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

PEX212

Building a profitable AWS Public Sector Partner business

John Newson

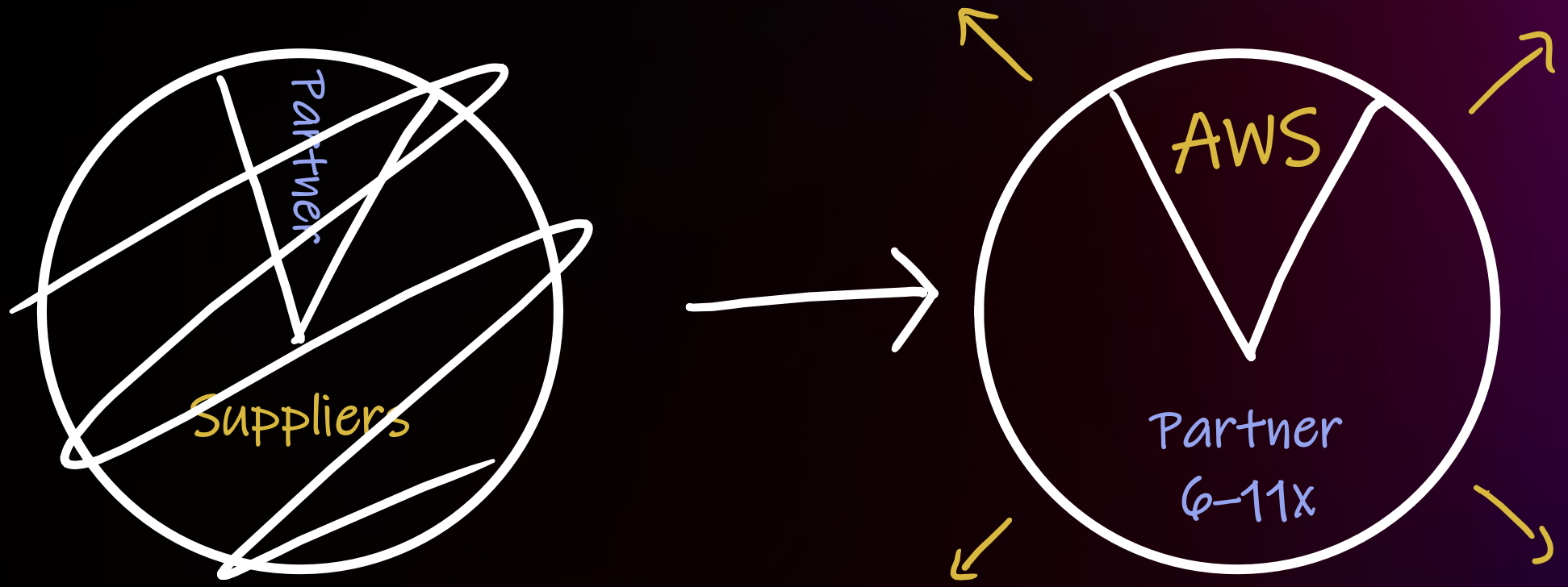
Head of Public Sector Partners, UK and Ireland
AWS

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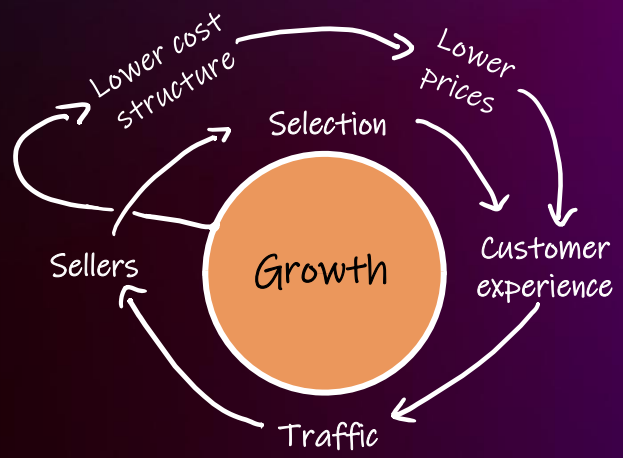
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6 ways Services Partners build a profitable business



