
AWS
re:Invent

MKT302

Clarity and control: Managing your third-party software spend

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Agenda

Gain visibility into your third-party software spend

Leverage cost allocation tags for finer control and visibility

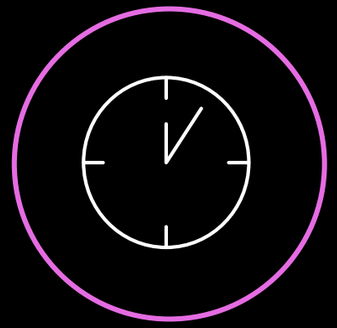
Learn about new features to improve cost transparency

Hear from Boomi on how they gained full transparency and visibility of resource usage



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AWS Marketplace helps you find, test, buy, and provision software and data products



Quick



Flexible Pricing & Terms



Verified

- Over 8,000 listings
- 1,600+ ISVs
- 290,000 monthly active customers
- Over 1.5 million current subscriptions
- Offers 50 categories

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Flexible pricing options

Free trial

Seconds/Hours

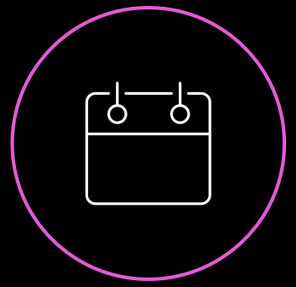
Monthly

Annual and multi-year

BYOL

Private Offers





Learn more on how to use AWS Marketplace at MKT207: Find, buy, and manage software on your terms

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View your spend on one bill

- Vendors pass more granular information
- Get a consolidated view of all your third-party and AWS spend
- Receive an invoice in the currency of your choice
- Receive AWS payment terms or leverage flexible payment scheduler

Estimated Total

Invoiced Total

- **Amazon Web Services, Inc. - Service Charges**
- **AWS Marketplace Charges**

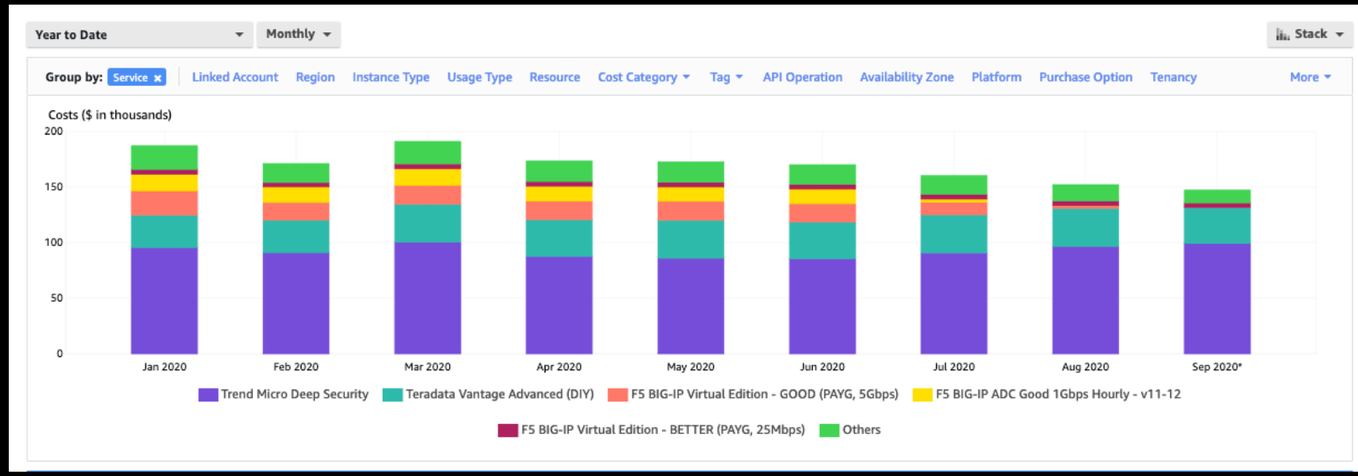
Detail for Consolidated Bill
OpenVPN Access Server (100 Connected Devices) sold by OpenVPN Technologies, Inc.
Charges
VAT **
GST
Estimated US sales tax to be collected
CT
Debian 10.3 (Debian Buster) sold by Supported Images

