WEBVTT

1
00:00:00.000 --> 00:00:02.583
(upbeat music)

2
00:00:11.160 --> 00:00:13.570
<v ->Hi, welcome to re:Invent and GPS Summit.</v>

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00:00:13.570 --> 00:00:16.277
This is GPS209, and the session today is entitled

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00:00:16.277 --> 00:00:17.477
"How to Grow Your SaaS Business

5
00:00:17.477 --> 00:00:20.140
"and Drive Revenue With AWS Marketplace."

6
00:00:20.140 --> 00:00:21.160
My name is Craig Wicks.

7
00:00:21.160 --> 00:00:23.500
I'm with a program called SaaS Factory,

8
00:00:23.500 --> 00:00:25.820
and we're in the partner organization.

9
00:00:25.820 --> 00:00:27.390
We provide benefits to partners

10
00:00:27.390 --> 00:00:30.180
and customers to accelerate their SaaS solutions on AWS.

11
00:00:30.180 --> 00:00:32.303
So more about that later,

12
00:00:33.390 --> 00:00:34.430
and we like to think of ourselves

13
00:00:34.430 --> 00:00:37.490
as really the place for all things SaaS at AWS.

14
00:00:37.490 --> 00:00:39.620
And I'll be joined in this session by Mona Chadha,

15
00:00:39.620 --> 00:00:42.020
director of category management for Marketplace.

16
00:00:43.040 --> 00:00:45.190
So a little bit more about our program:

17
00:00:45.190 --> 00:00:46.550
We help partners and customers

18
00:00:46.550 --> 00:00:49.290
really accelerate their journey on SaaS,

19
00:00:49.290 --> 00:00:51.410
and this is very much a business session though.

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00:00:51.410 --> 00:00:53.730
We've got lots of technical sessions and content,

21
00:00:53.730 --> 00:00:55.020
but I wanna make sure everyone understands

22
00:00:55.020 --> 00:00:56.200
that we're gonna be at the 200 level

23
00:00:56.200 --> 00:00:57.910
for the business content today,

24
00:00:57.910 --> 00:01:00.260
so we're not gonna be diving into any concepts

25
00:01:00.260 --> 00:01:02.320

or architectural patterns or anything like that.

26
00:01:02.320 --> 00:01:03.960
There's lots of great content out there.

27
00:01:03.960 --> 00:01:06.887
At re:Invent and through AWS resources you'll find it,

28
00:01:06.887 --> 00:01:09.100
and so if you're looking for SaaS architecture

29
00:01:09.100 --> 00:01:11.853
or background in AWS services or more on that,

30
00:01:12.830 --> 00:01:14.500
you're gonna find it elsewhere, but not here.

31
00:01:14.500 --> 00:01:16.530
So here we're very much focused

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00:01:16.530 --> 00:01:19.560
on the business side of SaaS and really talking about

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00:01:19.560 --> 00:01:21.960
how to optimize your journey on AWS,

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00:01:21.960 --> 00:01:25.100
and in particular leveraging AWS Marketplace, right?

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00:01:25.100 --> 00:01:27.240
So two objectives here:

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00:01:27.240 --> 00:01:29.520
One, we want some context

37
00:01:29.520 --> 00:01:31.130
on really setting the SaaS market.

38
00:01:31.130 --> 00:01:32.410
What's happening today,

39
00:01:32.410 --> 00:01:33.830
and how do you optimize yourself

40
00:01:33.830 --> 00:01:36.340
in terms of leveraging what AWS has,

41
00:01:36.340 --> 00:01:38.800
resources to really set yourself up for success?

42
00:01:38.800 --> 00:01:41.010
And then two, really understand the opportunity

43
00:01:41.010 --> 00:01:43.610
that AWS Marketplace represents

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00:01:43.610 --> 00:01:45.650
and how to grow a successful business,

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00:01:45.650 --> 00:01:49.250
and Mona will get into that portion of the presentation.

46
00:01:49.250 --> 00:01:52.410
And finally, just in terms of, who are you?

47
00:01:52.410 --> 00:01:55.010
We imagine this session is in particular importance

48
00:01:55.010 --> 00:01:56.610
to product and business leaders

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00:01:56.610 --> 00:01:59.710
that are really building SaaS solutions on AWS,

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00:01:59.710 --> 00:02:01.850

or those that already have solutions on AWS,

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00:02:01.850 --> 00:02:05.120
maybe in SaaS offerings or other offers in the marketplace,

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00:02:05.120 --> 00:02:06.507
and really are looking for best practices

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00:02:06.507 --> 00:02:10.690
and how to get the most from the partnership AWS provides

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00:02:10.690 --> 00:02:13.610
and also tools and resources we provide

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00:02:13.610 --> 00:02:16.633
through the partner program and also AWS Marketplace.

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00:02:17.471 --> 00:02:19.240
So the pivot for this session is really one

57
00:02:19.240 --> 00:02:21.040
where we're gonna be focused a little bit more

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00:02:21.040 --> 00:02:22.170
on the go-to-market, really.

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00:02:22.170 --> 00:02:25.410
How do sales and marketing align, database marketplace,

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00:02:25.410 --> 00:02:28.130
and how do you get that really moving like you should

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00:02:28.130 --> 00:02:30.210
in terms of driving revenue?

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00:02:30.210 --> 00:02:32.950
In the past, I focused maybe more on the build side of SaaS

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00:02:32.950 --> 00:02:34.580
and kinda the earlier stages,

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00:02:34.580 --> 00:02:36.650
but here we're gonna be much closer to the customer

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00:02:36.650 --> 00:02:38.490
and much closer to sales and marketing

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00:02:38.490 --> 00:02:39.790
in terms of how you align.

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00:02:41.730 --> 00:02:44.410
So with that, I just wanna move in the agenda.

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00:02:44.410 --> 00:02:46.300
There's really two parts to this session:

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00:02:46.300 --> 00:02:48.840
myself giving some context on SaaS

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00:02:48.840 --> 00:02:51.540
in terms of the landscape and what's happening there,

71
00:02:51.540 --> 00:02:54.713
and then talking about SaaS Factory, our program,

72
00:02:55.560 --> 00:02:58.690
and then Mona will take over and go deep on AWS Marketplace

73
00:02:58.690 --> 00:03:00.410
and really look at it as a channel

74
00:03:00.410 --> 00:03:02.260
to successfully launch SaaS offerings

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00:03:02.260 --> 00:03:05.680

and really drive revenue and expand your customer base

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00:03:05.680 --> 00:03:07.610
and drive growth for your business,

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00:03:07.610 --> 00:03:09.480
and then we'll end with some key takeaways

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00:03:09.480 --> 00:03:10.630
from the session today.

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00:03:13.570 --> 00:03:17.360
So SaaS in 2021, what's really happening now?

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00:03:17.360 --> 00:03:19.770
I'm old enough to remember the early days of SaaS.

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00:03:19.770 --> 00:03:23.430
I was an early Salesforce user kind of around 2000,

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00:03:23.430 --> 00:03:24.897
and I even wrote a paper called

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00:03:24.897 --> 00:03:26.840
"The Application Service Provider Market,"

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00:03:26.840 --> 00:03:29.980
where we looked at sort of this predecessor to SaaS,

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00:03:29.980 --> 00:03:32.680
and now SaaS is really in its third decade,

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00:03:32.680 --> 00:03:34.030
and it's fair to say

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00:03:34.030 --> 00:03:36.360
that it's really permeated throughout the industry

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00:03:36.360 --> 00:03:39.100
in terms of the preferred delivery mechanism

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00:03:39.100 --> 00:03:40.220
for software and services,

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00:03:40.220 --> 00:03:42.270
also what customers are really demanding.

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00:03:43.280 --> 00:03:46.120
And so if you start to look at some of the trends now,

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00:03:46.120 --> 00:03:49.500
the customer has spoken again, right?

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00:03:49.500 --> 00:03:51.020
SaaS continues to accelerate,

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00:03:51.020 --> 00:03:52.370
and data on this slide suggests

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00:03:52.370 --> 00:03:56.010
that really organizations are looking for SaaS

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00:03:56.010 --> 00:03:57.700
for any new applications now.

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00:03:57.700 --> 00:04:01.300
There are some pockets where SaaS doesn't make sense,

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00:04:01.300 --> 00:04:02.690
of course, but by and large,

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00:04:02.690 --> 00:04:06.040
that's becoming the predominant delivery model.

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00:04:06.040 --> 00:04:08.460

And this is all from IDC in terms of what's there,

101
00:04:08.460 --> 00:04:12.090
but nearly every segment is adopting SaaS

102
00:04:12.090 --> 00:04:13.500
as a preferred model,

103
00:04:13.500 --> 00:04:16.070
and we really see software providers,

104
00:04:16.070 --> 00:04:18.260
and those that are building SaaS solutions,

105
00:04:18.260 --> 00:04:19.940
moving even quicker here.

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00:04:19.940 --> 00:04:22.680
Certainly the last 18 months or so

107
00:04:22.680 --> 00:04:25.890
in terms of the pandemic has only increased this.

108
00:04:25.890 --> 00:04:28.237
What's interesting about the SaaS model,

109
00:04:28.237 --> 00:04:29.530
the SaaS business model,

110
00:04:29.530 --> 00:04:32.280
is it's been very resilient through this time.

111
00:04:32.280 --> 00:04:36.650
And initially in the March and kinda April 2020 timeframe,

112
00:04:36.650 --> 00:04:37.600
I think people were really trying

113
00:04:37.600 --> 00:04:39.240
to figure out what was happening,

114
00:04:39.240 --> 00:04:41.890
there was a good deal churn in the SaaS business, right?

115
00:04:41.890 --> 00:04:46.070
So churn is a bad thing for SaaS businesses

116
00:04:46.070 --> 00:04:47.760
and a lot of other service businesses,

117
00:04:47.760 --> 00:04:49.050
but in that March-April timeframe,

118
00:04:49.050 --> 00:04:50.760
they really saw a lot of churn in their businesses,

119
00:04:50.760 --> 00:04:53.130
so there was a lot of concern, but since then,

120
00:04:53.130 --> 00:04:56.370
really we see the SaaS business only growing,

121
00:04:56.370 --> 00:04:57.650
and there's a lot of trends in the market

122
00:04:57.650 --> 00:05:00.660
that show that growth in terms of what's happening there.

123
00:05:00.660 --> 00:05:01.940
You only have to look at what's happened

124
00:05:01.940 --> 00:05:03.640
in the venture capital industry as well too

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00:05:03.640 --> 00:05:05.510

to understand sort of the opportunity

126
00:05:05.510 --> 00:05:07.830
to raise money in the SaaS model

127
00:05:07.830 --> 00:05:10.090
and similar business models there.

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00:05:10.090 --> 00:05:11.060
But one of the things I wanted to highlight

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00:05:11.060 --> 00:05:13.050
is we're really seeing a shift or transition

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00:05:13.050 --> 00:05:15.770
in terms of how people are thinking about SaaS,

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00:05:15.770 --> 00:05:18.520
and it's really shifting more from one

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00:05:18.520 --> 00:05:21.150
that's really focused around a customer experience, right?

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00:05:21.150 --> 00:05:24.520
We see that being a differentiator,

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00:05:24.520 --> 00:05:27.360
and so it's not enough now to have SaaS solutions to market.

135
00:05:27.360 --> 00:05:29.970
You truly have to be differentiated.

136
00:05:29.970 --> 00:05:33.210
A Salesforce study called The Connected Customer

137
00:05:33.210 --> 00:05:35.720
really talks about how customer experience

138
00:05:35.720 --> 00:05:38.520
even trumps product features or capabilities, right?

139
00:05:38.520 --> 00:05:42.730
So users are really looking for a rich experience.

140
00:05:42.730 --> 00:05:44.420
And at least through our program,

141
00:05:44.420 --> 00:05:47.727
the conversation has kinda moved from, why should I do this,

142
00:05:47.727 --> 00:05:50.730
does SaaS make sense to the business, to how.

143
00:05:50.730 --> 00:05:51.563
How do we do this?

144
00:05:51.563 --> 00:05:52.740
How do we do this more efficiently?

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00:05:52.740 --> 00:05:54.530
How do we be more effective?

146
00:05:54.530 --> 00:05:57.440
How do we go from kinda good to great,

147
00:05:57.440 --> 00:05:58.850
and I'll talk a little bit more about that

148
00:05:58.850 --> 00:05:59.940
later in the presentation.

