
AWS
re:Invent

MKT207

Find, buy, and manage software on your terms

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Agenda

AWS Marketplace overview

Recent areas of innovation to simplify and modernize procurement

Customer testimony: BankUnited, N.A.

Demo



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Curated digital software catalog

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

Over 8,000 listings

Deployed in 24 regions

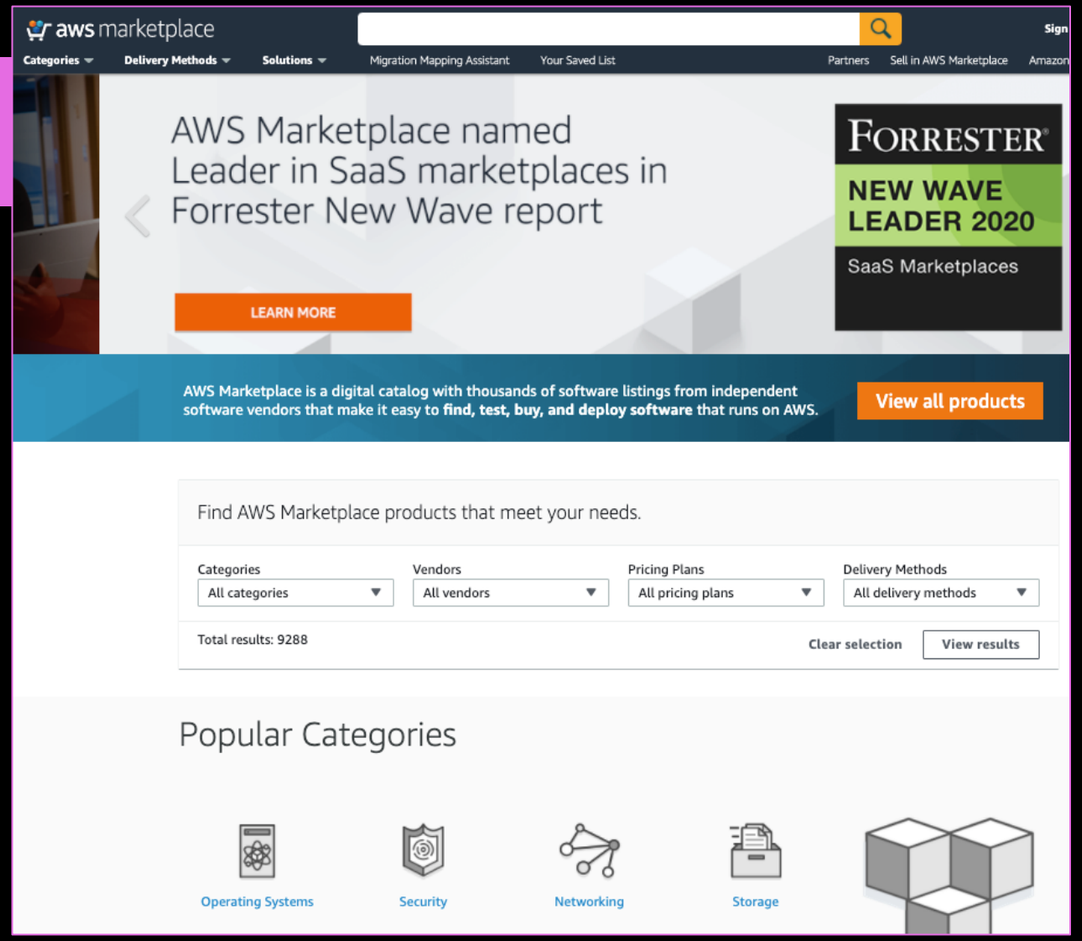
1.5M active subscriptions

1,600+ software vendors

Offers 50 categories

290,000 active customers

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



Digital fulfillment mechanism

Conversion paths

Self-serve

Procurement-assist

Procurement-led

Engagement models

Low touch

- Targeting: Automated with Enterprise Contract
- No procurement help
- Minimal approvals, standard pricing

