Agenda

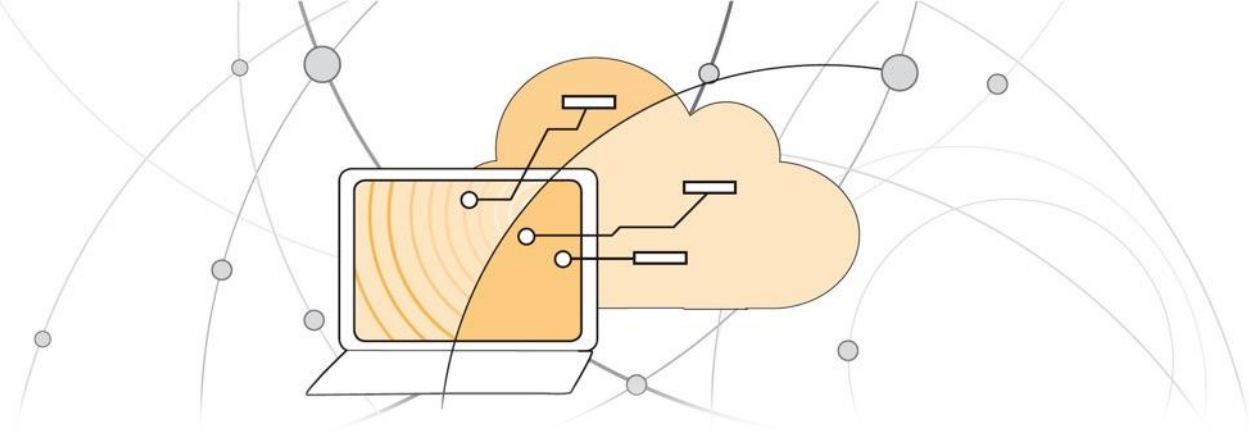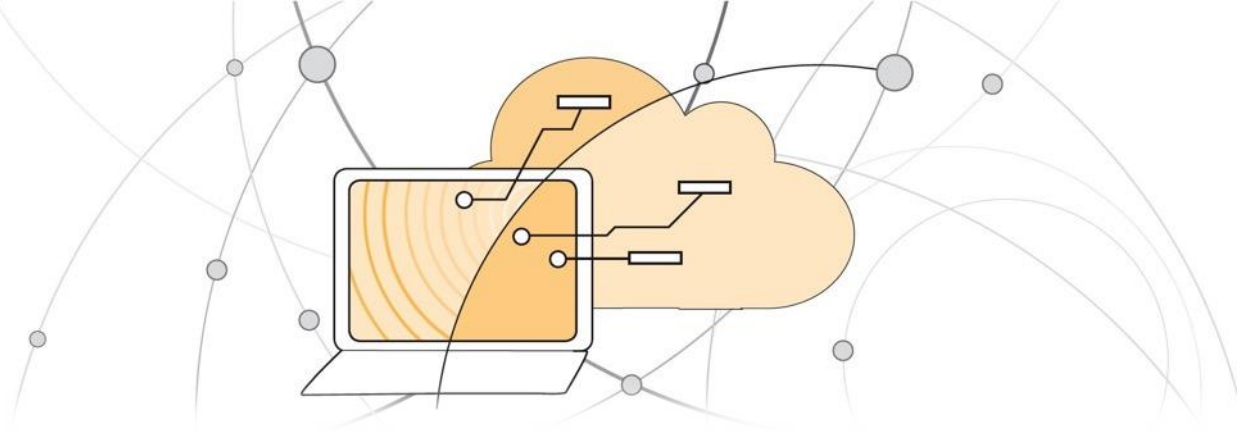|	
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13.00 - 14.00	**ISV Cultural transformation panel discussion** Emily Ryan, Software AG; Raul Firu, Haufe Lexware; Mario Dönnebrink, D.velop; Frederik Vollert, PhraseApp; Deep Ghosh, AWS
14.00 - 15.00	**Pricing Strategy** Florian Garlet, AWS & Christian Wirth, Optimal Price
15.00 - 16.00	**Moving from an On-Premise Product to SaaS Solution on AWS Marketplace**: Experience of a Software Vendor Dave Gildea, CloudRanger; Nick Golovin, Data Virtuality
16.00 - 17.00	**Awards + IoT Button Challenge** Manuela Bruckmaier, AWS
17.00 - 18.00	**ISV Networking**

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Welcome to the
AWS Software Business Leader Forum

