



# INNOVATE2018

## ONLINE CONFERENCE



# The 4 Secrets of Successful SaaS Companies (Level 200)

Adrian De Luca, Head of Partner Solution Architect

# What you will Learn

- Why move to SaaS model?
- How is it different to traditional software delivery?
- What it means to have a SaaS Business Culture
- The 4 successful ingredients to SaaS success
- How can AWS Partner Network help you

# What does a **successful** SaaS company look like?



Welcome to the  
CUSTOMER SUCCESS PLATFORM

salesforce

Welcome to the  
CUSTOMER SUCCESS PLATFORM







# Why SaaS?

Organizations of  
**all sizes** want  
their software  
delivered to them  
as SaaS



*By 2018, SaaS will become a dominant model for consuming new application software functionality and will be adopted by 80% of all organisations.*

*We show sustained growth projections in the SaaS market in U.S. dollars with estimates of \$38.5 billion in 2016, representing an annual growth rate of 22.5%.*



*Gartner: Forecast Overview: Public Cloud Services,  
Worldwide, 2017 Update  
31 March 2017 ID: G00325490*

# The Zero Downtime Mindset

**Sorry, but we're  
currently upgrading  
our servers.**

Check back with us soon!



Foursquare downtime message



# SaaS raises the bar

**Security**      **Management & Monitoring**      **SLA's**

**Metering**

**Incident Management**      **Canary Releases**

**Dark Launches**

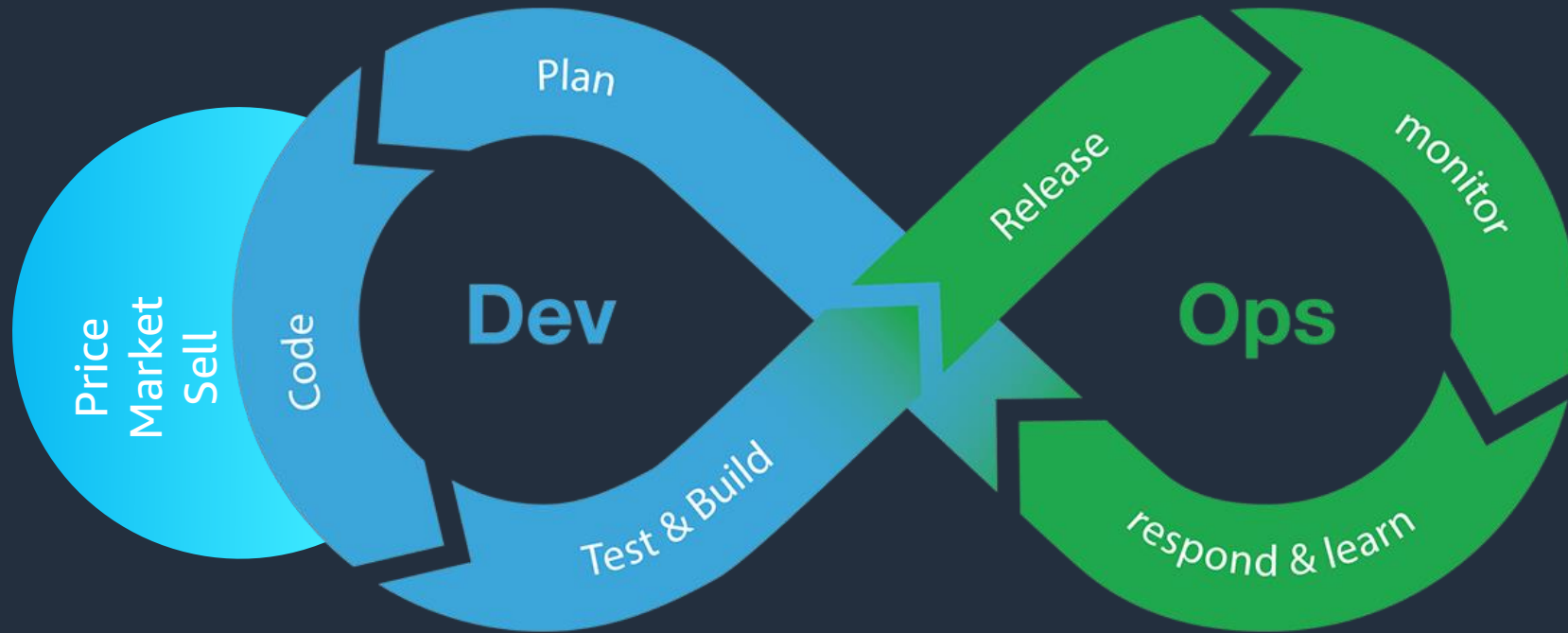
**Versioning/Migration**

**Blue/Green Deployments**

**DevOps**



# All-In with DevOps is not Negotiable



**DevOps can't be a team — it has to be a lifestyle**

# What it means to have a SaaS Business Culture

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**Nimble and  
Reactive**



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**Fail Fast &  
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**Customer  
driven Pricing &  
Configuration**

