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GPSBUS204

Partner with APN to build and deliver SaaS Solutions

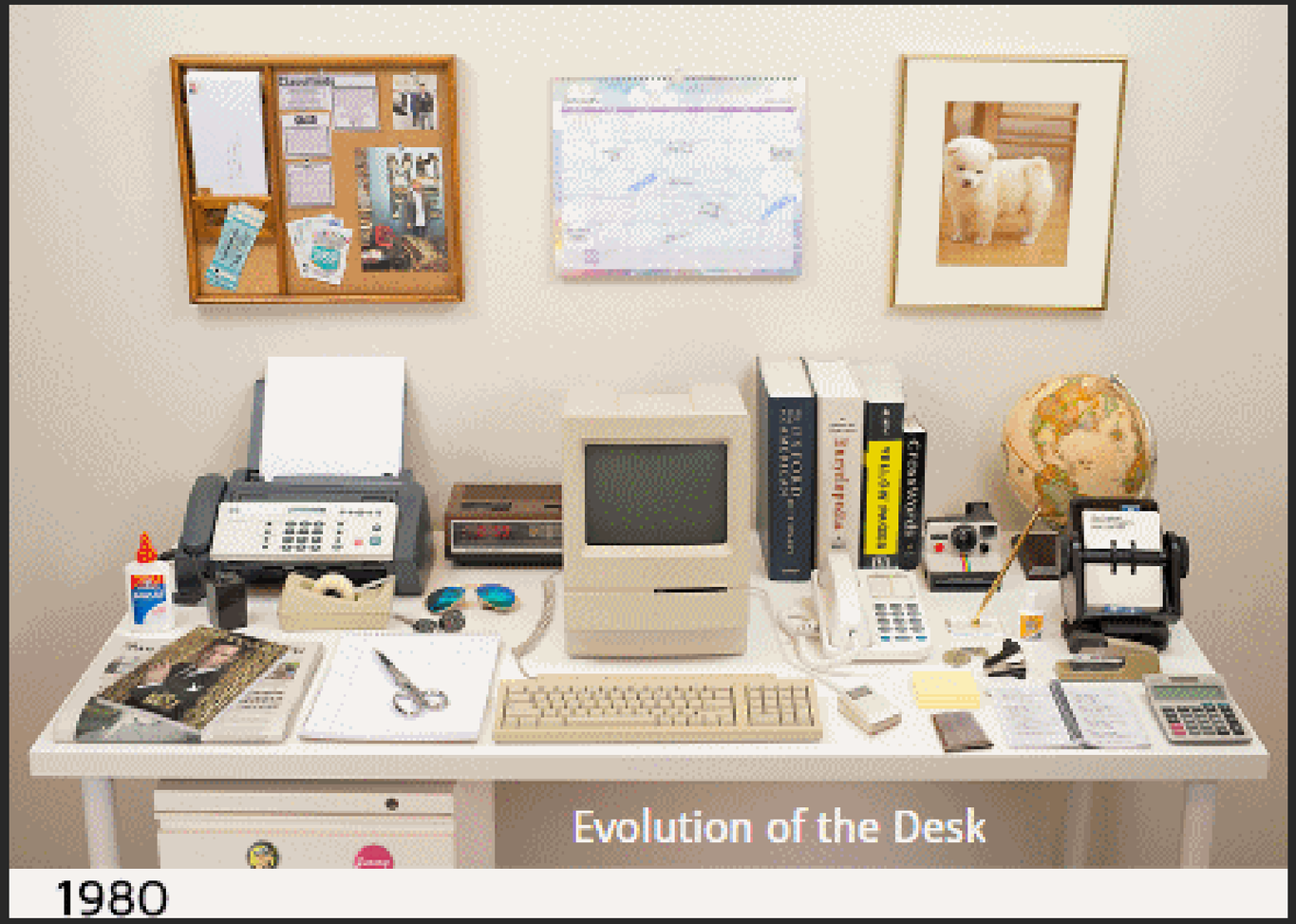
Liz Roland
Global SaaS Factory Program Lead
Amazon Web Services

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Software delivery is evolving



Agenda

- SaaS on AWS
- APN resources
- AWS SaaS Factory
- APN SaaS Enablement Navigate specialization track

Software-as-a-service

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SaaS customers



Customer
demand for SaaS



Customer
expectations for SaaS



Customers
love SaaS

SaaS transformation strategies

New product

Target a new market or segment and build your SaaS foundation

Refactor

Migrate existing solution to SaaS incrementally

Hybrid

Run two environments in parallel (data center and cloud)

SaaS for ISVs

- Customer demand for SaaS delivery or new solutions
- Competitive pressure to deliver a SaaS solution
- Increased agility and responsiveness to changing market demands
- Lower cost of application development
- Expansion of addressable market

