

Moving from On-Premise to SaaS Solution

AWS Marketplace Experience of a Software Vendor

Nick Golovin, CEO



DataVirtuality: Build a Single Source of Data Truth



Data Integration platform with 170+ connectors



Founded and venture-backed in March 2012 in Leipzig after 8 years of research



Fastest growing German big data company
(Gründerszene Wachstumsranking 2017/2018)



100+ customers around the world
40+ employees in Leipzig, Frankfurt, and San Francisco



Gartner Cool Vendor 2016, Forrester Wave 2017

100+ Data-Driven Customers

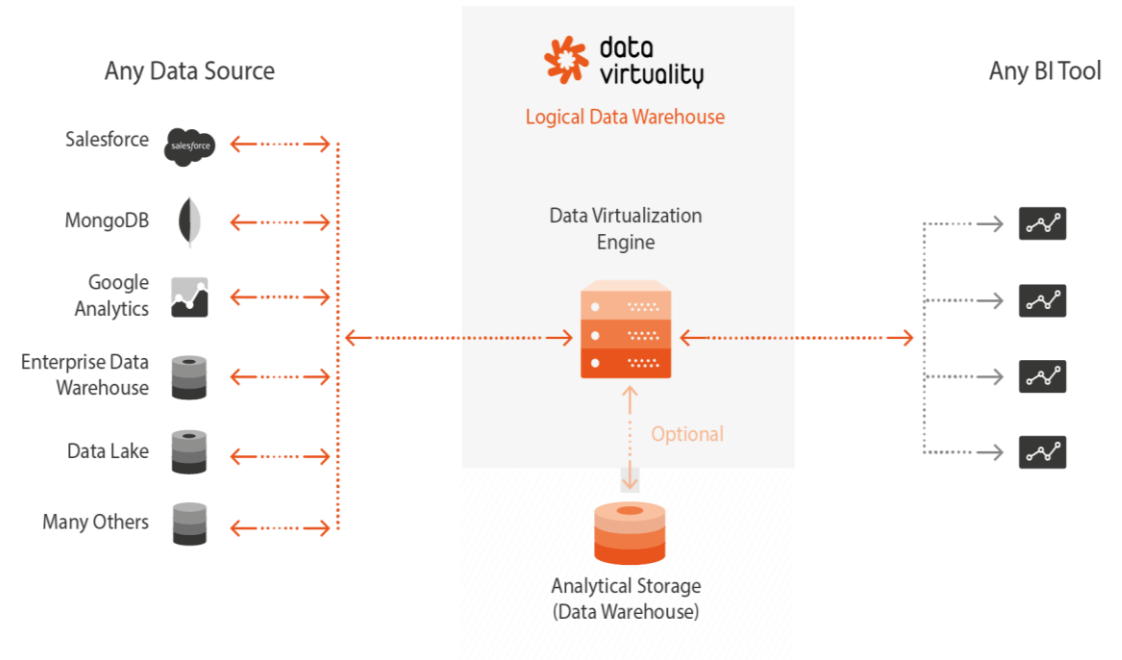


Started as Product company

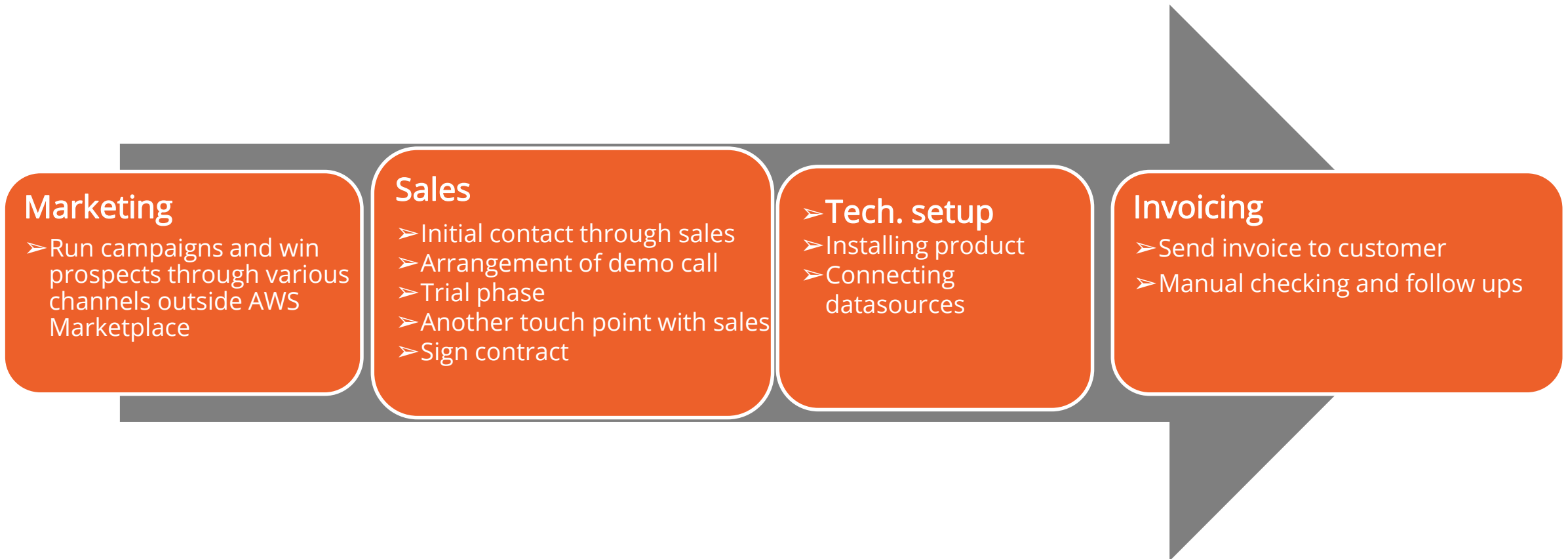
DataVirtuality Logical Data Warehouse

DataVirtuality Logical Data Warehouse