BETA

AWS Business Leadership Forum 2017

Marin Mamic

ISV Team Lead, AWS Germany

Welcome to Business Leadership Forum 2018
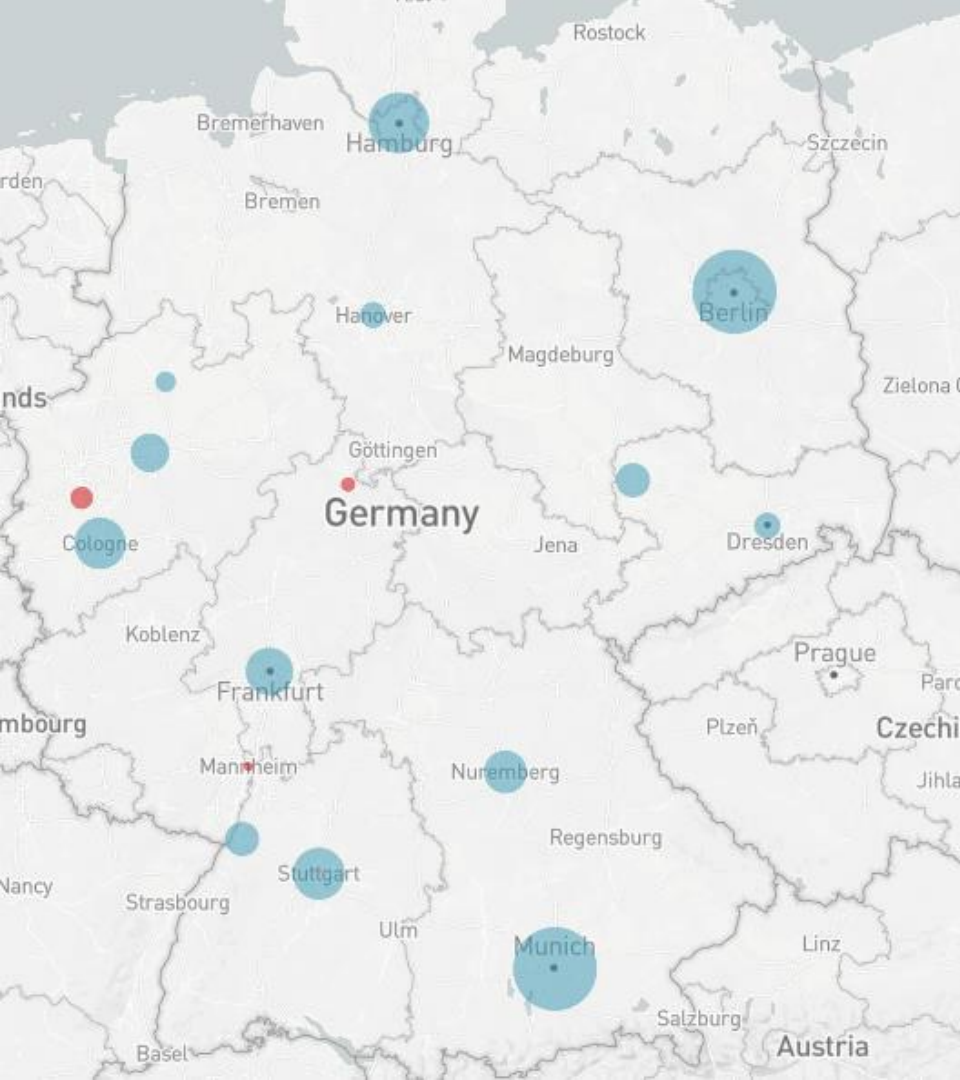
ISV Business Leadership Forum 2018

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We grow with your feedback!

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Who can you talk to today?

