
AWS
re:Invent

MKT303

Balance agility and control with curated software procurement

Murphy Tiggelaar
Product Manager, AWS Marketplace
AWS

Joseph Daly
Director, Cloud Optimization Services
Nationwide

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Agenda



AWS Marketplace overview



Controls and visibility

- Curate controls
- Maintain agility
- Gain visibility



Customer story: Nationwide

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AWS Marketplace overview



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Curated digital software catalog

Helping customers find, buy, deploy, and manage third-party software

8,000+ listings

Deployed in 24 regions

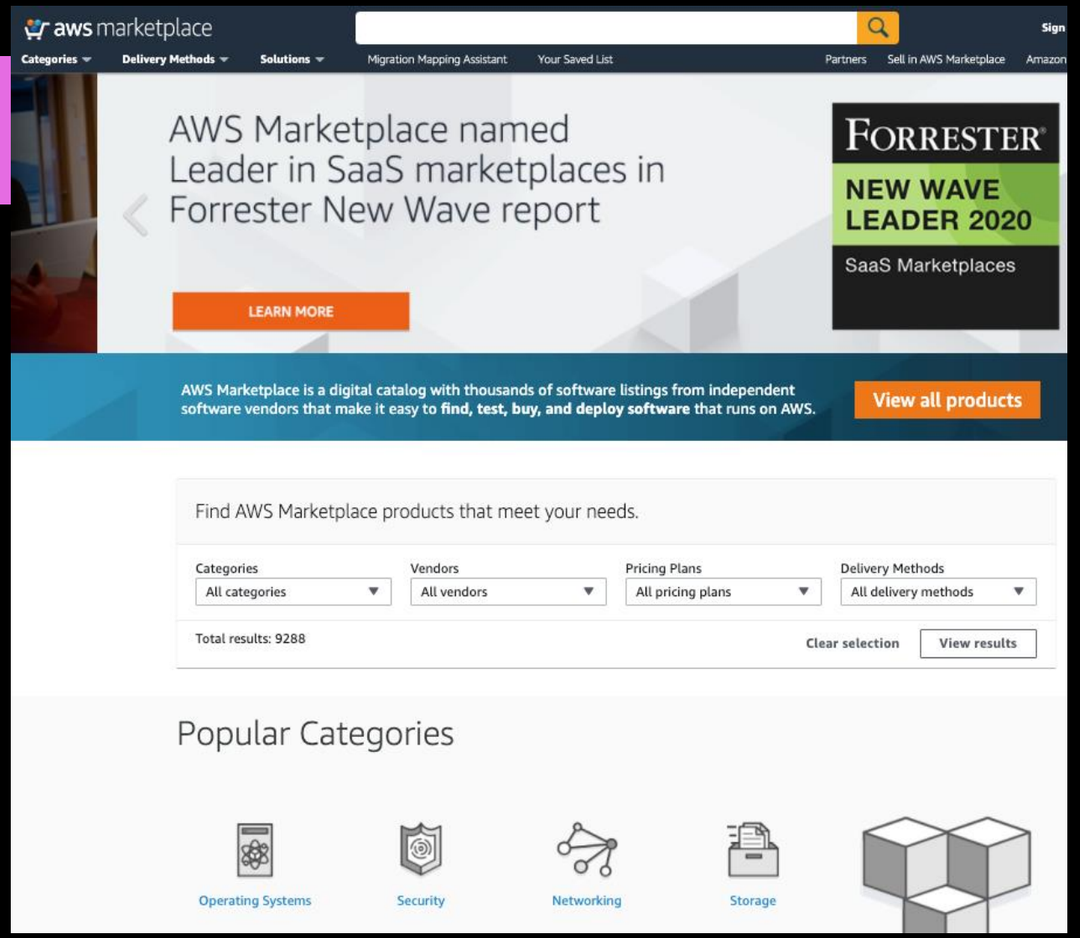
1.5 million active subscriptions

1,600+ software vendors

Offers 50 categories

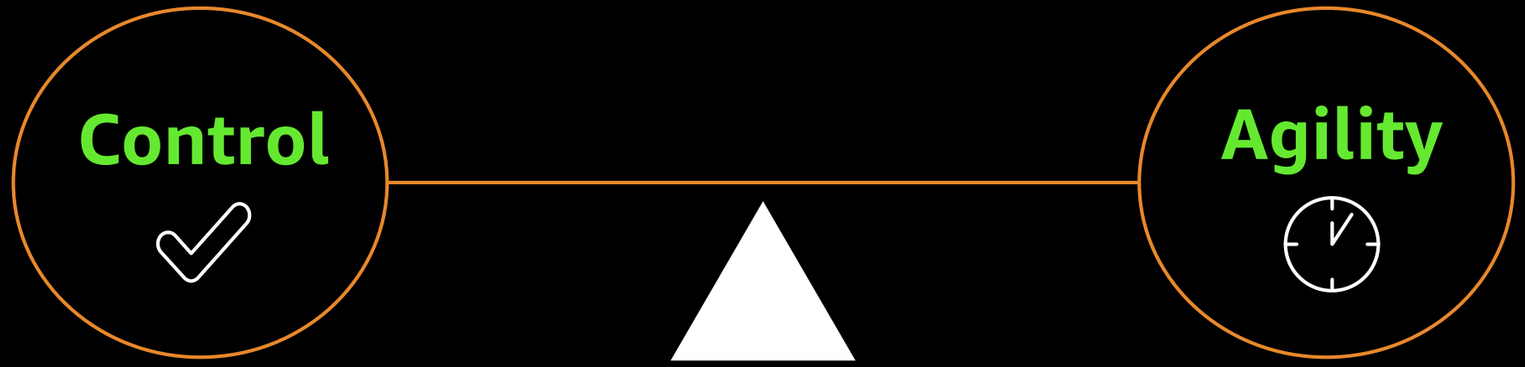
290,000 active customers

- Maintain direct relationships with ISVs while consolidating billing and management with AWS
- Apply software spend to AWS spend commitments
- Flexible consumption and contract models
- Easy and secure deployment, almost instantly
- Always evolving

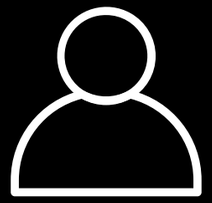


Check out MKT301 – Greenfield to self-service automation

AWS Marketplace users



Administrator



Establishes initial setup and defines guardrails

Approver



Vets and approves software product

Subscriber