Plan and design

Build and migrate

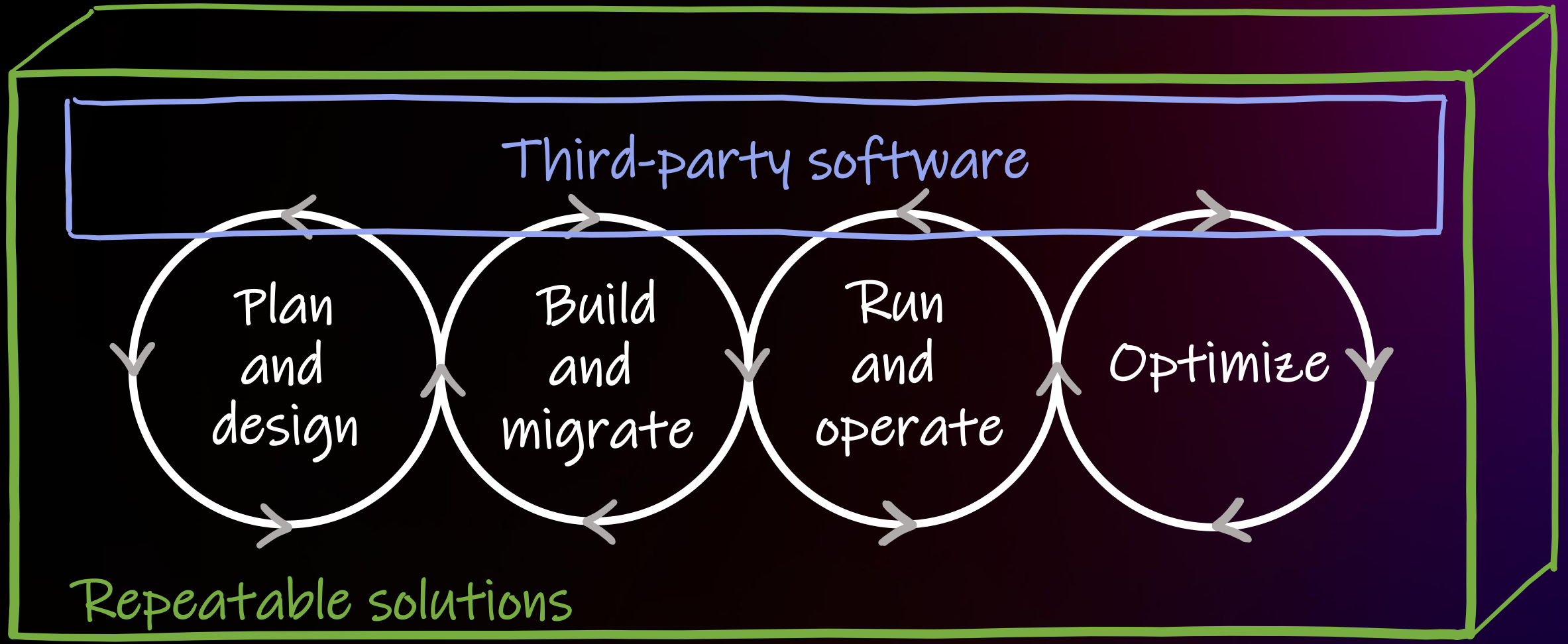
Run and operate

Optimize

aws

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6 ways Services Partners build a profitable business



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Why run software on AWS?

20%

Infrastructure cost savings

66%

Increased administrator productivity

29%

Increase in staff focus on innovation

43%

Lower time to market for new features

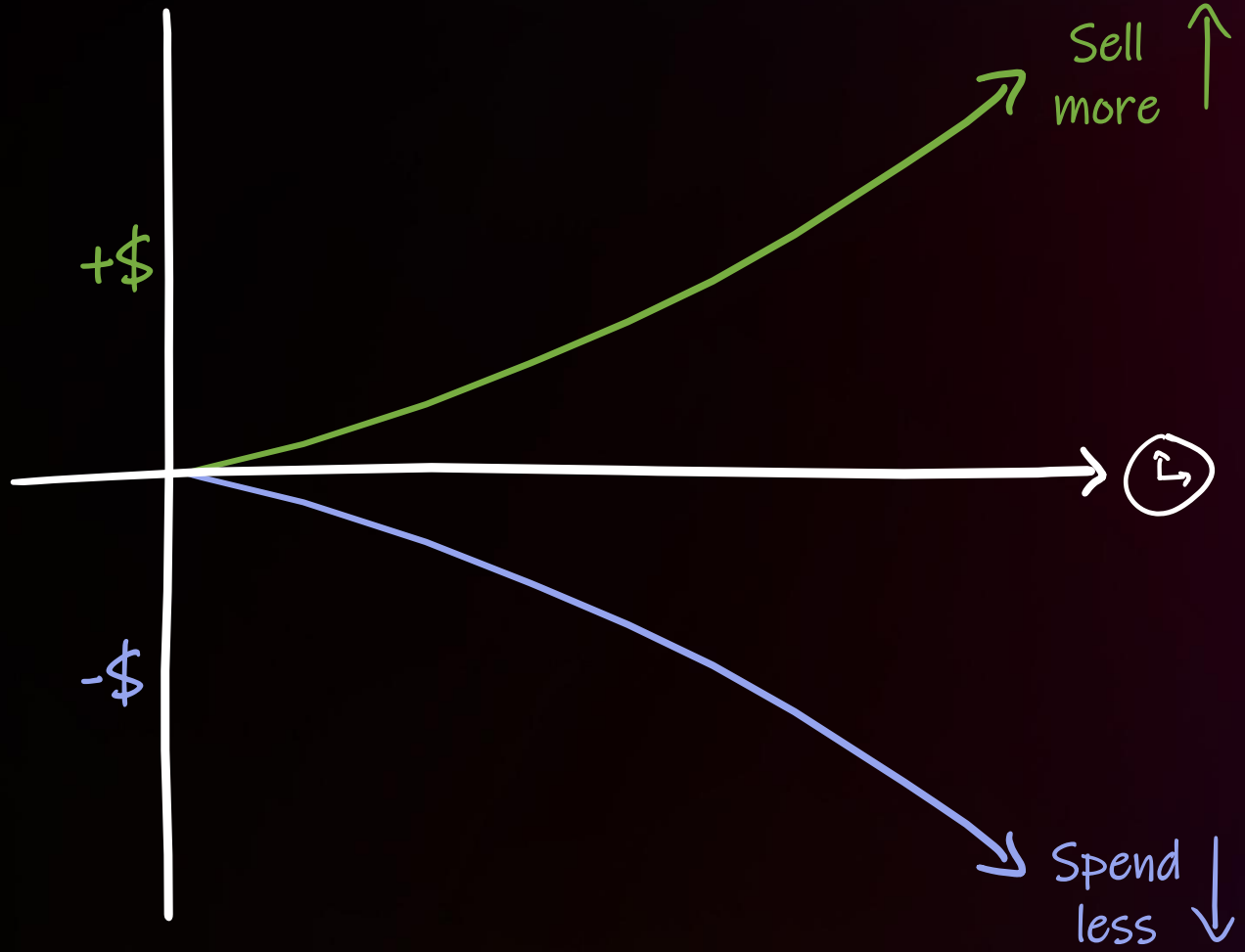
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Fewer security-related issues