SaaS & AWS

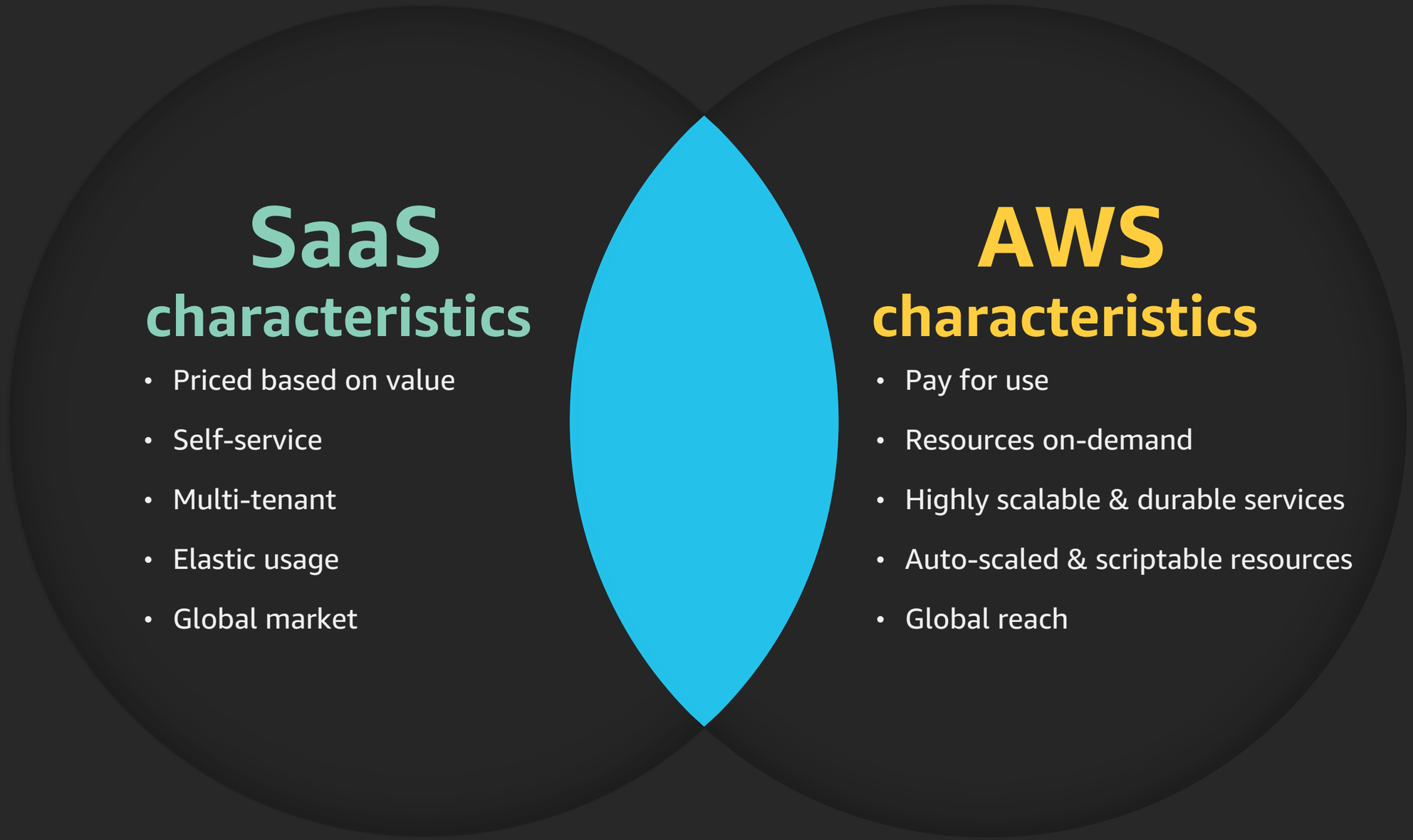
SaaS characteristics

- Priced based on value
- Self-service
- Multi-tenant
- Elastic usage
- Global market

AWS characteristics

- Pay for use
- Resources on-demand
- Highly scalable & durable services
- Auto-scaled & scriptable resources
- Global reach

SaaS & AWS


SaaS
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• Priced based on value
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AWS
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• Pay for use
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• Highly scalable & durable services
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• Global reach

SaaS on AWS Framework

1 **Start with the customer**
Build SaaS solutions that provide a great customer experience

2 **Flexibility**
Quickly respond to changes in application needs in a cost-effective way

3 **Innovation**
Keep up with latest industry trends without building it all yourself

4 **Agility and scale**
Grow to meet your customers' needs quickly and at low cost

5 **AWS Partner Network**
APN helps SaaS providers build, market, and sell their solutions with focused initiatives to grow your customer base

6 **AWS Marketplace**
Provides route to market for SaaS solutions with increased investments in SaaS innovations