1. 170+ connectors
 2. Semantic layer for business logic
 3. Data Pipeline
- Delivered as Installable Product
 - Target segment digital companies and digital departments of enterprises



Classic Sales Structure Slowed Down the Process



Conclusion: Process too heavy, especially for digital world

Why from Product to SaaS

Streamlining and speeding up sales processes

Selling Solutions on the Platform rather than the Platform itself:

DataVirtuality Pipes

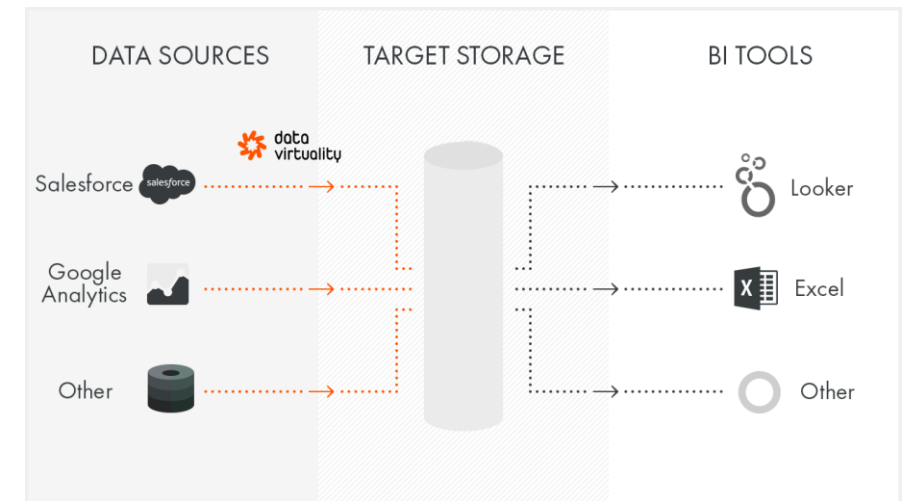
Connectors + Data Pipeline

DataVirtuality Pipes Professional

Connectors + Data Pipeline+Service

Digital mindset affinity

- Immediate start into product
- No minimal contract duration: pay as you go
- No minimal connector number limitation