149
00:05:59.940 --> 00:06:02.470
So we've really seen the conversation shift

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00:06:02.470 --> 00:06:03.623

across the industry.

151
00:06:06.470 --> 00:06:09.170
The SaaS Factory, so from the SaaS Factory floor.

152
00:06:09.170 --> 00:06:10.600
What I wanna do in this next section is

153
00:06:10.600 --> 00:06:13.040
give you some perspective on our program

154
00:06:13.040 --> 00:06:14.370
and what we're learning as well too,

155
00:06:14.370 --> 00:06:16.050
so I'll kinda match resources

156
00:06:16.050 --> 00:06:18.260
with some examples we see out there

157
00:06:18.260 --> 00:06:19.870
that we've worked with directly,

158
00:06:19.870 --> 00:06:21.880
but this program began about four years ago,

159
00:06:21.880 --> 00:06:26.670
and was announced almost to this day at re:Invent in 2017,

160
00:06:26.670 --> 00:06:28.710
and we were a very small team then.

161
00:06:28.710 --> 00:06:32.270
We engaged directly with partners to help them transform

162
00:06:32.270 --> 00:06:35.170
and accelerate their business, their SaaS business on AWS,

163
00:06:36.580 --> 00:06:38.550
and we've grown during that time.

164
00:06:38.550 --> 00:06:40.380
Now we've now built out the team a little further.

165
00:06:40.380 --> 00:06:42.080
We built out a number of programs.

166
00:06:42.960 --> 00:06:46.810
What we have now is really something we like to think of as,

167
00:06:46.810 --> 00:06:49.070
it's really your place for all SaaS on AWS.

168
00:06:49.070 --> 00:06:50.690
So if you're thinking about SaaS,

169
00:06:50.690 --> 00:06:53.700
we like to think of us as a really good starting point

170
00:06:53.700 --> 00:06:54.810
in terms of resources.

171
00:06:54.810 --> 00:06:56.040
Of course, there's lots of other teams

172
00:06:56.040 --> 00:06:59.520
that provide great support to those that are building SaaS,

173
00:06:59.520 --> 00:07:02.950
but we love to think of our place as a good starting point.

174
00:07:02.950 --> 00:07:06.370
And there's kinda really three pillars to our program:

175
00:07:06.370 --> 00:07:10.660

one, more educators and evangelists and sharing knowledge.

176
00:07:10.660 --> 00:07:13.730
So if you're looking to learn about SaaS,

177
00:07:13.730 --> 00:07:15.590
we believe we're a great starting point,

178
00:07:15.590 --> 00:07:19.510
so lots of content that our teams produce.

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00:07:19.510 --> 00:07:21.520
White papers, case studies, and other articles

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00:07:21.520 --> 00:07:24.530
that are out there are really designed

181
00:07:24.530 --> 00:07:26.030
to be education, right?

182
00:07:26.030 --> 00:07:27.400
And we go very technically too

183
00:07:27.400 --> 00:07:29.580
in terms of reference architectures and their materials

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00:07:29.580 --> 00:07:33.510
to really provide sort of that next level of support,

185
00:07:33.510 --> 00:07:35.920
but that becomes a really key pillar of the program,

186
00:07:35.920 --> 00:07:37.620
and it's really always been there.

187
00:07:38.606 --> 00:07:41.370
And second is we wanna take

188
00:07:41.370 --> 00:07:43.110
some of that key content we developed

189
00:07:43.110 --> 00:07:44.440
and take it a step further

190
00:07:44.440 --> 00:07:47.350
and think about really ready-to-use resources,

191
00:07:47.350 --> 00:07:48.650
so reference architectures.

192
00:07:48.650 --> 00:07:50.920
Last year, we announced something called SaaS Boost,

193
00:07:50.920 --> 00:07:53.540
an open-source reference environment.

194
00:07:53.540 --> 00:07:55.940
We also launched last year something called SaaS Lens,

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00:07:55.940 --> 00:07:57.080
part of the Well-Architected Framework.

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00:07:57.080 --> 00:07:59.400
It really helps you sort of evaluate

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00:07:59.400 --> 00:08:02.180
and consider all sorts of things

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00:08:02.180 --> 00:08:04.970
when you're building and launching a SaaS application,

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00:08:04.970 --> 00:08:07.070
and some of these are available on the console

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00:08:07.070 --> 00:08:09.770

or even in GitHub as open-source solutions,

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00:08:09.770 --> 00:08:11.930
so we're gonna continue more of that.

202
00:08:11.930 --> 00:08:13.930
And then finally,

203
00:08:13.930 --> 00:08:16.800
we've always had this model where we engage.

204
00:08:16.800 --> 00:08:19.450
We wanna go deep with partners and customers

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00:08:19.450 --> 00:08:21.380
and work to solve their problems,

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00:08:21.380 --> 00:08:25.150
and really use that experience to help thousands of partners

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00:08:25.150 --> 00:08:26.020
we may be working with.

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00:08:26.020 --> 00:08:28.370
And so two things I'd point to here is

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00:08:28.370 --> 00:08:30.920
our team will work directly with a number of partners

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00:08:30.920 --> 00:08:32.210
and learn from them,

211
00:08:32.210 --> 00:08:34.810
but we've also launched now a SaaS competency

212
00:08:34.810 --> 00:08:36.195
in May of 2020.

213
00:08:36.195 --> 00:08:38.050
So we have 29 competency partners,

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00:08:38.050 --> 00:08:40.050
consulting marketers globally,

215
00:08:40.050 --> 00:08:42.900
that are really aligned to our best practices,

216
00:08:42.900 --> 00:08:45.770
and we work to enable them and support them in what they do.

217
00:08:45.770 --> 00:08:48.593
They really bring us global reach as a program.

218
00:08:49.810 --> 00:08:51.690
So often as a goal of our program,

219
00:08:51.690 --> 00:08:53.590
we're talking about the need to move quickly,

220
00:08:53.590 --> 00:08:56.470
and partners really value us in terms of accelerant,

221
00:08:56.470 --> 00:08:59.400
in terms of bringing their solution to market quickly.

222
00:08:59.400 --> 00:09:01.100
I thought I'd double-click on this a little bit

223
00:09:01.100 --> 00:09:04.240
and talk a little bit more about why this is important.

224
00:09:04.240 --> 00:09:05.690
Maybe it's obvious to some,

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00:09:05.690 --> 00:09:06.950

but I think there are some things in here

226
00:09:06.950 --> 00:09:09.320
that we can all kinda learn from.

227
00:09:09.320 --> 00:09:12.210
One, if you harken back to the slide

228
00:09:12.210 --> 00:09:14.090
or look back at the slide that I presented earlier

229
00:09:14.090 --> 00:09:16.870
in terms of the market, your customers are ready.

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00:09:16.870 --> 00:09:20.480
So SaaS has been established now for some time,

231
00:09:20.480 --> 00:09:24.400
and what this means is key concepts around SaaS,

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00:09:24.400 --> 00:09:27.210
including the business model,

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00:09:27.210 --> 00:09:29.050
how people pay and consume that software

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00:09:29.050 --> 00:09:32.010
whether it be a subscription or a consumption-based model,

235
00:09:32.010 --> 00:09:33.430
even getting comfortable

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00:09:33.430 --> 00:09:35.840
with architectural approaches like multitenancy,

237
00:09:35.840 --> 00:09:37.070
those have already been established

238
00:09:37.070 --> 00:09:38.320
and others have done that for you,

239
00:09:38.320 --> 00:09:40.820
and so they've done part of your job,

240
00:09:40.820 --> 00:09:42.850
so you have a market that's truly ready

241
00:09:42.850 --> 00:09:44.323
in a very addressable market.

242
00:09:45.620 --> 00:09:47.770
Second, there's still a time-to-market advantage

243
00:09:47.770 --> 00:09:48.620
in some sectors.

244
00:09:48.620 --> 00:09:50.510
If you look at SaaS overall,

245
00:09:50.510 --> 00:09:53.550
about 40% is delivered in a SaaS model today,

246
00:09:53.550 --> 00:09:56.030
and about 60% is still delivered in very traditional means,

247
00:09:56.030 --> 00:09:58.270
so there's lots of opportunity out there

248
00:09:58.270 --> 00:10:00.267
for those that build SaaS solutions,

249
00:10:00.267 --> 00:10:02.680
and we see that being a little bit more specific

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00:10:02.680 --> 00:10:04.910

in industry and verticalize,

251
00:10:04.910 --> 00:10:07.460
and sometimes you'll hear what's called micro-SaaS,

252
00:10:08.630 --> 00:10:11.550
but certainly there's still a time-to-market advantage.

253
00:10:11.550 --> 00:10:15.840
What we see generally is acquisition cost is going up too,

254
00:10:15.840 --> 00:10:16.980
and year over year,

255
00:10:16.980 --> 00:10:19.490
and so each year it's getting more expensive

256
00:10:19.490 --> 00:10:21.120
to really acquire those customers,

257
00:10:21.120 --> 00:10:22.710
and so there's still a time-to-market advantage

258
00:10:22.710 --> 00:10:25.533
and also a cost advantage of getting started today.

259
00:10:27.420 --> 00:10:29.830
Thirdly, our team likes to talk

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00:10:29.830 --> 00:10:32.460
about really operating as a service, right?

261
00:10:32.460 --> 00:10:34.540
And so getting to that service point quickly,

262
00:10:34.540 --> 00:10:38.760
whether it be through an MVP or initial offering you have,

263
00:10:38.760 --> 00:10:41.070
it's really hard to have a dress rehearsal

264
00:10:41.070 --> 00:10:42.780
for running a service

265
00:10:42.780 --> 00:10:45.910
and having all those components of your business

266
00:10:45.910 --> 00:10:49.671
that are surrounding SaaS, be it development and operations

267
00:10:49.671 --> 00:10:53.620
and sort of the key sort of product management functions,

268
00:10:53.620 --> 00:10:54.640
and sales and marketing

269
00:10:54.640 --> 00:10:56.500
need to really work cohesively in SaaS,

270
00:10:56.500 --> 00:10:59.230
and so as soon as you can operate as a service,

271
00:10:59.230 --> 00:11:00.700
do that because the learning

272
00:11:00.700 --> 00:11:02.450
and the flywheel really start then.

273
00:11:03.300 --> 00:11:07.050
A nice quote from CyberArk we had a chance to work with

274
00:11:07.050 --> 00:11:09.240
in terms of reducing their time to market by 30%.

275
00:11:09.240 --> 00:11:10.750

That's a really key goal for ours,

276
00:11:10.750 --> 00:11:12.350
and I just wanted to double-click

277
00:11:12.350 --> 00:11:13.900
on the speed piece of it there.

278
00:11:14.820 --> 00:11:17.740
Next I wanted to kinda dive into some resources we have

279
00:11:17.740 --> 00:11:20.970
and go a little deeper in terms of what's available there.

280
00:11:20.970 --> 00:11:23.370
The first is this AWS SaaS Factory Insights Hub.

281
00:11:23.370 --> 00:11:25.810
I think I mentioned it previously on another slide.

282
00:11:25.810 --> 00:11:28.750
And so a year or so ago, we had this idea:

283
00:11:28.750 --> 00:11:31.250
Hey, let's bring all of our content

284
00:11:31.250 --> 00:11:33.190
and resources together in one place.

285
00:11:33.190 --> 00:11:35.360
And so that seems sort of obvious.

286
00:11:35.360 --> 00:11:37.460
I don't know why we didn't do it a long time ago,

287
00:11:37.460 --> 00:11:40.040
but what we did is we created an insights hub

288
00:11:40.040 --> 00:11:42.560
that's available on the SaaS Factory program page,

289
00:11:42.560 --> 00:11:45.150
and there's now over a hundred articles there.

290
00:11:45.150 --> 00:11:48.470
They run the gamut: business and technical articles,

291
00:11:48.470 --> 00:11:51.300
deep kinda 400-level content around architecture,

292
00:11:51.300 --> 00:11:54.313
best practices, case studies, videos.

293
00:11:55.270 --> 00:11:56.660
Sessions like you see today

294
00:11:56.660 --> 00:11:58.960
are available to you as well too.

295
00:11:58.960 --> 00:12:01.810
So a really good resource to go, and we keep refreshing it.

