



SUMMIT  
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# Balance agility and governance for software procurement and provisioning

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# AWS Marketplace overview

# AWS Marketplace

A curated digital software catalog that helps you **find**, buy, and **deploy** software



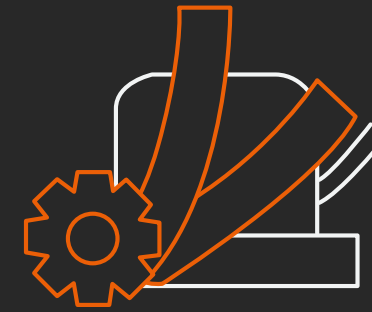
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Get the  
software you  
need in minutes



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Pay options  
such as pay-as-  
you-go pricing



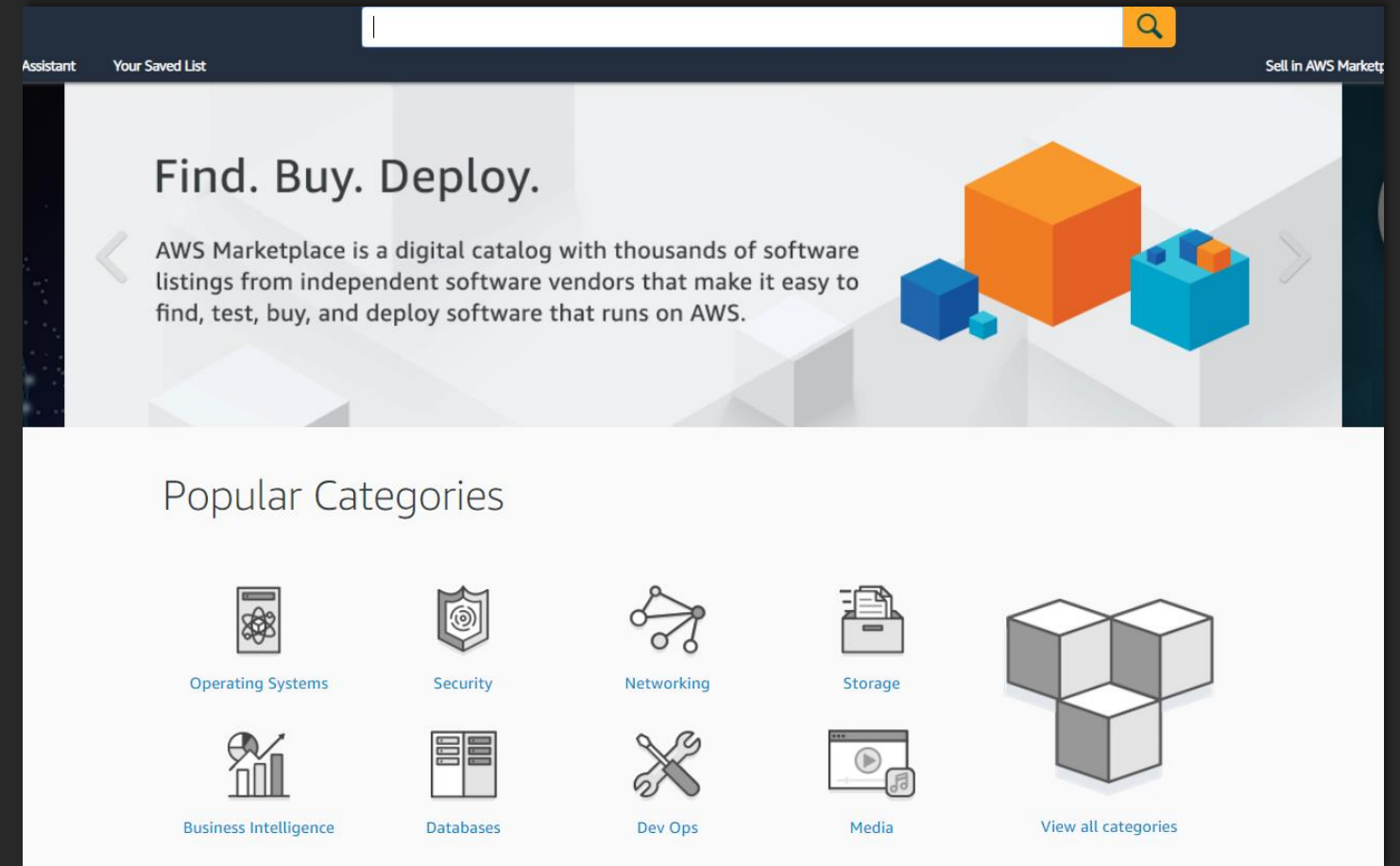
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Flexible delivery  
and usage options