Perfect Conditions to Move to AWS Marketplace



Data Virtuality
Pipes is a classical
SaaS solution



Customers with
digital mindset

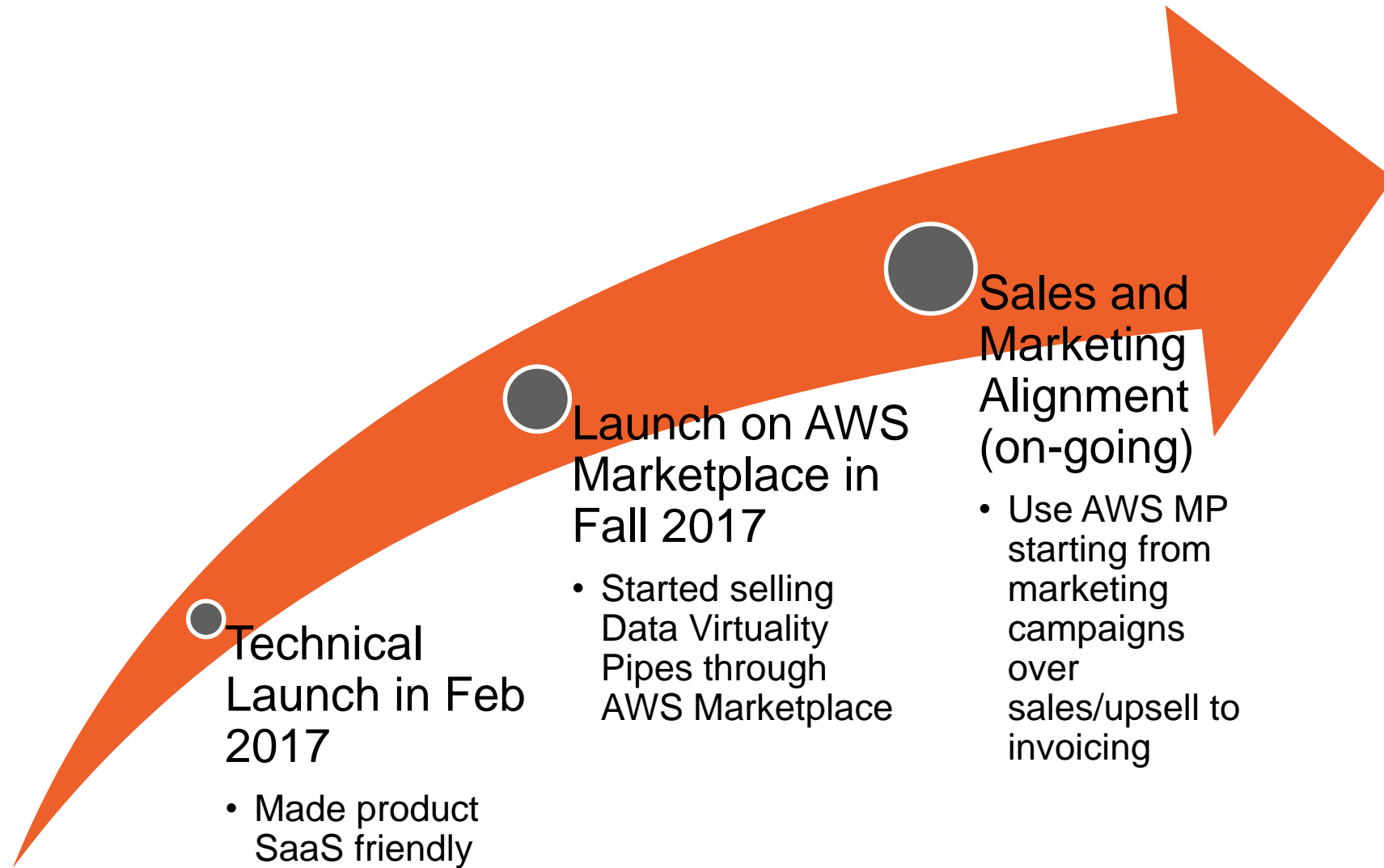


Feedback from
market: leaner
process is needed



Natural decision as
many customers
use Redshift as
target storage

Lean Transition to AWS Marketplace in Only Three Steps



Reflecting on the SaaS Journey

Opportunities

Shorter sales cycles:
from 8-12 weeks to around 2
weeks

More flexible and less
resources needed

AWS supported very well with
go-to-market strategies

Challenges

Technically the transition was
very easy but the problem
was the alignment with the
sales team

Clearly Defined Next Steps

Sales Strategy

- Develop a strategy to align all sales channels

Sales and Marketing alignment

- Organic traffic is there but requires all-round sales and marketing strategy for full leverage

Thank you!