296
00:12:01.810 --> 00:12:06.550
So we're adding about five to 10 new resources each month,

297
00:12:06.550 --> 00:12:09.020
and we really think there's great value

298
00:12:09.020 --> 00:12:11.280
in engaging with everyone around that content.

299
00:12:11.280 --> 00:12:13.730
It's a great way for our team to scale.

300
00:12:13.730 --> 00:12:17.420

You can also sign up for a subscription service there.

301
00:12:17.420 --> 00:12:19.520
So now, every four to six weeks,

302
00:12:19.520 --> 00:12:21.627
we'll put an email in your inbox and said,

303
00:12:21.627 --> 00:12:23.937
"Here's what's new or here's what's interesting

304
00:12:23.937 --> 00:12:26.170
"from our team," as a resource.

305
00:12:26.170 --> 00:12:28.470
So we think that's a really great place to start,

306
00:12:28.470 --> 00:12:32.830
and a great place also in terms of just learning about SaaS,

307
00:12:32.830 --> 00:12:34.680
and there's something here for everyone.

308
00:12:34.680 --> 00:12:36.000
It's not all beginner.

309
00:12:36.000 --> 00:12:38.230
There are certainly some more advanced concepts

310
00:12:38.230 --> 00:12:41.050
and technical concepts that we get into,

311
00:12:41.050 --> 00:12:43.400
but a great resource for us.

312
00:12:43.400 --> 00:12:45.330
And I'm kinda going through the columns

313
00:12:45.330 --> 00:12:48.040
of the SaaS Factory overview, if you will.

314
00:12:48.040 --> 00:12:48.873
In the second column,

315
00:12:48.873 --> 00:12:52.987
we talked about sort of reference tools and those things,

316
00:12:52.987 --> 00:12:54.720
and I wanted to highlight SaaS Boost,

317
00:12:54.720 --> 00:12:56.120
and this is a ready-to-use,

318
00:12:56.120 --> 00:12:58.220
open-source reference environment.

319
00:12:58.220 --> 00:13:01.510
We launched it for preview last year at re:Invent,

320
00:13:01.510 --> 00:13:05.760
and then, this last May, May of 2021,

321
00:13:05.760 --> 00:13:08.017
we made it generally available out there on GitHub.

322
00:13:08.017 --> 00:13:10.293
So you can go get it now, open source,

323
00:13:11.240 --> 00:13:13.210
and it really helps ISVs that have that

324
00:13:13.210 --> 00:13:16.620
traditional monolithic application move to SaaS,

325
00:13:16.620 --> 00:13:17.830

and really surrounding it

326
00:13:17.830 --> 00:13:20.410
by putting some of the building blocks of SaaS.

327
00:13:20.410 --> 00:13:23.880
So when you think about things like an installation,

328
00:13:23.880 --> 00:13:26.740
application configurator, admin, user management,

329
00:13:26.740 --> 00:13:28.660
UI for onboarding, tenant management,

330
00:13:28.660 --> 00:13:32.780
analytics, metric dashboards, billing and metering,

331
00:13:32.780 --> 00:13:35.550
what we wanna do is really give you a headstart there.

332
00:13:35.550 --> 00:13:37.530
We see these things as something

333
00:13:37.530 --> 00:13:40.640
that we call undifferentiated heavy lifting.

334
00:13:40.640 --> 00:13:43.760
This doesn't need to be unique to every SaaS provider.

335
00:13:43.760 --> 00:13:46.100
So this is available now on GitHub out there.

336
00:13:46.100 --> 00:13:49.590
It is an open-source project, so we're very open,

337
00:13:49.590 --> 00:13:51.230
and really that needs to,

338
00:13:51.230 --> 00:13:52.160
need to hear from the community

339
00:13:52.160 --> 00:13:53.810
in terms of driving that roadmap,

340
00:13:54.930 --> 00:13:57.400
and we'll continue to drive on enhancements

341
00:13:57.400 --> 00:14:00.083
and additional things we'll bring through SaaS Boost.

342
00:14:01.010 --> 00:14:04.326
So look forward to hearing from the community there.

343
00:14:04.326 --> 00:14:05.310
In this third category,

344
00:14:05.310 --> 00:14:07.130
I wanted to talk a little bit more

345
00:14:07.130 --> 00:14:08.480
about competency partners.

346
00:14:08.480 --> 00:14:12.700
So in May of 2020, we launched the SaaS Competency,

347
00:14:12.700 --> 00:14:16.050
and competency is really a framework

348
00:14:16.050 --> 00:14:18.430
for building specific expertise

349
00:14:18.430 --> 00:14:21.650
across a number of domains at AWS

350
00:14:21.650 --> 00:14:22.610

and through the partner network.

351
00:14:22.610 --> 00:14:25.130
So there's competencies from financial services,

352
00:14:25.130 --> 00:14:30.130
security, industry and vertical and horizontal specialties.

353
00:14:30.260 --> 00:14:32.630
So after many years and thinking through this,

354
00:14:32.630 --> 00:14:34.580
we built one specific to SaaS,

355
00:14:34.580 --> 00:14:37.290
and the way we've really built it is looking

356
00:14:37.290 --> 00:14:39.660
at the builders and design services.

357
00:14:39.660 --> 00:14:42.980
So those that are really developing code, if you will,

358
00:14:42.980 --> 00:14:44.650
there's a place for you here,

359
00:14:44.650 --> 00:14:46.770
and also for those that are really more thinking

360
00:14:46.770 --> 00:14:49.070
about design and architecture,

361
00:14:49.070 --> 00:14:51.610
and many organizations also fall in both.

362
00:14:51.610 --> 00:14:54.010
And so some of the traditional consulting partners

363
00:14:54.010 --> 00:14:57.710
you'll see here are the likes of Slalom in North America,

364
00:14:57.710 --> 00:15:02.710
AllCloud in Europe, KALM:IT as well in APJ or Asia Pacific.

365
00:15:05.030 --> 00:15:07.860
So we've really been able to surround the globe

366
00:15:07.860 --> 00:15:10.100
with these partners, and we're actively looking

367
00:15:10.100 --> 00:15:11.070
for other consulting partners too.

368
00:15:11.070 --> 00:15:13.300
If you're a consulting partner

369
00:15:13.300 --> 00:15:14.667
out there watching this presentation

370
00:15:14.667 --> 00:15:17.250
and you think this fits in terms of your business

371
00:15:17.250 --> 00:15:19.050
and what you're doing,

372
00:15:19.050 --> 00:15:21.720
the SaaS Competency would be a great place to go.

373
00:15:21.720 --> 00:15:25.090
We've seen also customers really get good outcomes.

374
00:15:25.090 --> 00:15:27.550
Many organizations really struggle

375
00:15:27.550 --> 00:15:28.910

with engineering resources.

376
00:15:28.910 --> 00:15:30.650
They don't have a lot of extra people

377
00:15:30.650 --> 00:15:33.737
to put on that SaaS project or effort if it's something

378
00:15:33.737 --> 00:15:37.130
that's really outside of the current expertise

379
00:15:37.130 --> 00:15:38.790
or bandwidth for the team,

380
00:15:38.790 --> 00:15:41.280
and so bringing on that consulting partner

381
00:15:41.280 --> 00:15:43.490
or SaaS Competency partner really adds to the mix

382
00:15:43.490 --> 00:15:45.670
and can really increase the velocity

383
00:15:45.670 --> 00:15:47.070
of what you're trying to do.

384
00:15:49.740 --> 00:15:52.160
So I wanted to explore a little bit on,

385
00:15:52.160 --> 00:15:55.050
hey, what can I learn from others

386
00:15:55.050 --> 00:15:56.017
that have been running on AWS,

387
00:15:56.017 --> 00:15:58.920
and what do they see in terms of benefits?

388
00:15:58.920 --> 00:16:02.240
One of the things we did a few years ago was work

389
00:16:02.240 --> 00:16:06.180
with Forrester to develop a total economic impact study

390
00:16:06.180 --> 00:16:08.450
and really the value of running on AWS

391
00:16:08.450 --> 00:16:09.550
in a SaaS environment,

392
00:16:09.550 --> 00:16:11.430
and that got a little long in the tooth.

393
00:16:11.430 --> 00:16:14.330
It needed to be updated, so we did that last year,

394
00:16:14.330 --> 00:16:16.660
and we looked at a number of organizations

395
00:16:16.660 --> 00:16:19.920
that were running really successful businesses on AWS,

396
00:16:19.920 --> 00:16:22.640
and there are some really interesting insights

397
00:16:22.640 --> 00:16:25.990
in here as well too I wanna go through.

398
00:16:25.990 --> 00:16:29.710
The first was, we really saw the time

399
00:16:29.710 --> 00:16:32.530
to develop a minimum viable product move

400
00:16:32.530 --> 00:16:33.830

to an average of 12 months,

401
00:16:33.830 --> 00:16:37.630
so savings from 30 to 50% of what they saw traditionally,

402
00:16:37.630 --> 00:16:40.590
really relying on AWS tools to handle data storage

403
00:16:40.590 --> 00:16:43.250
and compute through the development cycle,

404
00:16:43.250 --> 00:16:45.780
and so that was really a key finding,

405
00:16:45.780 --> 00:16:47.760
and I think it's something we see across customers too,

406
00:16:47.760 --> 00:16:50.560
not just those that are building SaaS solutions as well.

407
00:16:51.900 --> 00:16:54.440
Second, they could really expedite deployment

408
00:16:55.483 --> 00:16:56.930
in terms of new geographies

409
00:16:56.930 --> 00:16:59.900
and leveraging AWS data centers and infrastructure,

410
00:16:59.900 --> 00:17:01.090
and this is where AWS Marketplace

411
00:17:01.090 --> 00:17:02.129
absolutely plays a role too,

412
00:17:02.129 --> 00:17:03.190
and we've worked with partners

413
00:17:03.190 --> 00:17:06.330
where they've really been able to expand their customer base

414
00:17:06.330 --> 00:17:08.390
and geographies based on the presence we have

415
00:17:08.390 --> 00:17:11.270
in those markets that would have taken them many months.

416
00:17:11.270 --> 00:17:13.570
And so here we talk

417
00:17:13.570 --> 00:17:15.570
about the reduced time to availability

418
00:17:15.570 --> 00:17:17.750
from an average of six months down to six or eight weeks,

419
00:17:17.750 --> 00:17:19.380
so significant reductions

420
00:17:19.380 --> 00:17:22.170
in terms of really being able to expand your customer base

421
00:17:22.170 --> 00:17:23.620
and go after those customers.

422
00:17:25.450 --> 00:17:27.760
Third, once that infrastructure was made available,

423
00:17:27.760 --> 00:17:29.480
partners still had to figure out

424
00:17:29.480 --> 00:17:32.300
some customized application environments,

425
00:17:32.300 --> 00:17:35.790

and here, they were able to leverage tools

426
00:17:35.790 --> 00:17:38.400
such as the machine learning platform SageMaker,

427
00:17:38.400 --> 00:17:42.750
and really reducing that time to usage by as much as 96%.

428
00:17:42.750 --> 00:17:45.710
And then finally, what we saw is

429
00:17:45.710 --> 00:17:50.710
that there was really a big benefit for development teams

430
00:17:50.830 --> 00:17:52.640
in terms of how they deploy,

431
00:17:52.640 --> 00:17:56.270
and deploy much faster and be much more productive,

432
00:17:56.270 --> 00:17:58.140
and there was a savings of about 1/6 the time

433
00:17:58.140 --> 00:18:01.510
with AWS services like Amazon ECS

434
00:18:01.510 --> 00:18:04.450
or Elastic Container Service as well.

435
00:18:04.450 --> 00:18:07.060
The other thing I wanna highlight about this study too,

436
00:18:07.060 --> 00:18:09.250
and there's some really good quotes and pieces in there,

437
00:18:09.250 --> 00:18:12.720
and it's not a long piece, so it's a very digestible,

438
00:18:12.720 --> 00:18:15.730
is that we also build out some financials

439
00:18:15.730 --> 00:18:17.280
where we looked at organizations

440
00:18:17.280 --> 00:18:19.540
over a five-year time horizon

441
00:18:19.540 --> 00:18:22.920
in terms of that initial build of that SaaS application

442
00:18:22.920 --> 00:18:25.180
and what things looked like in terms of margin

443
00:18:25.180 --> 00:18:27.060
and revenue growth and things like that.