Purchases software product

Software user



Deploys and uses software product

AWS Marketplace control solutions

Private Marketplace



Create a customized private catalog of preapproved products

Procurement system integration



Integrate AWS Marketplace with Coupa and Ariba for approval and spend management

Identity and access management



Control who has permission to AWS Marketplace features and subscriptions



Standardized terms for AWS Marketplace



Simplify contracting and speed innovation with standardized terms from participating software sellers

Private offers



Customize pricing and terms when purchasing software from your preferred ISV or consulting partner

AWS Budgets and AWS Cost Explorer



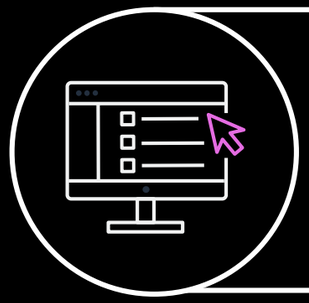
Customize and manage budgets and cost allocations

Controls and visibility



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Curate controls



Product approval

Create a customized private catalog

PRIVATE MARKETPLACE

Customize to your branding

Enable software users
to submit software requests

APIs available for connectivity



Transaction approval

Approve individual subscriptions

PROCUREMENT SYSTEM INTEGRATION

Discover software directly
through procurement systems

Apply custom procurement policies

Manage approvals and
spend from one centralized location

Available with Coupa and SAP Ariba (private beta)