# A growing digital software catalog



- Deploy software on demand
  - 1,500+ ISVs
  - More than 7,000 product listings
  - 260,000+ active customers
  - More than 850 million hours of EC2 deployed monthly
  - Deployed in 20 Regions
  - Offers 39 categories
- 
- Flexible consumption and contract models
  - Easy and secure deployment almost instantly
  - Consolidated billing
  - Always evolving



# Popular categories most often deployed

## Operating systems



ubuntu

debian



ORACLE  
Linux



## Security



## Storage



## Networking



## Database



## Monitoring



## DevOps



## BI



# Flexible consumption and contract models: AWS Marketplace deployment options

## Amazon Machine Images



Meant for single-instance solutions deployed directly into your VPC

Provides flexible BYOL, pay-for-what-you-use service, free trials, and curated open-source options

## AWS CloudFormation Template



Meant for clustered and high-availability implementations

Combines third-party software with AWS services and implements a complete solution including multiple instances, tie-ins to AWS services, and high-availability cluster architectures

## SaaS



Software offered as a service with no resources required to manage infrastructure

## API



Application program interface is designed to integrate directly into an application

## Amazon SageMaker



Find machine learning algorithms and models that can be deployed directly into Amazon SageMaker

## AWS Container Services



Find container products in AWS Marketplace or the Amazon Elastic Container Service (Amazon ECS) console and deploy them on Amazon ECS, Amazon Elastic Kubernetes Service (Amazon EKS), and AWS Fargate



# Flexible consumption and contract models: AWS Marketplace pricing options

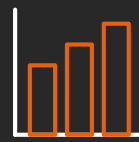
## Free trial



Get started in AWS Marketplace with a free trial and no commitment

Ideal for initial evaluation

## Hourly



Pay for software and compute capacity by the hour, with no long-term commitments

Ideal for development and testing, or workloads with inconsistent traffic

## Monthly



Make a monthly payment and receive a discount on the monthly pricing charge

Ideal for temporary projects and baseline workloads

## Annual and multiyear



Make a 1-time payment and receive a significant discount

Multiyear options are also available

Ideal for long-term workloads

## BYOL



Migrate to AWS with your existing product licenses

Intended for preexisting customers

## Seller private offers



Negotiate a custom price with a software seller

Offer is reviewed and accepted in AWS Marketplace

Ideal for high-value and complicated transactions

# AWS Marketplace customisation and governance solutions

## Identity and access management



Control who has permission to AWS Marketplace features and subscriptions

## Enterprise contract for AWS Marketplace



Simplify contracting and speed innovation with standardised terms from participating software sellers

## Private Marketplace



Create a customised private catalog of preapproved products



## Procurement system integration



Integrate AWS Marketplace with Coupa and Ariba\* for approval and spend management

## Seller private offers



Customise pricing and terms when purchasing software from your preferred ISV or consulting partner

## AWS Budgets & AWS Cost Explorer



Customise and manage budgets and cost allocations

\* Ariba in private beta

# AWS Marketplace launches sellers and consulting partners from Australia and New Zealand



Expand global selection with innovative solutions from Australia and New Zealand-based ISVs



Australian and New Zealand Consulting Partners can **package and resell software services** from AWS Marketplace



**Leverage local solutions providers and trusted partner relationships** as you build in and move to the cloud

# Why customers buy in AWS Marketplace

Speed, simplicity, and scalability

Flexible consumption  
and contract models

“One benefit of the pay-as-you-go model is the ability to deploy anywhere without having to do a capital approval process to pay for infrastructure that may or may not be used.”

—Rob Gillan, CTO, SimplePay

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Easy and secure  
deployment  
almost instantly

“The ability to deploy software instantaneously anywhere in the world means we’re able to scale immediately and stretch or shrink the environment to accommodate our needs.”

—Briley James Yetter, Director of Technology, Goodwill Industries

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Single,  
consolidated bill

“Integrated billing on AWS Marketplace is very slick, very straightforward. One place, one dashboard where all my costs appear.”