Cost management products help you analyze your third-party software spend

Receive detailed cost and usage information

Create budget alerts and notifications to control your spend

Leverage third-party cost management and optimization products



Learn more about governance at MKT303: Balance agility and control with curated software procurement

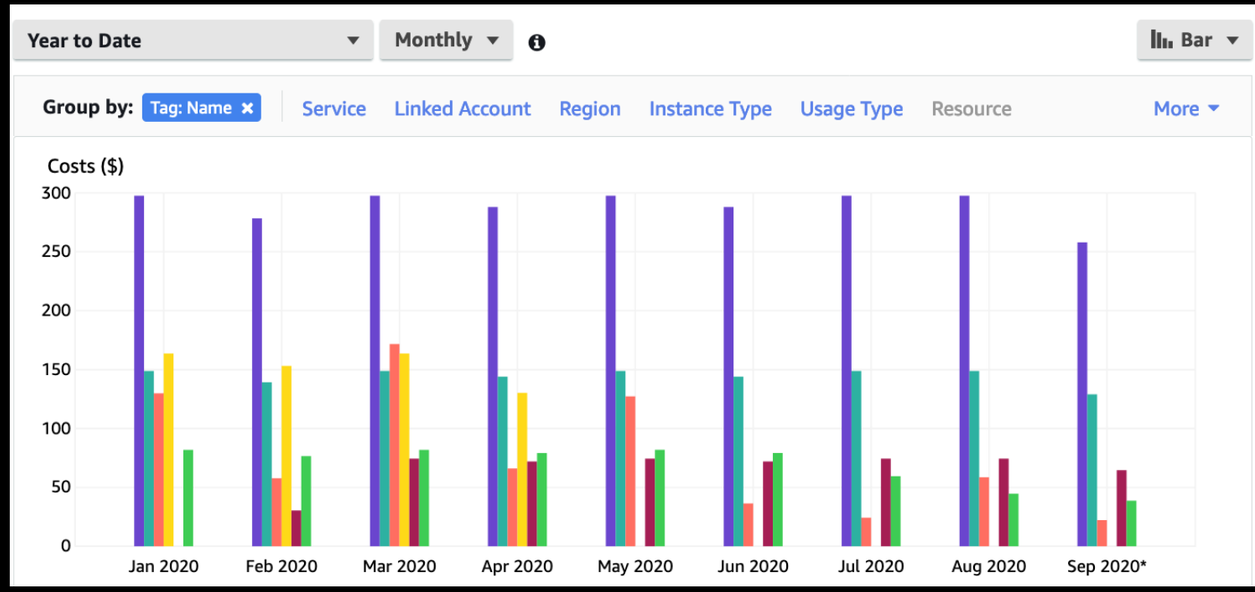
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Further improve your visibility with cost tagging

View the same tagging for the software as the instance it is running on

Allocate costs across multiple deployments

Tag-based AWS budgets include AMI software usage that is initiated by AWS Marketplace