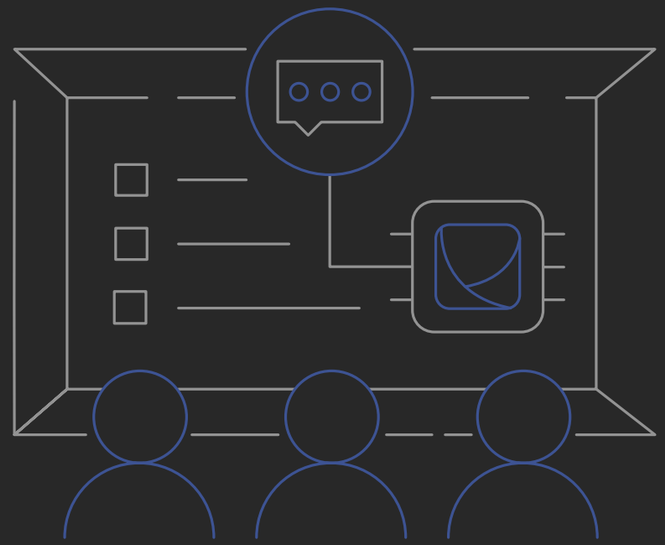
Partner with APN to build and deliver SaaS Solutions

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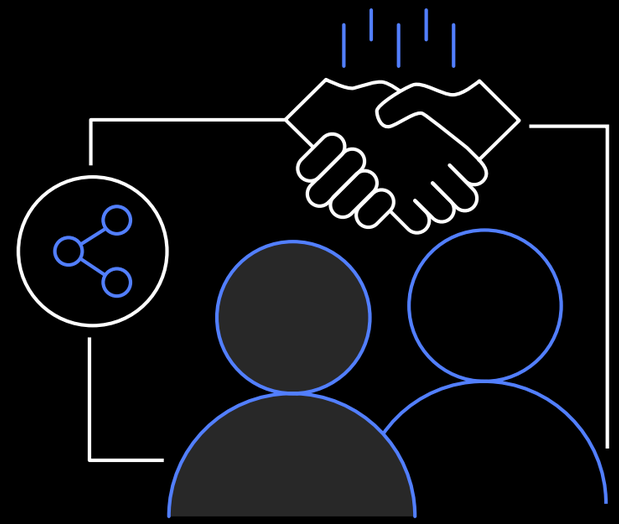
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Consulting partners



