AWS re:Invent

NOV. 29 – DEC. 3, 2021 | LAS VEGAS, NV

MKT202

Transformation, modernization, and governance with AWS Marketplace

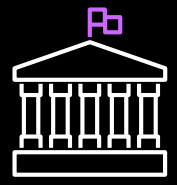
Chris Grusz (he/him)
Director of Business Development, AWS Marketplace
AWS

Krish Chellakarai (he/him)
Chief Information Security Officer
Gilead Sciences

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Customers have to evolve faster than ever

ESPECIALLY IN INDUSTRIES SUCH AS



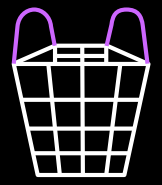
PUBLIC SECTOR



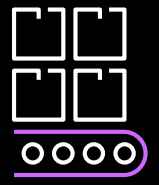
FINANCIAL SERVICES



HEALTHCARE AND PHARMA



RETAIL



SUPPLY CHAIN

Billions of connected devices
Pervasive cloud computing
20 million software developers
Increased automation

Drive digital transformation with AWS Marketplace



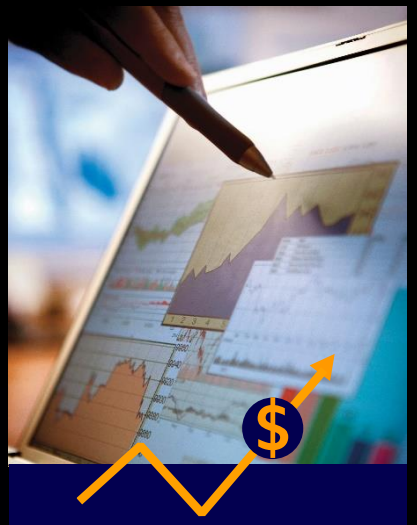
Innovate and transform



Migrate and modernize



Control and govern



Optimize at scale

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Innovate and transform

By 2023, **75%*** of organizations will have comprehensive digital transformation implementation road maps, resulting in true transformation across all facets of business and society





*Source: IDC FutureScape: Worldwide Digital Transformation (DX) 2021 Predictions

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Migrate and modernize

81% of organizations already use cloud computing or have applications in the cloud

80% of enterprises are planning data-center closures by 2025 versus 10% today





*Source: Gartner, Death of the Data Center: So Where Do My Workloads Go Instead? (July 2019). IDG, 2020 IDG Cloud Computing Survey

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Control and govern

The average company maintains about **600** SaaS applications

70% of all cloud application spending occurs in line-of-business (LOB) budgets, not IT



*Source: Zylo: State of Enterprise SaaS Management: Benchmarks for SaaS Management within the Enterprise, 2019

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Optimize at scale

Cloud is projected to make up **14.2%** of the total global enterprise IT spending market in 2024, up from 9.1% in 2020