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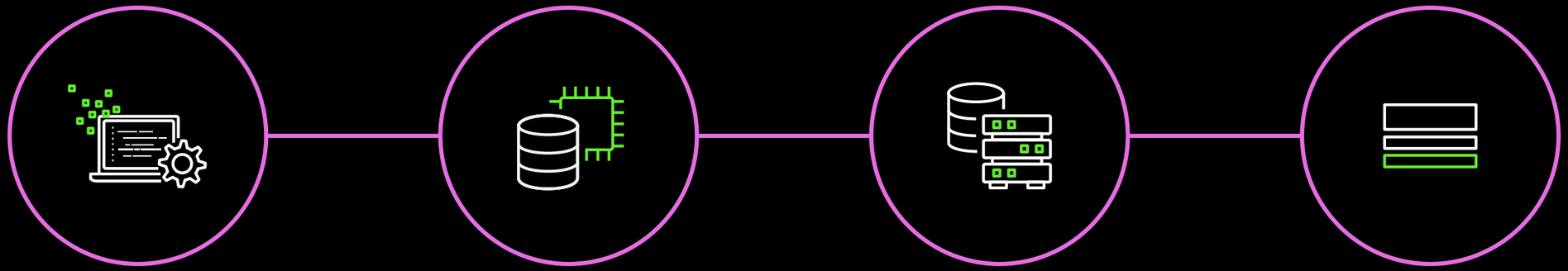
New AWS Marketplace tagging feature

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Some charges remain aggregated, making it hard to identify and associate the underlying usage

Accurately allocating spend is hard across



Centrally-purchased Software as a Service (SaaS)

Software not deployed on tagged Amazon EC2 instances

Pooled storage solutions

And more

“We’re excited to work with AWS Marketplace on delivering the new Vendor Metered Tagging capability. This feature allows for our customers to simplify and streamline their cost allocation efforts, and to become more sophisticated in how they manage their cloud and security spend, seamlessly and automatically through AWS Marketplace procurement.”

Sanjay Mehta

SVP, Business Development & Strategic Alliances at Trend Micro



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Leverage vendor-provided tags to improve visibility on AWS Marketplace spend



Use AWS cost tools to allocate charges and perform chargebacks or to import into third-party cost management products like CloudHealth, Cloudability, CloudCheckr

Leverage vendor-provided tags to improve visibility on your AWS Marketplace spend

BEFORE LAUNCH

Account A	10,000 hours

AFTER LAUNCH

Account A	3,000 hours	ISV:User:Marketing
Account A	6,000 hours	ISV:User:Development
Account A	1,000 hours	ISV:User:Finance

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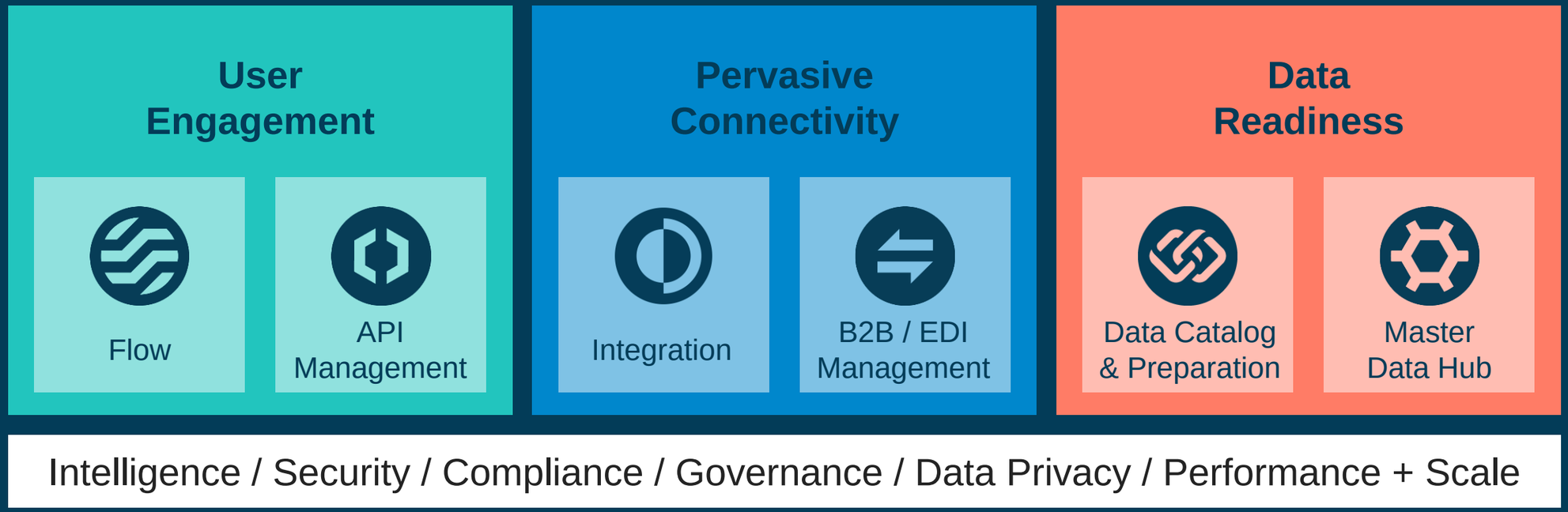
A Dell Technologies Business

