
AWS
re:Invent

MKT204

Who gets what? Manage software licenses across AWS accounts

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AWS

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Agenda

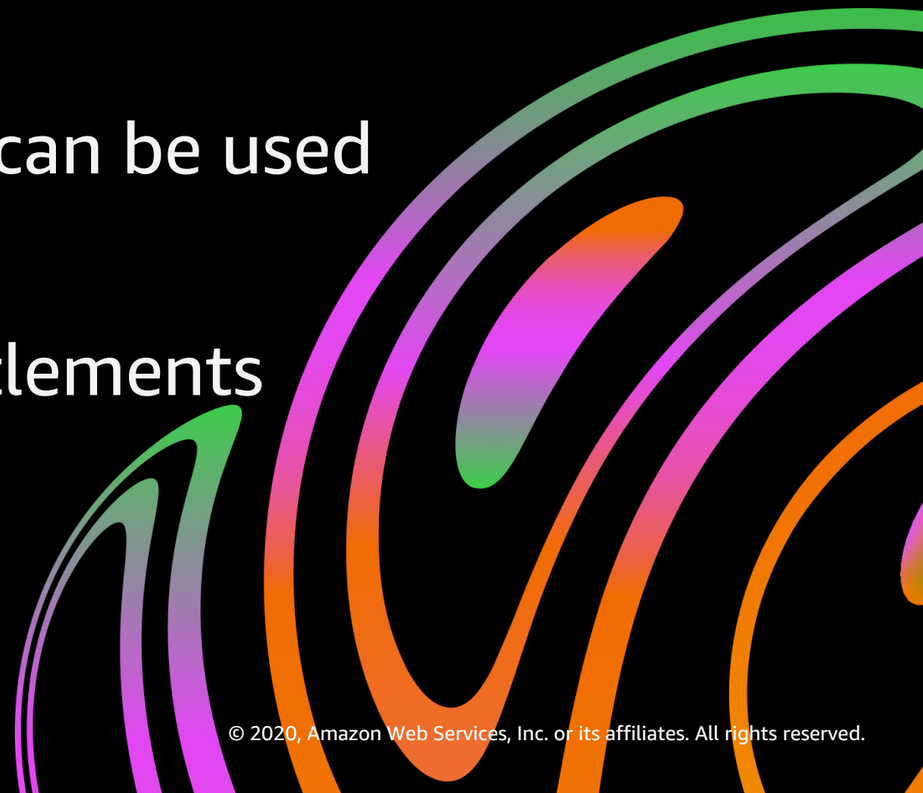
Introduction – learn about AWS Marketplace and its offerings

Overview – learn about managed entitlements for AWS Marketplace

Benefits – understand the key functionality

Use case outline – understand how this feature can be used in your organization

Demo – follow along as we manage license entitlements by interacting with the console user interfaces



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Introduction

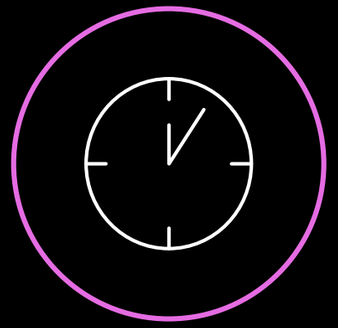


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AWS Marketplace helps you find, test, buy, and provision software and data products