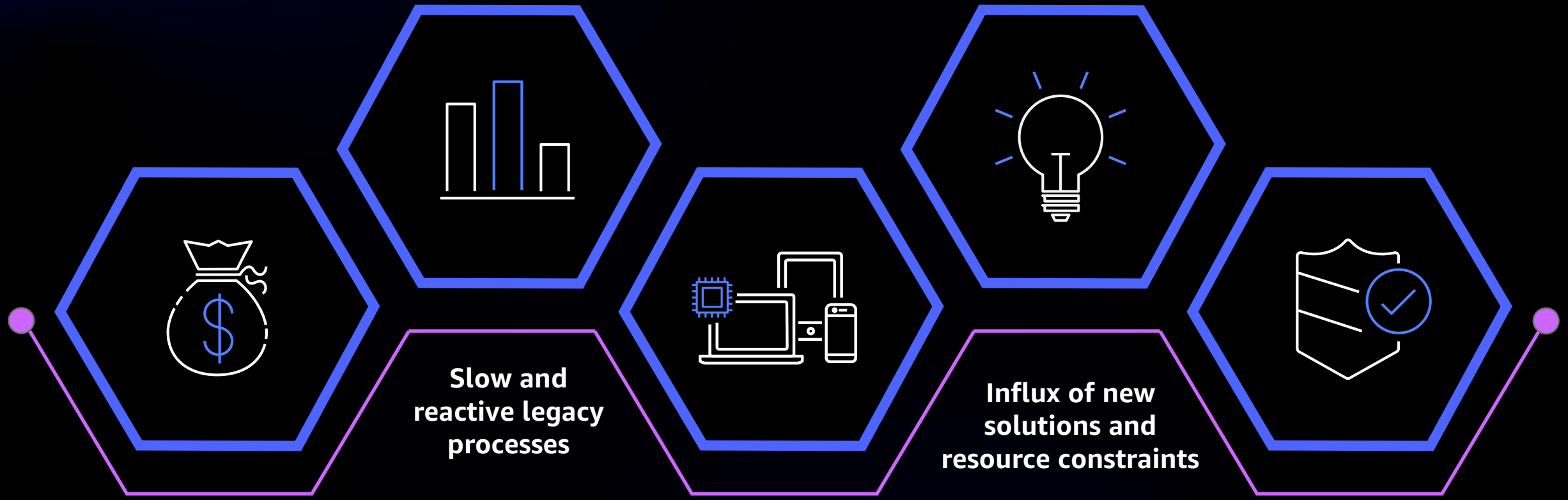


*Source: Gartner: Gartner Forecasts Worldwide Public Cloud End-User Spending to Grow 18% in 2021

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Digital transformation challenges



Purchasing transparency and cost management

Slow and reactive legacy processes

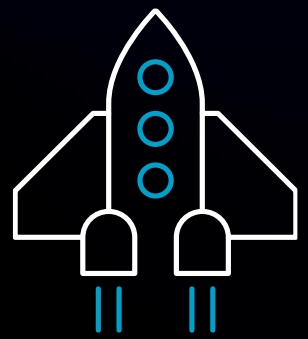
Visibility and consumption oversight

Influx of new solutions and resource constraints

Security and compliance risks

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Cloud transformation momentum means new considerations



SPEED



MANAGEMENT AND GOVERNANCE

Rapid response to opportunities

Launch new apps for customers

Confidence to migrate with existing vendors

Maintain and enhance IT spending

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aws marketplace

Transforming how enterprises worldwide find, subscribe to, deploy, and govern 3P software, data, containers, machine learning (ML) models, and professional services . . .





. . . while becoming the most strategic channel that ISVs, data providers, and resellers use to acquire new customers, migrate existing customers to the cloud, and grow revenue

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Software and data you know and love



Broad selection for app portfolio modernization



Make transactions and procurement processes easier



Enhance governance and control



Incorporate professional support and expertise



Optimize IT spend

AWS Marketplace

- Transforming the enterprise digital supply chain with software and data you know and trust
- Speed up procurement, improve governance, and optimize IT spend, all in one place

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Transforming across buying centers

ENGINEERING DECISIONS, FACILITATED BY PROCUREMENT, LEGAL, AND IT FINANCE

PROCUREMENT, LEGAL, AND IT FINANCE

aws marketplace

SAP Ariba

coupa

servicenow

APPTIO

CIO & LINE OF BUSINESS

Business application portfolio

BU CIO: App portfolio

BU CIO: App portfolio

BU CIO: App portfolio

CHIEF DATA OFFICER

Enterprise intelligence

- Machine learning
- Third-party data
- Big data and data lakes

AWS Data Exchange

BUILDERS & VP INFRASTRUCTURE/OPS

OS portfolio standards: Windows 10, Red Hat

Storage formats: Amazon S3

Identity and access: AWS Organizations

BI and analytics: Amazon Redshift

Compute platforms: Amazon EC2

Monitoring and performance management: Amazon CloudWatch

DevOps tools: AWS Service Catalog

DevOps tools: AWS Config

Networking: Amazon Route 53

Databases supported: Amazon RDS

Expenditure management: AWS Security Hub

Migration tools: MIGRATION HUB

CISO SECURITY

Network security

Endpoint

Threat detection

Identity and access management

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Discover the right solution for your distinct needs

