

The background features a dark blue gradient with abstract geometric shapes. On the left, a large triangle is formed by a vertical orange line and a diagonal orange line. On the right, a large curved shape in shades of orange and red sweeps across the frame. The text is centered in the upper right area.

# AWS re:Invent

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

GPS209

# How to grow your SaaS business and drive revenue with AWS Marketplace

Mona Chadha (she/her)

Director of Category Management, AWS Marketplace  
Amazon Web Services

Craig Wicks (he/him)

Sr. Manager, AWS SaaS Factory  
Amazon Web Services



# Agenda

- The SaaS dynamic: 2021 and beyond
- From the SaaS factory floor
- AWS Marketplace: A channel for SaaS
- Driving results for SaaS providers

# SaaS in 2021

# The customer has spoken (again)

Customers are increasingly **SaaS-only** for new business applications  
Over the next two years, SaaS is projected to represent at least **70%** of ISV total software revenue

“ Early adopter, midmarket businesses represent the largest segment for providers. Large enterprises have become SaaS-first when evaluating commercial software. ”

IDC

“ SaaS applications running in the cloud are almost single-handedly responsible for enabling the rapid transition from work performed in a centralized location to work that is distributed across a large remote workforce. ”

IDC

“ The experience a company provides is as important as its products/services. ”

Salesforce study

“ Discussions moving from why SaaS to how to optimize and get better. ”

SaaS Factory Insights

Sources: IDC, "Worldwide Software as a Service and Cloud Software Forecast, 2021-2025". Salesforce, "State of the Connected Customer"

# From the SaaS factory floor

# AWS SaaS Factory Program

YOUR PLACE FOR ALL THINGS SAAS ON AWS

1

## Boost your SaaS knowledge

Access our library of 100+ best practices, case studies, analyst reports, and more

Training, best practices, and resources to optimize SaaS success

2

## Find ready-to-use resources



AWS SaaS Boost  
SaaS Lens for the AWS Well-Architected Tool

Tools, reference environment, and support to ease build or optimization

3

## Engage with SaaS experts

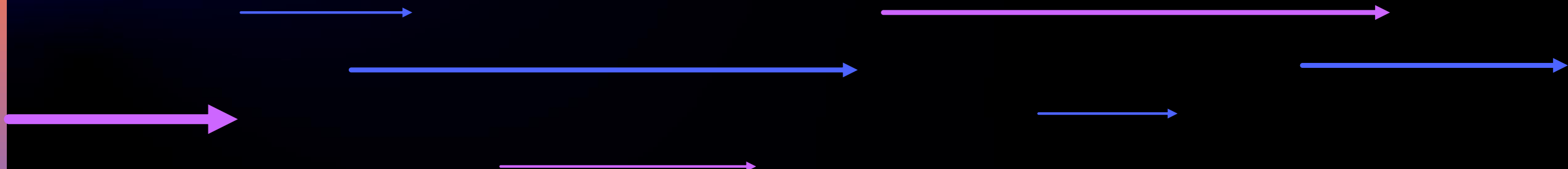


partner  
network

competency  
saas

200+ engagements and dozens of launches

# The need for speed – Now more than ever



Your customers are ready

Time-to-market advantage

Operating a service

“AWS SaaS Factory helped CyberArk to validate and accelerate software-as-a-service (SaaS) development during a company-wide shift to subscription business models and **reduce time to market by 30%.**”

**Asaf Mirion**

Sr. Product Manager, CyberArk



# AWS SaaS Factory Insights Hub

CENTRAL GROWING LIBRARY OF SAAS RESOURCES

**AWS SaaS Factory Insights Hub**

Explore our collection of resources to empower and enable you at any stage of your SaaS on AWS journey. You can filter by topic most relevant to your business, content types, and your specific business or technical role to gain insights and make informed decisions.