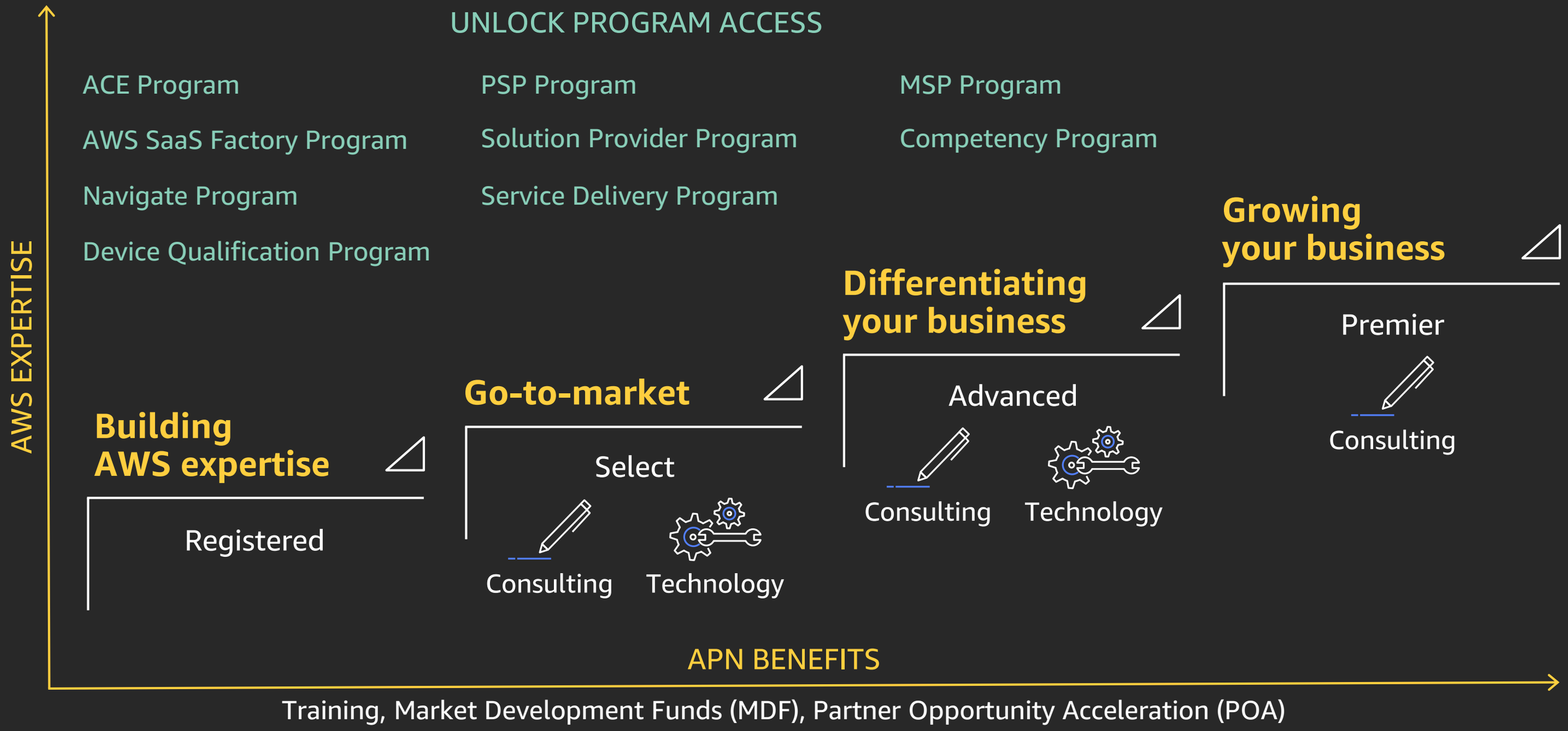
Technology partners

Build

Market

Sell

APN Partner journey



AWS Training and Certification



Digital training
Classroom training



AWS
Accreditations



AWS
Certifications

Visit aws.amazon.com/partners/training/ to see all
your training options and to build your own Partner Learning Path

AWS Marketplace



Accelerated
GTM strategy



SaaS
subscriptions



SaaS
contracts

Visit the AWS Marketplace Blog to learn more about
going to market with SaaS subscriptions and contracts

WMP Program components

Help customers migrate ISV workloads to AWS by creating a repeatable migration process, mitigating costs and risk



Technical enablement



Investment



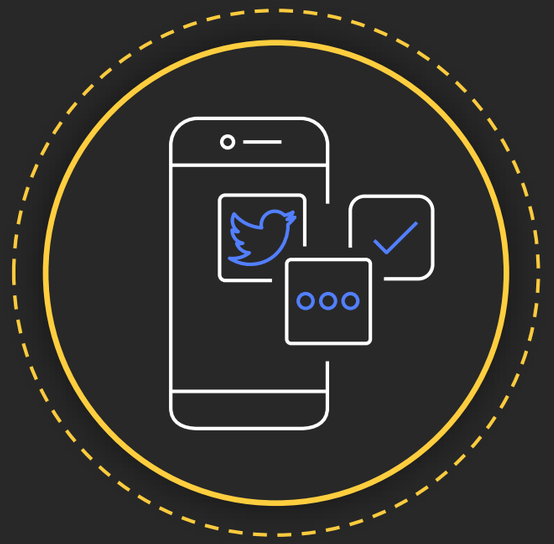
APN Partner Community

WMP qualifications

Qualifying ISV solutions have:

- Large install base on-premises or on another cloud service provider
- Offering on AWS—SaaS, MSP, or BYOL
- Repeatable migration pattern that can be automated or documented in a playbook
- Annual Recurring Revenue (ARR) of at least $36K for AWS usage
- Total migration pipeline of at least $1M ARR





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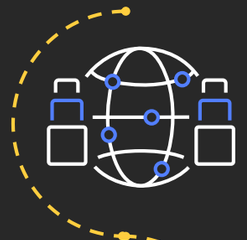
AWS SaaS Factory

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Who can participate in AWS SaaS Factory?



All APN Technology Partners



All stages of the SaaS on AWS journey



No application necessary



No prerequisites

AWS SaaS Factory IS FOR EVERYONE!



Why did we create AWS SaaS Factory?

- Support new partner acquisition
- Accelerate strategic adoption
- Provide best practice content
- Guide organizational transformations
- Be the place for SaaS

What are the benefits of AWS SaaS Factory?