444
00:18:27.060 --> 00:18:28.730
So that'll give some really good benchmarking information

445
00:18:28.730 --> 00:18:30.620
if you're looking for that there,

446
00:18:30.620 --> 00:18:34.183
and that's available on the SaaS Factory Insights Hub.

447
00:18:35.047 --> 00:18:36.750
I invite everyone to kinda dive in

448
00:18:36.750 --> 00:18:38.363
and take a look at that as well.

449
00:18:41.820 --> 00:18:43.510
So next I wanna talk a little bit more

450
00:18:43.510 --> 00:18:46.280

about some of the partners we've had a chance to work with,

451
00:18:46.280 --> 00:18:48.430
and so these proof points, if you will.

452
00:18:48.430 --> 00:18:52.050
And so the first one I wanna talk about is Cohesity.

453
00:18:52.050 --> 00:18:56.580
So Cohesity is in the storage and data management space,

454
00:18:56.580 --> 00:18:59.620
and last year, they launched an offering,

455
00:18:59.620 --> 00:19:02.170
data management as a service offering,

456
00:19:02.170 --> 00:19:04.580
and so we had a chance to work with them.

457
00:19:04.580 --> 00:19:06.460
They leveraged both AWS Marketplace

458
00:19:06.460 --> 00:19:08.480
and our program as well too,

459
00:19:08.480 --> 00:19:11.530
and launched that in partnership with AWS last year.

460
00:19:11.530 --> 00:19:13.001
But what's interesting about Cohesity

461
00:19:13.001 --> 00:19:15.480
is kind of what they've done since that time, right?

462
00:19:15.480 --> 00:19:17.160
So this is initial SaaS offering.

463
00:19:17.160 --> 00:19:19.210
What's the momentum happening after that?

464
00:19:20.120 --> 00:19:23.080
They launched two additional services,

465
00:19:23.080 --> 00:19:25.520
but what I really like what Cohesity is doing

466
00:19:25.520 --> 00:19:28.140
is really focusing now on SaaS operations.

467
00:19:28.140 --> 00:19:30.330
So they've done things like

468
00:19:30.330 --> 00:19:32.500
really enhance the development process really,

469
00:19:32.500 --> 00:19:36.110
and look in terms of how their development teams work

470
00:19:36.110 --> 00:19:37.450
and making them more productive,

471
00:19:37.450 --> 00:19:39.940
and so that's really moved releases

472
00:19:39.940 --> 00:19:44.680
from weeks now to months previously really,

473
00:19:44.680 --> 00:19:46.363
so a big time savings there.

474
00:19:47.260 --> 00:19:48.670
The other thing that I really liked what they did is

475
00:19:48.670 --> 00:19:51.030

they really focused on metrics, so they really looked

476
00:19:51.030 --> 00:19:54.510
at how customers are using those applications

477
00:19:54.510 --> 00:19:57.040
to really make modifications

478
00:19:57.040 --> 00:19:59.260
in terms of what they bring to customers,

479
00:19:59.260 --> 00:20:01.890
new features, new capabilities to drive a new roadmap,

480
00:20:01.890 --> 00:20:04.885
so they really invested in those tools there.

481
00:20:04.885 --> 00:20:07.970
And the last thing that Cohesity really focused on

482
00:20:07.970 --> 00:20:09.300
was really getting that sales

483
00:20:09.300 --> 00:20:10.900
and marketing motion aligned

484
00:20:10.900 --> 00:20:12.060
to how they wanna sell with AWS,

485
00:20:12.060 --> 00:20:14.630
and so they've done some great things there

486
00:20:14.630 --> 00:20:18.700
in terms of tying their systems together with Marketplace

487
00:20:18.700 --> 00:20:22.300
and ensuring that they're enabling the self-service

488
00:20:22.300 --> 00:20:24.800
and trial mechanisms that are there.

489
00:20:24.800 --> 00:20:28.310
So that's been some great work that we see with Cohesity

490
00:20:28.310 --> 00:20:30.510
where they're not only getting to SaaS,

491
00:20:30.510 --> 00:20:33.940
but they're looking to get great at SaaS as well too.

492
00:20:33.940 --> 00:20:35.130
So an update there.

493
00:20:35.130 --> 00:20:36.350
The second one I wanna highlight

494
00:20:36.350 --> 00:20:39.113
and talk about is Dremio Cloud.

495
00:20:40.590 --> 00:20:43.970
So we worked with Dremio just this last year,

496
00:20:43.970 --> 00:20:46.180
founded about six years ago,

497
00:20:46.180 --> 00:20:50.850
and Dremio really enables queries directly on S3,

498
00:20:50.850 --> 00:20:53.350
and so they leverage Marketplace

499
00:20:53.350 --> 00:20:56.070
and they directly leveraged our program

500
00:20:56.070 --> 00:20:58.130

to sort of build this out.

501
00:20:58.130 --> 00:21:01.613
And so some interesting points about Dremio:

502
00:21:02.470 --> 00:21:05.470
We had a chance to work directly with Tomer Shiron,

503
00:21:05.470 --> 00:21:06.570
who is one of the founders

504
00:21:06.570 --> 00:21:07.990
and really the product leader there,

505
00:21:07.990 --> 00:21:08.930
and he really leaned in

506
00:21:08.930 --> 00:21:13.930
and provided some great leadership for that team,

507
00:21:13.940 --> 00:21:17.080
and also really was really taking in

508
00:21:17.080 --> 00:21:18.250
a lot of the knowledge and things.

509
00:21:18.250 --> 00:21:20.450
Here's somebody that's been in an industry a long time,

510
00:21:20.450 --> 00:21:23.360
has been around analytics and SaaS and data

511
00:21:23.360 --> 00:21:24.460
in terms of the solutions,

512
00:21:24.460 --> 00:21:28.410
but really valued the support that our team provided,

513
00:21:28.410 --> 00:21:29.630
and to get specific kind of

514
00:21:29.630 --> 00:21:32.860
on what they did within the business

515
00:21:32.860 --> 00:21:35.840
in terms of their SaaS operational footprint,

516
00:21:35.840 --> 00:21:38.480
they really looked at kinda their development team

517
00:21:38.480 --> 00:21:42.430
and looked to add things like site reliability engineering

518
00:21:42.430 --> 00:21:45.330
and also security specialists to that team.

519
00:21:45.330 --> 00:21:46.480
Now you're operating a service,

520
00:21:46.480 --> 00:21:49.310
so those become key things for you too,

521
00:21:49.310 --> 00:21:50.490
and then really getting sales

522
00:21:50.490 --> 00:21:54.360
and marketing teams aligned around a product-led model,

523
00:21:54.360 --> 00:21:58.240
where you're now building adoption around a product

524
00:21:58.240 --> 00:22:00.760
and building mechanisms to do that,

525
00:22:00.760 --> 00:22:02.190

and allowing customer success

526
00:22:02.190 --> 00:22:04.070
and other teams to drive on that

527
00:22:04.070 --> 00:22:06.950
while your salespeople are further down in the funnel

528
00:22:06.950 --> 00:22:09.850
in terms of looking for really high-quality leads.

529
00:22:09.850 --> 00:22:12.310
So there's a great blog out there on Dremio.

530
00:22:12.310 --> 00:22:14.030
I invite everyone to kinda dive into it,

531
00:22:14.030 --> 00:22:16.823
but we really enjoyed working with them over the last year.

532
00:22:19.750 --> 00:22:21.970
So I wanna talk about this good to great concept.

533
00:22:21.970 --> 00:22:24.820
I've maybe dropped the hint on this a few times

534
00:22:24.820 --> 00:22:28.670
in the presentation, but when we talk about getting to SaaS,

535
00:22:28.670 --> 00:22:30.000
that's no longer good enough,

536
00:22:30.000 --> 00:22:32.030
and so we really wanted to put a stake in the ground

537
00:22:32.030 --> 00:22:34.707
and talk about, what does great SaaS really mean?

538
00:22:34.707 --> 00:22:36.120
What does that look like?

539
00:22:36.120 --> 00:22:40.170
And so we've developed an ebook called "Good to Great"

540
00:22:40.170 --> 00:22:43.083
in terms of maximizing your SaaS solution.

541
00:22:43.940 --> 00:22:46.070
And so certainly speed's important,

542
00:22:46.070 --> 00:22:48.190
but how do you take it to the next level?

543
00:22:48.190 --> 00:22:49.520
And so there's an ebook out there

544
00:22:49.520 --> 00:22:51.610
that compares kinda that good to great

545
00:22:51.610 --> 00:22:54.710
across a number of different dimensions

546
00:22:54.710 --> 00:22:56.720
that we think are really important in the SaaS business,

547
00:22:56.720 --> 00:22:59.280
and I wanted to give you a highlight on a few of them here,

548
00:22:59.280 --> 00:23:02.740
and then invite you to go kinda dive in the ebook.

549
00:23:02.740 --> 00:23:04.780
The first one I'll talk about is

550
00:23:04.780 --> 00:23:06.520

nail it before you scale it,

551
00:23:06.520 --> 00:23:09.700
and this is really about a balancing act in terms of looking

552
00:23:09.700 --> 00:23:12.000
and thinking through the operational areas of SaaS,

553
00:23:12.000 --> 00:23:14.000
and I tried to point out some of those

554
00:23:14.000 --> 00:23:16.810
in terms of what Cohesity and Dremio are doing

555
00:23:16.810 --> 00:23:18.140
in building their SaaS solutions,

556
00:23:18.140 --> 00:23:21.640
but we often find that organizations overlook that.

557
00:23:21.640 --> 00:23:24.370
There's really a focus on getting to market,

558
00:23:24.370 --> 00:23:26.960
and things around onboarding customers

559
00:23:26.960 --> 00:23:30.980
and billing are not completely thought through,

560
00:23:30.980 --> 00:23:33.200
and they really impact growth and scale.

561
00:23:33.200 --> 00:23:37.390
And so remember my point earlier about customer experience,

562
00:23:37.390 --> 00:23:38.960
and not being focused on that

563
00:23:38.960 --> 00:23:40.900
can be really a challenge here,

564
00:23:40.900 --> 00:23:42.620
particularly for organizations that have come

565
00:23:42.620 --> 00:23:46.230
from a traditional model where you're selling software

566
00:23:46.230 --> 00:23:50.230
to an individual, and you understand their wants and needs,

567
00:23:50.230 --> 00:23:52.460
but you don't really understand the needs of users

568
00:23:52.460 --> 00:23:56.110
or consumers of software like you have to in a SaaS model,

569
00:23:56.110 --> 00:23:58.330
and that becomes really important.

570
00:23:58.330 --> 00:24:00.290
So things, tools like journey mapping

571
00:24:00.290 --> 00:24:02.330
become important to really understand that experience

572
00:24:02.330 --> 00:24:04.670
and make sure you're aligned for it.

573
00:24:04.670 --> 00:24:07.570
The second one I'll point out is one that I know and love,

574
00:24:07.570 --> 00:24:08.930
and I love diving into this topic.

575
00:24:08.930 --> 00:24:11.380

I don't proclaim to be an expert,

576
00:24:11.380 --> 00:24:12.520
but the idea that pricing

577
00:24:12.520 --> 00:24:14.893
and packaging are never static, right?

578
00:24:16.360 --> 00:24:17.310
In reference to this

579
00:24:17.310 --> 00:24:20.090
and kinda doing some research for this presentation,

580
00:24:20.090 --> 00:24:23.219
I really love the stuff that OpenView puts out there,

581
00:24:23.219 --> 00:24:25.860
a venture capital firm that does a lot of research as well.

582
00:24:25.860 --> 00:24:28.750
They ran a study and they looked at 2,200 SaaS firms

583
00:24:28.750 --> 00:24:32.540
in terms of their pricing model and how they approach this,

584
00:24:32.540 --> 00:24:35.140
and ran a survey for some time,

585
00:24:35.140 --> 00:24:37.450
and the results were pretty startling

586
00:24:37.450 --> 00:24:40.560
in that they looked at 2,200 firms.

587
00:24:40.560 --> 00:24:43.150
They graded them on a zero-to-100 scale,

588
00:24:43.150 --> 00:24:44.860
but only 4% of those companies

589
00:24:44.860 --> 00:24:46.650
really had an excellent score,

590
00:24:46.650 --> 00:24:50.120
and further, 40% or 43% of companies

591
00:24:50.120 --> 00:24:51.300
actually had a failing score.