Clear all filters

1-6 (72)

Search

Sort by: Date (Newest)

**Category**

- ☐ SaaS 101
- ☐ Product Strategy
- ☐ Go to Market
- ☐ Packaging and Pricing
- ☐ Organizational Transformation
- ☐ Tenant Isolation
- ☐ Data Partitioning
- ☐ Identity & Onboarding
- ☐ Management & Operations
- ☐ Profiling & Optimization
- ☐ Migration Strategies
- ☐ Billing & Metering
- ☐ Serverless SaaS
- ☐ Containers
- ☐ AWS Marketplace
- ☐ Metrics & Analytics

**Content Type**

- ☐ Blog Post
- ☐ Webinar
- ☐ Whitepaper
- ☐ Tutorial
- ☐ Video
- ☐ Customer Story
- ☐ Resource
- ☐ Launch Announcements
- ☐ Analyst Report

**Learning Level**

1 2 3 4 5 6 ... 12 >

**SAAS 101, PRODUCT STRATEGY, GO TO MARKET, PACKAGING AND...** NEW

**Transforming your monolith to SaaS with...**

Learn about AWS SaaS Boost, a ready-to-use, free open source SaaS reference environment that helps ISVs with traditional monolith web applications launch into a SaaS delivery model faster and operate with confidence.

**PRODUCT STRATEGY, PROFILING AND OPTIMIZATION** NEW

**AWS Well-Architected SaaS Lens Helps Customers...**

The AWS Well-Architected Lens, for the Software-as-a-Service (SaaS) architectural domain documents a set of foundational questions that enable you to understand how a specific architecture aligns with cloud best practices, with a consistent approach

**SAAS 101**

**The ISV Business Case for Building SaaS on AWS**

Learn how to analyze your business opportunity and understand the potential financial impacts of developing a SaaS product.

**SAAS 101, GO TO MARKET** NEW

**SaaS Journey Framework**

Prescriptive Journey framework developed for companies building a new SaaS product, transitioning to a SaaS business model, or optimizing an existing SaaS solution.

**TENANT ISOLATION** NEW

**SaaS Tenant Isolation Strategies**

Learn the strategies commonly used by SaaS companies to ensure their systems are successfully isolating tenant resources while still realizing the value proposition of a SaaS delivery model.

**ORGANIZATIONAL TRANSFORMATION**

**AWS Partner F5 Uses AWS SaaS Factory Program to...**

Learn how network security solutions provider, F5, leveraged the AWS SaaS Factory Program to quickly deploy F5 Cloud Services, a group of SaaS products, in order to meet customer demand for cloud services, tap into the growing DevOps market, and expand

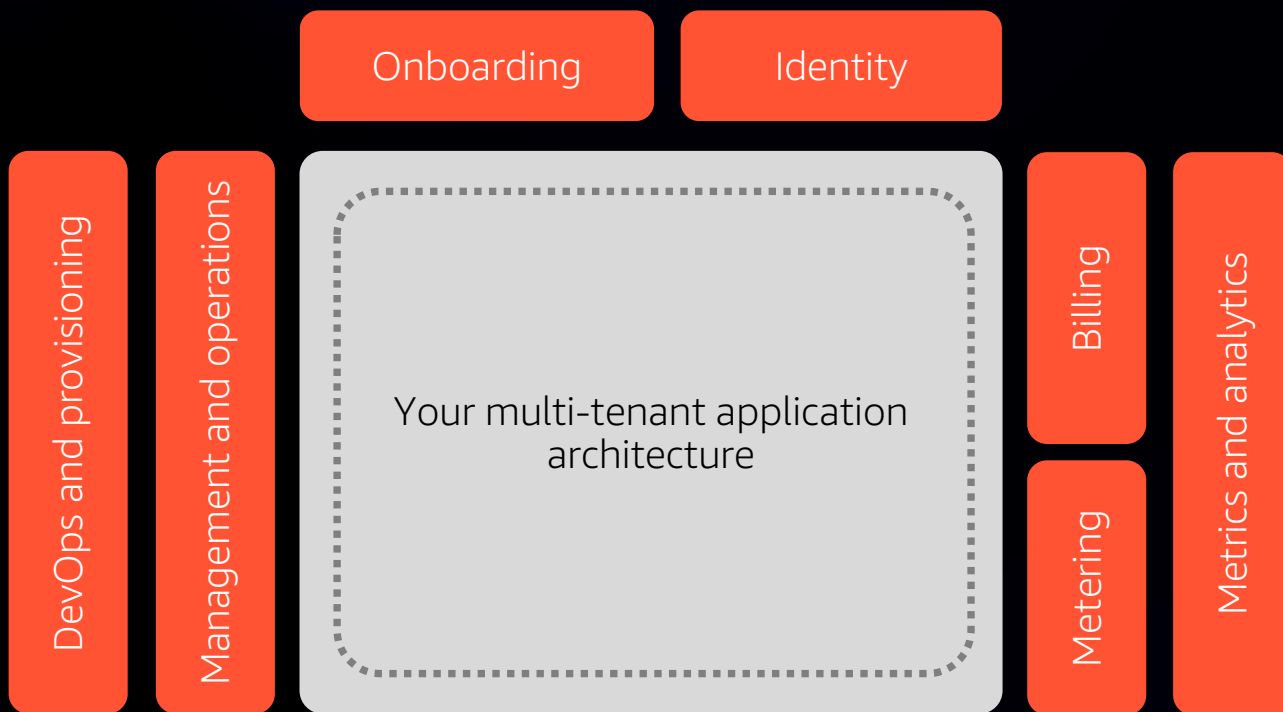
Instant and direct access to a growing library of SaaS technical and business content such as whitepapers, case studies, blogs, and webinars to boost your SaaS knowledge