BENEFIT

SaaS business and technical resources



BENEFIT

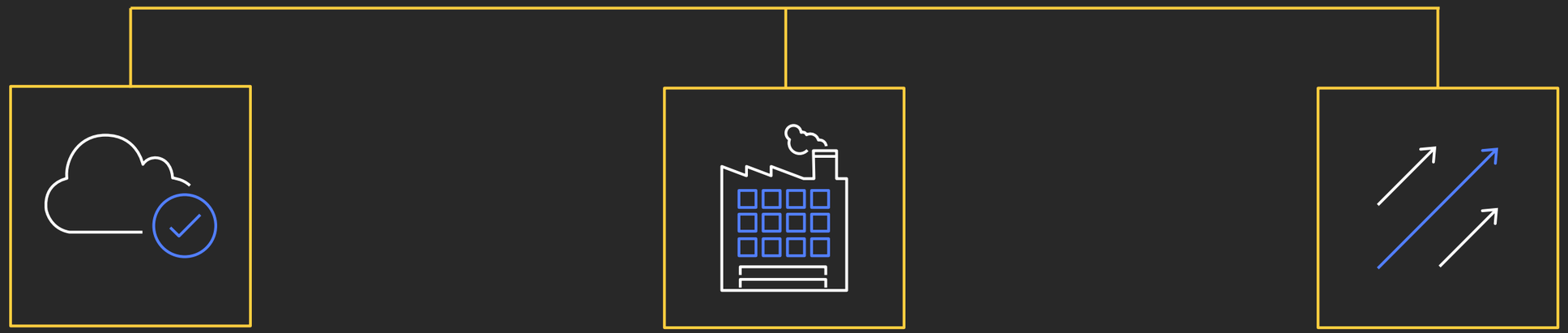
Maximize innovation and agility



BENEFIT

Connections and collaboration

Delivery mechanisms



1:1

In person and
remote guidance

1:Few

Bootcamps

1:Many

Webinar series

Blog series

Learning modules



Workshop engagements

Product definition

Customer experience and value proposition

Architecture

Multi-tenancy, auto-scaling

Go-to-market

Pricing, sales and positioning strategy

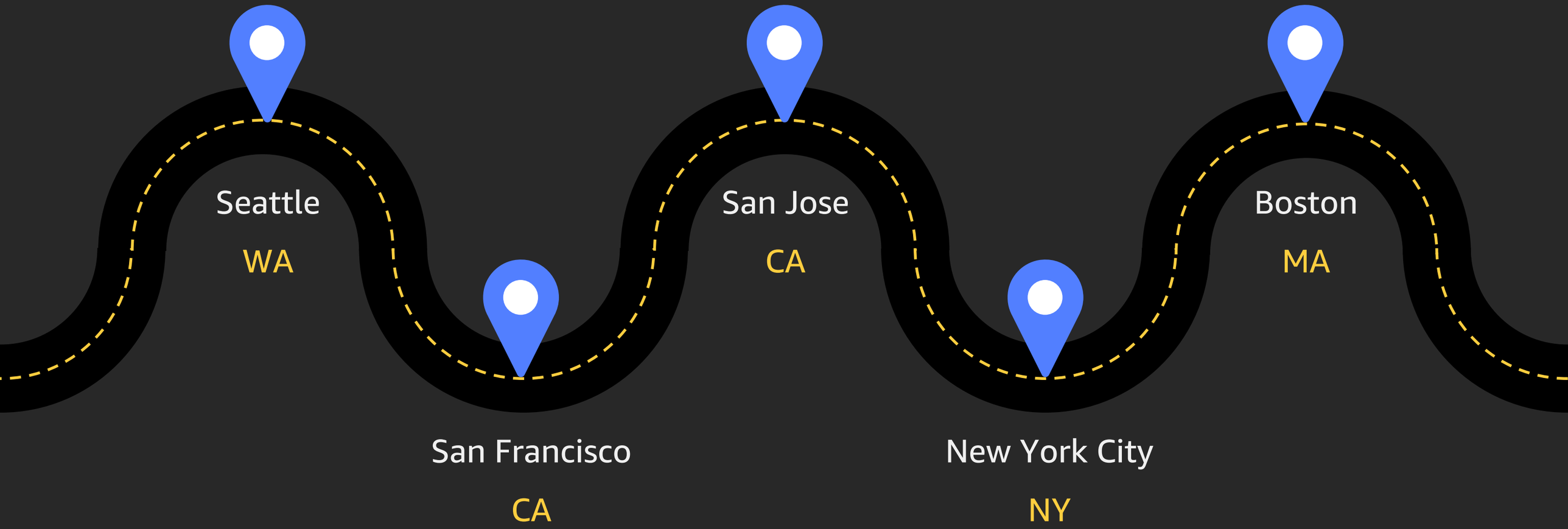
Roadmap

Build new or migrate MVP and iterations

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AWS SaaS Factory live events

Join a **free bootcamp** in a city near you in **2020**



Sharing our expertise

Tools, articles and best practices

SaaS enablement framework

- Calculating tenant costs in SaaS environments
- Testing SaaS solutions on AWS
- Building serverless SaaS applications on AWS
- Migrating applications to SaaS
- Videos and best practices



AWS Partner Network (APN) Blog

Migrating Applications to SaaS: A Minimally Invasive Approach

by Tod Golding | on 27 JUN 2016 | in AWS Partner Solutions Architect (SA) Guest Post, SaaS On AWS | Permalink | Comments | Share

The software as a service (SaaS) delivery model is very compelling to many organizations. Agility, market responsiveness, shared infrastructure costs—they all represent an opportunity for businesses to transform their approach to how they build, operate, and monetize their products. The reality, however, is that these same organizations often have a significant investment in their existing single-tenant offerings. While the appeal of SaaS is intriguing, it's often unrealistic to expect that teams can completely rebuild their applications and instantly adopt all of the tenets and principles typically associated with multi-tenant environments.

The challenge, then, is for organizations to find creative ways to incrementally move their solutions to a SaaS model without major disruptions. While the benefits of SaaS may be inviting, it's important to make the move to SaaS with care and forethought. Ultimately, you want to emerge from this transformation with a product that inherits the best traits of SaaS and becomes an enabler for the business. A simple lift and shift or some flavor of pseudo-SaaS is likely to undermine your long-term goals.