592
00:24:51.300 --> 00:24:52.500
So imagine teaching a class

593
00:24:52.500 --> 00:24:55.003
and 43% of the students were failing.

594
00:24:56.050 --> 00:24:58.260
Not good, as a teacher, you wouldn't feel good about that.

595
00:24:58.260 --> 00:24:59.980
So there's a lot of room improvement

596
00:24:59.980 --> 00:25:02.020
in pricing and packaging.

597
00:25:02.020 --> 00:25:03.300
A recent example I wanna point to

598
00:25:03.300 --> 00:25:06.200
that's fairly well known, I think, is New Relic.

599
00:25:06.200 --> 00:25:08.840
They have been really a SaaS company for many years,

600
00:25:08.840 --> 00:25:11.540

but in July of 2020,

601
00:25:11.540 --> 00:25:16.180
they really reset their pricing model and approach

602
00:25:16.180 --> 00:25:19.340
in terms of really going after a consumption-based model.

603
00:25:19.340 --> 00:25:21.080
They saw a lot of customers

604
00:25:21.080 --> 00:25:23.540
that really had a hard time getting started with New Relic

605
00:25:23.540 --> 00:25:25.610
because based on sort of how they positioned

606
00:25:25.610 --> 00:25:28.880
and packaged the subscriptions offering they had,

607
00:25:28.880 --> 00:25:31.170
so they went to this consumption-based model,

608
00:25:31.170 --> 00:25:32.700
and many in the organization call it

609
00:25:32.700 --> 00:25:35.330
one of the most pivotal moments in the industry,

610
00:25:35.330 --> 00:25:37.770
and they really benefited from that.

611
00:25:37.770 --> 00:25:39.050
And during that same timeframe,

612
00:25:39.050 --> 00:25:41.880
they also had migrated to AWS

613
00:25:41.880 --> 00:25:43.620
in terms of a number of their applications there too,

614
00:25:43.620 --> 00:25:45.840
so a great case study out there with New Relic.

615
00:25:45.840 --> 00:25:47.280
There's both an AWS case study

616
00:25:47.280 --> 00:25:49.033
and other resources available too.

617
00:25:51.630 --> 00:25:54.930
So finally, I wanna kinda talk about what's happening

618
00:25:54.930 --> 00:25:57.170
from a buyer perspective as well,

619
00:25:57.170 --> 00:25:58.800
and then I'll hand it off to Mona

620
00:25:58.800 --> 00:26:00.990
to really talk about the marketplace portion of this,

621
00:26:00.990 --> 00:26:03.740
but we certainly see

622
00:26:03.740 --> 00:26:06.400
buyers changing their behaviors around SaaS,

623
00:26:06.400 --> 00:26:08.313
and not only thinking about buying SaaS

624
00:26:08.313 --> 00:26:09.910
through that business model,

625
00:26:09.910 --> 00:26:11.130

but also thinking about channels

626
00:26:11.130 --> 00:26:12.650
that they're evaluating too.

627
00:26:12.650 --> 00:26:15.300
So this is some data from IDC

628
00:26:16.190 --> 00:26:18.860
in terms of talking about different channels

629
00:26:18.860 --> 00:26:21.200
in terms of where people are consuming software,

630
00:26:21.200 --> 00:26:22.033
and you certainly see

631
00:26:22.033 --> 00:26:25.780
that direct sales is very prevalent, company websites.

632
00:26:25.780 --> 00:26:28.330
So those direct models are really prominent.

633
00:26:28.330 --> 00:26:31.160
Cloud service provider as well too,

634
00:26:31.160 --> 00:26:34.320
but you see cloud marketplaces now emerging

635
00:26:34.320 --> 00:26:37.650
really as this convenient, accessible channel for customers

636
00:26:37.650 --> 00:26:40.070
where they're aligned with their cloud provider already,

637
00:26:40.070 --> 00:26:41.540
and that has a lot of benefits

638
00:26:41.540 --> 00:26:43.810
that Mona will talk about in a minute.

639
00:26:43.810 --> 00:26:47.040
I'm old enough to remember multi-tiered distribution models

640
00:26:47.040 --> 00:26:48.960
and distributors working with resellers

641
00:26:48.960 --> 00:26:52.300
and getting software out when it had to be delivered

642
00:26:52.300 --> 00:26:54.947
and packaged in some way, but you now look

643
00:26:54.947 --> 00:26:57.720
and sort of what's happening now is customers

644
00:26:57.720 --> 00:27:00.690
are really looking for this streamlined experience,

645
00:27:00.690 --> 00:27:03.410
and if you can't build it yourself,

646
00:27:03.410 --> 00:27:04.480
you should look for others

647
00:27:04.480 --> 00:27:06.630
that can really help you package this for you,

648
00:27:06.630 --> 00:27:11.030
and I would consider a marketplace really key in that way,

649
00:27:11.030 --> 00:27:12.990
where it can really help you accelerate

650
00:27:12.990 --> 00:27:14.590

and get to market faster

651
00:27:14.590 --> 00:27:17.040
and really deliver a great customer experience.

652
00:27:17.040 --> 00:27:19.270
So I know Mona is gonna go a lot deeper on this,

653
00:27:19.270 --> 00:27:21.010
and I'll hand it over to her

654
00:27:21.010 --> 00:27:24.387
to go talk more about AWS Marketplace

655
00:27:24.387 --> 00:27:27.680
and the opportunities we see to build your SaaS business

656
00:27:27.680 --> 00:27:29.550
and go even faster.

657
00:27:29.550 --> 00:27:30.720
Mona?

658
00:27:30.720 --> 00:27:31.620
<v ->Thanks, Craig.</v>

659
00:27:31.620 --> 00:27:34.810
As Craig mentioned, SaaS is becoming the preferred model

660
00:27:34.810 --> 00:27:37.120
to build products, and increasingly,

661
00:27:37.120 --> 00:27:39.540
ISVs are leveraging cloud marketplaces

662
00:27:39.540 --> 00:27:42.883
as a channel to offer their SaaS-based solutions.

663
00:27:43.770 --> 00:27:45.770
And we see more and more customers,

664
00:27:45.770 --> 00:27:47.150
whether they're enterprises,

665
00:27:47.150 --> 00:27:49.240
small-to-medium-sized businesses

666
00:27:50.260 --> 00:27:52.330
across different industries like healthcare

667
00:27:52.330 --> 00:27:54.360
and life sciences, financial services,

668
00:27:54.360 --> 00:27:55.600
media and entertainment,

669
00:27:55.600 --> 00:27:58.210
really coming to digital marketplaces

670
00:27:58.210 --> 00:28:01.810
to procure SaaS solutions in order to achieve

671
00:28:01.810 --> 00:28:05.250
faster time to market, deal acceleration,

672
00:28:05.250 --> 00:28:08.640
as well as accelerating their time to value.

673
00:28:08.640 --> 00:28:12.140
And analysts such as Gartner state that by 2023,

674
00:28:12.140 --> 00:28:16.150
50% of applications sold via cloud marketplaces

675
00:28:16.150 --> 00:28:18.830

will be transacted in a more self-service way,

676
00:28:18.830 --> 00:28:20.300
and without having to negotiate

677
00:28:20.300 --> 00:28:25.010
software terms and conditions, and by 2023,

678
00:28:25.010 --> 00:28:28.260
75% of organizations will have comprehensive

679
00:28:28.260 --> 00:28:31.270
digital transformation implementation strategies

680
00:28:31.270 --> 00:28:33.320
that span across all facets

681
00:28:33.320 --> 00:28:35.890
of business, including procurement.

682
00:28:35.890 --> 00:28:39.120
And as organizations continue to innovate,

683
00:28:39.120 --> 00:28:41.390
IDC predicts that by 2024,

684
00:28:41.390 --> 00:28:43.900
marketplaces will become a dominant channel

685
00:28:43.900 --> 00:28:47.490
for procurement of infrastructure operations and software,

686
00:28:47.490 --> 00:28:48.470
and that's really critical.

687
00:28:48.470 --> 00:28:51.010
So those are software titles such as security,

688
00:28:51.010 --> 00:28:53.340
networking, storage, database, et cetera.

689
00:28:53.340 --> 00:28:55.190
So for all those reasons,

690
00:28:55.190 --> 00:28:58.600
cloud marketplaces are becoming a preferred channel

691
00:28:58.600 --> 00:29:02.700
and also to really help accelerate your time to market

692
00:29:02.700 --> 00:29:04.303
and accelerate your deals.

693
00:29:07.145 --> 00:29:10.830
And this is how we envisioned AWS Marketplace.

694
00:29:10.830 --> 00:29:13.330
We really work backwards from the customer

695
00:29:13.330 --> 00:29:16.710
to really show how AWS Marketplace

696
00:29:16.710 --> 00:29:20.380
is transforming enterprises worldwide,

697
00:29:20.380 --> 00:29:21.970
and we see this really coming in

698
00:29:21.970 --> 00:29:23.800
from two different patterns.

699
00:29:23.800 --> 00:29:28.250
So the first pattern being from a CIO's perspective

700
00:29:28.250 --> 00:29:30.330

in that CIO's are really focused

701
00:29:30.330 --> 00:29:32.770
on migrating their applications,

702
00:29:32.770 --> 00:29:34.320
their workloads to the cloud,

703
00:29:34.320 --> 00:29:37.830
and a lot of that comes with their third-party applications.

704
00:29:37.830 --> 00:29:39.590
And so as they consider that,

705
00:29:39.590 --> 00:29:42.490
they not only need their selection available

706
00:29:42.490 --> 00:29:43.970
in a cloud marketplace

707
00:29:43.970 --> 00:29:46.140
across all the different categories of software

708
00:29:46.140 --> 00:29:48.310
that they have from security to networking

709
00:29:48.310 --> 00:29:52.000
to business applications to industry applications,

710
00:29:52.000 --> 00:29:55.280
but they also need to make sure that when they're migrating,

711
00:29:55.280 --> 00:29:58.190
they're able to have that management, governance,

712
00:29:58.190 --> 00:30:01.300
and compliance in place, and that means things like

713
00:30:01.300 --> 00:30:05.550
they're able to manage their IT budgets, their IT spends.

714
00:30:05.550 --> 00:30:07.690
They need the management and controls

715
00:30:07.690 --> 00:30:10.860
in terms of who has access to what software,

716
00:30:10.860 --> 00:30:14.210
also in terms of their license distribution,

717
00:30:14.210 --> 00:30:18.080
as well as being able to, if they want to contract,

718
00:30:18.080 --> 00:30:20.800
if they need customized contracts,

719
00:30:20.800 --> 00:30:22.870
as well as customized terms and conditions,

720
00:30:22.870 --> 00:30:24.683
that they have that flexibility,

721
00:30:25.850 --> 00:30:30.650
and also being able to provide that sort of speed

722
00:30:30.650 --> 00:30:35.060
and that speed and innovation to their builders.

723
00:30:35.060 --> 00:30:37.320
And so that's sort of the second pattern that we saw is

724
00:30:37.320 --> 00:30:40.200
that CIOs have to manage that governance

725
00:30:40.200 --> 00:30:43.840

and compliance working with procurement teams, legal teams,

726
00:30:43.840 --> 00:30:45.910
but then they also need to give their builders

727
00:30:45.910 --> 00:30:48.790
that flexibility to be able to build when they want,

728
00:30:48.790 --> 00:30:51.990
and so having that variety of selection available

729
00:30:51.990 --> 00:30:54.400
when they need it, but in a controlled way.

730
00:30:54.400 --> 00:30:55.700
And so as a result,

731
00:30:55.700 --> 00:30:59.070
we're not only helping enterprise customers have

732
00:30:59.070 --> 00:31:00.670
that availability of selection,

733
00:31:00.670 --> 00:31:03.860
having that control and that management and governance,

734
00:31:03.860 --> 00:31:06.230
but we're also helping ISVs,

735
00:31:06.230 --> 00:31:09.260
and Marketplace has become a strategic channel

736
00:31:09.260 --> 00:31:13.760
for ISVs, data providers, and also resellers,

737
00:31:13.760 --> 00:31:16.780
that allow them to really acquire new customers,

738
00:31:16.780 --> 00:31:19.440
migrate their existing customers to the cloud,

739
00:31:19.440 --> 00:31:21.783
and also overall, grow their revenue.

740
00:31:24.062 --> 00:31:24.920
And one of the areas

741
00:31:24.920 --> 00:31:27.700
that Marketplace has done is we've innovated,

742
00:31:27.700 --> 00:31:29.050
and we continue to innovate.