Medium touch

- Targeting: Automated, some manual
- Procurement help offered (ISV)
- Standard pricing and contract terms

High touch

- Targeting: Mostly manual
- Procurement involvement required
- Custom pricing and contract terms

Recent areas of innovation to simplify and modernize procurement

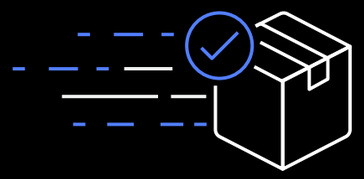


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Streamline procurement for your organization

Selection, speed, and agility



Simplified purchase

Self-service and extensive selection

Reliable solutions

Multiple deployment options

Flexible pricing and terms



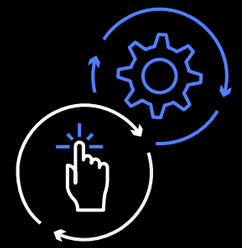
Flexible pricing models

Free trials

Convenient consolidated billing

Negotiate custom terms

Control and governance



Budget and cost controls

Curate custom catalog

Standardized license terms

Procurement system integration

Negotiate custom terms with private offers

SINGLE PLACE TO ACCEPT AND ACCESS YOUR CUSTOM, NEGOTIATED PRICING

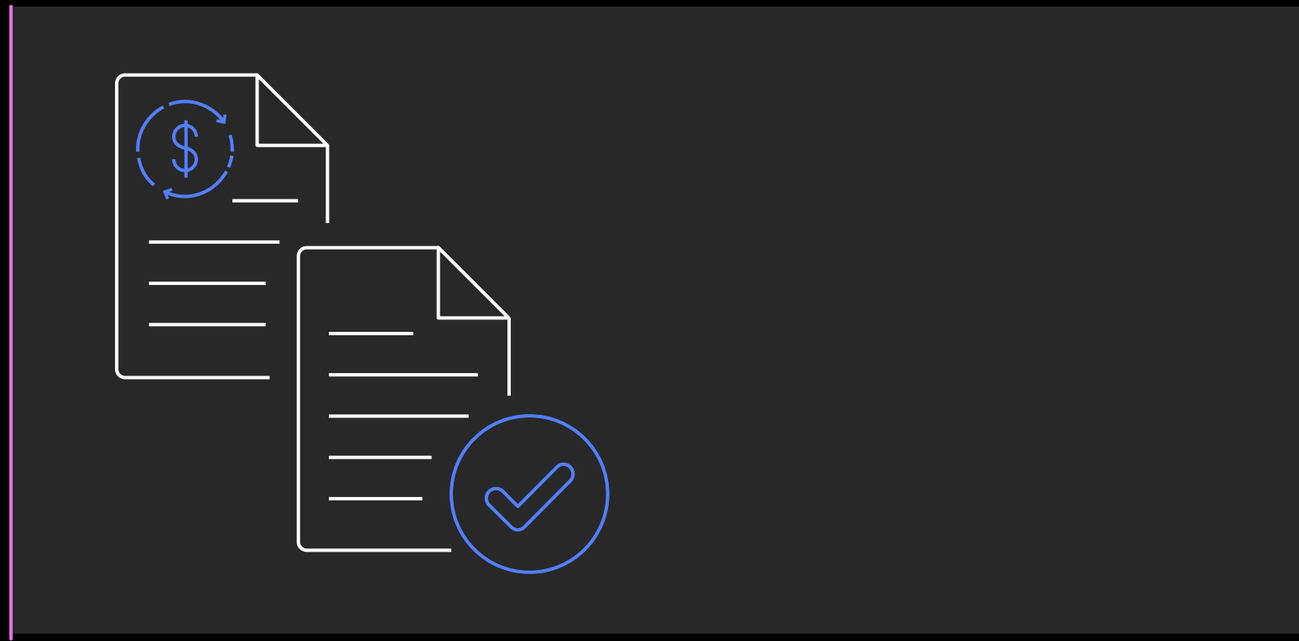
Get the best price

Keep the best price

- Mid-term upgrades and renewals

Seller private offers

Consulting partner private offers



Centralized control

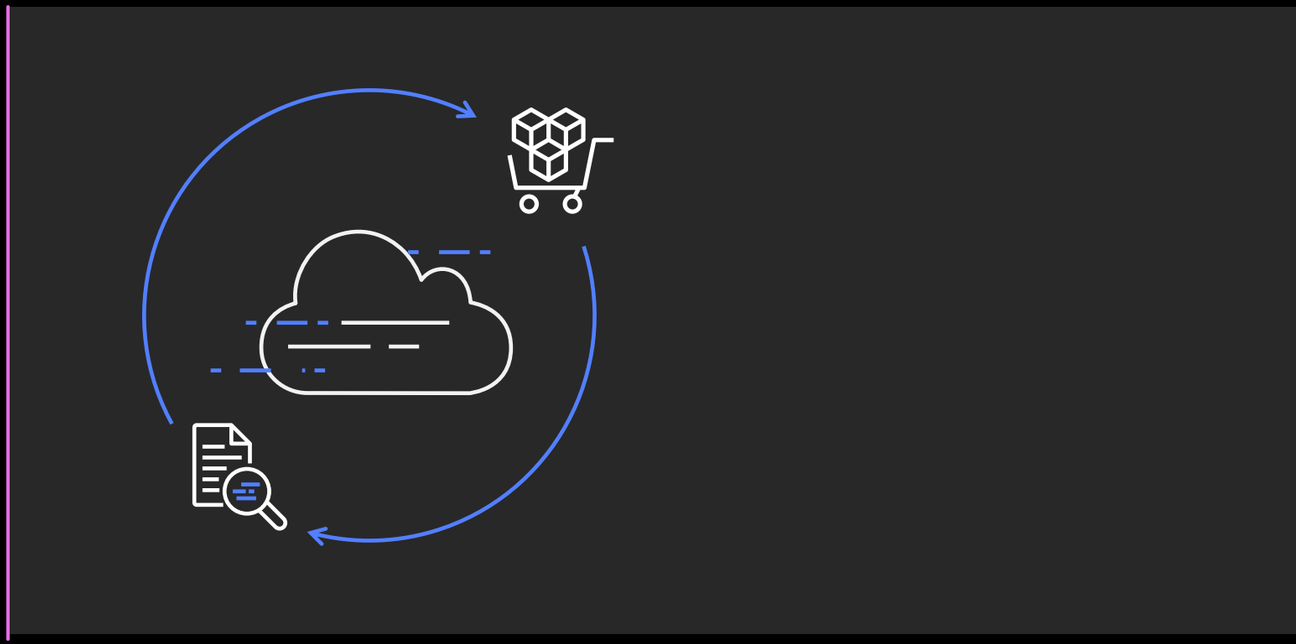
Private Marketplace

AWS Budgets and AWS Cost Explorer

Procurement system integrations

Enterprise customers can use their existing procurement tools to request, approve, and purchase

- Available for Coupa and Ariba



To learn more about Private Marketplace, cost tagging and procurement system integrations, check out:

- **MKT302: Clarity & Control: Mastering your 3rd party software spend – Dec. 2, 3:00pm PDT**
- **MKT303: Balance Agility & Control with Curated Software Procurement – Dec. 8, 10:30am PDT**

Standardized license terms to reduce procurement cycle time



Standard contract

- Well-balanced license terms that address core requirements
- Accessible to all AWS Marketplace buyers
- Enabled through participating sellers' EULAs
- Amenable to support custom requirements



Enterprise contract

- Enterprise-class license terms that address enterprise requirements
- After enrollment, enabled through seller private offers
- Amenable to support custom requirements

Customer testimony:



Renan Peralta
AVP, Procurement Manager

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Journey to AWS Marketplace



Vendors / resellers

Supplier onboarding

Contracts / negotiations

Reduction in procurement cycle times

Centralized control

Faster innovation

AWS Marketplace transactions

Supplier onboarding

Contracts / negotiations

New software purchase

New software and professional services engagement

Renewals

Controlled access

Simplified operations

Reduction in procurement cycle times

Faster innovation

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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