Demo

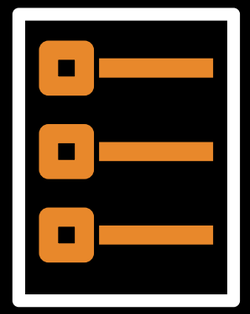


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Maintain agility

Quick setup and enablement



Utilize new or existing processes



Simplify discoverability



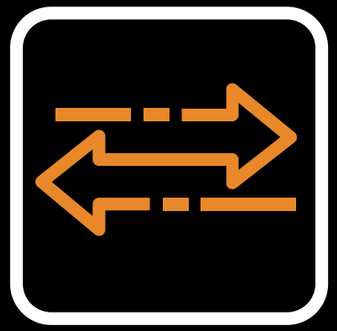
Gain visibility



Built-in tools

Views

Workflows



External systems

Simplification

Automation



Cost management

Billing

Tags

Check out MKT302 – Clarity and control: Managing your third-party software spend

Customer story:



Nationwide®

Joseph Daly

Director, Cloud Optimization Services

Nationwide

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Nationwide Mutual Insurance Company

- Fortune #73, with $49.3 billion in revenue in 2019
- Cloud-first strategy supporting 5,000+ IT software users
- Goal to optimize IT procurement in the cloud



Strategic objectives

Go fast and pivot quickly



- Allow business groups to purchase what they want, when they want
- Minimize IT interference in the procurement of software
- Empower software users to innovate and iterate

Monitor and control



- Centralize governance to charge back to the appropriate business unit
- Validate license management and legal compliance
- Enforce appropriate spend thresholds
- Limit access to Nationwide-approved product

“AWS Private Marketplace balances developers’ need for speed and agility, procurement’s need for governance and controls, and finance’s need for variable cost management.

“It changes the way we procure software.”

Joseph Daly

Nationwide



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Current process vs. future goal state