Learn from Boomi



Boomi – Delivering integrated experiences

Boomi AtomSphere Platform



12K+
Customers

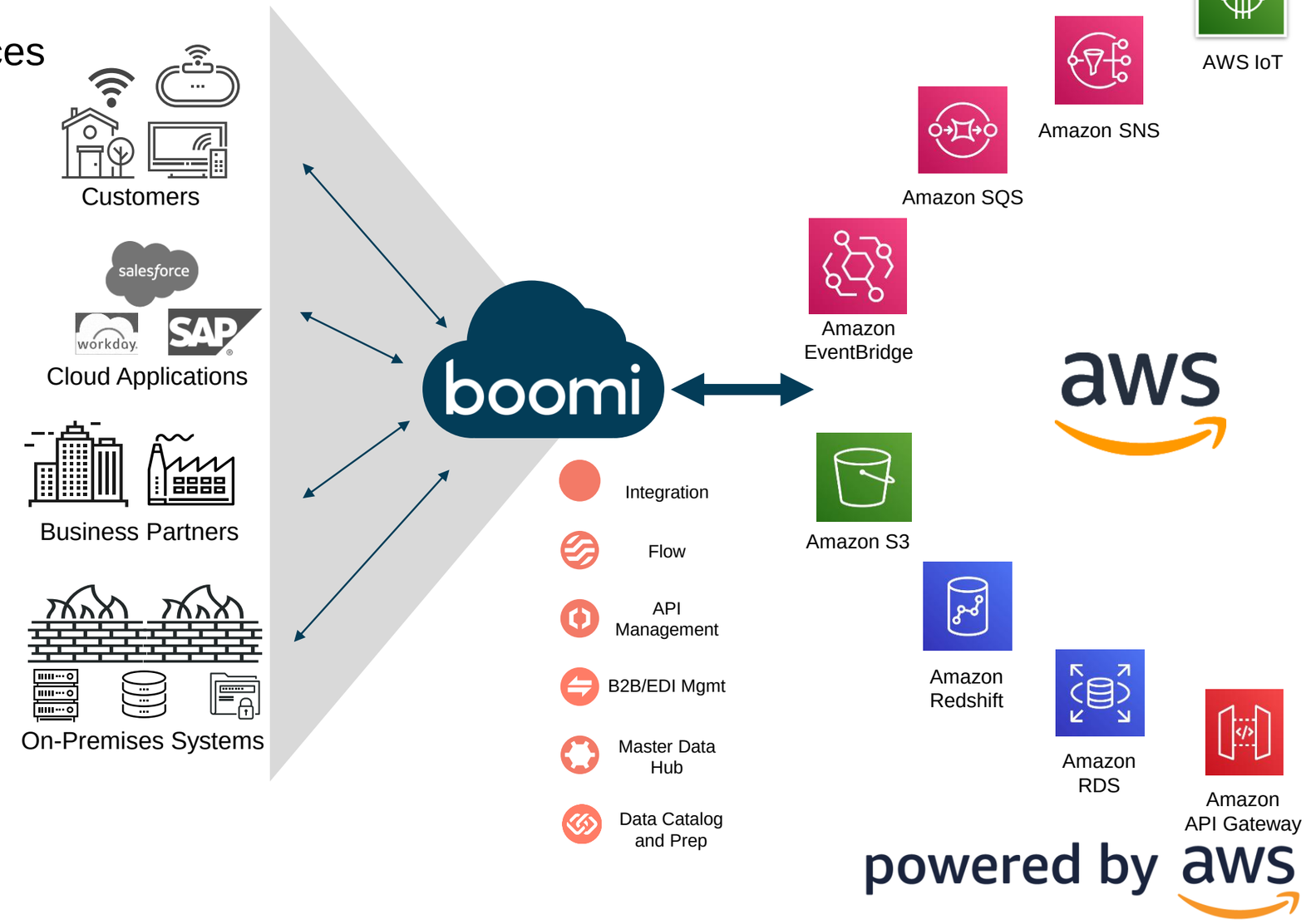
29K+
Certifications

65K
Community

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Boomi for AWS value prop

- **Connect** any application with AWS services
- **Accelerate migration** to AWS
- **Modernize** technology infrastructures