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



Quick and easy



Flexible pricing and terms



Control and governance

Metrics updated as of 10/31/2020

Feature overview: Managed entitlements for AWS Marketplace

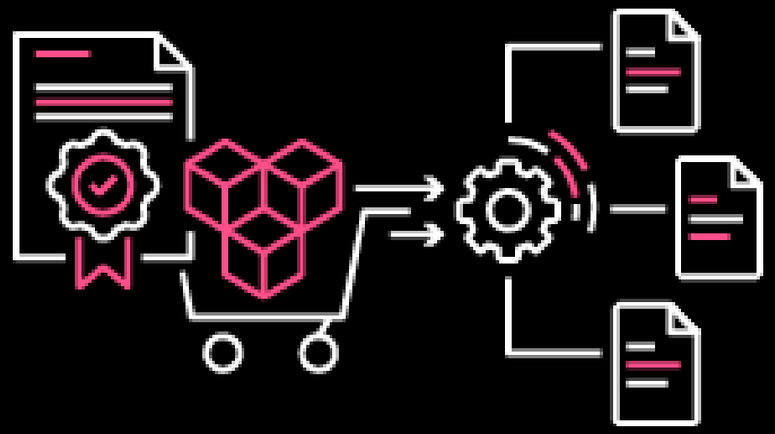


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Managed entitlements

AUTOMATE THIRD-PARTY SOFTWARE LICENSE DISTRIBUTION AND SIMPLIFY ENTITLEMENT TRACKING



AWS License Manager support for software subscriptions in AWS Marketplace

Buyers can automate and accelerate software license distribution

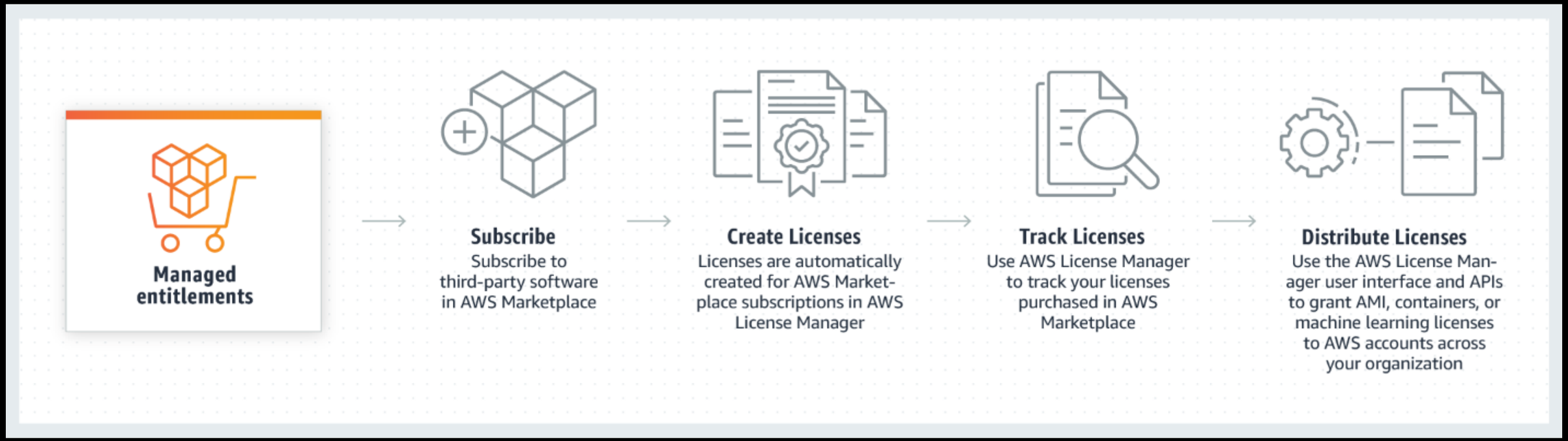
ISVs can create and manage license entitlements for use on AWS and on-premises

How to centralize subscriptions and scale entitlements across multiple accounts

- Admin account subscribes via AWS Marketplace to use and distribute entitlements
- Scalable and centralized tracking of entitlement access
- Automation enabled through APIs

Managed entitlements for AWS Marketplace

AWS Marketplace transactions can now be tracked and distributed through AWS License Manager



Benefits



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Third-party licenses from AWS Marketplace

AWS Marketplace creates licenses to represent existing and new AMI, Containers, and Machine Learning subscriptions