DataVirtuality, the Provider of World's First
Logical Data Warehouse

US Office:

c/o Wework

1355 Market Street, #488
13-19

San Francisco, CA 94103

Frankfurt

USA

German Office:

Katharinenstr. 15

04109 Leipzig

Neue Rothofstr.

60313



Working Successfully with the AWS Marketplace

David Gildea, CEO, CloudRanger



Simplified Backup and Disaster Recovery for AWS Cloud

What we will cover

- Who are CloudRanger?
- What do customers want when buying software?
- How we use AWS Marketplace to address customer needs
- Motivation to leverage AWS Marketplace
- How to align the AWS Marketplace channel and sales
- Customer success with Version 1



We provide an **easy-to-use**, reliable platform for **backup and disaster recovery** management on AWS Cloud. CloudRanger enables you to easily manage servers and backup policies at scale, across multiple AWS regions and accounts from one simple dashboard.

About CloudRanger

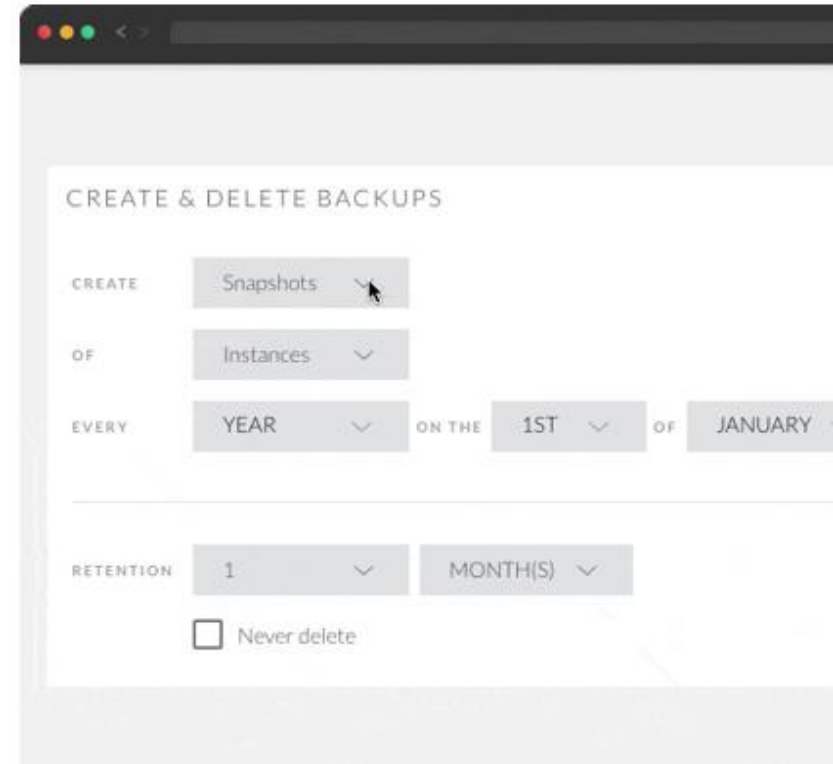


- Founded in 2016
- Acquired by Druva in June 2018
- Headquartered in Donegal, Ireland
- 300+ Global Customers
- 3x Growth in last 6 months
- 100% Cloud native 'As-a-Service'
- Pay as you go pricing model
- Biggest client creating 4,000 snapshots per day



Solution features include

- Automated backups and disaster recovery
- Flexible backup policies and customized schedules
- Backup to multiple AWS regions and accounts
- Efficient, scalable and reliable solution
- Mitigate against region-specific disaster scenarios
- Saves your team time, money and hassle



The screenshot shows a web interface for creating backup policies. The title is 'CREATE & DELETE BACKUPS'. It includes several dropdown menus and input fields for configuring the backup schedule and retention. The 'CREATE' dropdown is set to 'Snapshots', 'OF' is set to 'Instances', 'EVERY' is set to 'YEAR', 'ON THE' is set to '1ST', and 'OF' is set to 'JANUARY'. The 'RETENTION' dropdown is set to '1' and the unit is 'MONTH(S)'. There is also a checkbox for 'Never delete'.

Challenges when buying software?

