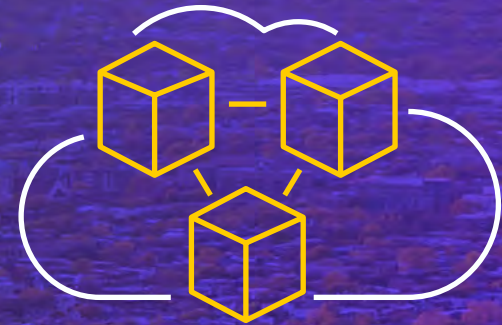# 8 Reasons Why Software Vendors Choose AWS

How AWS helps software companies reduce costs, innovate faster, and scale globally
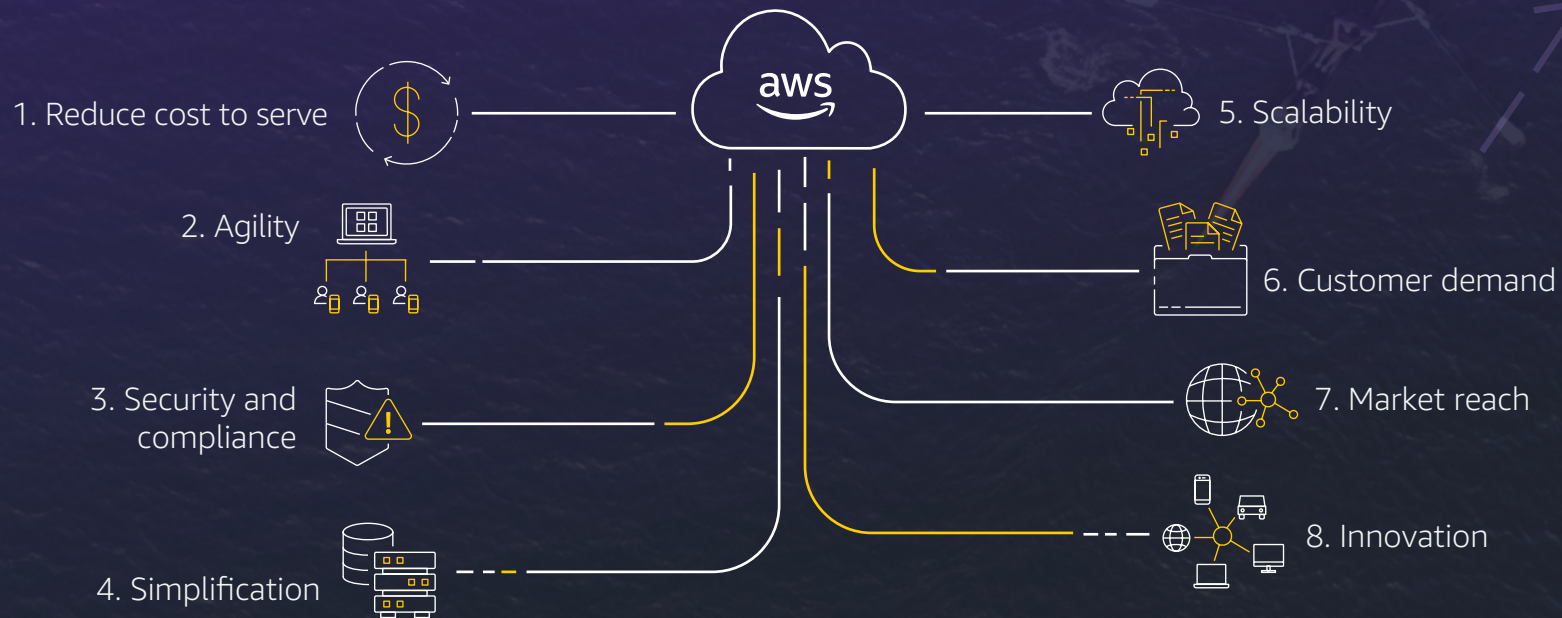
Why AWS Cloud?

To design and build innovative next-generation software, you need the scale, power, and agility that AWS cloud delivers.