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migration. The

AWS Partner Network (APN) Blog

Testing SaaS Solutions on AWS

by Tod Golding | on 10 MAY 2017 | in AWS Partner Solutions Architect (SA) Guest Post, How-To Guide, SaaS On AWS | Permalink | Comments | Share

Tod Golding is a Partner Solutions Architect (SA) at AWS. He is focused on SaaS.

The move to a software as a service (SaaS) delivery model is often motivated by a fundamental need for greater agility and customer responsiveness. SaaS providers often succeed and thrive based on their ability to rapidly release new features without compromising the stability of their solutions. Achieving this level of agility starts with a commitment to building a robust DevOps pipeline that includes a rich collection of automated tests. For SaaS providers, these automated tests are at the core of their ability to effectively assess the complex dimensions of multi-tenant load, performance, and security.

In this blog post, we'll highlight the areas where SaaS can influence your approach to testing on AWS. In some cases, SaaS will simply extend your existing testing models (load, performance, and so on). In other cases, the multi-tenant nature of SaaS will introduce new considerations that will require new types of tests that exercise the SaaS-specific dimensions of your solution. The sections that follow examine each of these areas and provide insights into how expanding the scope of your tests can add value to SaaS environments.

SaaS Load/Performance Testing

In a multi-tenant u
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associated with Sa

AWS Partner Network (APN) Blog

Calculating Tenant Costs in SaaS Environments

by Tod Golding | on 25 AUG 2017 | in AWS Partner Solutions Architect (SA) Guest Post, SaaS On AWS | Permalink | Comments | Share

In traditional single-tenant environments, calculating and aggregating infrastructure costs is a pretty straightforward exercise. Typically, each application or customer has its own collection of dedicated resources and tallying the costs is simply a matter of categorizing and summing those costs. However, in multi-tenant software as a service (SaaS) environments, this becomes a much more challenging problem.

With SaaS, tenants often share some or all of a system's infrastructure resources. A database, for example, may hold all the data for all tenants. How, then, do you apportion costs to each tenant? This gets even more complicated with other forms of tenant consumption like compute or bandwidth. Generally, with the varying flavors of system partitioning that are used to build SaaS systems, it becomes increasingly difficult to associate tenants with specific infrastructure costs.

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"Our experience with AWS SaaS Factory has been incredible… it was a critical element to helping us build our product and to position us to go-to-market with AWS and sell our product on AWS Marketplace."

Ed Peters

CTO at WireWheel

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"We worked with the AWS SaaS Factory Team to transform our own development process and build and deliver our new services 50% faster."

Francois Locoh-Donou

President and CEO of F5 Networks

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How to get engaged



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APN SaaS Enablement Navigate specialization track

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APN SaaS Enablement Navigate specialization track



Partner enablement framework providing step-by-step guidance



Outcomes include tier upgrades and AWS Validation program readiness
(AWS Competency, AWS Service Delivery, and/or AWS MSP)

Visit aws.amazon.com/partners/navigate/saas to get started!

Checklist

PHASE 1 — AWS SaaS trainings

PHASE 2 — Deepen your knowledge

PHASE 3 — Diving deep into the well-architected framework

PHASE 4 — Solution or practice review

PHASE 5 — Differentiating on AWS

Phase 1: AWS Trainings

APN Navigate for SaaS E-Learning

In Phase 1, two (2) business contacts must complete the business training module, and two (2) technical contacts must complete the technical training module to advance to the second phase of APN Navigate. Click on the links below to start the trainings.

APN Navigate for SaaS Enablement - Business Training

Metrics are key to succeeding with software as a service (SaaS). Modern SaaS organizations rely on a rich collection of data to drive insights into the architectural, operational, and business dimensions of their SaaS environments. This course will introduce you to fundamental SaaS metrics concepts, identifying different types of metrics that SaaS providers commonly use to profile the health and activity of their systems. It will also connect these metrics with design and architecture strategies that are used to surface and analyze this data on Amazon Web Services (AWS). In addition, the course will explore approaches to instrumenting, aggregating, publishing, and building actionable views of this data. Specifically, you will see how a robust metrics architecture can fundamentally impact all aspects of decision-making for SaaS organizations.

A minimum of two (2) individuals must complete the business training.