A curated digital catalog helping customers **find**, **subscribe to**, **deploy**, and **govern** third-party software, data, and services

Over **12,000** transactable listings

Deployed in **25** Regions

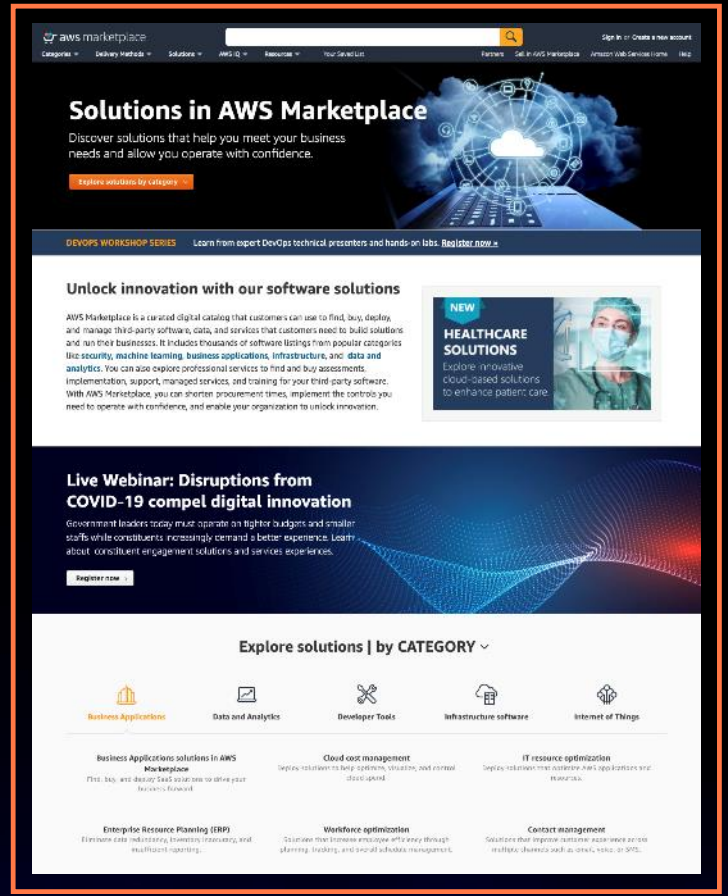
2,000+ ISVs, **260+** data providers, **500+** consulting partners

65+ categories (monitoring, security, databases, etc.)

2M+ active subscriptions

325,000+ active customers

- Maintain direct relationships with ISVs while consolidating billing and management with AWS
- Software spend can apply to AWS commitments
- Curated storefronts to find relevant solutions by category or industry
- Easy and secure deployment, almost instantly



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Infrastructure software

Operating systems	Security	Storage	Networking	Database	Monitoring	DevOps	Business intelligence
CentOS	TREND MICRO	NetApp	cisco	teradata.	splunk>	JFrog	+ableau
ubuntu	paloalto NETWORKS	druva	f5	SAP	sumo logic	HashiCorp	TIBCO
debian	CROWDSTRIKE	N2WS	JUNIPER NETWORKS	snowflake	DATADOG	cloudbees	Qlik
SUSE	Check Point SOFTWARE TECHNOLOGIES LTD.	COHESITY	CITRIX	CLOUDERA	New Relic	PagerDuty	talend
ORACLE	SOPHOS	COMMVAULT	Barracuda	databricks	dynatrace	GitLab	MATILLION
Windows	FORTINET	DELL EMC	aviatrix	mongoDB	APPDYNAMICS	MICRO FOCUS	SISENSE