For over 13 years, AWS has been one of the world's most comprehensive and broadly adopted cloud platforms. AWS services are trusted by more than a million active customers and tens of thousands of AWS Partner Network (APN) Partners around the world to power their infrastructure, boost agility, and reduce costs.

Whether you are migrating from an existing platform, modernising your existing solution with advanced cloud-native capabilities, or building an 'as-a-Service' delivery and packaging model, discover how migrating to AWS can help your business grow.

Business drivers for migrating to the cloud

1. Reduce cost to serve

2. Agility

3. Security and compliance

4. Simplification

5. Scalability

6. Customer demand

7. Market reach

8. Innovation

1. Reduce cost to serve

Lower your operating costs by right-sizing servers, using lower cost storage tiers, optimising licensing costs and leveraging AWS' unique pricing models. By moving to AWS Cloud, you can provision only the infrastructure you need. Plus, with AWS server elasticity, you only pay for what you use, and can scale up and down as needed.

The cost savings you achieve – coupled with time savings realised by reducing operational overheads and minimising downtime – can be folded back into the business, so you can innovate faster and build even better software as your teams are freed from doing undifferentiated work.

Migrating to AWS Cloud leads to:

51%

reduction in
operational costs[1]

31%

lower 5-year
TCO[2]

"

"We are forecasting five-fold savings in hosting costs, which translates to tens of thousands of dollars. More importantly, with AWS, we have the freedom to think big. Our development team can focus on new opportunities like leveraging digital subscription marketplaces, machine learning for damage prediction, and more."

Karl Geppert, Chief Development Officer, PelicanCorp

Using AWS serverless, TipoTapp's applications run only when needed, giving their customers "only pay for use" applications. "We wouldn't be here if it wasn't for AWS and its serverless capability to start with. And because it's serverless, our technology costs are extremely low."

Paul Armstrong, Co-founder and Chief Executive Officer, TipoTapp

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2. Agility

With AWS Cloud, you can quickly spin up resources as you need them, deploying hundreds or even thousands of servers in minutes. This means you can very quickly develop and roll out new applications to market, your teams can experiment and innovate more quickly and frequently. And if an experiment fails, you can always de-provision those resources without risk.

In addition to having flexibility to try new things, the ability to automate everything allows staff to increase the pace of innovation and dedicate more time to important tasks.

Agility

18.8%
18.8% faster
time-to-market[3]

33.8%
higher app revenue
per user[3]

26.4%
more features
per release[3]

Productivity

62%
better IT staff productivity[4]

After 3+ years on AWS, the average IT admin can :

Manage
3.3x
more virtual
machines[3]

Manage
3.2x
more terabytes
of data[3]

> "We are able to spin up a new region in 20 minutes and offer a locally-hosted experience."

Con Nikolouzakis, Chief Executive Officer, Sinefa

> "We're helping [our developer] teams really focus on their problem domain and not worry about generic problems that we can solve for them."

Tim Lucas, Chief Executive Officer and Co-founder, BuildKite

> "We're able to move a lot faster using AWS because we can trial different things more rapidly. We can prototype quickly and get out to the market at a very low cost and at the entry-level, so that we can actually test out the market. When we do get good feedback from the market, we're able to then rapidly grow what we've built."

Semin Nurkic, Chief Technology Officer, Whooshkaa

3 https://d1.awsstatic.com/executive-insights/en_US/infographic-realizing-business-value-with-aws.pdf
4 https://d1.awsstatic.com/enterprise-marketing/cloud-economics/whitepaper-live-nation-realizing-business-value-with-aws.pdf

3. Security and compliance

Are you equipped to take on the burden of securing your customers' mission-critical data? Cloud security is the top priority at AWS. Using AWS, you will gain the control and confidence you need to securely run your business with the most flexible and secure cloud computing environment available today. Our data centre and network architecture is built to meet the requirements of the most security-sensitive organisations.

Migrating and modernising with AWS hardens security to help protect against cyberattacks, define and manage access policies, and prevent unauthorised disclosure and modification using encryption and policy-driven controls. AWS also helps ensure resiliency, providing high availability with virtually unlimited failover capacity.

Security

43.4%

fewer monthly security incidents[5]

Resilience

7x

less downtime[6]

" "Customers know there is an inherent level of security in AWS, which means they can trust us out of-the-box."