Pastore, Fuller, and Gillespie, "Value of Migration," https://bit.ly/3fdPtlE

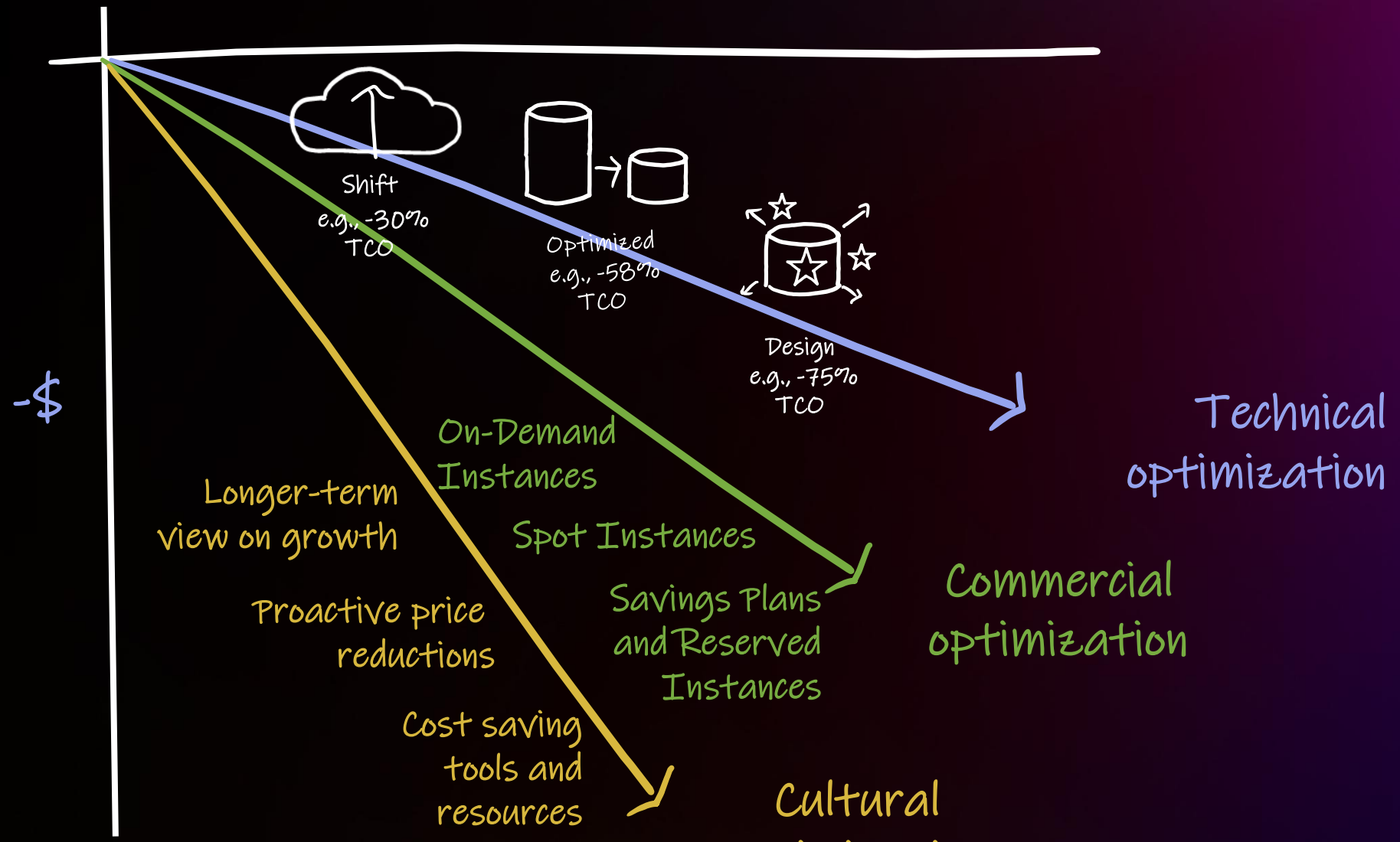
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How Software Partners build a profitable business