License entitlements tracked in AWS License Manager



aws marketplace

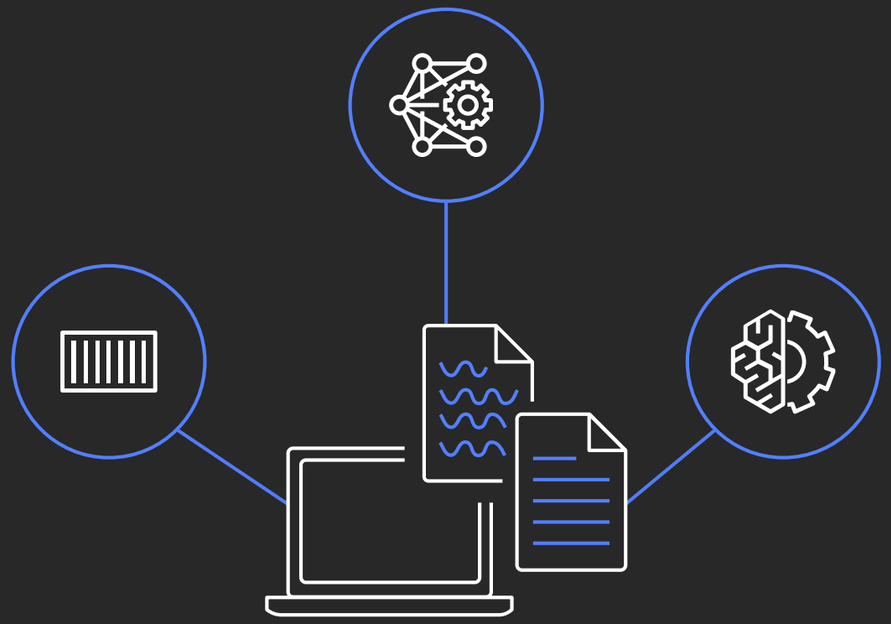
Entitlement distribution

Govern and distribute entitlement access from a central administrator

- AMIs
- Containers
- Machine learning algorithms

Distribution managed via

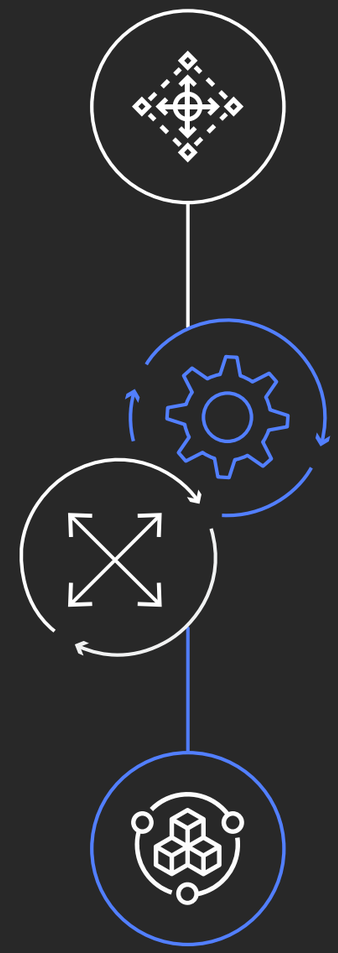
- Console UI
- API



Automate entitlement access

Automate and customize license entitlement distribution with APIs

Integrate end-to-end with governance tools like **AWS Control Tower** and **AWS Service Catalog**