743
00:31:29.050 --> 00:31:31.870
Innovation is really in our DNA at AWS,

744
00:31:31.870 --> 00:31:35.410
and in terms of SaaS, we really innovated not just a way

745
00:31:35.410 --> 00:31:38.810
in which ISVs can deploy their SaaS solutions,

746
00:31:38.810 --> 00:31:40.830
but we also gave them the flexibility

747
00:31:40.830 --> 00:31:43.340
to be able to contract how they want,

748
00:31:43.340 --> 00:31:45.990
and so we have different contracting vehicles for SaaS.

749
00:31:45.990 --> 00:31:48.560
For example, we have SaaS subscriptions

750
00:31:48.560 --> 00:31:53.160

where ISVs can offer pay-as-you-go from a SaaS perspective,

751
00:31:53.160 --> 00:31:54.970
and also contracts,

752
00:31:54.970 --> 00:31:59.060
having the flexibility to have longer-term contracts,

753
00:31:59.060 --> 00:32:01.630
whether annual or multi-year.

754
00:32:01.630 --> 00:32:04.580
We've also innovated and have a hybrid

755
00:32:05.876 --> 00:32:08.010
of contracts and consumption models.

756
00:32:08.010 --> 00:32:10.690
So for example, when an ISV

757
00:32:10.690 --> 00:32:14.870
or a customer has completed their contract period,

758
00:32:14.870 --> 00:32:17.640
they can then transition over to a pay-as-you-go.

759
00:32:17.640 --> 00:32:18.980
So we have all that flexibility

760
00:32:18.980 --> 00:32:21.510
that we provided in terms of contracting.

761
00:32:21.510 --> 00:32:24.910
Another thing that we offer is, from a SaaS perspective,

762
00:32:24.910 --> 00:32:28.660
is SaaS private offers, and from there,

763
00:32:28.660 --> 00:32:30.420
both the ISV and the enterprise

764
00:32:30.420 --> 00:32:33.590
can negotiate customized terms and conditions,

765
00:32:33.590 --> 00:32:37.130
as well as pricing, and do that in a more automated way

766
00:32:37.130 --> 00:32:38.730
and a self-service way.

767
00:32:38.730 --> 00:32:39.970
So for all those reasons,

768
00:32:39.970 --> 00:32:43.700
we really innovated SaaS on the SaaS front,

769
00:32:43.700 --> 00:32:44.890
and as a result of that,

770
00:32:44.890 --> 00:32:49.300
Forrester has recognized AWS Marketplace

771
00:32:49.300 --> 00:32:51.810
as a leader in their New Wave Report,

772
00:32:51.810 --> 00:32:54.310
and that's not only because of us being able

773
00:32:54.310 --> 00:32:56.210
to streamline SaaS buying,

774
00:32:56.210 --> 00:32:59.060
but also being able to increase efficiency

775
00:32:59.060 --> 00:33:02.023

while lowering that risk for enterprise customers.

776
00:33:04.020 --> 00:33:06.210
And Marketplace is really transforming

777
00:33:06.210 --> 00:33:08.620
the enterprise digital supply chain,

778
00:33:08.620 --> 00:33:11.990
and we're not only doing that with offerings,

779
00:33:11.990 --> 00:33:14.150
software and data that you know and love

780
00:33:14.150 --> 00:33:17.480
from ISVs such as security products

781
00:33:17.480 --> 00:33:21.450
from CrowdStrike or business applications from Infor

782
00:33:21.450 --> 00:33:26.450
or database-type solutions, but we're also doing it,

783
00:33:27.920 --> 00:33:29.850
we're allowing enterprise customers

784
00:33:29.850 --> 00:33:31.920
to speed up their procurement,

785
00:33:31.920 --> 00:33:33.900
improving their overall governance,

786
00:33:33.900 --> 00:33:36.310
and they're optimizing their IT spend,

787
00:33:36.310 --> 00:33:39.890
and they're able to do that all from AWS Marketplace.

788
00:33:39.890 --> 00:33:42.010
But as we're talking to customers,

789
00:33:42.010 --> 00:33:44.810
one of the key things that customers has told us is

790
00:33:44.810 --> 00:33:47.090
that there's really six areas

791
00:33:47.090 --> 00:33:49.550
that we need in order to ensure

792
00:33:49.550 --> 00:33:52.040
that they're able to help them

793
00:33:52.040 --> 00:33:55.920
with this digital supply chain optimization,

794
00:33:55.920 --> 00:33:58.410
and those areas are having that software

795
00:33:58.410 --> 00:34:00.760
and data and services that they know

796
00:34:00.760 --> 00:34:03.300
and trust from vendors that they know and trust,

797
00:34:03.300 --> 00:34:08.300
such as CrowdStrike, Infor, Adobe, F5, Cisco, et cetera,

798
00:34:09.620 --> 00:34:12.050
across a variety of different categories,

799
00:34:12.050 --> 00:34:14.970
but also having that broad selection available

800
00:34:14.970 --> 00:34:16.500

in more modernized ways,

801
00:34:16.500 --> 00:34:19.660
in more modernized deployment mechanisms such as SaaS,

802
00:34:19.660 --> 00:34:22.560
as well as containers and Kubernetes,

803
00:34:22.560 --> 00:34:24.760
and also making that transaction

804
00:34:24.760 --> 00:34:28.300
and procurement processes easier and faster,

805
00:34:28.300 --> 00:34:31.560
as well as enhancing governance and controls,

806
00:34:31.560 --> 00:34:34.240
and incorporating professional support

807
00:34:34.240 --> 00:34:37.170
and expertise that aligns to the software,

808
00:34:37.170 --> 00:34:40.770
and also optimizing IT spend.

809
00:34:40.770 --> 00:34:43.320
And so as we sort of look at all of this,

810
00:34:43.320 --> 00:34:46.110
this is how we've created AWS Marketplace

811
00:34:46.110 --> 00:34:48.730
as that curated digital catalog

812
00:34:48.730 --> 00:34:51.440
that really allows customers to find, subscribe to,

813
00:34:51.440 --> 00:34:55.620
deploy and govern third-party software services and data,

814
00:34:55.620 --> 00:34:58.710
and we have over 12,000 transactable listings,

815
00:34:58.710 --> 00:35:02.200
of which, 1,500-plus are SaaS focused.

816
00:35:02.200 --> 00:35:04.750
We have 2,000-plus ISVs

817
00:35:04.750 --> 00:35:07.830
with 2 million-plus active subscriptions

818
00:35:07.830 --> 00:35:12.470
with more than 325,000 active customers,

819
00:35:12.470 --> 00:35:16.310
and these solutions are across 65 categories

820
00:35:16.310 --> 00:35:19.140
that range from security to monitoring,

821
00:35:19.140 --> 00:35:23.070
observability to database, to AIML solutions,

822
00:35:23.070 --> 00:35:26.553
as well as horizontal and vertical business applications.

823
00:35:28.930 --> 00:35:31.020
And so as we look across SaaS,

824
00:35:31.020 --> 00:35:33.390
we talked a lot about the different categories

825
00:35:33.390 --> 00:35:36.140

and having that software selection available

826
00:35:36.140 --> 00:35:38.130
for enterprise customers is really critical,

827
00:35:38.130 --> 00:35:40.770
especially as they're looking to migrate to the cloud.

828
00:35:40.770 --> 00:35:42.430
Well, this is just a sprinkling

829
00:35:42.430 --> 00:35:44.420
of some of the selection that we have

830
00:35:44.420 --> 00:35:46.530
from vendors that you know and trust.

831
00:35:46.530 --> 00:35:48.640
For example, in security and observability,

832
00:35:48.640 --> 00:35:53.410
we have CrowdStrike and Splunk, in storage, Cohesity.

833
00:35:53.410 --> 00:35:55.840
This is a vendor that Craig spoke about

834
00:35:55.840 --> 00:35:57.360
earlier in the presentation.

835
00:35:57.360 --> 00:36:00.700
In networking, we have well-known vendors like Cisco,

836
00:36:00.700 --> 00:36:05.540
Citrix, F5, as well as business application providers

837
00:36:05.540 --> 00:36:10.420
such as Zoom, and analytics in AIML.

838
00:36:10.420 --> 00:36:14.060
Dremio is one ISV that Craig has spoken about,

839
00:36:14.060 --> 00:36:18.110
and also vertical industries such as healthcare

840
00:36:18.110 --> 00:36:22.230
and life sciences, so we have Change Healthcare, Illumina,

841
00:36:22.230 --> 00:36:24.230
life sciences with PerkinElmer,

842
00:36:24.230 --> 00:36:27.360
as well as media and entertainment from Kaltura.

843
00:36:27.360 --> 00:36:30.390
Financial services, we have Experian and also Seeq,

844
00:36:31.530 --> 00:36:33.610
who's one ISV that we will be talking about

845
00:36:33.610 --> 00:36:35.380
later on in this presentation.

846
00:36:35.380 --> 00:36:36.770
They're an industrial,

847
00:36:36.770 --> 00:36:40.140
manufacturing-focused application provider.

848
00:36:40.140 --> 00:36:42.360
And so we have selection across all these,

849
00:36:42.360 --> 00:36:44.910
a variety of different SaaS solutions

850
00:36:44.910 --> 00:36:46.943

that really our customers know and love.

851
00:36:47.970 --> 00:36:49.750
And how is this working for ISVs?

852
00:36:49.750 --> 00:36:52.900
So we have a lot of SaaS ISVs

853
00:36:52.900 --> 00:36:55.680
that are building their business through AWS Marketplace,

854
00:36:55.680 --> 00:36:57.810
and we have great partnerships in place.

855
00:36:57.810 --> 00:37:00.890
For example, George Kurtz is the CEO of CrowdStrike.

856
00:37:00.890 --> 00:37:02.750
He often speaks about AWS

857
00:37:02.750 --> 00:37:05.510
and AWS Marketplace during his earnings calls,

858
00:37:05.510 --> 00:37:08.850
and he even has stated that, with AWS Marketplace,

859
00:37:08.850 --> 00:37:13.440
he was able to cut the sales cycle down to almost 50%.

860
00:37:13.440 --> 00:37:17.500
Similarly, Snowflake talks about their cost savings

861
00:37:17.500 --> 00:37:22.230
and their ROI that they've achieved with over 405% ROI,

862
00:37:22.230 --> 00:37:23.840
and they, as a result of that,

863
00:37:23.840 --> 00:37:26.290
they're able to achieve that cost savings

864
00:37:26.290 --> 00:37:28.770
as well as increase in profitability,

865
00:37:28.770 --> 00:37:31.390
and so overall, seeing fantastic results

866
00:37:31.390 --> 00:37:34.850
as they are working and partnering with AWS Marketplace.

867
00:37:34.850 --> 00:37:38.350
And Sumo Logic is an ISV, a SaaS ISV,

868
00:37:38.350 --> 00:37:39.880
who has really leveraged

869
00:37:39.880 --> 00:37:42.510
Marketplace's go-to-market solutions

870
00:37:42.510 --> 00:37:44.260
and our go-to-market programs,

871
00:37:44.260 --> 00:37:46.690
which have really shown better ROI

872
00:37:46.690 --> 00:37:48.770
compared to the marketing programs

873
00:37:48.770 --> 00:37:50.460
that they've done by themselves.

874
00:37:50.460 --> 00:37:54.080
So overall, you can see how ISVs are really gaining traction

875
00:37:54.080 --> 00:37:57.323

with AWS Marketplace, and they're seeing results.

876
00:37:58.400 --> 00:38:00.270
And what that all boils down to is

877
00:38:00.270 --> 00:38:03.780
how they're able to achieve those results is

878
00:38:03.780 --> 00:38:06.380
that those faster transactions really mean

879
00:38:06.380 --> 00:38:08.520
that faster time to value,

880
00:38:08.520 --> 00:38:09.950
and that faster time to value,

881
00:38:09.950 --> 00:38:11.810
how we're able to achieve that is

882
00:38:11.810 --> 00:38:14.680
really by having simplified transactions,

883
00:38:14.680 --> 00:38:17.740
and what that means is there's three key areas

884
00:38:17.740 --> 00:38:20.060
that allow for those simplified transactions.