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Business application software

Contact center

- GENESYS
- VERINT
- freshworks
- helpshift
- calabrio
- opentext™

Cloud cost optimization

- APPTIO
- CloudCheckr
- CloudHealth by vmware
- spot by NetApp
- flexera
- turbonomic

Digital customer experience

- Adobe
- TEALIUM
- zendesk
- ACQUIA
- WP engine
- ACTIONIQ

Education technology

- A CLOUD GURU
- coursera
- PLURALSIGHT
- datacamp
- canvas
- Blackboard

Business applications

- infor
- sage
- coupa
- smartsheet
- zoom
- Anaplan

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Industry applications software

Healthcare

- CHANGE HEALTHCARE
- REDOX
- innovaccer
- InterSystems
- EMERGENT CONNECT
- verato

Life sciences

- PerkinElmer
- illumina
- tetrascience
- healthverity
- 4G CLINICAL
- 8K Miles

Financial services

- Experian
- Payshield
- Volanté
- FUTUREX
- ONE TICK
- PRIVITAR

Media and entertainment

- KALTURA
- WOWZA media systems
- teradici
- grabyo
- arcxp
- amagi

Industrials

- Seeq
- BOSCH
- RUBICON
- indus.ai CONSTRUCTION INTELLIGENCE
- ThingsBoard
- 42Q

Energy

- Ambyint
- AutoGrid
- QRI
- Wattics
- 47 Lining A Hitachi Vantara Company
- energyOS

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Balance speed with the visibility you need

KEY GOVERNANCE FEATURES



Private Marketplace



Procurement system integration



Managed entitlements

"AWS's Private Marketplace feature is transforming Presidio's AWS software engagements with enterprise customers. By managing and tailoring a software-specific catalog within a project scope, we have optimized our customer's control, governance, procurement, and delivery workflows."

Chris Cagnazzi
SVP Cloud Solutions, Presidio

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The economic value potential for a $9B media company is ~$4.5M in the first year



Speed and agility

Greater end user and operational efficiency

~$20–30K/year



Enable innovation

Accelerate business innovation (revenue and operations efficiency)

~$3.8M in year 1



Cost optimization

Pay for what you need, when you need it

$600K in year 1



Governance and control

Enable self-service with visibility and control

$100K in year 1



Procurement and developer productivity

Greater end user and operational efficiency

~$20–30K/year

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How Gilead Sciences improves governance and internal processes

Krish Chellakarai, CISO
Gilead Sciences

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Background: Gilead Sciences

Gilead Sciences is a research-based biopharmaceutical company focused on innovative medicines

Embarked on large-scale data center migration effort to move infrastructure to the AWS Cloud

Engaged with AWS Marketplace to streamline existing software and data procurement and governance processes and systems



Gilead Sciences, Inc., is an American biopharmaceutical company headquartered in Foster City, California, that focuses on researching and developing antiviral drugs used in the treatment of virology, oncology, and inflammatory diseases

Digital transformation objectives

1. Streamline software purchasing with governance and controls
2. Automate and accelerate vendor risk assessment
3. Accelerate contract renewals
4. Manage and optimize IT spend
5. Leverage third-party datasets to complement analytics

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Streamline procurement, provisioning, and governance



Private offers

Vendor onboarding and assessments

AWS Data Exchange

Standardized licensed terms

Private Marketplace

Managed entitlements

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Accelerate contract renewals with private offers

- Negotiate prices and terms with preferred software sellers and data providers
- Receive volume discounts through negotiations for your custom offer
- Contribute to our spend commitments
- Provision, meter, and integrate third-party software charges with Gilead Science's AWS bill



Customized pricing and license terms with vendors in AWS Marketplace

Accelerate contract renewals

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Simplify vendor onboarding with AWS Marketplace

- Simplify and streamline the procurement process for buyers
- AWS Marketplace provides common set of data to find, evaluate, and onboard third-party software and data vendors
- Improves confidence with ongoing access to security and compliance info for third-party server software