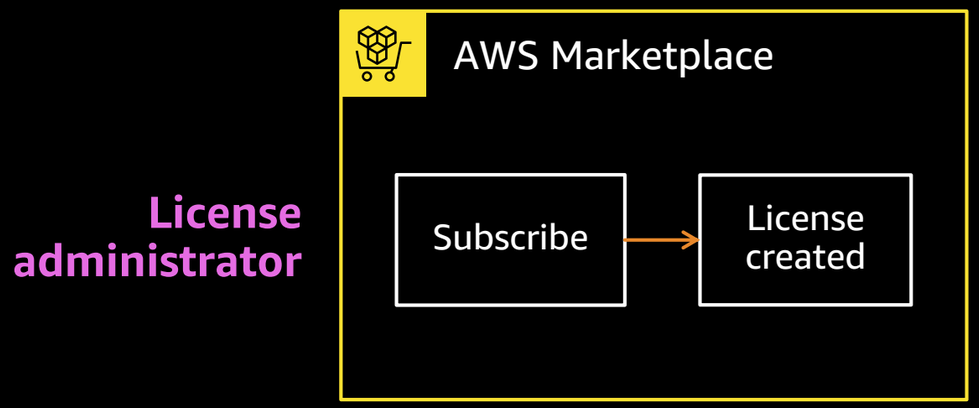


Work flow outline



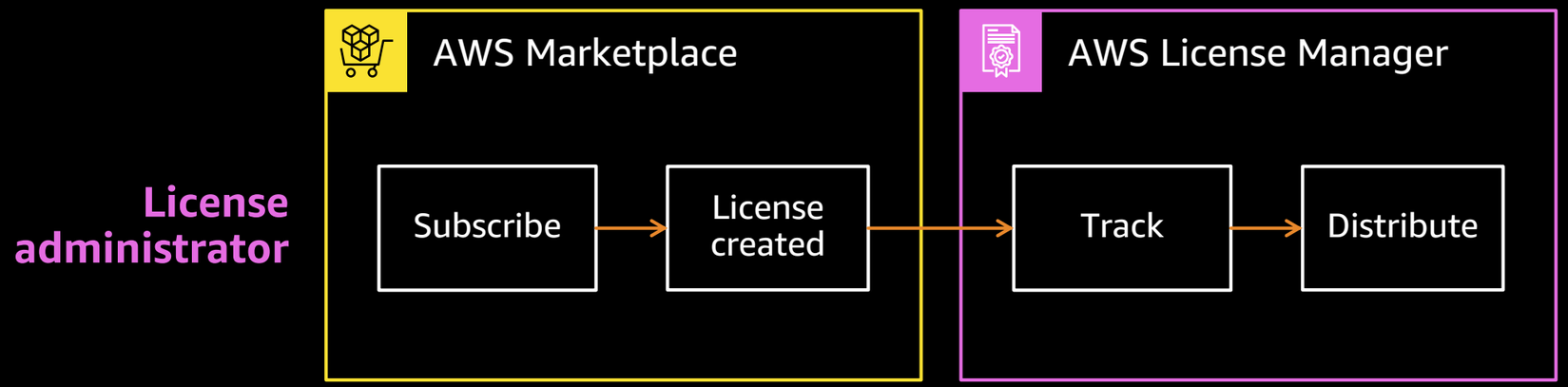
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Customer workflow outline



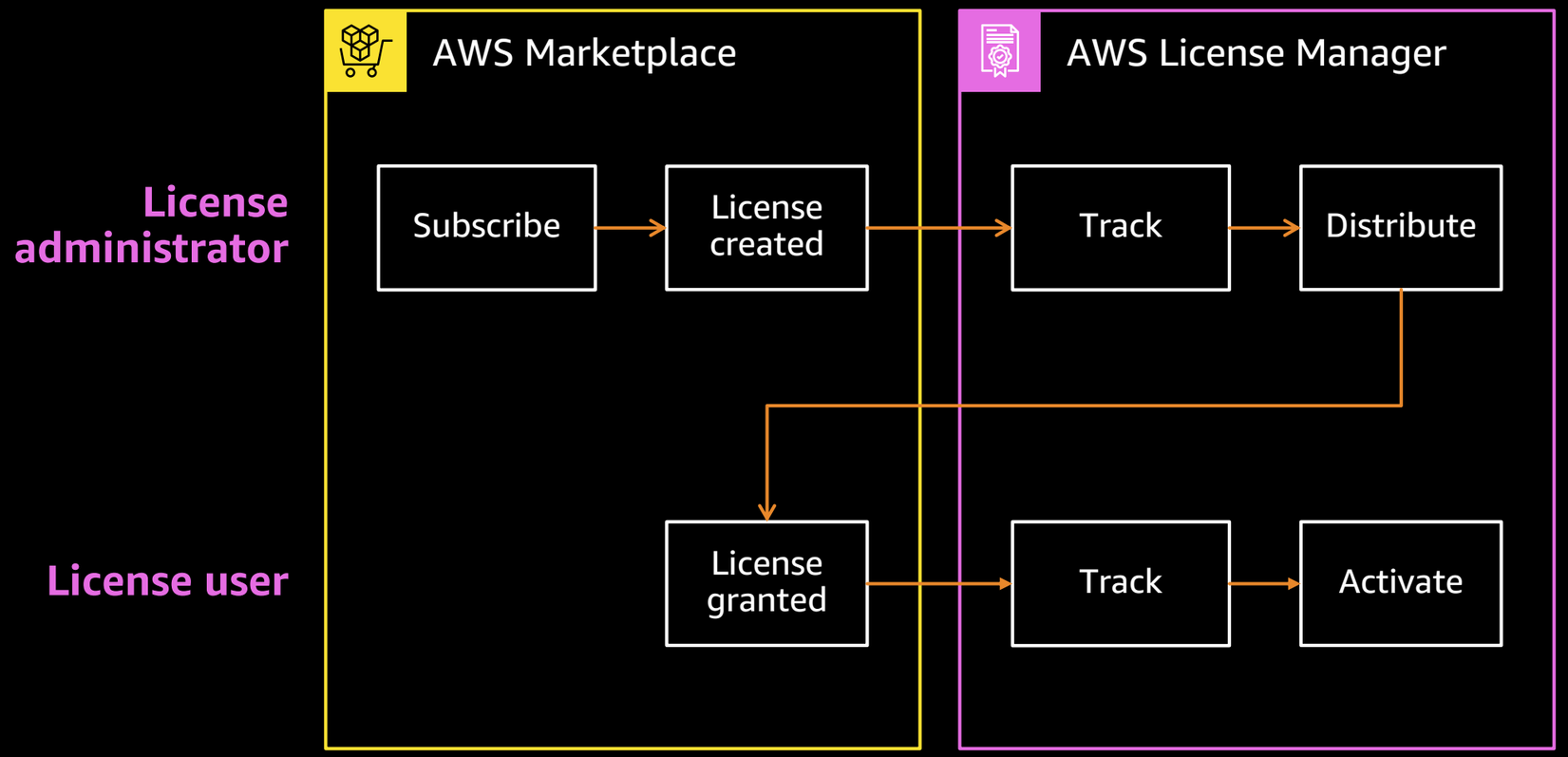
Use Case: License administrator subscribes to Linux OS AMI and distributes entitlement to end users