Start the Business Track Now

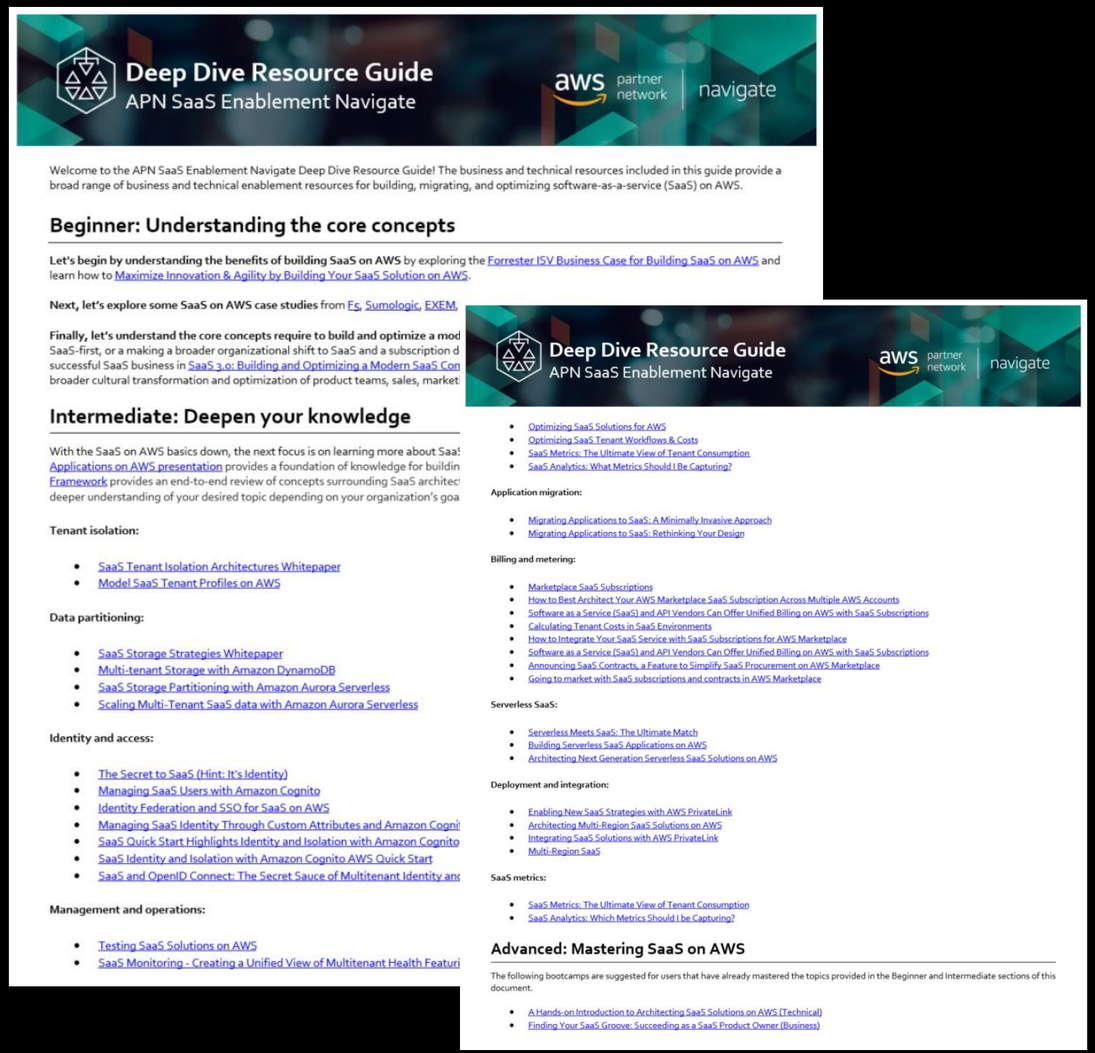
APN Navigate for SaaS Enablement - Technical Training

The goal of this course is to provide an introduction to the core terminology, strategies, and patterns that are applied when building SaaS products on AWS. This course establishes a vocabulary and mental model that can then be used to dive more deeply into additional SaaS technical content. The content opens with an introduction to fundamental principles of SaaS and the agility motives that are typically behind an organization's move to a SaaS delivery model. It then touches on the operational view of SaaS before outlining the core architectural elements of SaaS environments.

A minimum of two (2) individuals must complete the technical training.

Start the Technical Track Now

Deep Dive Resource Guide



Deep Dive Resource Guide
APN SaaS Enablement Navigate

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Welcome to the APN SaaS Enablement Navigate Deep Dive Resource Guide! The business and technical resources included in this guide provide a broad range of business and technical enablement resources for building, migrating, and optimizing software-as-a-service (SaaS) on AWS.

Beginner: Understanding the core concepts

Let's begin by understanding the benefits of building SaaS on AWS by exploring the Forrester ISV Business Case for Building SaaS on AWS and learn how to Maximize Innovation & Agility by Building Your SaaS Solution on AWS.