- ➡ One-stop, instant access to over 100 technical and business content resources
- ➡ Gain insights from these resources produced by AWS SaaS experts to accelerate your SaaS launch on AWS

[aws.amazon.com/partners/saas-factory](https://aws.amazon.com/partners/saas-factory)

# AWS SaaS Boost

ACCELERATING THE PATH TO SAAS



## Enabling SaaS providers with a prescriptive, open-source SaaS environment

- Address core horizontal SaaS components
- Provide tenant-aware operational functionality
- Enable developers to extend or enhance the baseline experience
- Provide an administrative experience for configuring or managing a SaaS environment
- Let ISVs focus more on their IP and less on building SaaS infrastructure

[aws.amazon.com/partners/saas-boost](https://aws.amazon.com/partners/saas-boost)

# AWS SaaS Competency

ENGAGE WITH SAAS EXPERTS

## Builders

APN Consulting Partners can build SaaS applications via software development. They develop multi-tenant software code for tier-1 SaaS applications, using object-oriented programming (OOP) and software development life cycle (SDLC) agile methodologies

## Design services

APN Consulting Partners can design, implement, and integrate AWS infrastructure for SaaS application architectures

**29 partners globally across Asia-Pacific, EMEA, and North America**

# SaaS on AWS improves time to value



**30%–50%**

Reduced time to develop a minimum viable product



**69%–77%**

Reduced time to launch in new markets



**Up to 96%**

Reduced time to scale customer usage



**83%**

Reduced time to deploy for engineering

Source: Forrester Total Economic Impact Study Commissioned By AWS November 2020: The Partner Opportunity For Building SaaS On Amazon Web Services

# Driving results for SaaS providers: Proof points

# Cohesity DMaaS

AGILE DATA MANAGEMENT AS A SERVICE WITH AWS SAAS FACTORY AND AWS MARKETPLACE



## Challenge

Rapid path to build their DMaaS offering, expanding the company's addressable market



## Solution

Fully managed DMaaS offering hosted on AWS



## Benefits

Aligned with SaaS Factory on strategy and AWS GTM motions to expand reach and shorten sales cycles

COHESITY

**Vikram Kanodia**  
Sr. Director,  
Business



Collaborating with AWS SaaS Factory has reduced our time to market by half and by extension has optimized time for engineers by 50 percent. ”



# Dremio Cloud

INFINITELY SCALABLE DATA LAKE AS A SERVICE THAT ENABLES INTERACTIVE BI ON AMAZON S3



## Challenge

Extending the reach of Dremio's SQL lake house platform



## Solution

Dremio Cloud designed from the ground up to enable high-concurrency and low-latency queries directly on Amazon S3



## Benefits

Support from AWS SaaS Factory and AWS Marketplace enabled Dremio to build a secure, scalable architecture and GTM