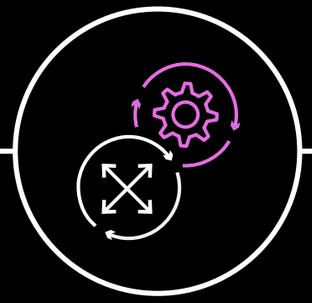
CURRENT

Centralized, overburdened team

Procurement spends hours on non-value-added work

Long wait times for POCs to be approved

Developer churn installing test software



FUTURE

Procurement can focus on value-added work

Preapproved software available to specific teams

POCs set up and running in minutes

Costs of POCs allocated to correct business units

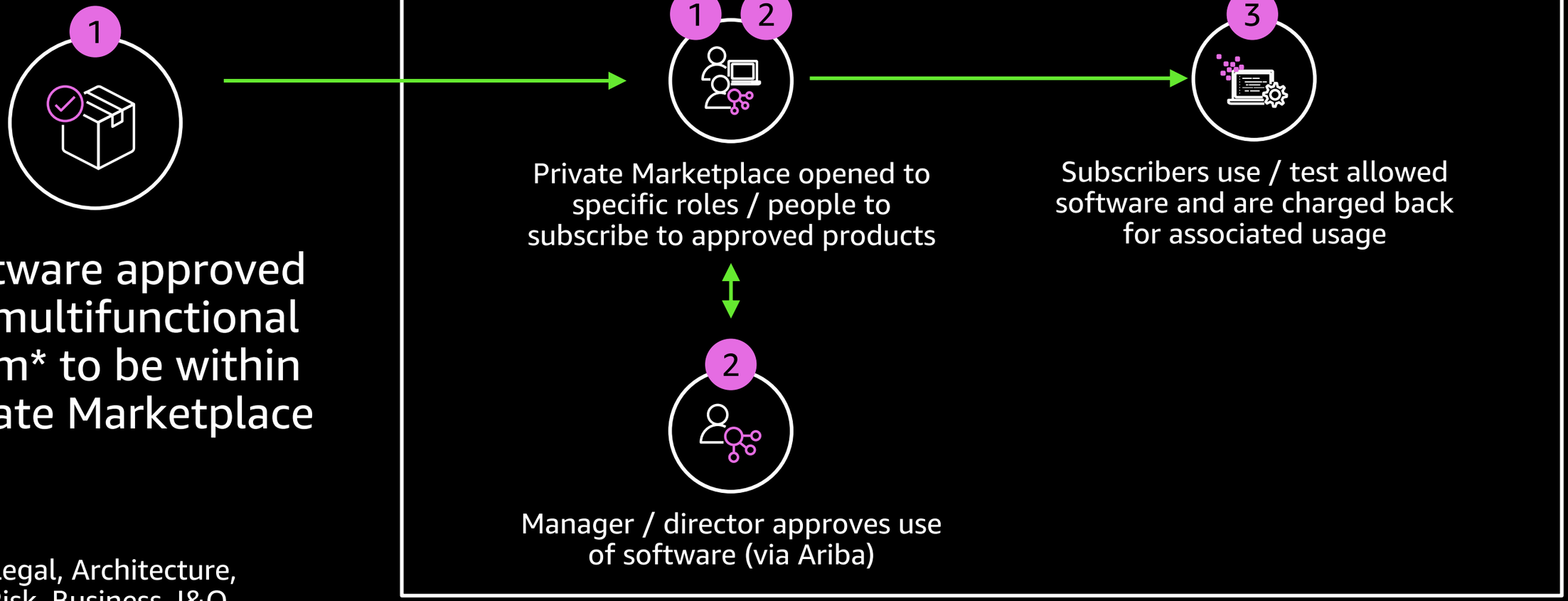


Desired state

1 Control / governance

2 Speed / agility

3 Chargeback / spend transparency



*Legal, Architecture, Risk, Business, I&O

Takeaways



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Key takeaways

Curate controls

Private Marketplace

Procurement system integration

Maintain agility

Quick setup and enablement

Utilize new or existing processes

Simplify discoverability

Gain visibility

Built-in tools

External systems

Cost management

Join us for all AWS Marketplace & AWS Data Exchange sessions:

re:Invent Week 1			
Date	Time	Session ID	Title
Tuesday, December 1	1:00- 1:30PM PT	MKT207	Find, buy, and manage software on your terms
Wednesday, December 2	8:15- 8:45AM PT	MKT202	Ignite migration and modernization with DevSecOps
Wednesday, December 2	3:00- 3:30PM PT	MKT302	Clarity and control: Managing your third-party software spend
Thursday, December 3	1:00- 1:30PM PT	MKT204	Who gets what? Manage software licenses across AWS accounts
Available on-demand starting December 4			
re:Invent Week 2			
Date	Time	Session ID	Title
Tuesday, December 8	10:30- 11:00AM PT	MKT303	Balance agility and control with curated software procurement
Tuesday, December 8	12:00- 12:30PM PT	MKT301	Greenfield to self-service automation
Wednesday, December 9	11:15- 11:45AM PT	MKT203	Migrate and build on AWS and set up software faster with experts
Thursday, December 10	2:30- 3:00PM PT	MKT205	Navigating COVID-19 and optimizing wine delivery with data
Available on-demand starting December 11			
re:Invent Week 3			
Date	Time	Session ID	Title
Tuesday, December 15	11:30AM- 12:00PM PT	MKT208	Use data to optimize your daily fantasy sports football lineups
Wednesday, December 16	8:45- 9:15AM PT	MKT206	Simplify healthcare compliance with third-party solutions
Thursday, December 17	8:45- 9:15AM PT	MKT209	Accelerate machine learning projects with pretrained models
Thursday, December 17	2:45- 3:15PM PT	MKT201	Accelerate application modernization with off-the-shelf containers

Thank you!



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Please complete the session survey

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