- **Fast, scalable, event-based** integration
- **Transform** digital experiences
- **Innovate** products and business models
- **Reduce risk**

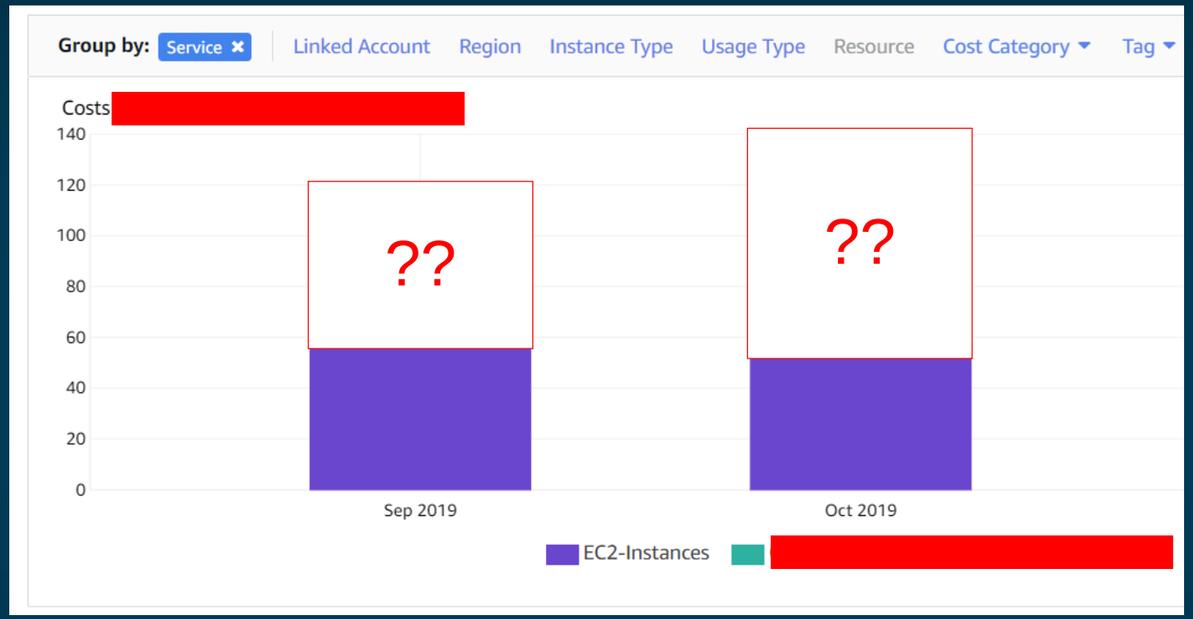


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But something was missing…

- Who’s using the software?
- How can I allocate the costs?
- How can I achieve team-based accountability for resource consumption?