21st Real Estate GmbH

24Metrics

3S-Smart Software Solutions GmbH

3YOURMIND

4FriendsOnly.com Internet Technologies Aktiengesellschaft

8select Software GmbH

abas Software AG

Accenture

Accenture CAS GmbH

Adorsys

Apinauten GmbH

ApiOmat

audeoSoft GmbH

Avira Operations GmbH & Co K.G

Axway

BG Phoenics GmbH

BitTubes GmbH

Canto GmbH

Carano Software Solutions GmbH

castLabs

Chimera Entertainment GmbH

Cinegy GmbH

Connectavo

Cortado AG / Teamplace GmbH

d.velop AG

DALIM SOFTWARE GmbH

DAP GmbH

Data Virtuality GmbH

Datagroup

Datameer

Datavirtuality

DILAX Intelcom GmbH

Dropscan GmbH

DYMATRIX CONSULTING GROUP GmbH

Empolis Information Management GmbH

e-Spirit AG

EXASOL

fme AG

Fortrabbit

G&L Geißendörfer & Leschinsky GmbH

GET AG

GMG GmbH & Co. KG

Graebert GmbH

Haensel AMS

Haufe-Lexware GmbH & Co. KG

Heidelberg Mobil International GmbH

Hetras

IMC

imc AG

immoviewer

Impossible Software GmbH

Interschalt maritime systems AG

intive GmbH

ISR Information Products AG

Jakota Cruise System GmbH

KISTERS AG

Leverton GmbH

Magix Software GmbH

Medien-Service Untermain GmbH

MicroTOOL GmbH

mimacom Deutschland GmbH

MINT MEDIA INTERACTIVE Software Systems

Nanocosmos gmbh

Neos IT Services GmbH

noventum consulting GmbH

novomind AG

NOVUM GmbH

OpenText

OPTIMAL SYSTEMS GmbH

Paessler AG

Papershift GmbH

PhraseApp

Pixida GmbH

PSI Aoftware AG

PSI Autommotive & Industry GmbH

QuestBack

Riverbed GmbH

Sage Software GmbH

Seatris AI GmbH i. G.

Software AG

Steinberg Media Technologies GmbH

STP Informationstechnologie AG

TeamViewer

Teradata Corporation

TTS GmbH

TTS Knowledge Products GmbH

Valuephone

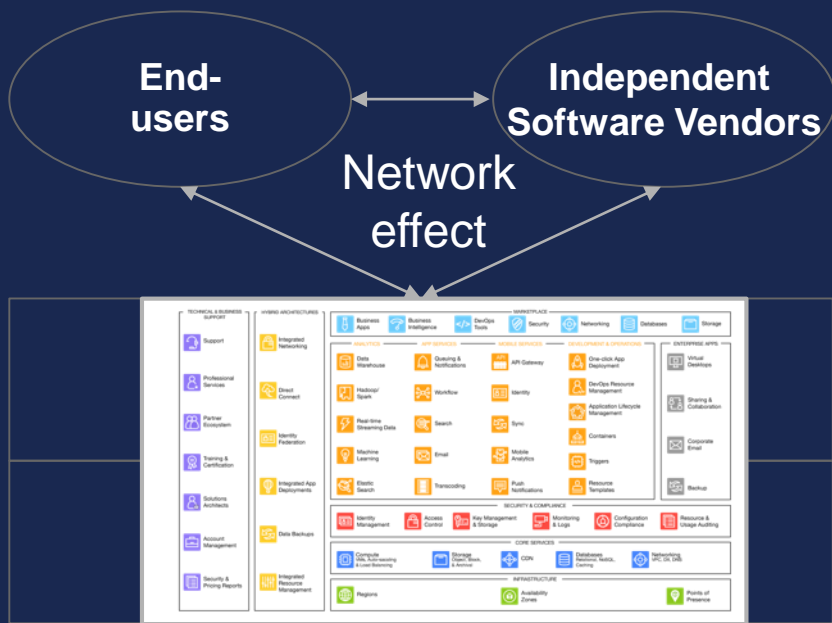Werum IT Solutions GmbH

Westernacher Solutions

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AWS User Community

Germany:

- 14 active User Groups

- 10.000+ members

- Meetings on monthly basis

- Technical content/training

- Visit Community booth on 1st floor (next to Ask the experts)

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Why are ISVs so important for AWS?

End-users ←→ Independent Software Vendors

Network effect

- AWS works with end customers

- ISVs introduce AWS technology in end customers through their products/solutions
- ISVs define the customer usage habbits

- The more customers are on AWS based software solutions, the larger the opportunity is for ISVs

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amazon

To our shareholders (1997)