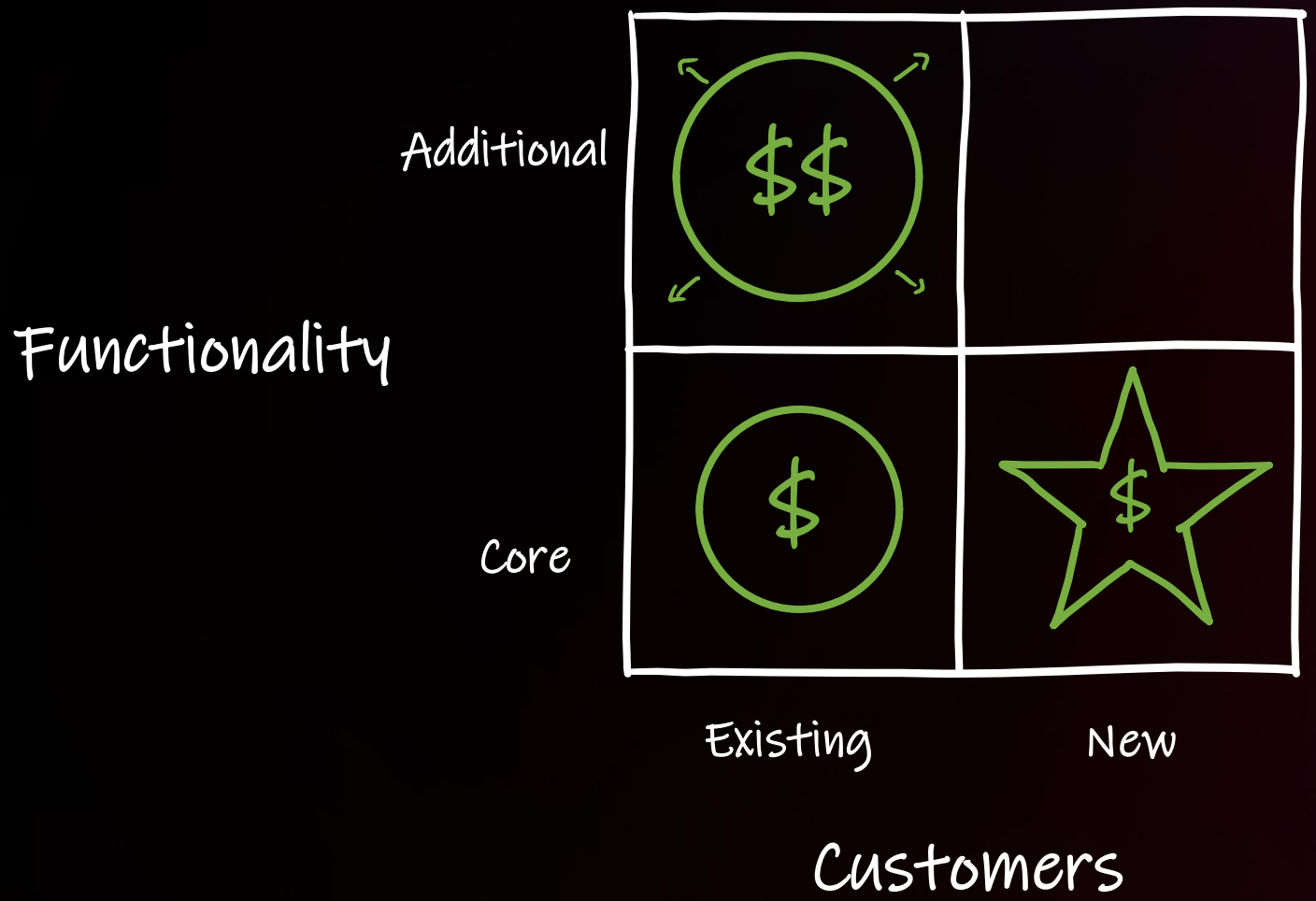
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How Software Partners spend less