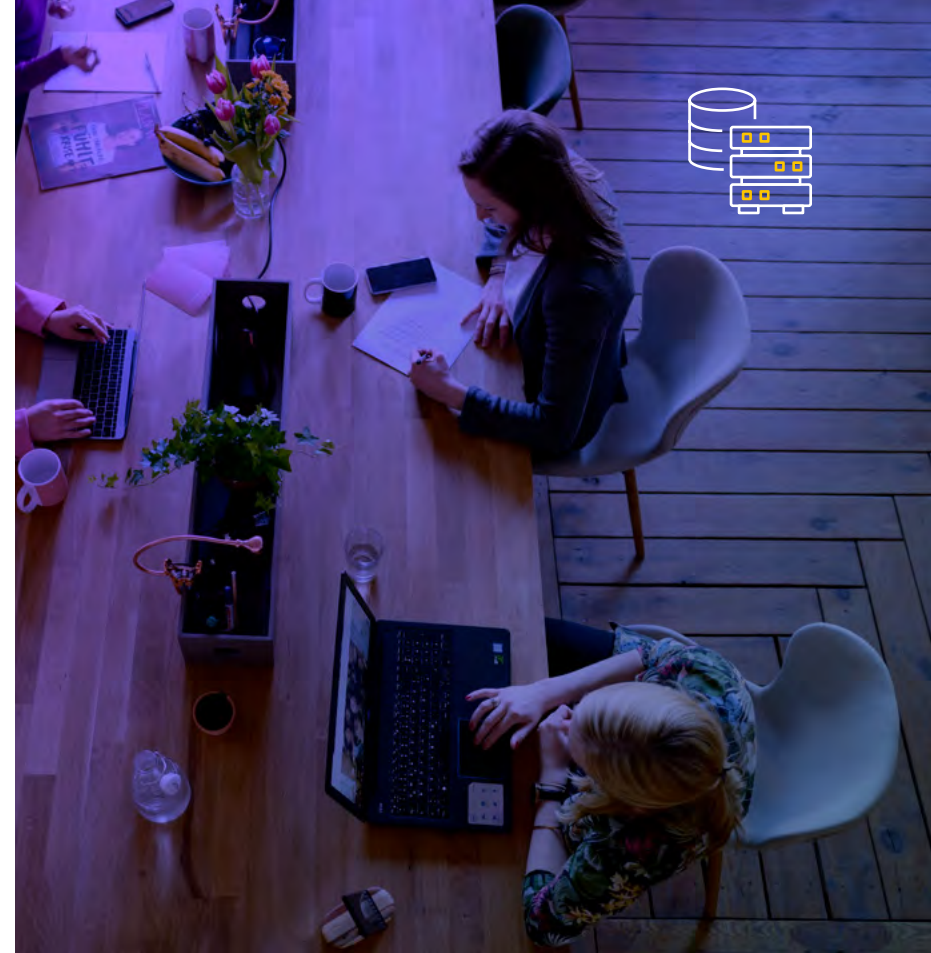**Sam Crowther, Chief Executive Officer, Kasada**

4. Simplification

AWS also makes it easier to integrate digital assets, shortening and streamlining mergers and acquisitions procedures. According to Harvard Business Review, 71% of US companies say technology integration determines the success of M&A deals[7].