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AWS Marketplace tag allocation feature



Visibility

- ✓ True Usage Consumption
- ✓ Who’s using what



Accountability

- ✓ Accurate team-based budgets
- ✓ Accountability for usage

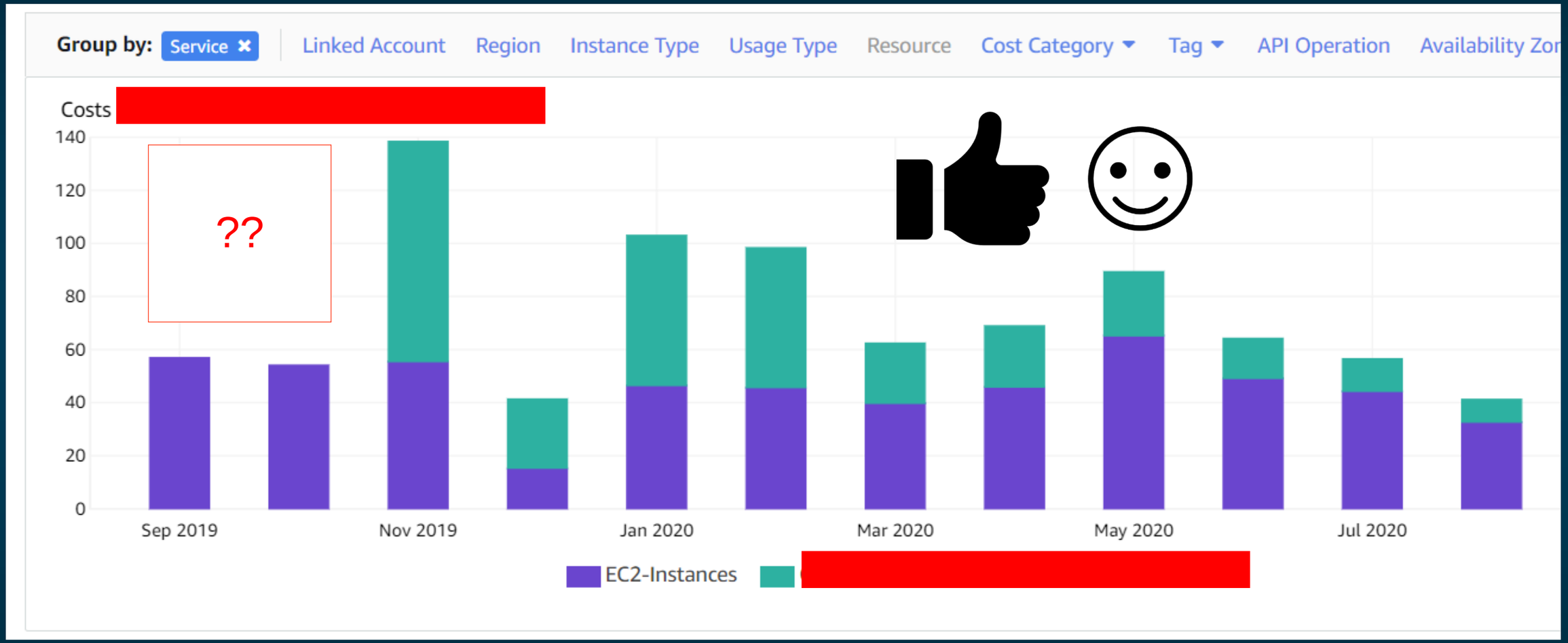


Optimization

- ✓ Improved Efficiency

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Results



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Summary

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Key takeaways

- Simplifying your software spend management with AWS Marketplace
- Leveraging cost management tools to analyze and control your spend
- Improving visibility with cost tagging
- More accurately distributing spend across software with vendor-provided tags



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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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