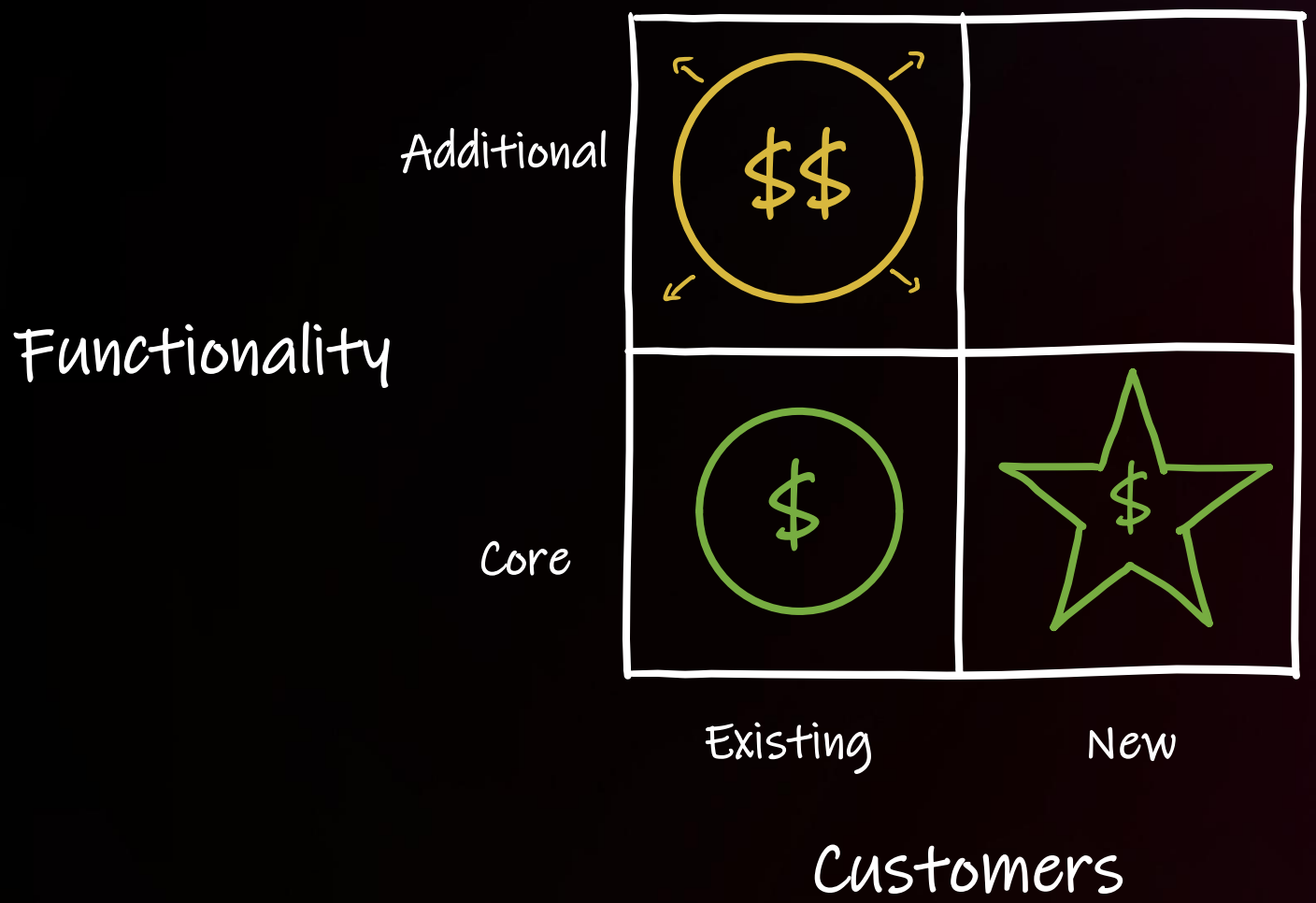
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Helping Software Partners sell more



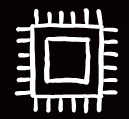
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Helping Software Partners sell more



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Examples of additional functionality



Compute



Storage



Business applications



Internet of Things (IoT)