Reduce operational complexity in your business with the AWS Cloud, by avoiding endless hours trying to right-size your infrastructure to meet the evolving needs of your business and your customers.
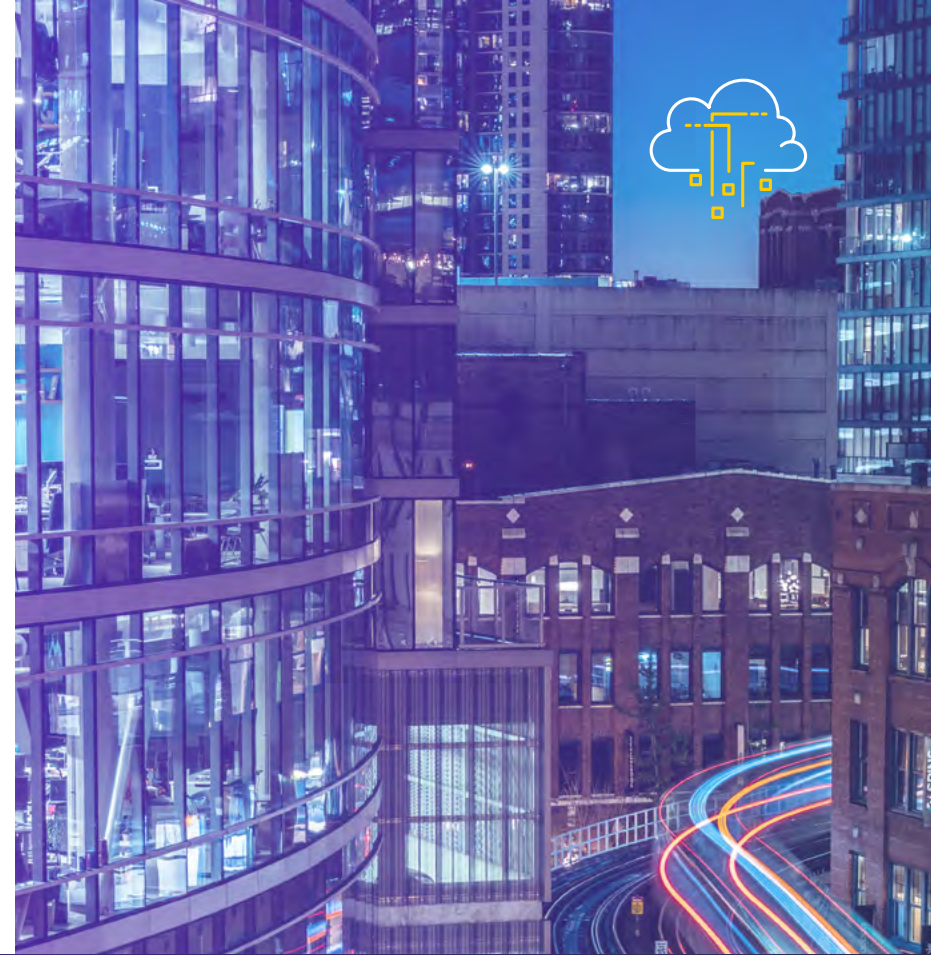
TipoTapp's "low-code" or "no-code" approach leverages AWS serverless capabilities to create an effortless software development platform, making it easier to develop applications for users and deliver them with a great customer experience.

5. Scalability

Support your global growth ambitions with an infrastructure that can infinitely scale. Uptime and the ability to respond to continually evolving workloads and market opportunities is essential.

Dynamic scaling mechanisms allow you to align tenant consumption with actual load. No matter what your workload—be it simple storage or compute, or powerful AI / ML analytics – AWS Cloud infrastructure can scale up or down to suit your needs.

"The beauty of AWS is that it works the same way with 100,000 users as it does with 100 million users."
Jim Tyrrell, Head of Infrastructure, Canva

"We've been able to scale a very small team based in Australia to a global audience and support very large organisations with very large needs. During key moments, we've been able to leverage AWS's scalability to handle the extra load.
Tim Lucas, Chief Executive Officer and Co-founder, BuildKite

6. Customer demand

Take your business to where your customers want to be and deliver on key customer expectations. Migrating to cloud enables you to deliver:

- **Frictionless onboarding** – cloud makes it as easy as possible for your customers to test out your software before they commit to an ongoing investment.
- **Consumption based pricing** – customers today only want to pay for the services they use, or the value they get from those services.
- **More features, faster** – in today's 'buyers market', customers have a strong and demanding voice. If they find a feature lacking in your software, they'll ask for it—and expect you to be able to deliver. You need the ability to innovate fast in response to their demands.
- **Simpler IT management** – just like you're doing in your own business, your customers are seeking to simplify their IT, too. They want to remove the complexity and operational burden of managing patches and upgrades; they want you to take care of it.

A move to AWS Cloud can help you tick off on all of these expectations. Better still, you can easily reach new markets and build products and services you hadn't dreamt of before – helping you stay one step ahead of market demand and the competition.