Obsess Over Customers
From the beginning, our focus has been on offering our customers compelling value. We realized that the Web was, and still is, the World Wide Wait. Therefore, we set out to offer customers something they simply could not get any other way, and began serving them with books.
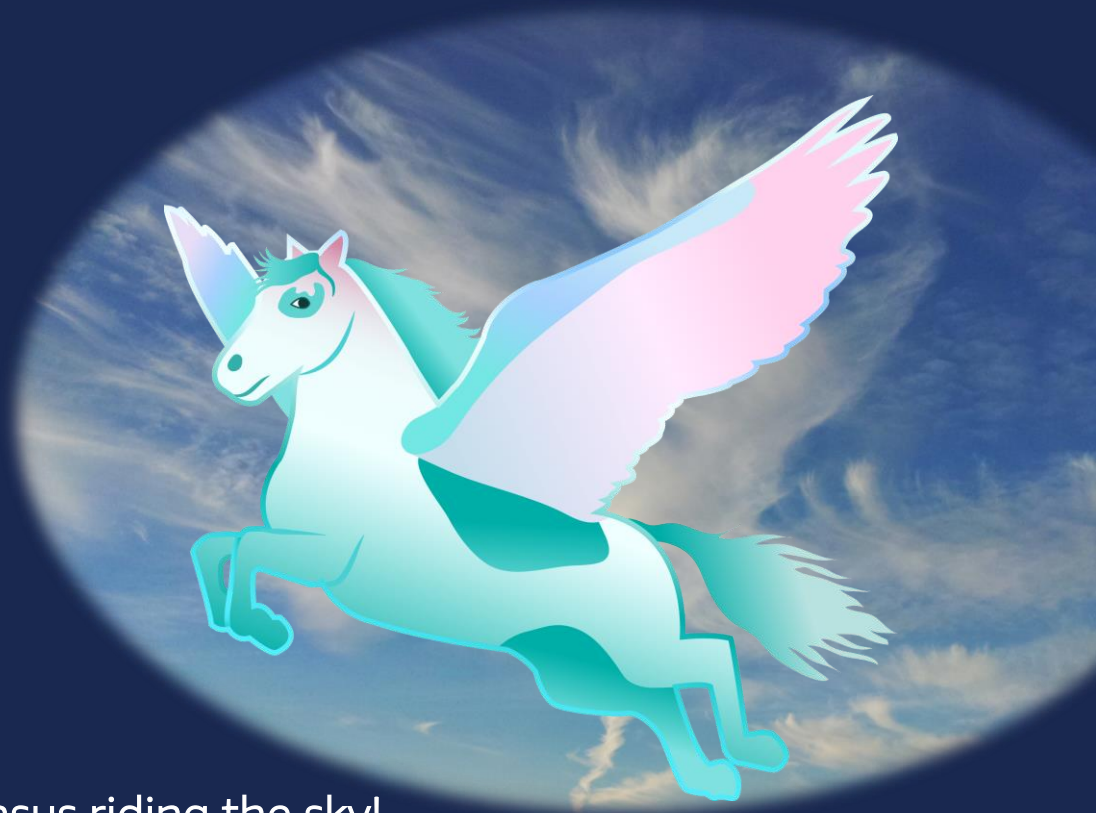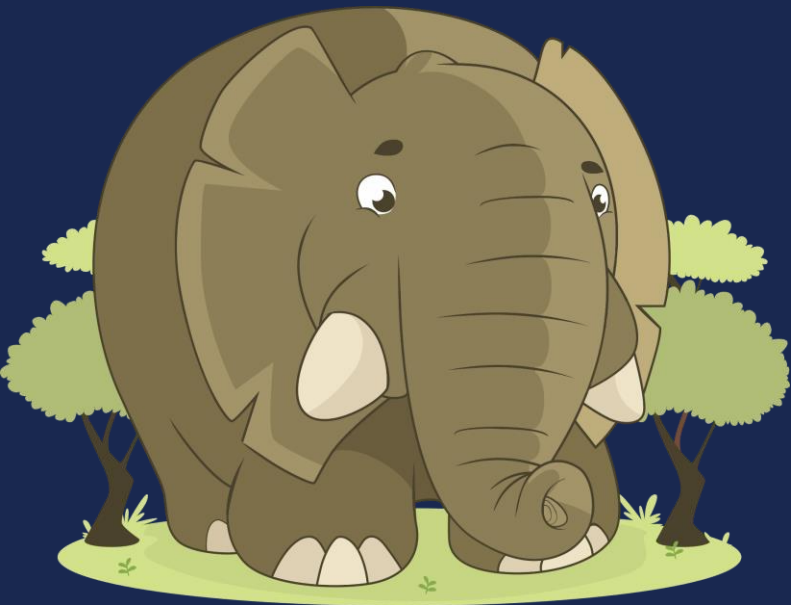
…we are grateful for the trust our customers have placed in us.

…but we are working to build something important, something that matters to our customers…

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"Day 2 is stasis. Followed by irrelevance. Followed by excruciating, painful decline. Followed by death. And *that* is why it is *always* Day 1."

Jeff Bezos, Letter to shareholders 2017

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Digital Transformation…

… or how Elephants become a Pegasus riding the sky!

Ahead in the Cloud

Contact your Account Manager or the AWS-Staff at the BLF and

Get your free copy!

---To be sent after the Summit---

AHEAD IN THE CLOUD

BEST PRACTICES FOR NAVIGATING THE FUTURE OF ENTERPRISE IT

STEPHEN ORBAN

Forewords by Andy Jassy, Adrian Cockcroft, and Mark Schwartz

aws

https://www.linkedin.com/in/stephen-orban-7086471/

Stephen is the GM (General Manager) of a new AWS service under development, and author of the book "Ahead in the Cloud: Best Practices for Navigating the Future of Enterprise IT"…
…. Prior to joining AWS, Stephen was the CIO of Dow Jones, where he introduced modern software development methodologies and reduced costs while implementing a cloud-first strategy. These transformational changes accelerated product development cycles and increased productivity across all lines of business, including The Wall Street Journal, MarketWatch.com, Dow Jones Newswires, and Factiva.

Thank you!

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