Machine learning



Serverless



Analytics



Frontend web and mobile

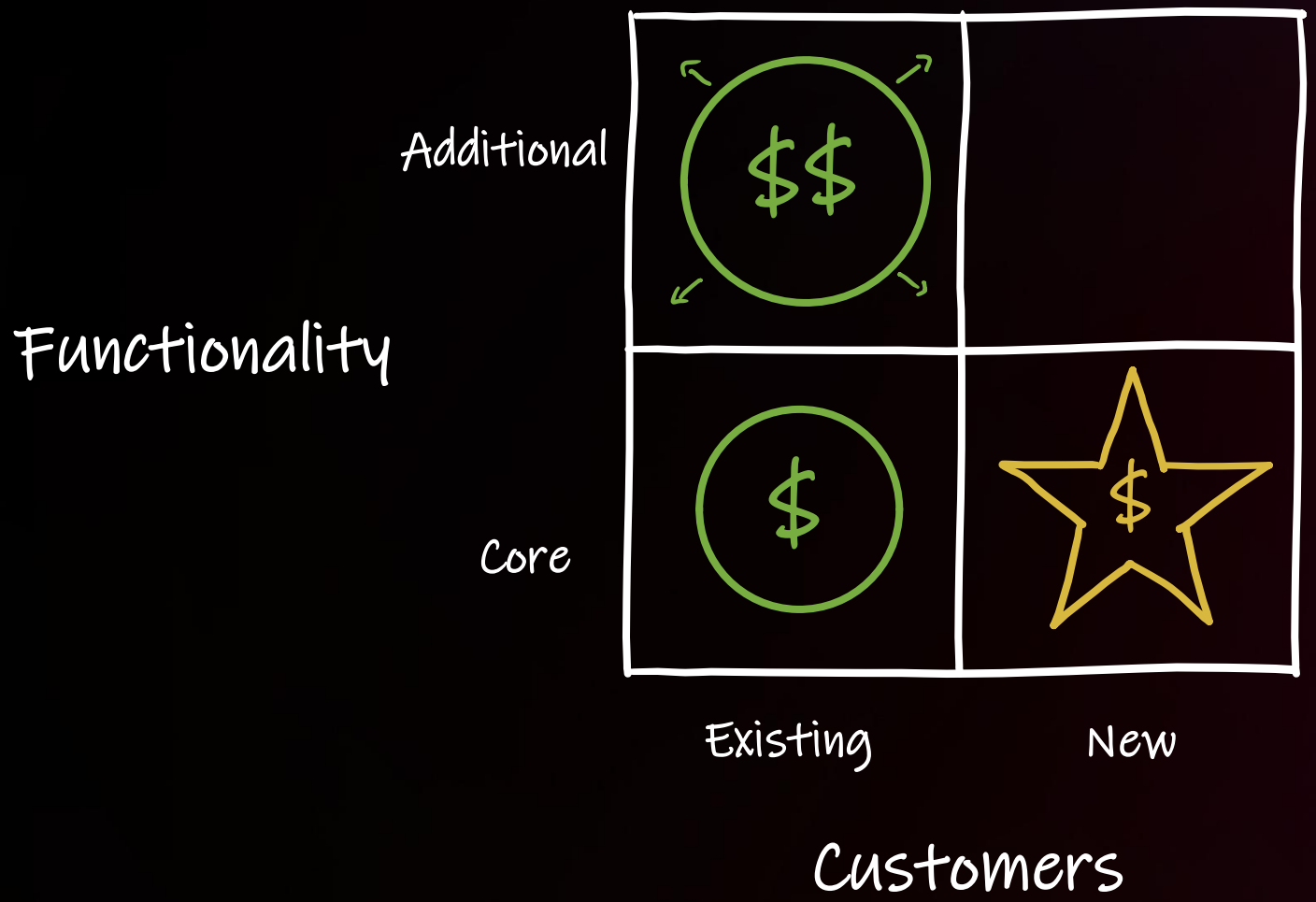


Database

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Gaining new customers



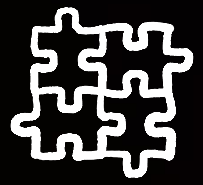
AWS sales team



AWS Marketplace



Partner funding



Part of committed government spend



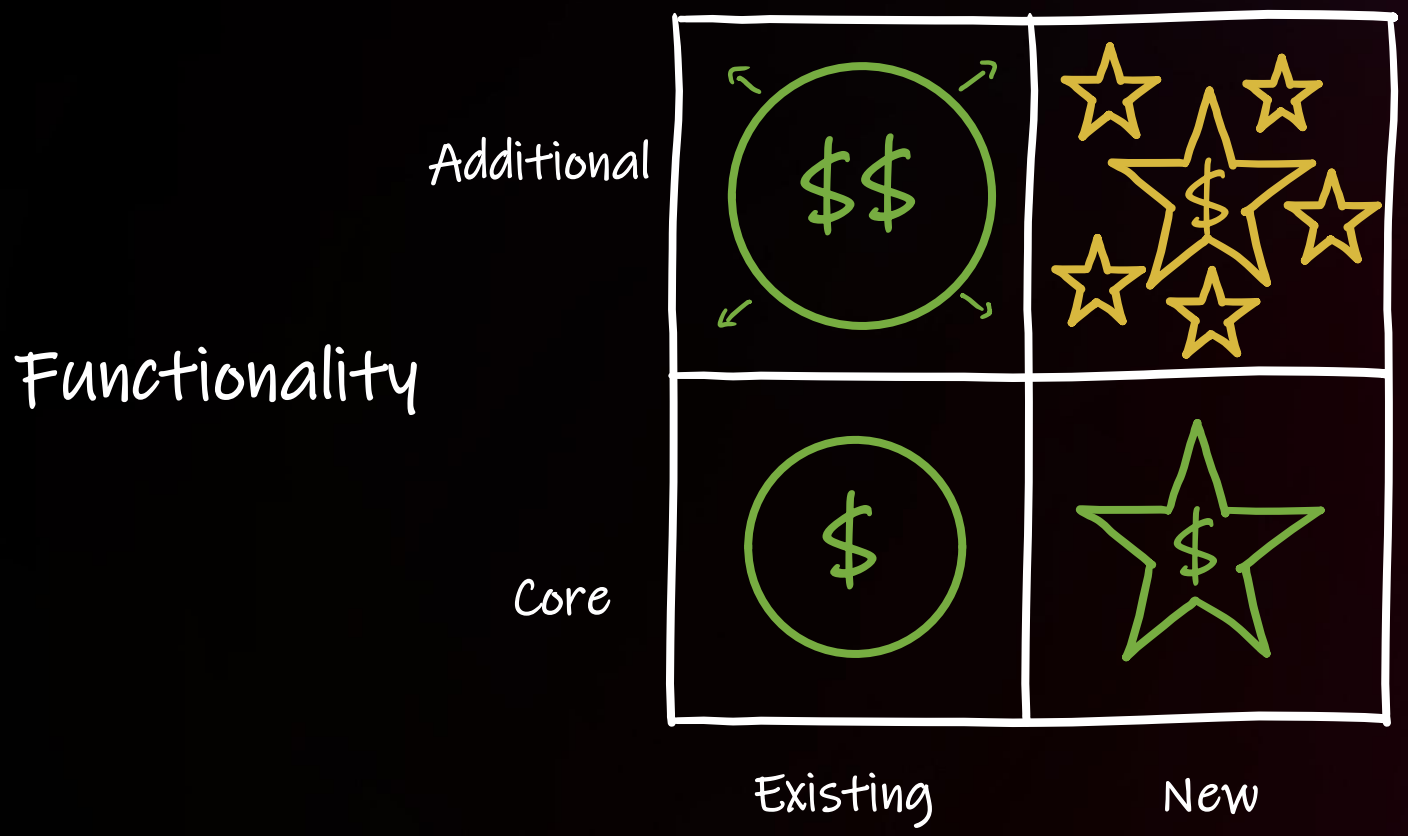
AWS marketing



Go global

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What do you want to be famous for?