Customer workflow outline



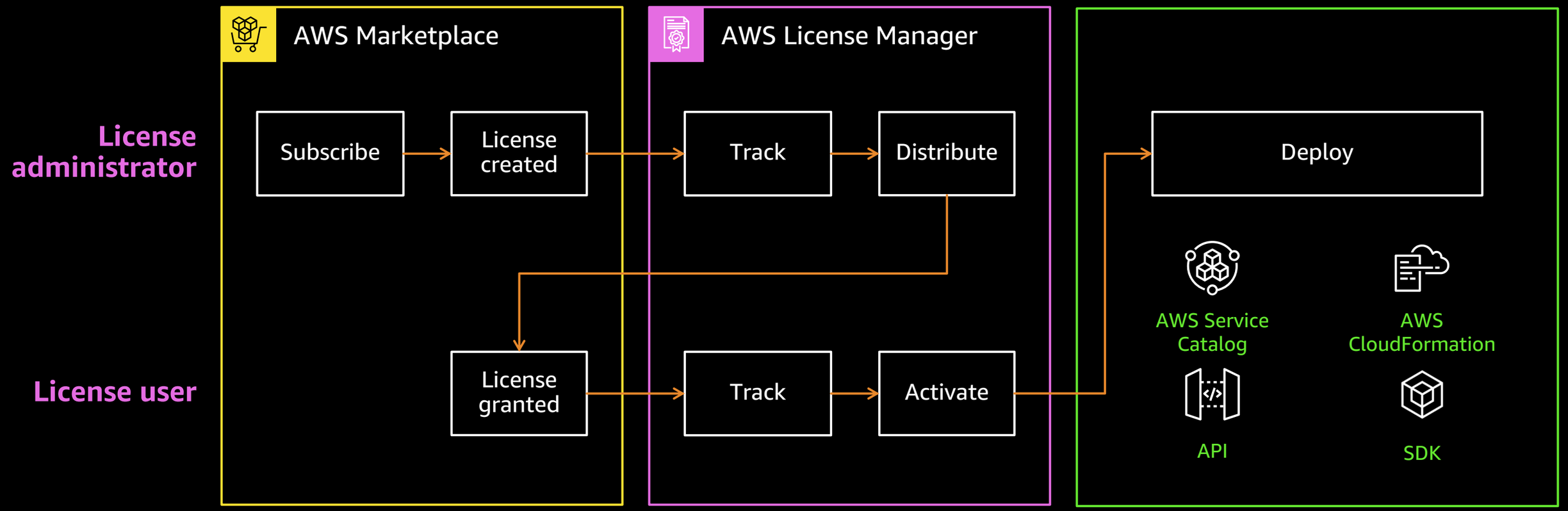
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Customer workflow outline



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Customer workflow outline



Use Case: License administrator subscribes to Linux OS AMI and distributes entitlement to end users

Demo



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Launch Partners











“This service works extremely well. Such a great idea and great implementation. Kudos to the team – it’ll make our lives so much easier. I was able to implement it for all beta-granted accounts very easily."