- Complex agreement management
- Software contracts, terms and deployment models
- No single approved catalog of software
- Long procurement process for new vendors
- Need management acceptance
- Evaluate integration requirements



Customers want simplification

- Get setup quickly as possible
- Simplify and streamline purchasing and invoicing
- Control user access to software on cloud
- Shift to subscription and SaaS
- The ability to manage all subscriptions in one place
- Trusted sellers with enhanced security




How are we using the AWS Marketplace?

- Product is listed on the AWS Marketplace
- We bill AWS customers for SaaS consumption
- Monthly, Annual and Multi-year subscriptions
- 'Private Offers' for custom pricing
- Enterprise Contracts
- AWS Channel Incentive Program
- AWS SaaS Partner Program



AWS Marketplace listing





AMI & SaaS

CloudRanger Backup & Recovery

Sold by: CloudRanger

CloudRanger helps to simplify your backup policies, disaster recovery and advanced server scheduling for Amazon EC2, RDS and Redshift resources. CloudRanger provides an easy-to-

Continue to Subscribe

Save to list

View Categories


Your Saved List

Hello, [steven@cloudranger.c...](#)

Sell in AWS Marketplace

Amazon Web Services Home

Help



CloudRanger

★★★★★ (8)

Overview

Pricing

Usage

Support

Reviews

Product Overview

CloudRanger helps to simplify your backup policies, disaster recovery and advanced server scheduling for Amazon EC2, RDS and Redshift resources.

CloudRanger provides an easy-to-use, reliable platform for snapshot and AMI management of Amazon EC2, RDS and Redshift resources utilizing AWS native snapshots. Simply choose your schedule, set a retention period and apply by tag or instance ID for each of your backup policies.

CloudRanger enables you to manage servers and backup policies across multiple AWS regions and accounts from one simple dashboard. For added protection against disaster, you can easily copy your snapshots and AMIs to another region or account within AWS.

In the event of a disaster, you can quickly restore a snapshot or AMI to your chosen region or account. You can also choose to leave the EBS volume unattached or start a file-level recovery instance.

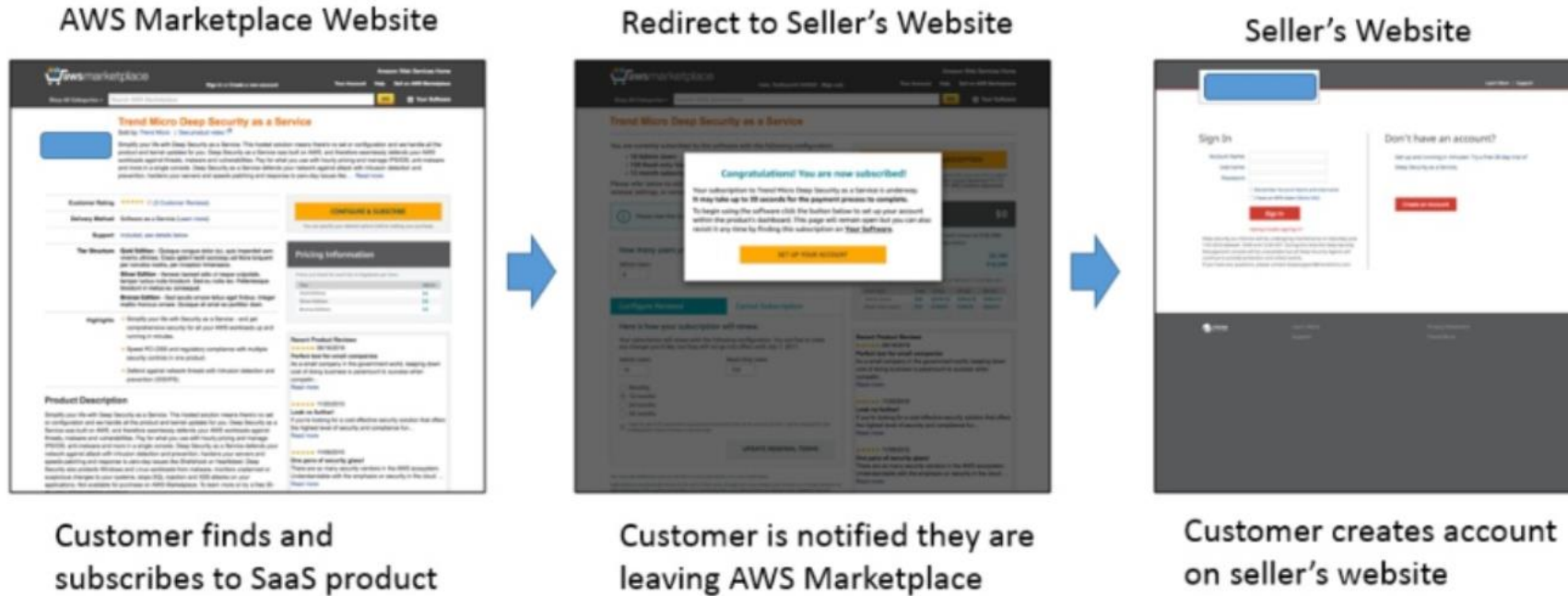
With Automated Disaster Recovery (ADR), this takes our backup & restore capability and enhances it to automate the end to end activity of recovering from an actual disaster. Rather than selecting single cloud-based resources for restore, you can now select resources, which combined, make up an entire application. In fact, you could select an entire region for restore. This capability supports organisations validate their Recovery Time objective (RTO) and Recovery Point Objective(RPO) through actual execution of an end-to-end process.