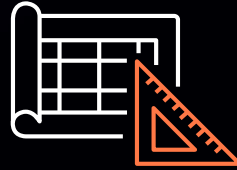
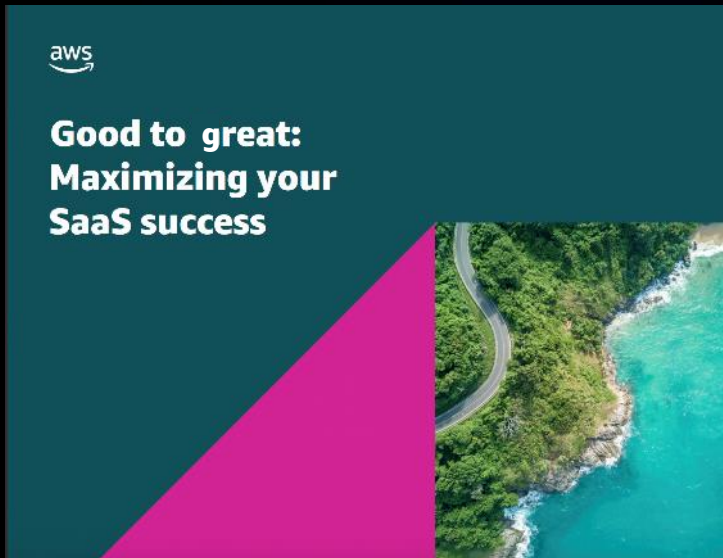


**Tomer Shiran**  
Cofounder and Chief  
Product Officer

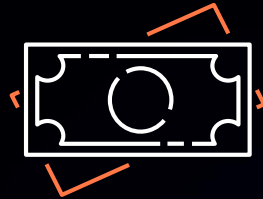
“ We’ve always had a special relationship with Amazon, partnering with multiple teams to build a best-in-class SaaS product. ”