Streamline software risk assessments

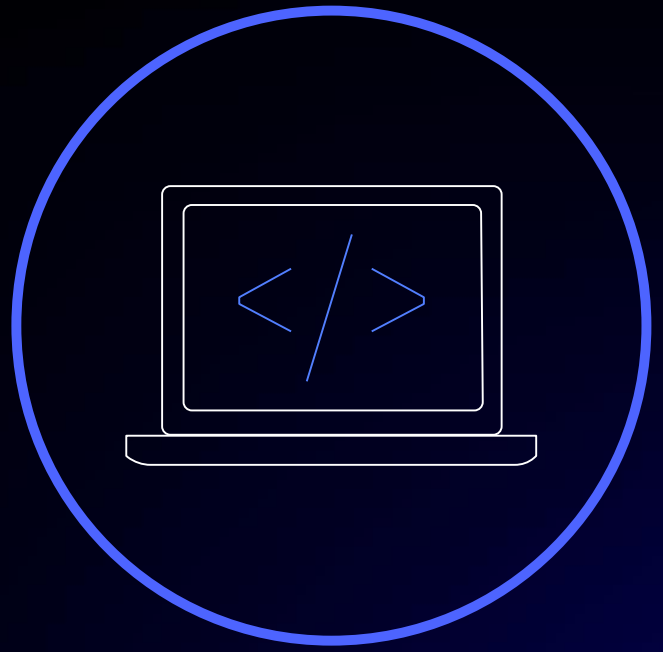
Automate & accelerate vendor risk assessment

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Easily access third-party data vendors

- Thousands of data products from a wide range of industries and use cases
- Automatically consume and analyze new data as it's published
- All subscriptions appear in one consolidated area and AWS invoice



AWS Data Exchange complements internal research and efforts

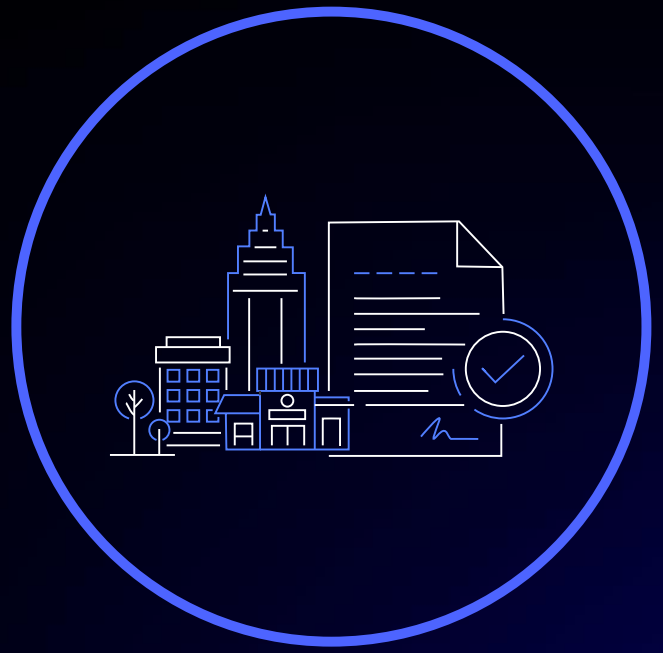
Leverage third-party data sets to complement analytics

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Streamline procurement processes with standardized license terms

- Helps streamline software procurement and accelerate transactions
- Provide consistency of license terms across a broad set of sellers, driving familiarity and speeding innovation
- Address commonly negotiated license clauses such as use rights, warranty, limitation of liability, indemnification, and data handling