—Richard Williams, Sr. Engineer, MakerBot

# Enabling innovation and governance

# AWS Marketplace: Centralise governance and innovate quicker

Speed



Enable innovation and get the software you need in minutes with just a few clicks

Governance



Enable builders to launch software solutions knowing they comply with your company's policies

# Common procurement questions asked about AWS Marketplace



## Who is subscribing?

Consolidated versus democratised

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## What are you subscribing to?

Curated catalog versus full AWS Marketplace catalog

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## How do you subscribe?

AWS Marketplace console versus procurement system

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## How do you monitor your spending?

Retroactively looking at invoices versus proactive monitoring of usage

# Who is subscribing?



# Assign granular permissions to all your users

Enables you to manage access to AWS Marketplace services securely

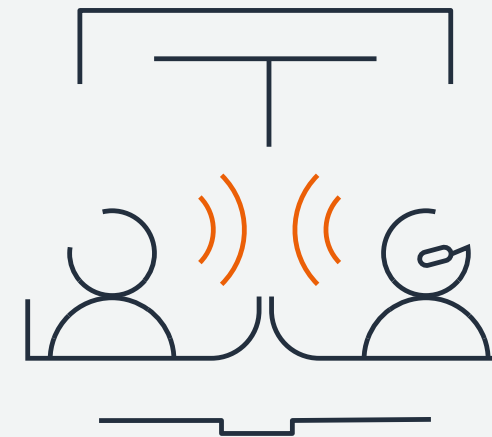
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Specifies each action, including subscribing to products and managing your account

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Reuses policies to determine who can do what in any of your accounts, or write your own

## Identity and access management



# What are they subscribing to?

# Create a customised private catalog of preapproved products from AWS Marketplace

Ensure your AWS users are purchasing and launching software that meets the company's procurement policies

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Customise Private Marketplace with your company's branding elements such as logo, color, and messaging

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Define and control permissions for your users in Private Marketplace

## Private Marketplace



# How are they subscribing?

# Customise pricing and license terms with sellers

Negotiate prices and terms with your preferred software seller

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Meet any specific terms you have with a custom end-user licensing agreement

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Receive volume discounts through negotiations for your custom offer

## Seller private offers



# Purchase software in AWS Marketplace from your preferred consulting partner

Consulting partners can sell software directly in AWS marketplace

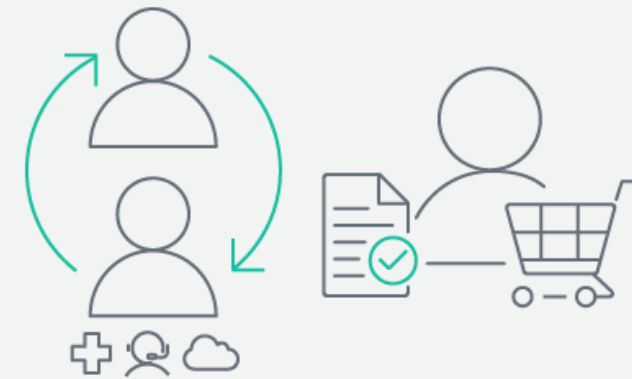
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Work with your preferred consulting partner from start to finish in your procurement process and benefit from their expertise

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Gain benefits in AWS Marketplace, such as seamless procurement and fulfillment, consolidated billing, and EDP spend

## Consulting partner private offers



# Simplify contracting and speed innovation

Accelerate your procurement process by using a standardised contract template

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Includes commonly negotiated clauses such as liability, venue, IP protection, data handling, and more

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Leverage across a broad range of sellers to help streamline software procurement

## Enterprise contract for AWS Marketplace



# Integrate AWS Marketplace with procurement systems

Discover thousands of software listings directly through procurement systems such as Coupa Open Buy and SAP Ariba, and deploy on AWS

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Apply custom procurement policies

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Manage approvals and spend from one centralised location

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Available with Coupa and Ariba (private beta)

## Procurement system integration





# How do I monitor our spend?

# Manage budgets and cost allocations

View software costs by product and by account using the AWS Cost Explorer dashboard; data are refreshed daily

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Set up budgets to get alerted when costs cross your defined thresholds

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Use tags to track server software costs

