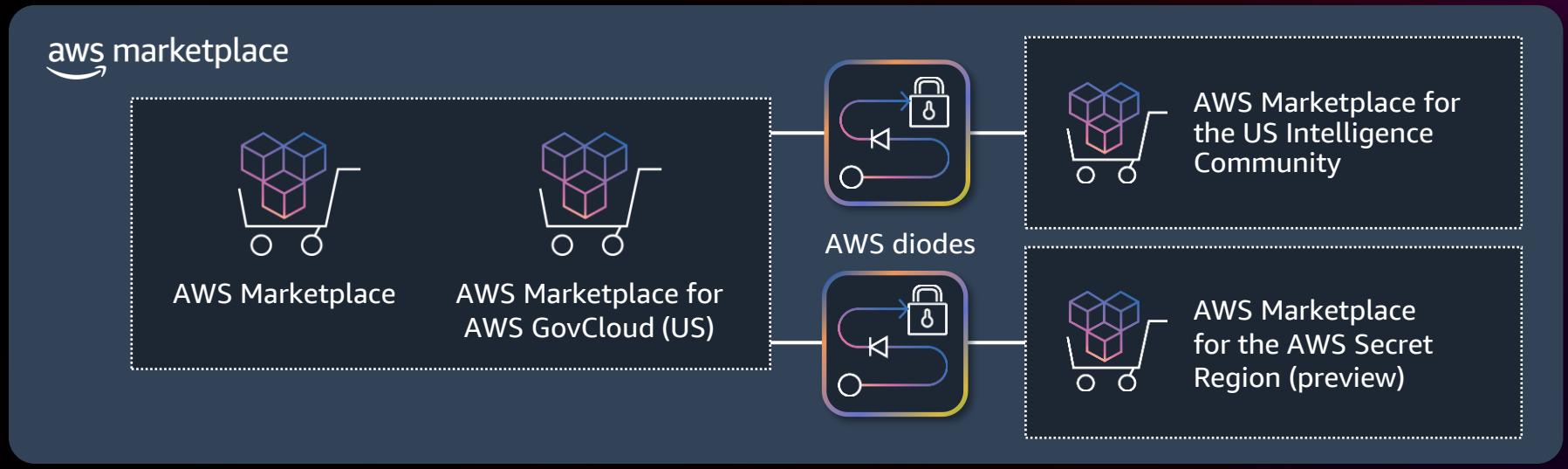
- Will inform ISVs of relevant Digital Hammer BAAs
- Streamlines procurement for WWPS customers

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AWS Marketplace for the US Intelligence Community

AWS SECRET REGION NOW AVAILABLE

- Provides consistent approach for ISVs to publish software into AWS Regions accredited for Secret and Top Secret workloads
- Existing programmatic approach with government for FOCI review and clearances for ISVs
- Existing **AWS Marketplace Channel Programs** that align incentives for large and small vendors – https://aws.amazon.com/marketplace/partners/channel-programs
- Aligns software procurement with established cloud contracts



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ICMP Partners

AI/ML	Security	Storage	Networking	Data management	Business Apps	System integrators	ICMP resellers
DataRobot	splunk>	PANZURA	cisco	informatica	CloudBolt software	BAE SYSTEMS	carahsoft
BasisTech	CIS Center for Internet Security	rubrik	vmware	neo4j	DECISION LENS	applied insight	augustschell
Red Hat	ENVEIL ENCRYPTED VEIL	MarkLogic	JUNIPER NETWORKS	Qlik		sequoia | combine	
CentOS	ThreatModeler	NetApp	CITRIX	Tamr		QVINE	
	REDSEAL		cohesive networks				
	POLARITY		f5				
	FORCEPOINT		AVIATRIX				
	Gigamon						

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Key benefits of AWS Marketplace

Simpler purchasing

Streamlined process

Faster turnaround times for customers

Centralized procurement

Gained visibility of company-wide software purchasing in AWS Marketplace

Insight into what business groups have purchased

Better management of upcoming renewals

Streamlined vendor assessments

Simplified and reduced vendor onboarding time

Reduced security risk assessment lead time

Provided continuous security monitoring

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Thank you!

Allison Johnson
johnalli@amazon.com

Jim Helou
jimhelou@amazon.com

Randy Nixon
https://www.linkedin.com/in/randy-nixon-814973205/



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