# Good to great SaaS



Nail it before you scale it



Pricing and packaging are never static

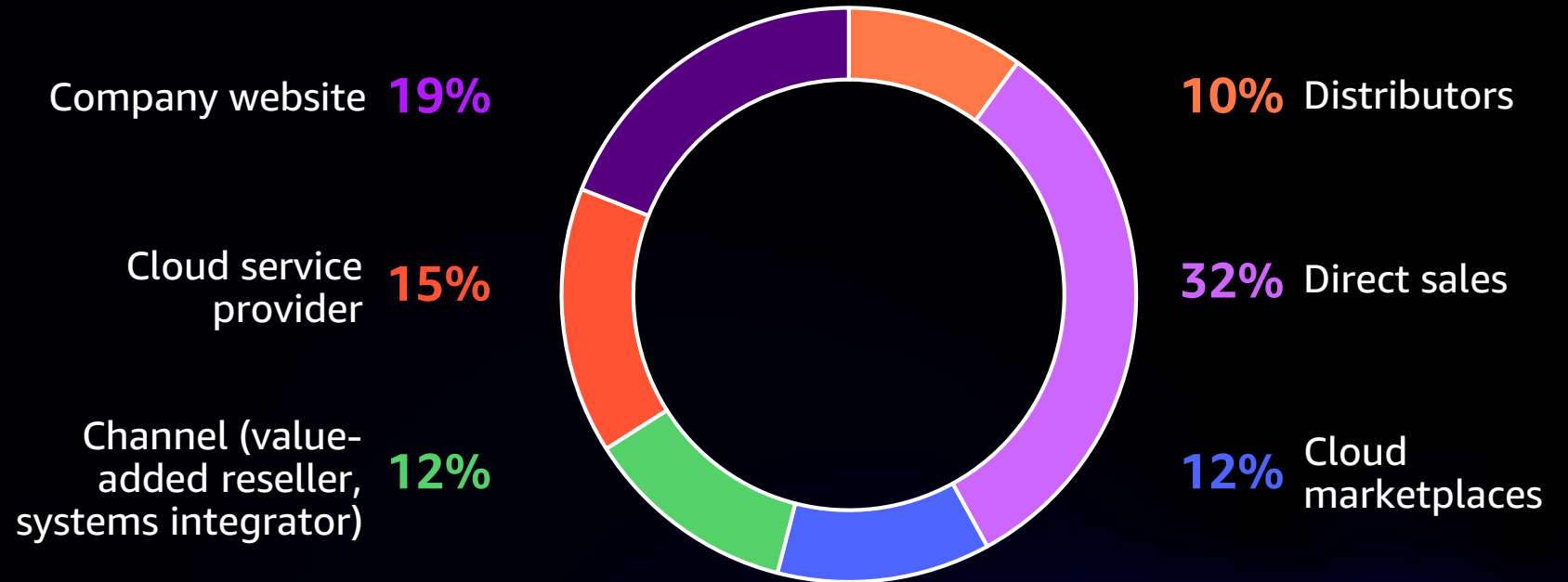


# SaaS impacts how buyers evaluate and purchase software

ISVs respond with hybrid go-to-market strategies that include traditional and digital channels, while buyers and sellers in cloud marketplaces demand speed and efficiency.

Source: IDC 2020

**What percentage of your organization's total revenue currently comes from each of the following channels?**



# **AWS Marketplace: A channel for SaaS ISVs**

By  
2023

50% of applications sold via cloud marketplaces will be **transacted without negotiation of software terms and conditions**

By  
2023

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

By  
2024

By 2024, marketplaces will be a dominant channel for the procurement of infrastructure operations software

Source:

Gartner Predicts 2020: Negotiate Software and Cloud Contracts to Manage Marketplace Growth and Reduce Legacy Costs, 18 December 2019

IDC FutureScape: Worldwide Digital Transformation (DX) 2021 Predictions



Transforming how enterprises worldwide  
**find, subscribe to, deploy, and govern** 3P software, data,  
containers, ML models, and professional services



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

“

*“AWS has broken new ground in areas that procurement cares about and offers a new way to streamline SaaS buying and thereby increase efficiency while lowering risk.”*

[Forrester New Wave: SaaS Marketplaces, Q2 2020](#)

**FORRESTER**

**NEW WAVE  
LEADER 2020**

**SaaS Marketplaces**



Software & data  
you know and trust



Broad selection  
for app portfolio  
modernization



Make transactions  
and procurement  
processes easier



Enhance governance  
and control



Incorporate  
professional support  
and expertise



Optimize  
IT spend



Transforming the enterprise  
digital supply chain with software  
and data you know and trust



Speed up procurement, improve  
governance, and optimize IT  
spend – all in one place

# Discover the right solution for your distinct needs

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



Over **12,000** transactable listings



Deployed in **25** regions



**2000+** ISVs,  
**260+** data providers,  
**500+** consulting partners



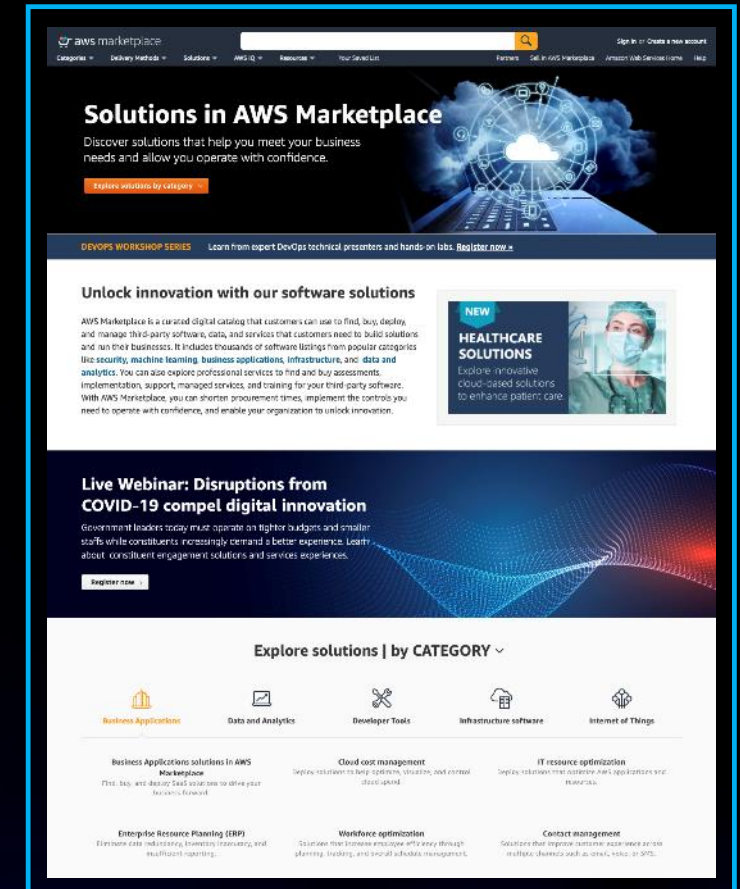
**65+** categories  
(Monitoring, Security, Databases, Business Apps, etc.)




