James Barney

Principle Cloud Enablement Engineer
- Ally Financial

"I found the UI and CLI for managed entitlements to be intuitive and simple to understand. We are excited to leverage this feature across our organization, since it fits our use case to help us govern grants on specific accounts more efficiently."

Moshe Tepper

Engineering Team Lead,
- CloudShare

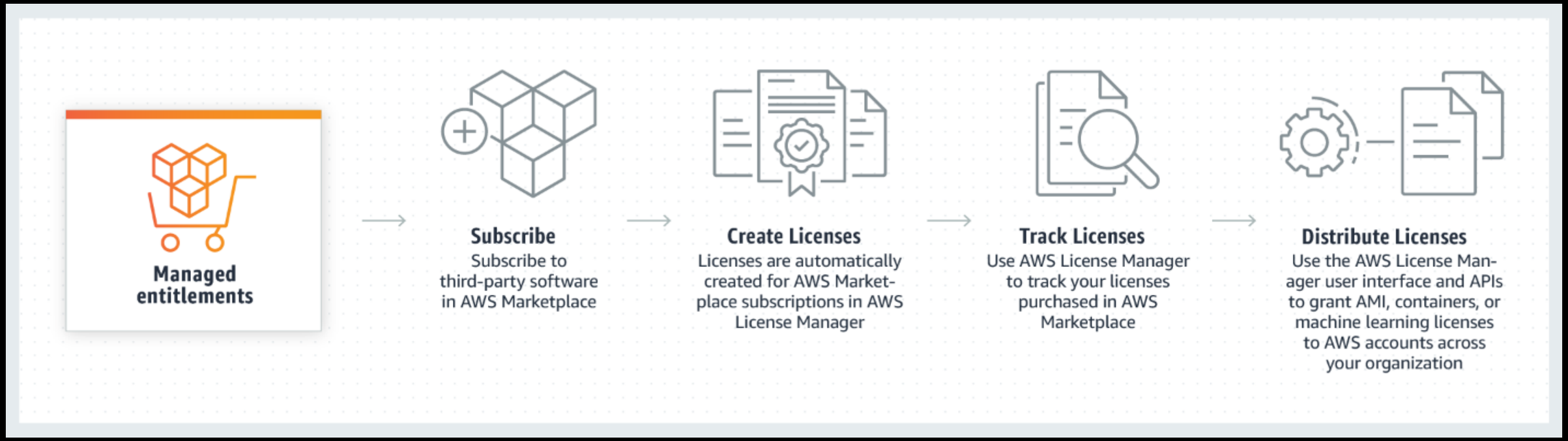
Conclusion



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Get started with managed entitlements

- Try managing entitlements with your AWS Marketplace purchases by visiting the **Granted licenses** page in the AWS License Manager Console
- Check out the resources associated with this session to learn more



Join us for all AWS Marketplace and AWS Data Exchange sessions

Session ID	Title
MKT201	Accelerate application modernization with off-the-shelf containers
MKT202	Ignite migration and modernization with DevSecOps
MKT203	Migrate and build on AWS and set up software faster with experts
MKT204	Who gets what? Manage software licenses across AWS accounts
MKT205	Navigating COVID-19 and optimizing wine delivery with data
MKT206	Simplify healthcare compliance with third-party solutions
MKT207	Find, buy, and manage software on your terms
MKT208	Use data to optimize your daily fantasy sports football lineups
MKT209	Accelerate machine learning projects with pretrained models
MKT301	Greenfield to self-service automation
MKT302	Clarity and control: Managing your third-party software spend
MKT303	Balance agility and control with curated software procurement

Thank you!



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