885
00:38:20.060 --> 00:38:23.400
The first is having a fully transactable catalog,

886
00:38:23.400 --> 00:38:24.680
which is important to make sure

887
00:38:24.680 --> 00:38:27.400
that customers are able to transact,

888
00:38:27.400 --> 00:38:29.850
and across all those different categories.

889
00:38:29.850 --> 00:38:31.140
We also have purchasing.

890
00:38:31.140 --> 00:38:32.400
Not only can you come

891
00:38:32.400 --> 00:38:35.170
to the AWS Marketplace website to purchase,

892
00:38:35.170 --> 00:38:38.650
but you can also find solutions, SaaS solutions,

893
00:38:38.650 --> 00:38:43.650
in respective AWS service consoles, such as EC2, S3,

894
00:38:44.620 --> 00:38:48.787
Redshift, Amazon SageMaker, EC2, and EKS.

895
00:38:50.550 --> 00:38:51.940
You now have different ways

896
00:38:51.940 --> 00:38:54.600
in which you can discover solutions

897
00:38:54.600 --> 00:38:57.370
in terms of where your personas are working,

898
00:38:57.370 --> 00:38:59.100
whether it's finding search

899
00:38:59.100 --> 00:39:01.290
on the publicly available website

900
00:39:01.290 --> 00:39:05.880

or a developer or builder in the actual AWS console.

901
00:39:05.880 --> 00:39:06.760
And the other area is

902
00:39:06.760 --> 00:39:09.350
that we have a broad range of pricing models.

903
00:39:09.350 --> 00:39:14.350
That ranges from bring your own license to pay as you go,

904
00:39:14.900 --> 00:39:19.900
to more of a annualized or multi-year commitments,

905
00:39:20.470 --> 00:39:24.730
and we really provide those extensive contracting models

906
00:39:24.730 --> 00:39:27.530
to give our ISVs that flexibility.

907
00:39:27.530 --> 00:39:29.430
And we're not only providing that for ISVs,

908
00:39:29.430 --> 00:39:31.750
but also we really helped enterprises

909
00:39:31.750 --> 00:39:35.210
modernize their procurement in two key areas:

910
00:39:35.210 --> 00:39:40.010
private offers for both ISVs as well as consulting partners.

911
00:39:40.010 --> 00:39:43.840
And what private offers do, it really allows ISVs

912
00:39:43.840 --> 00:39:47.580
and enterprises to negotiate terms and conditions

913
00:39:47.580 --> 00:39:49.600
as well as pricing terms,

914
00:39:49.600 --> 00:39:52.540
and in a more automated and repeatable way.

915
00:39:52.540 --> 00:39:54.950
So what that allows is to really speed up

916
00:39:54.950 --> 00:39:59.360
that contracting time and getting faster time to value.

917
00:39:59.360 --> 00:40:00.410
And then the other area

918
00:40:00.410 --> 00:40:02.560
where we've really modernized procurement is

919
00:40:02.560 --> 00:40:04.910
around standardizing licensing terms,

920
00:40:04.910 --> 00:40:07.900
and that's important because you don't spend your time

921
00:40:07.900 --> 00:40:10.040
negotiating on the terms and conditions.

922
00:40:10.040 --> 00:40:12.400
We've taken all that work and we've done it for you,

923
00:40:12.400 --> 00:40:15.450
where we now have consistent cloud terms and conditions

924
00:40:15.450 --> 00:40:18.033
that enterprise customers use, as well as ISVs.

925
00:40:18.870 --> 00:40:21.300

And so for that reason, we have ISVs

926
00:40:22.465 --> 00:40:24.840
that are able to reduce their cycle time,

927
00:40:24.840 --> 00:40:26.910
and by well over 50%,

928
00:40:26.910 --> 00:40:28.980
and also having these time savers

929
00:40:28.980 --> 00:40:32.010
like standardized license contracts and terms,

930
00:40:32.010 --> 00:40:33.650
and then having a repeatable

931
00:40:33.650 --> 00:40:36.280
and more automated way to provide private offers,

932
00:40:36.280 --> 00:40:38.920
which are customized typically and manually done.

933
00:40:38.920 --> 00:40:40.090
We're able to automate that

934
00:40:40.090 --> 00:40:42.543
and really streamline the procurement processes.

935
00:40:44.490 --> 00:40:48.380
And as we look at our flexible consumption

936
00:40:48.380 --> 00:40:52.170
and contract models, we have a wide variety

937
00:40:52.170 --> 00:40:54.930
across all the different deployment types,

938
00:40:54.930 --> 00:40:56.430
specifically SaaS.

939
00:40:56.430 --> 00:40:57.810
We have bring-your-own-license

940
00:40:57.810 --> 00:41:00.720
that allows you to take a license

941
00:41:00.720 --> 00:41:03.850
that you may have already procured from an ISV,

942
00:41:03.850 --> 00:41:07.620
and you can now run that on an AWS instance,

943
00:41:07.620 --> 00:41:12.620
or a free trial that allows you to try before you buy,

944
00:41:13.260 --> 00:41:17.330
and before you make any sort of a commitment to a contract.

945
00:41:17.330 --> 00:41:20.840
We also have pay-as-you-go in seconds and in hours,

946
00:41:20.840 --> 00:41:24.470
and this really allows you to not commit

947
00:41:24.470 --> 00:41:28.150
to a long-term contract, and you have that flexibility,

948
00:41:28.150 --> 00:41:29.520
as well as monthly

949
00:41:29.520 --> 00:41:32.510
and more time-commitment-focused contracts

950
00:41:32.510 --> 00:41:34.260

around annual and multi-year.

951
00:41:34.260 --> 00:41:35.860
And then finally, private offers.

952
00:41:35.860 --> 00:41:39.033
Private offers is a key way that many of our SaaS ISVs

953
00:41:40.240 --> 00:41:42.610
are able to provide that flexibility of,

954
00:41:42.610 --> 00:41:46.380
look, having the ability for self-service

955
00:41:46.380 --> 00:41:48.540
and with all these different contracting types,

956
00:41:48.540 --> 00:41:52.090
but then also there are gonna be some enterprise customers

957
00:41:52.090 --> 00:41:56.240
that want customized terms and conditions and pricing,

958
00:41:56.240 --> 00:41:58.590
and so for that, we offer that flexibility

959
00:41:58.590 --> 00:42:00.630
of offering private offers

960
00:42:00.630 --> 00:42:03.230
and only providing that to those specific customers,

961
00:42:04.430 --> 00:42:07.080
and you're able to do that all on AWS Marketplace.

962
00:42:07.080 --> 00:42:09.430
All of these capabilities are offered

963
00:42:09.430 --> 00:42:10.630
through the marketplace.

964
00:42:12.450 --> 00:42:13.330
In other areas,

965
00:42:13.330 --> 00:42:15.610
this presentation is really focused on SaaS,

966
00:42:15.610 --> 00:42:18.860
but we do also, on the marketplace,

967
00:42:18.860 --> 00:42:22.190
have other ways that builders can flexibly build

968
00:42:22.190 --> 00:42:23.920
and deliver their solutions.

969
00:42:23.920 --> 00:42:25.890
We have Amazon Machine Images.

970
00:42:25.890 --> 00:42:30.210
If you have data sets, we also have AWS Data Exchange.

971
00:42:30.210 --> 00:42:32.310
We also have APIs that are available,

972
00:42:32.310 --> 00:42:37.310
which you could also deploy via AWS Gateway, API Gateway,

973
00:42:37.470 --> 00:42:39.350
as well as Amazon SageMaker.

974
00:42:39.350 --> 00:42:41.380
So if you have an algorithm or a model,

975
00:42:41.380 --> 00:42:43.200

you can package that up in a container

976
00:42:43.200 --> 00:42:46.110
and run it and deploy it through Amazon SageMaker,

977
00:42:46.110 --> 00:42:51.110
as well as containerized services that run in ECS, EKS,

978
00:42:51.770 --> 00:42:53.360
and also AWS Fargate.

979
00:42:53.360 --> 00:42:55.240
So we have a wide variety of different ways

980
00:42:55.240 --> 00:42:57.483
that builders can deploy their solutions.

981
00:42:58.390 --> 00:43:01.493
And also it's really critical, as we're talking about,

982
00:43:02.770 --> 00:43:04.947
as we're talking about SaaS and ISVs

983
00:43:04.947 --> 00:43:07.320
and building their products, it's also really critical

984
00:43:07.320 --> 00:43:09.213
to understand the buyer perspective.

985
00:43:10.340 --> 00:43:11.930
I talked a little bit about this in the beginning

986
00:43:11.930 --> 00:43:14.280
of how we're really transforming

987
00:43:14.280 --> 00:43:17.110
the digital supply chain for enterprises.

988
00:43:17.110 --> 00:43:19.380
Well, a key part of that is managing compliance

989
00:43:19.380 --> 00:43:21.350
and really optimizing that

990
00:43:21.350 --> 00:43:25.550
while achieving governance and visibility,

991
00:43:25.550 --> 00:43:27.130
and I'll start with private marketplace.

992
00:43:27.130 --> 00:43:31.610
We've built several features for enterprise customers,

993
00:43:31.610 --> 00:43:32.957
and one of the key areas

994
00:43:32.957 --> 00:43:37.010
that's really helping these enterprise customers

995
00:43:37.010 --> 00:43:39.870
is private marketplace, which allows you to take

996
00:43:39.870 --> 00:43:43.260
a curated set of solutions from the AWS Marketplace,

997
00:43:43.260 --> 00:43:46.270
so from those 12,000 transactable listings.

998
00:43:46.270 --> 00:43:47.640
You can take a portion of those

999
00:43:47.640 --> 00:43:49.520
and put that into your own view

1000
00:43:49.520 --> 00:43:52.660

and only expose a portion of that to your stakeholders,

1001
00:43:52.660 --> 00:43:54.760
and that's what we call a private marketplace.

1002
00:43:54.760 --> 00:43:58.670
What that allows you to do is optimize your IT spend,

1003
00:43:58.670 --> 00:44:01.310
only providing that software,

1004
00:44:01.310 --> 00:44:03.660
specific software to the right stakeholders

1005
00:44:03.660 --> 00:44:04.980
at the right time.

1006
00:44:04.980 --> 00:44:08.930
At the same time, we're not blocking your stakeholders

1007
00:44:08.930 --> 00:44:12.490
from actually seeing what's available in the marketplace,

1008
00:44:12.490 --> 00:44:13.830
but they can't actually purchase

1009
00:44:13.830 --> 00:44:16.890
until you bring that back into the private marketplace.

1010
00:44:16.890 --> 00:44:20.420
The other key area is around procurement system integration,

1011
00:44:20.420 --> 00:44:21.760
and that's really important,

1012
00:44:21.760 --> 00:44:24.430
especially with backend systems like Coupa and Ariba

1013
00:44:24.430 --> 00:44:26.410
and being able to integrate to those,

1014
00:44:26.410 --> 00:44:28.470
as well as managed entitlements.

1015
00:44:28.470 --> 00:44:31.090
What that allows you to do is manage your data,

1016
00:44:31.090 --> 00:44:34.610
manage your software licenses, distribution,

1017
00:44:34.610 --> 00:44:37.050
as well as any sort of entitlement.

1018
00:44:37.050 --> 00:44:39.870
It helps simplify entitlement tracking.

1019
00:44:39.870 --> 00:44:41.910
And then of course, cost tagging,

1020
00:44:41.910 --> 00:44:44.670
which lets you monitor your AMI usage

1021
00:44:44.670 --> 00:44:47.710
and your spend across AWS resources.

1022
00:44:47.710 --> 00:44:50.230
And alignment and integration

1023
00:44:50.230 --> 00:44:53.850
with AWS cost management tools such as CloudWatch,

1024
00:44:53.850 --> 00:44:56.430
and then also the standardized licensing terms,

1025
00:44:56.430 --> 00:44:58.470

which are these common set of cloud terms

1026
00:44:58.470 --> 00:45:00.117
that enterprise customers need

1027
00:45:00.117 --> 00:45:02.733
and that ISVs have also adopted.

1028
00:45:04.660 --> 00:45:06.560
And so now we're gonna talk a little bit

1029
00:45:06.560 --> 00:45:08.650
about some customer case studies

1030
00:45:08.650 --> 00:45:10.970
and some proof points around SaaS ISVs

1031
00:45:10.970 --> 00:45:14.148
who are really seeing results with SaaS Factory,

1032
00:45:14.148 --> 00:45:17.670
AWS SaaS Factory, as well as AWS Marketplace.