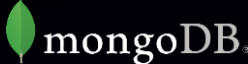









**2M+** active subscriptions



More than **325,000** active customers



# SaaS software across categories

Security/ observability	Storage	Networking	Database	Business apps	Analytics & AI/ML	Industries
 CROWDSTRIKE	COHESITY	 f5	 snowflake	zoom	 dremio	Seeq®
FORTINET®	 druva	 CISCO	 databricks	 APPTIO®	 DataRobot	 kaltura
splunk>	 N2WS a Veeam company	citrix™	 SAP	 Adobe	 MATILLION	illumina®
 paloalto® NETWORKS	 PURESTORAGE®	 aviatrix	 mongoDB®	 A CLOUD GURU	 CONFLUENT	CHANGE HEALTHCARE
 TREND MICRO™	 NetApp®	NGINX	 Couchbase	 outsystems	veeam	 PerkinElmer
sumo logic	BURST	JUNIPER NETWORKS	teradata.	CALABRIO	 H2O.ai	 Experian



# How it's working for ISVs

"AWS Marketplace co-sell campaigns are the **best ROI ever** ... 3-4K signups and 1.5K attendees is huge compared to what Sumo gets on our own; the number of joint calls **exceeded what we could do on our own in a month.**"

Suku Krishnaraj, CMO

sumo logic

"We've got a great partnership with AWS. It **cuts the sales cycle down** when we use the AWS Marketplace **by almost 50%.**"

George Kurtz, CEO

 CROWDSTRIKE



- **Cost savings** from faster time to market worth **\$2.3M**
- **\$2.2M increase in profits** from faster time to market
- Total benefits of over **\$10M over 3 years**
- **405% ROI** on their Marketplace listing

# Faster transactions means faster time to value

## SIMPLIFIED TRANSACTIONS



Fully transactable catalog



Purchasing available on website or in console



Broad range of pricing models

## MODERNIZED PROCUREMENT



Private offers



Consulting partner private offers



Standardized license terms

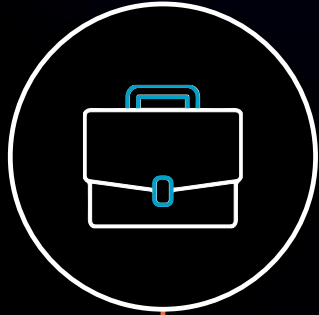
"AWS Marketplace standard contracts have **reduced the cycle time** for deals by **well over 50%**. We no longer engage with legal teams either as a seller or a buyer. When we look for software to procure, we immediately filter by 'AWS standard contract' – One of the **largest time savers for procurement** related to AWS Marketplace."

**Brian Denker**

Founder and COO, Tackle.io

# Find and buy

## FLEXIBLE CONSUMPTION AND CONTRACT MODELS



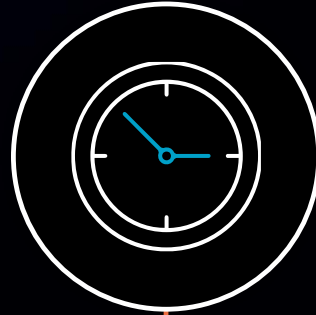
### BYOL

Migrate to AWS with your existing product licenses. Intended for pre-existing customers.