CloudRanger also offers advanced server scheduling for your Amazon EC2 and RDS

Highlights

- An effective AWS backup and recovery solution for snapshot and AMI management of Amazon EC2, RDS and Redshift resources. Manage your backup policies based on tags or instance ID.
- AWS cross region and cross account backup and recovery capabilities provide a robust disaster recovery solution and mitigates against region specific events. With Automated Disaster Recovery Testing you can also Validate RTO and RPO Objectives
- Cost efficient advanced server scheduling for your Amazon EC2 and RDS resources, saving your team time, money and the hassle of managing scripts or performing manual tasks.

Purchasing software



Motivation to leverage AWS Marketplace

- Global distribution
- Removes deployment barriers
- Avoids 'chasing up money'
- Simplifies the installation experience
- Enhanced security story
- Enables rapid discovery, testing and evaluation
- Seen as trusted AWS Partner



What are AWS Private Offers?

Private Offers enables us to create a custom pricing and private legal terms for any of our publicly available products via the AWS Marketplace.

- Increases adoption of AWS MP subscriptions
- It provides incentive to our sales reps working with AWS customers and prospects.
- It provides you with customer data to assist in analyzing, growing AWS MP sell-through.
- It fosters a collaborative working relationship between AWS and our sales team to better address customer needs.



[Back to AWS Marketplace Management Portal](#)

Create Private Offer

1. Please select the product for this private offer.

CloudRanger Backup & Recovery

Creating private offers for sunset products is not supported.

2. Enter the Payer Account number of the buyer

Maximum of 25 account ids per offer

Do not enter your own account ID - the offer will be visible to seller account automatically.

Next

How to align AWS Marketplace & Sales

- Discover a whole new untapped customer base
- Simplify procurement and billing
- Deliver your software quickly and easily
- Enable customers to easily and quickly launch your software
- No more long, arduous sales cycles
- No procurement delays
- Billing headaches are now a thing of the past



How do we educate our Sales team?

- Compensate sales teams in the same way as other channels
- Make it easy for the end user
- No channel conflict
- Commission based on subscription total
- Enhanced security messaging
- Take advantage of AWS customer procurement arrangements





With more than 1,000 employees and €100 million in revenue in 2017, **Version 1** provides migration, management, and optimization of enterprise applications in the cloud. Version 1 delivers IT consulting, services, and solutions to enterprises in the UK and Ireland.





“

Getting CloudRanger from the AWS Marketplace makes it incredibly simple to deploy in the AWS environment. We can roll out backups to our whole customer estate in minutes rather than hours or days. That means we can get customers' applications into service in the cloud that much faster.

Using CloudRanger has helped us to provide the customer assurance necessary to win large, multiyear cloud managed services contracts with enterprise organizations.

”

Peter Smyth
Head of Managed Services
Version 1

Quick recap

- AWS Marketplace makes it easy for the end user
- SaaS contracts via AWS Marketplace provides simplicity
- Provides customers with enhanced security story
- Streamlines procurement processes
- No more long, arduous sales cycles
- Use private offers for customized enterprise pricing
- Align your sales team with no channel conflict



Thank you!

dave@cloudranger.com

<https://cloudranger.com>