Next, let's explore some SaaS on AWS case studies from Fs, Sumologic, EXEM,

Finally, let's understand the core concepts require to build and optimize a mod SaaS-first, or a making a broader organizational shift to SaaS and a subscription d successful SaaS business in SaaS 3.0: Building and Optimizing a Modern SaaS Con broader cultural transformation and optimization of product teams, sales, market

Intermediate: Deepen your knowledge

With the SaaS on AWS basics down, the next focus is on learning more about SaaS Applications on AWS presentation provides a foundation of knowledge for buildin Framework provides an end-to-end review of concepts surrounding SaaS architec deeper understanding of your desired topic depending on your organization's goa

Tenant isolation:

- SaaS Tenant Isolation Architectures Whitepaper
- Model SaaS Tenant Profiles on AWS

Data partitioning:

- SaaS Storage Strategies Whitepaper
- Multi-tenant Storage with Amazon DynamoDB
- SaaS Storage Partitioning with Amazon Aurora Serverless
- Scaling Multi-Tenant SaaS data with Amazon Aurora Serverless

Identity and access:

- The Secret to SaaS (Hint: It's Identity)
- Managing SaaS Users with Amazon Cognito
- Identity Federation and SSO for SaaS on AWS
- Managing SaaS Identity Through Custom Attributes and Amazon Cogni
- SaaS Quick Start Highlights Identity and Isolation with Amazon Cognito
- SaaS Identity and Isolation with Amazon Cognito AWS Quick Start
- SaaS and OpenID Connect: The Secret Sauce of Multitenant Identity an

Management and operations:

- Testing SaaS Solutions on AWS
- SaaS Monitoring - Creating a Unified View of Multitenant Health Featuri

Deep Dive Resource Guide
APN SaaS Enablement Navigate

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- Optimizing SaaS Solutions for AWS
- Optimizing SaaS Tenant Workflows & Costs
- SaaS Metrics: The Ultimate View of Tenant Consumption
- SaaS Analytics: What Metrics Should I Be Capturing?

Application migration:

- Migrating Applications to SaaS: A Minimally Invasive Approach
- Migrating Applications to SaaS: Rethinking Your Design

Billing and metering:

- Marketplace SaaS Subscriptions
- How to Best Architect Your AWS Marketplace SaaS Subscription Across Multiple AWS Accounts
- Software as a Service (SaaS) and API Vendors Can Offer Unified Billing on AWS with SaaS Subscriptions
- Calculating Tenant Costs in SaaS Environments
- How to Integrate Your SaaS Service with SaaS Subscriptions for AWS Marketplace
- Software as a Service (SaaS) and API Vendors Can Offer Unified Billing on AWS with SaaS Subscriptions
- Announcing SaaS Contracts, a Feature to Simplify SaaS Procurement on AWS Marketplace
- Going to market with SaaS subscriptions and contracts in AWS Marketplace

Serverless SaaS:

- Serverless Meets SaaS: The Ultimate Match
- Building Serverless SaaS Applications on AWS
- Architecting Next Generation Serverless SaaS Solutions on AWS

Deployment and integration:

- Enabling New SaaS Strategies with AWS PrivateLink
- Architecting Multi-Region SaaS Solutions on AWS
- Integrating SaaS Solutions with AWS PrivateLink
- Multi-Region SaaS

SaaS metrics:

- SaaS Metrics: The Ultimate View of Tenant Consumption
- SaaS Analytics: Which Metrics Should I be Capturing?

Advanced: Mastering SaaS on AWS

The following bootcamps are suggested for users that have already mastered the topics provided in the Beginner and Intermediate sections of this document.

- A Hands-on Introduction to Architecting SaaS Solutions on AWS (Technical)
- Finding Your SaaS Groove: Succeeding as a SaaS Product Owner (Business)

- Understand core concepts
- Deepen your knowledge
- Master SaaS on AWS



Save the date

Achieve SaaS Specialization through APN Navigate Webinar with AWS SaaS Factory and APN Navigate experts

Tuesday, December 10, 2019

8:00 AM & 8:00 PM PT

Register today at
http://bit.ly/SaaS_PartnerCast

Join me at the APN Booth #4407
Venetian Sands Expo

Thursday, December 5

1:30 PM–4:00 PM



Let’s talk

Related breakouts



ARC210 Microservices decomposition for SaaS environments

Wednesday, December 4 | 7:00 PM–8:00 PM | Venetian, Level 3, Lido 3002

ARC413 SaaS Metrics Deep Dive: A look inside multi-tenant analytics

Thursday, December 5 | 4:00 PM–5:00 PM | Bellagio, Bellagio Ballroom 5

ARC305 Migrating single-tenant applications to multi-tenant SaaS

Wednesday, December 4 | 4:45 PM–5:45 PM | Aria, Level 2 East, Mariposa 3

Thursday, December 5 | 2:30 PM–3:30 PM | Bellagio, Bellagio Ballroom 5

Related breakouts



ARC308 Hands-On SaaS: Constructing a multi-tenant solution on AWS

Thursday, Dec 5 | 11:30 AM–1:45 PM | Aria, Level 3 West, Ironwood 6

ARC405 Building multi-tenant aware SaaS microservices

Thursday, Dec 5 | 12:15 PM–1:15 PM | Aria, Level 1 West, Bristlecone 4 - Table 4

ARC410 Serverless SaaS Deep Dive: Building serverless SaaS on AWS

Friday, Dec 6 | 10:00 AM–11:00 AM | Venetian, Level 3, Murano 3203



Please complete the session survey in the mobile app.

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Thank you!

Liz Roland

lizrolan@amazon.com

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