Forrester conducted a survey of Independent Software Vendors (ISV's) that transitioned some or all of their on-premises applications to SaaS. 90% developed SaaS to meet customer demand – and 85% said SaaS helped reach new geographies.[8]

72%
of your customers are thinking about SaaS first, or a strategic move to Software-as-a-Service at the first available opportunity.[9]

100% Growth
Nuix's customer base doubled after migrating to AWS.[*]

* https://aws.amazon.com/solutions/case-studies/nuix/

8. The ISV Business Case For Building SaaS on Amazon Web Services (AWS). A Total Economic Impact™ Analysis (August 2016)*https://aws.amazon.com/solutions/case-studies/nuix/

9. 2018 Forrester Business Technographics® Business and Technology Services Survey (2018)

7. Market reach

Open the door to a vastly wider geographic market, new customer segments and new opportunities by moving to AWS Cloud.

Just remember that with global reach comes the responsibility to ensure your customers' data remains protected and adheres to regulatory compliance rules like the General Data Protection Regulation (GDPR). Many of your customers will request that data residency remains in-country. With AWS, you gain access to a global network of data centres – enabling rapid, strategic scalability. Importantly, it gives you the ability to assure global customers that their data can reside close to home, delivering on their local regulatory requirements.

AWS Global Infrastructure:

22
worldwide regions

69
availability zones

245
countries and territories

■ Regions
■ Coming soon

"We've gone from having an Asia Pacific focus to a global view. That's allowed us – with advice from AWS – to come up with a global go-to market strategy. We're competing with much larger companies, and AWS allows us to become a disruptor and to be able to compete on the basis of our intellectual property,"

Paul Hortop, Head of Security - Cloud One Conformity, Trend Micro

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8. Innovation

Focus on building differentiated value in your products. With AWS taking care of the underlying infrastructure, your teams have more opportunities to innovate.

The depth and breadth of AWS services give software developers the building blocks to accelerate product roadmap development. DevOps teams can experiment with and implement advanced and emerging technologies such as Artificial Intelligence (AI), Machine Learning (ML), and Internet of Things (IoT). Additionally, the scalability of AWS Cloud gives you an economical and practical solution for meeting the data storage and computational requirements of these emerging technologies. Its pay-per-use model is ideal for the bursts in workload typified by AI/ML, giving you the capacity to experiment with new capabilities without having to invest in your own infrastructure.

AI Services

Vision			Speech		Language		Chatbots	Forecasting	Recommendations
Rekognition Image	Rekognition Video	Textract	PollyC	Transcribe	Translate	Comprehend	Lex	Forecast	Personalize

ML Services

Amazon SageMaker	Ground Truth	Notebook	Algorithms + Marketplace	Reinforcement Learning	Training	Optimization	Deployment	Hosting

ML Framework + Infrastructure

FRAMEWORKS	INTERFACES	INFRASTRUCTURE						
TensorFlow mxnet PyTorch	GLUON Keras	EC2 P3 & P3DN	EC2 G4	EC2 C5	FPGAS	Greengass	Elastic Interference	Inferentia

10 https://aws.amazon.com/solutions/case-studies/Intuit/
11 https://aws.amazon.com/partners/success/vantage-power-luxoft/

AWS – the best choice for any migration motivation

No matter what motivates you to migrate to the cloud – one of the eight reasons described in this eBook, any combination of them, or something else entirely – AWS can work with you to achieve your objectives.

With the best software, services, and support, AWS enables smart, strategic migrations for businesses of every shape and size.

Ready to get started?

Learn more about why software vendors choose AWS

Grow your business by partnering with AWS

Build, market, and sell with the AWS Partner Network

The AWS Partner Network (APN) is the global partner program for technology and consulting businesses who leverage Amazon Web Services to build solutions and services for customers. It helps companies build, market, and sell their AWS offerings by providing valuable business, technical, and marketing support.

There are tens of thousands of APN Partners across the globe. More than 90% of Fortune 100 companies and the majority of Fortune 500 companies use APN Partner solutions and services.

Learn more and register to become an APN Partner

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