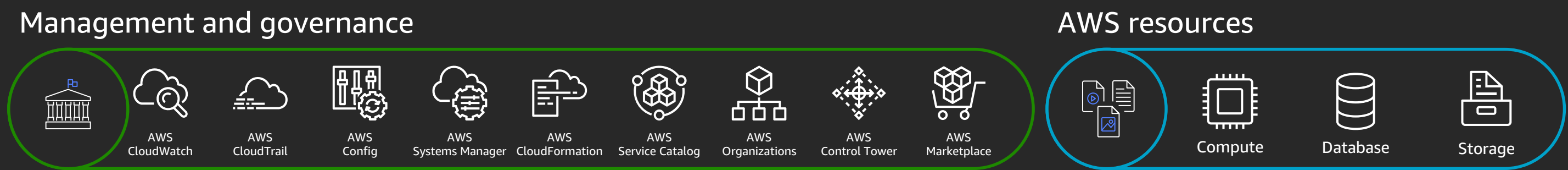
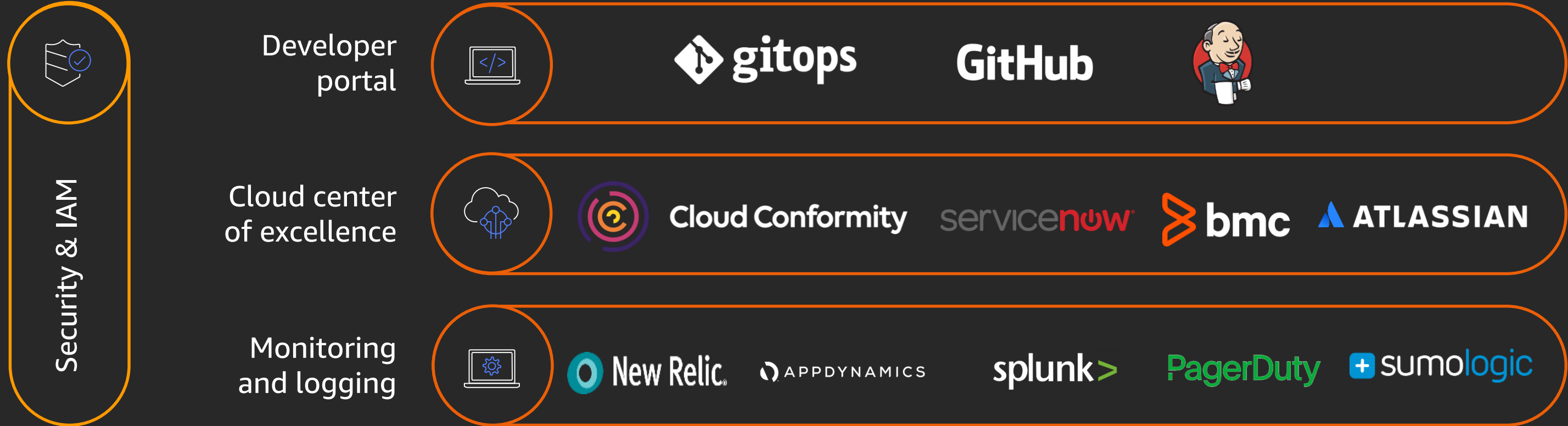
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## AWS Budgets & AWS Cost Explorer



# What framework do I implement?

# Your service management framework



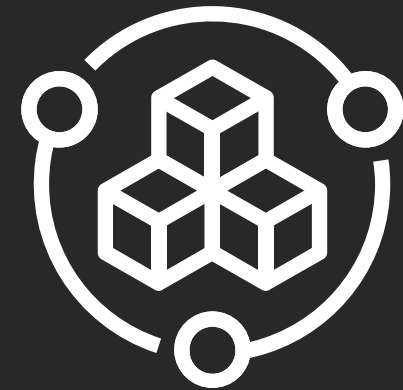
# AWS Service Catalog

## Fast, secure and governed API access to resources and applications

- Create and share immutable best practices templates
- Control access to underlying AWS services
- Self-service access for all end-users

## Recent introductions

- ✓ Increased organisational sharing of portfolios to 1,000 accounts
- ✓ Multi-region **reference implementations** available in the Getting Started library



AWS Service Catalog

# Key messages about balancing governance and innovation as you move to the cloud

Moving to the cloud is a business change (not just an IT change)

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Some things change (a lot) when you move to the cloud . . .

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. . . and some things stay the same

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Moving to the cloud doesn't have to mean less visibility or control

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Invest time to define a cloud procurement strategy for the future, not from the past

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Be prepared to continue refining your strategy and approach

# Thank you!

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