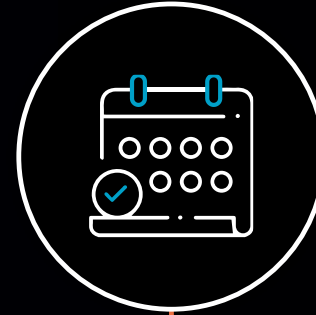
### Free trial

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



### Seconds/ hour

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



### Monthly

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



### Annual & multi-year

Make a one-time payment and receive a significant discount. Multi-year options are also available.

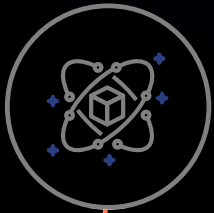


### Private offers

Negotiate a custom price with a software seller or Consulting Partner. Offer is reviewed and accepted in AWS Marketplace.

# Deploy

FLEXIBLE BUILD AND DELIVERY



## Amazon Machine Image

Provides flexible BYOL, pay-for-what-you-use, free trials, and curated open-source options, sold individually or bundled as ADX



## AWS Data Exchange

AWS Data Exchange makes it easy to find, subscribe to, and use third-party data in the cloud



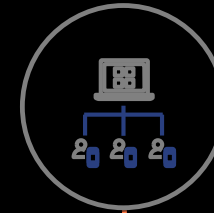
## SaaS

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



## API

Application Programming Interface is designed to integrate directly to an application



## Amazon SageMaker

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

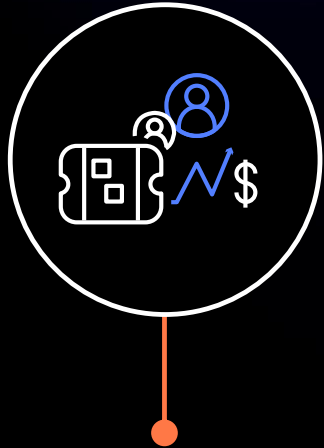


## Amazon Container Services

Find container products and deploy them on Amazon ECS, Amazon EKS, and AWS Fargate

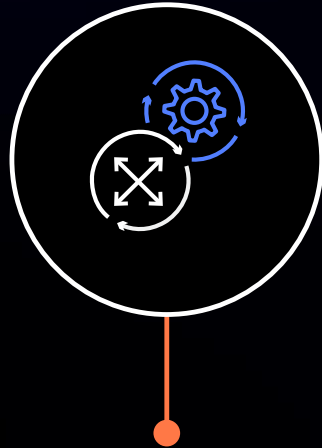
# Manage compliance

OPTIMIZE WHILE ACHIEVING GOVERNANCE AND VISIBILITY



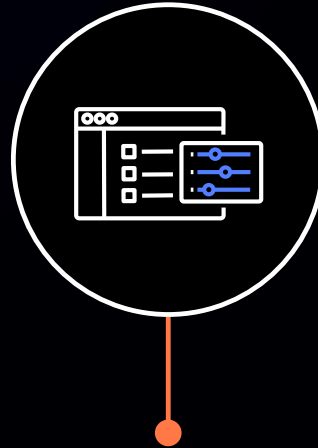
## Private marketplace

Create a customized catalog of pre-approved third-party products



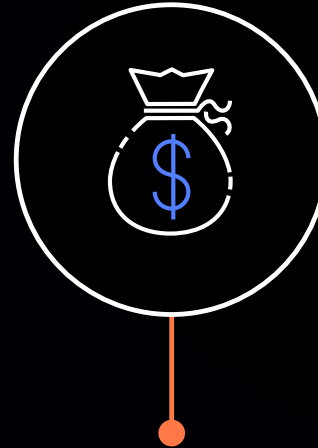
## Procurement system integration

Integrate AWS Marketplace with procurement systems through commerce XML



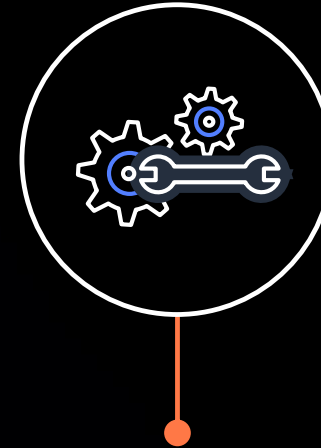
## Managed entitlements

Automate third-party software and data license distribution and simplify entitlement tracking