1033
00:45:17.670 --> 00:45:20.430
And the first one is Couchbase,

1034
00:45:20.430 --> 00:45:23.940
who is a database provider for,

1035
00:45:23.940 --> 00:45:27.750
and has a database application for enterprise customers.

1036
00:45:27.750 --> 00:45:30.560
And what they needed to do was, they had a challenge

1037
00:45:30.560 --> 00:45:32.870
of needing to accelerate their development

1038
00:45:32.870 --> 00:45:34.940
of their new application Capella,

1039
00:45:34.940 --> 00:45:39.167
which is a database as a service that runs on AWS.

1040
00:45:40.130 --> 00:45:41.530
And so as they were looking

1041
00:45:41.530 --> 00:45:42.990
at accelerating that development,

1042
00:45:42.990 --> 00:45:45.440
they worked with the AWS SaaS Factory team

1043
00:45:45.440 --> 00:45:48.300
and Marketplace team to really architect

1044
00:45:48.300 --> 00:45:52.130
and design an application that was secure

1045
00:45:52.130 --> 00:45:53.690
and that would securely manage

1046
00:45:53.690 --> 00:45:56.290
their tens of thousands of AWS accounts.

1047
00:45:56.290 --> 00:45:59.290
And as a result of that, working with both teams,

1048
00:45:59.290 --> 00:46:02.910
they were able to improve their time to market by 30%,

1049
00:46:02.910 --> 00:46:05.010
and they were able to improve

1050
00:46:05.010 --> 00:46:07.230

their database setup time by 10X,

1051
00:46:07.230 --> 00:46:09.810
which really allowed them to accelerate the rate

1052
00:46:09.810 --> 00:46:13.610
of digital transformation for their customers.

1053
00:46:13.610 --> 00:46:16.780
They were also able to scale this solution out globally

1054
00:46:16.780 --> 00:46:18.390
in just a few clicks,

1055
00:46:18.390 --> 00:46:21.610
and overall, working with AWS Marketplace,

1056
00:46:21.610 --> 00:46:24.800
they were able to reach a new customer base,

1057
00:46:24.800 --> 00:46:29.000
reach their existing developer customer base,

1058
00:46:29.000 --> 00:46:32.020
and also be able to streamline customers' purchases

1059
00:46:32.020 --> 00:46:34.680
in more of a repeatable and automated way.

1060
00:46:34.680 --> 00:46:36.910
So for all that, the results that they've been achieving

1061
00:46:36.910 --> 00:46:38.733
have been pretty phenomenal so far.

1062
00:46:40.610 --> 00:46:42.510
The other ISV is Seeq,

1063
00:46:42.510 --> 00:46:46.017
and Seeq is one that I work with a lot.

1064
00:46:46.017 --> 00:46:48.610
Seeq actually has an application

1065
00:46:48.610 --> 00:46:53.190
that enables process manufacturers to rapidly investigate

1066
00:46:53.190 --> 00:46:57.070
and share insights from various data sources,

1067
00:46:57.070 --> 00:47:01.400
including data historians, industrial IoT platforms,

1068
00:47:01.400 --> 00:47:06.400
AWS services, and other data sources that they may have.

1069
00:47:07.000 --> 00:47:10.370
And what it does is it's a enhanced analytics application

1070
00:47:10.370 --> 00:47:13.040
that leverages machine learning

1071
00:47:13.040 --> 00:47:16.960
and data science to rapidly achieve,

1072
00:47:16.960 --> 00:47:18.660
accelerate that time to insight.

1073
00:47:18.660 --> 00:47:21.980
So for example, if you're in a manufacturing line,

1074
00:47:21.980 --> 00:47:24.720
you may have data that comes from that line.

1075
00:47:24.720 --> 00:47:26.600

It could tell you there's defects.

1076
00:47:26.600 --> 00:47:28.230
How do you optimize that?

1077
00:47:28.230 --> 00:47:30.610
This application would help, and then also could be,

1078
00:47:30.610 --> 00:47:32.140
you're running a clinical trial.

1079
00:47:32.140 --> 00:47:34.070
How do you speed up that clinical trial?

1080
00:47:34.070 --> 00:47:38.080
And having all these sources of data is really critical.

1081
00:47:38.080 --> 00:47:40.690
And then Seeq's application really allows you

1082
00:47:40.690 --> 00:47:42.290
to extract those data insights

1083
00:47:42.290 --> 00:47:44.830
into meaningful business decisions.

1084
00:47:44.830 --> 00:47:46.743
And so what Seeq's challenge was is

1085
00:47:46.743 --> 00:47:49.700
that they were spending a lot of time

1086
00:47:49.700 --> 00:47:51.420
in the direct sales process,

1087
00:47:51.420 --> 00:47:54.360
working with customers, working on billing,

1088
00:47:54.360 --> 00:47:56.830
working on negotiating terms and conditions,

1089
00:47:56.830 --> 00:47:59.520
and it was really taking up a lot of time,

1090
00:47:59.520 --> 00:48:02.020
a lot of coordination, and it was really increasing

1091
00:48:02.020 --> 00:48:04.660
their overall customer acquisition costs,

1092
00:48:04.660 --> 00:48:07.130
and as a result, they worked very closely

1093
00:48:07.130 --> 00:48:09.220
with the AWS Marketplace team,

1094
00:48:09.220 --> 00:48:11.060
and they implemented private offers

1095
00:48:11.060 --> 00:48:13.830
as well as incorporated standardized contracts,

1096
00:48:13.830 --> 00:48:17.890
which allowed them to provide a customized way

1097
00:48:17.890 --> 00:48:22.070
for them to provide pricing, custom terms and conditions,

1098
00:48:22.070 --> 00:48:23.230
all in one, and do it

1099
00:48:23.230 --> 00:48:25.330
in a more automated and streamlined way.

1100
00:48:25.330 --> 00:48:26.470

So they're spending less time

1101
00:48:26.470 --> 00:48:29.920
constructing their actual deals,

1102
00:48:29.920 --> 00:48:31.680
and more time with the customer

1103
00:48:31.680 --> 00:48:33.160
understanding what the customer wants

1104
00:48:33.160 --> 00:48:34.320
so they can actually look forward

1105
00:48:34.320 --> 00:48:37.150
to the next opportunity with that customer.

1106
00:48:37.150 --> 00:48:40.360
They also had a chance to then really spend more time

1107
00:48:40.360 --> 00:48:43.190
with the customer versus working on pricing

1108
00:48:43.190 --> 00:48:46.060
and figuring out, how do you actually get that contract

1109
00:48:46.060 --> 00:48:47.230
out to the customer?

1110
00:48:47.230 --> 00:48:49.650
Marketplace was able to do that very quickly,

1111
00:48:49.650 --> 00:48:51.760
and then with customized terms and conditions,

1112
00:48:51.760 --> 00:48:52.740
they weren't spending a lot of time

1113
00:48:52.740 --> 00:48:54.720
with legal teams negotiating T's and C's,

1114
00:48:54.720 --> 00:48:58.000
which we all know can be time-consuming.

1115
00:48:58.000 --> 00:49:01.880
So that in itself was a solution that they implemented,

1116
00:49:01.880 --> 00:49:03.880
and as a result of that,

1117
00:49:03.880 --> 00:49:06.280
they accelerated their deal velocity

1118
00:49:06.280 --> 00:49:09.010
and improved and spent more time with their customer,

1119
00:49:09.010 --> 00:49:14.010
and overall, they improved their sales cycle

1120
00:49:14.490 --> 00:49:16.980
down from four months to under two months,

1121
00:49:16.980 --> 00:49:19.100
which really allowed them to then,

1122
00:49:19.100 --> 00:49:20.920
like I said, focus more on the customer,

1123
00:49:20.920 --> 00:49:24.380
accelerate their time to contract and their time to value.

1124
00:49:24.380 --> 00:49:27.500
They were overall able to get more customers

1125
00:49:27.500 --> 00:49:29.180

through AWS Marketplace,

1126
00:49:29.180 --> 00:49:32.430
and also meet more with an IT persona, which is a persona

1127
00:49:32.430 --> 00:49:35.380
that they actually typically didn't have access to.

1128
00:49:35.380 --> 00:49:36.970
So overall, Seeq is seeing

1129
00:49:36.970 --> 00:49:41.130
a ton of really good business results with AWS Marketplace,

1130
00:49:41.130 --> 00:49:44.060
and they're also working with the SaaS Factory team.

1131
00:49:44.060 --> 00:49:45.633
And some of the key takeaways:

1132
00:49:47.240 --> 00:49:51.680
We talked about how AWS SaaS Factory

1133
00:49:51.680 --> 00:49:56.680
and AWS Marketplace are really helping SaaS ISVs

1134
00:49:56.740 --> 00:49:58.550
build their businesses and go faster,

1135
00:49:58.550 --> 00:50:00.750
increasing their time to value,

1136
00:50:00.750 --> 00:50:03.560
accelerating their opportunities,

1137
00:50:03.560 --> 00:50:06.290
and accelerating their time to market.

1138
00:50:06.290 --> 00:50:09.010
And as Craig mentioned earlier in the session,

1139
00:50:09.010 --> 00:50:11.830
we really see the SaaS market maturing,

1140
00:50:11.830 --> 00:50:13.130
and it's becoming the standard

1141
00:50:13.130 --> 00:50:14.920
for building new applications

1142
00:50:14.920 --> 00:50:17.040
really across a whole number of segments,

1143
00:50:17.040 --> 00:50:20.930
and really the pandemic has really accelerated that trend.

1144
00:50:20.930 --> 00:50:23.770
And so also, people's expectations have gone up

1145
00:50:23.770 --> 00:50:27.760
in that regard, and so the SaaS Factory has really,

1146
00:50:27.760 --> 00:50:30.740
in that way, Craig shared ways

1147
00:50:30.740 --> 00:50:32.880
in which partners are successful

1148
00:50:32.880 --> 00:50:35.160
and how they're leveraging AWS services,

1149
00:50:35.160 --> 00:50:36.820
and they're seeing great outcomes

1150
00:50:36.820 --> 00:50:38.820

and delivering to their customers.

1151
00:50:38.820 --> 00:50:41.730
And then I spoke about AWS Marketplace

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00:50:41.730 --> 00:50:43.860
and how that offers that flexibility

1153
00:50:43.860 --> 00:50:46.620
for partners to drive their go-to-market,

1154
00:50:46.620 --> 00:50:48.560
spent time talking about what customers,

1155
00:50:48.560 --> 00:50:50.230
enterprise customers are looking for,

1156
00:50:50.230 --> 00:50:52.800
and then the availability of selection,

1157
00:50:52.800 --> 00:50:55.537
contracting vehicles that are available to ISVs

1158
00:50:55.537 --> 00:50:59.990
and the capabilities that we have around private offers,

1159
00:50:59.990 --> 00:51:03.230
as well as being able to discover and find solutions,

1160
00:51:03.230 --> 00:51:05.870
whether it's on our publicly available website

1161
00:51:05.870 --> 00:51:08.030
or through AWS consoles,

1162
00:51:08.030 --> 00:51:09.400
but really having that depth

1163
00:51:09.400 --> 00:51:11.000
and breadth is really important.

1164
00:51:12.460 --> 00:51:16.470
And below, we have links where you can learn more

1165
00:51:16.470 --> 00:51:21.470
about both Marketplace and SaaS Factory, so check those out.

1166
00:51:21.500 --> 00:51:23.810
And also there's additional sessions

1167
00:51:23.810 --> 00:51:25.980
that are available during re:Invent,

1168
00:51:25.980 --> 00:51:27.560
and there's a re:Invent website,

1169
00:51:27.560 --> 00:51:29.970
so please check out additional sessions there,

1170
00:51:29.970 --> 00:51:33.060
but the ones that we have here are not only sessions,

1171
00:51:33.060 --> 00:51:34.950
but they're also workshops and Chalk Talks

1172
00:51:34.950 --> 00:51:38.573
that really help you build your SaaS application.

1173
00:51:39.470 --> 00:51:43.170
And with that, on behalf of Craig and myself, thank you.

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00:51:43.170 --> 00:51:44.003
Thanks for your time.

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00:51:44.003 --> 00:51:46.450

We hope you found this session insightful,

1176
00:51:46.450 --> 00:51:48.543
and have a great day.

1177
00:51:49.380 --> 00:51:51.963
(upbeat music)