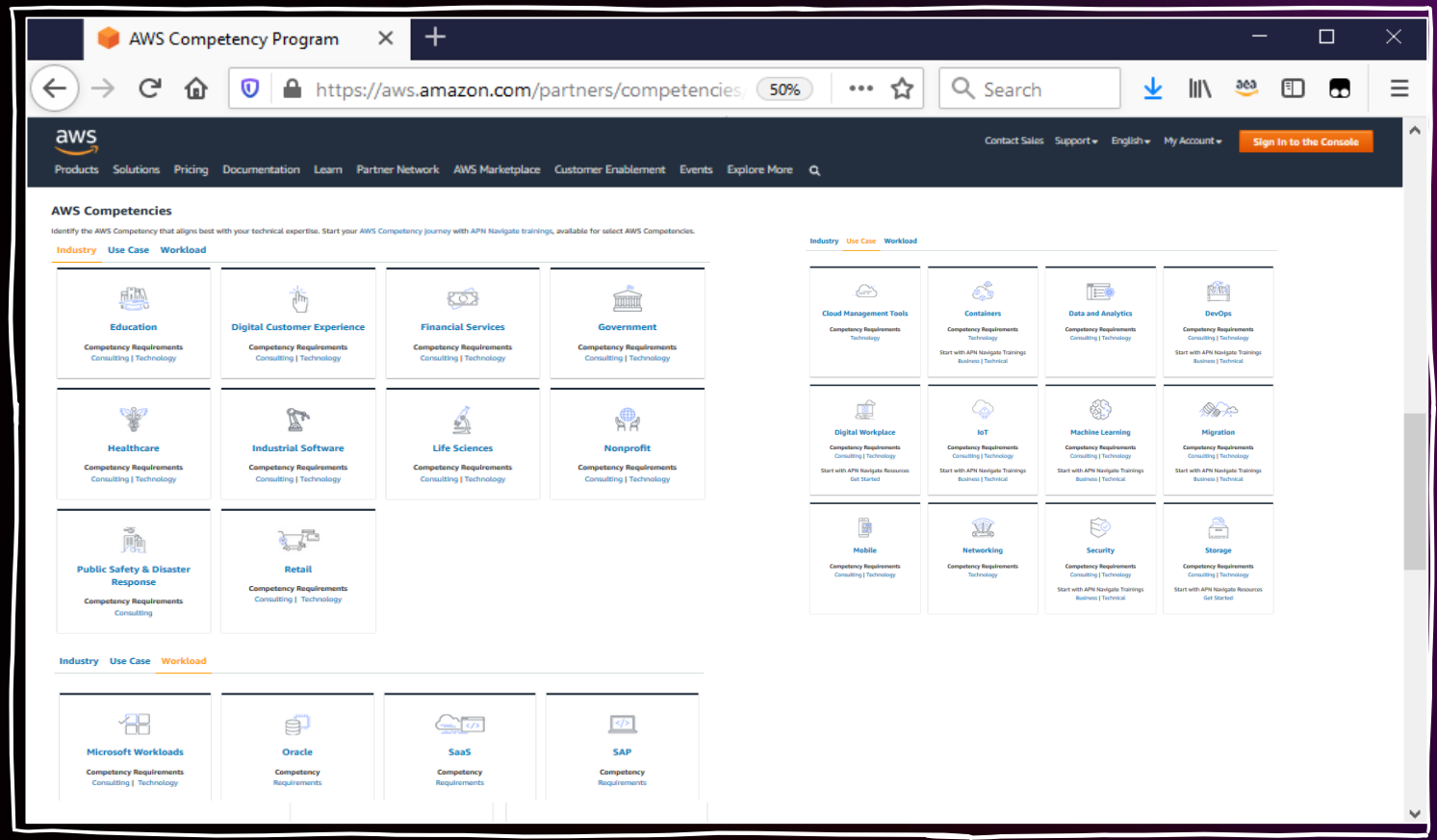


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Industry

Use case

Workload

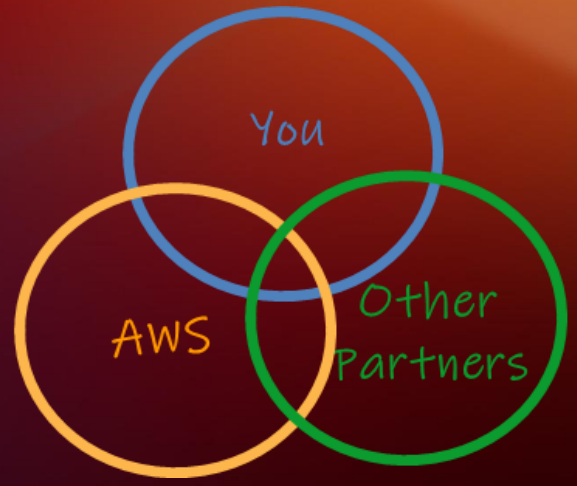


https://aws.amazon.com/partners/competencies/

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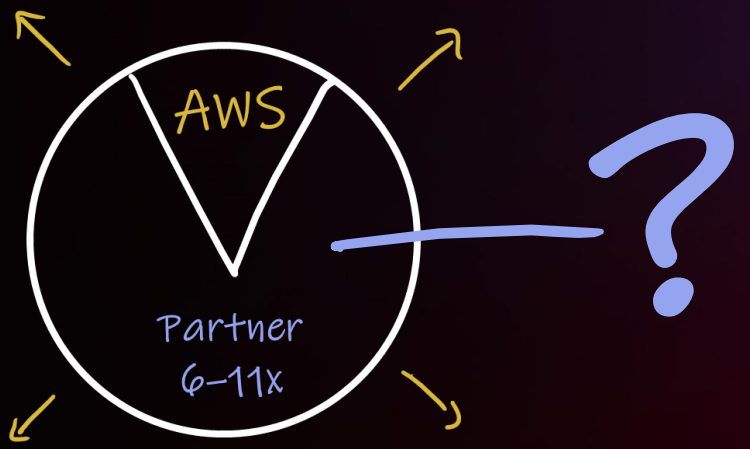
“The ability to partner (well) will differentiate the leaders from the laggards in the digital economy.”