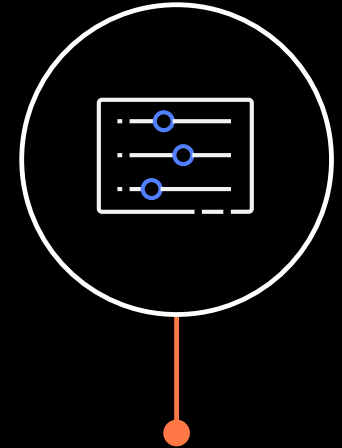
## Cost tagging

Enhanced visibility to AWS Marketplace AMI usage spend, using cost allocation tags



## AWS cost management tools

Understand at a high level how your costs are trending



## Standardized license terms

Provide consistency of license terms across a broad set of sellers speeding innovation

# Driving results for SaaS providers: Proof points

# Couchbase improves time to market by 30% and database setup time 10x



## Challenge

Couchbase needed to accelerate the development of Couchbase Capella, a new fully managed database as a service on AWS



## Solution

Couchbase collaborated with the AWS SaaS Factory and AWS Marketplace teams to architect and design an application to securely manage tens of thousands of AWS accounts



## Benefits

- 10x improvement in database deployment times to accelerate the rate of digital transformation of our customers
- Scale from a single small cluster to a globally replicated deployment within a few clicks
- Adheres to strict compliance, security, and regulatory requirements



“AWS Marketplace opened up a new developer ecosystem to Couchbase and streamlined our customer’s procurement process.”

—**Matt McDonough**, SVP Business Development & Strategy, Couchbase

# Seeq accelerates deal velocity



## Challenge

Direct sales process is difficult due to time spent in billing and procurement discussions that extend sales cycles and increase customer acquisition cost



## Solution

Private offers using the AWS Marketplace standard contract and leveraging customers' existing AWS relationship

AWS Marketplace enables Seeq sellers with a repeatable sales and contract negotiation process at scale



## Benefits

- AWS Marketplace accelerates deal velocity and improves time to value for our customers
- Accelerated enterprise sales cycle from four months to less than two months
- Seeq contract value can be credited to a customer's qualifying EDP



"AWS Marketplace helps Seeq accelerate our enterprise sales cycle by several months and provides more visibility for Seeq with IT buyer personas enabling further expansion."

—*Megan Buntain, Director of Cloud Partnerships, Seeq Corporation*



# Key takeaways

1

The SaaS market is maturing and expectations are shifting from good enough to the need to create great experiences

2

AWS has a range of resources for AWS Partners to accelerate SaaS offerings to market and optimize existing solutions

3

AWS Marketplace offers flexibility for AWS Partners in driving GTM to reach a broad set of customers – faster

Learn more at

[aws.amazon.com/marketplace](https://aws.amazon.com/marketplace)

[aws.amazon.com/partners/programs/saas-factory](https://aws.amazon.com/partners/programs/saas-factory)



# Additional SaaS sessions

## Breakout sessions

ARC306 – SaaS architecture patterns: From concept to implementation

ARC405 – Inside a working serverless SaaS reference solution

ARC402 – Amazon EKS SaaS deep dive: A multi-tenant EKS SaaS solution

## Workshops

ARC403 – Hands-on serverless SaaS: Building a serverless SaaS solution on AWS

ARC404 – Hands-on EKS SaaS: Building a multi-tenant SaaS solution on AWS

## Chalk talks

ARC320 – From Monolith to SaaS: Discover the way

GPS311 – Building multi-tenant-aware SaaS microservices on AWS

OPN309 – AWS SaaS Boost vNext: Enabling new patterns and extensibility

ARC401 – Serverless SaaS deep dive: Inside a multi-tenant serverless solution

# Thank you!

Mona Chadha

[mcchadha@amazon.com](mailto:mcchadha@amazon.com)

Craig Wicks

[wiccraig@amazon.com](mailto:wiccraig@amazon.com)