Accelerate time to contract

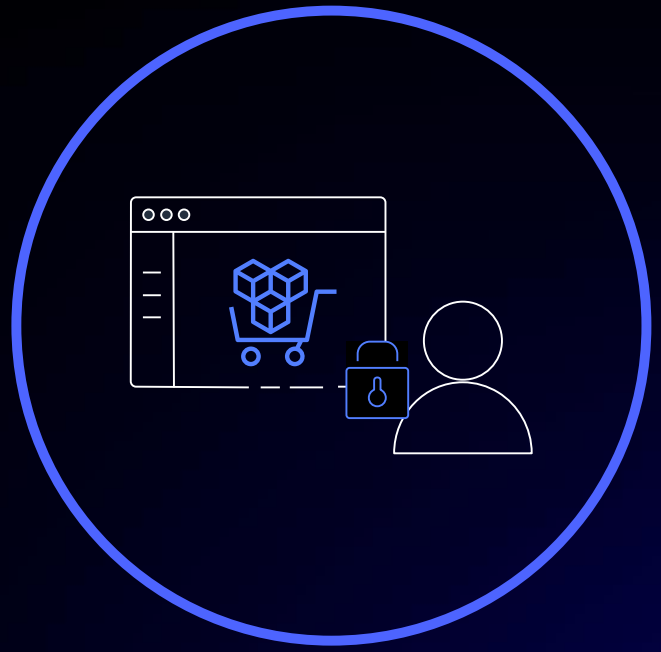
Manage and optimize IT spend

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Improve governance and control with AWS Private Marketplace

- Ensures AWS users are purchasing and launching software that meets Gilead Science's stringent procurement policies
- Can create and manage multiple catalogs of approved products for our AWS account's distinct needs
- Define and control permissions for users in Private Marketplace



Create a customized catalog of preapproved third-party products

Streamline software purchasing with governance and controls

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Centralize visibility and control costs with managed entitlements for AWS Marketplace

- AWS License Manager support for software subscriptions in AWS Marketplace
- Buyers can automate and accelerate software license distribution
- Buyers can leverage built-in controls to ensure only approved users and workloads consume licenses



Automate third-party software license distribution and simplify entitlement tracking

Streamline software purchasing with governance and controls

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Key benefits

Simpler purchasing

Streamlined process

Faster turnaround times for customers

Centralized procurement

Gain visibility of company-wide software purchasing in AWS Marketplace

Insight into what business groups have purchased

Better manage upcoming renewals

Streamlined vendor assessments

Simplified and reduced vendor onboarding time

Reduced security risk assessment lead time

Provided continuous security monitoring

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Next steps

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Path to digital transformation – 5 steps



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Customers transform their digital supply chain



Nationwide creates an agile procurement strategy with Private Marketplace

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

Joseph Daly
Director, Cloud Optimization Services, Nationwide



Cimpress accelerates procurement through AWS Marketplace

"Because of AWS Marketplace, Cimpress has been able to shorten procurement cycles of software and services needed to build solutions effectively in AWS by putting Marketplace's expansive catalog directly in autonomous teams' hands. This has shortened the time teams spend discovering and procuring solutions and has produced faster payment cycles thanks to integration with AWS."

Jeremy Potash
Director of Technology, Cimpress



Agero streamlines procurement and enables innovation using AWS Marketplace

"AWS Marketplace makes it easier to do business with our vendors in everything from simplifying our licensing to streamlining billing to accelerating procurements. This has alleviated a major operations burden and given us time back to focus on more innovative tasks."

Stephen Pearson
Head of IT Vendor Management, Agero



Genesys consolidates billing and accelerates procurement with AWS Marketplace

"Using AWS Marketplace private offers, we secured better contracts for application and infrastructure monitoring solutions that met our technical and compliance requirements. The Enterprise Discount Program allowed us to save money and consolidate billing for these tools."

Todd Goeders
Director of Cloud Operations, Global DevOps, Genesys



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Start your digital transformation journey

- Learn more about how AWS Marketplace is helping enterprises modernize their software supply chain
- Identify areas ripe for modernization
- Engage organizational stakeholders
- Define key use cases to pilot
- Engage with AWS here to get started!

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Thank you!

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