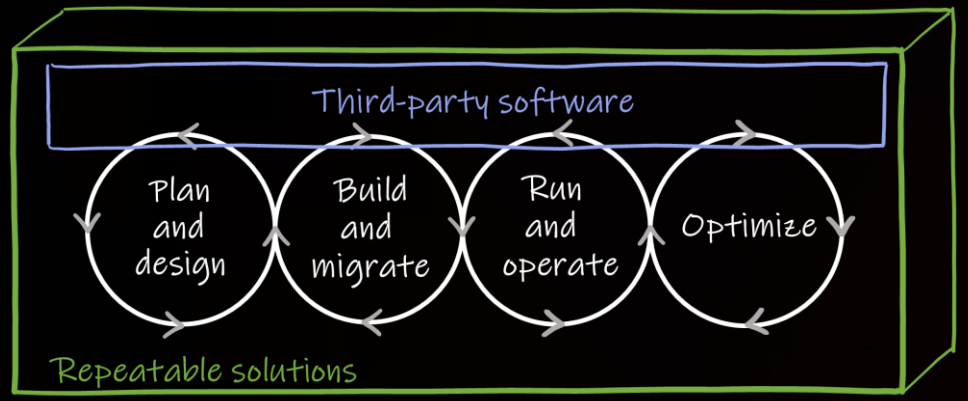
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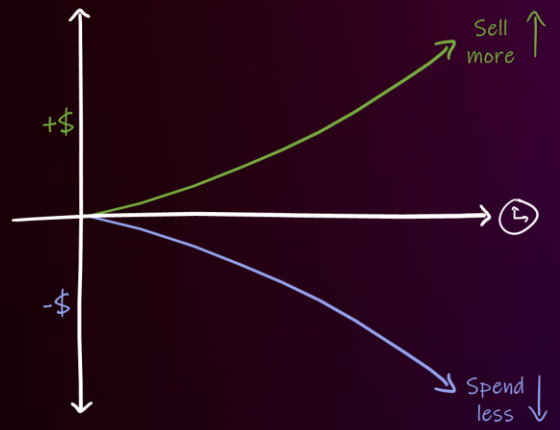


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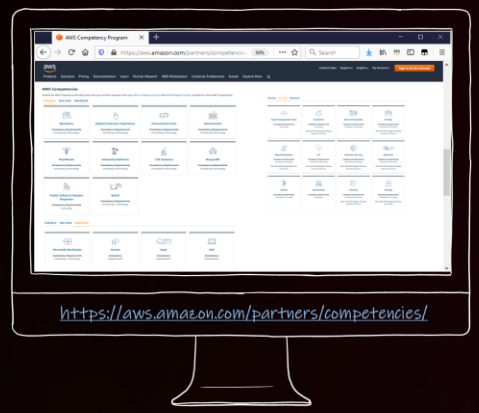
Summary













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Thank you!

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