# What it means to have a SaaS Business Culture



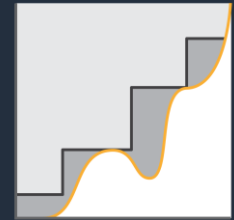
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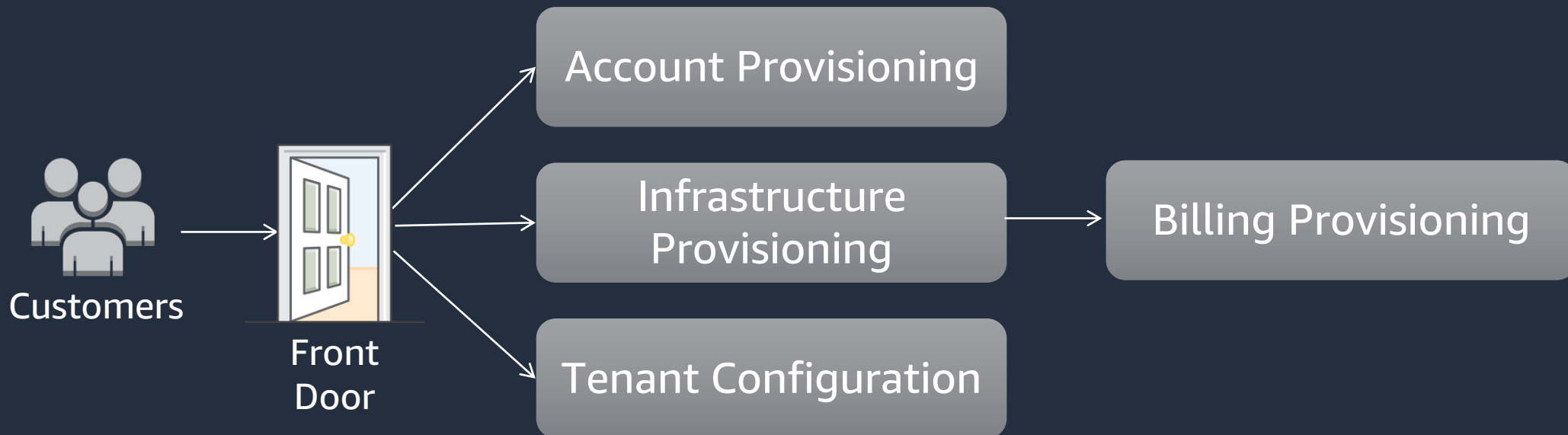
**Streamlined  
Operations**



# The secrets of successful SaaS applications

# 1 Frictionless on-Boarding

- SaaS solutions must be a **low touch** experience
- Customers must be able to onboard with **minimal friction**



# 2

## Robust Management & Monitoring

On-Premises





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On-Premises



SaaS



# 2

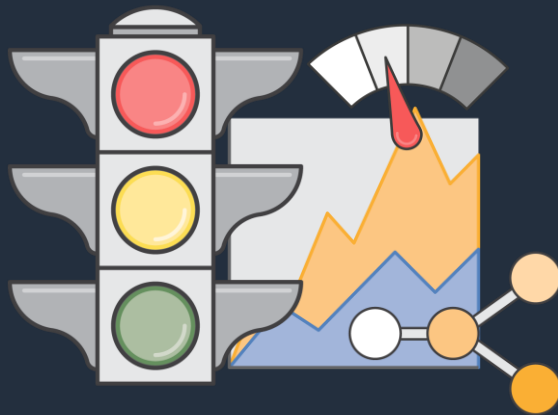
## Robust Management & Monitoring

The health of your business and all of your tenants rely on the **health of your system**

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The health of your business and all of your tenants rely on the **health of your system**



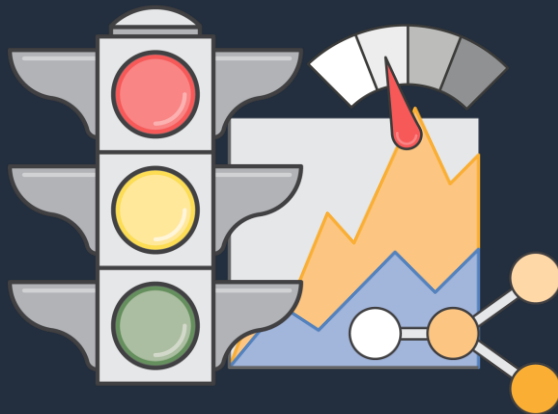
SaaS demands  
proactive monitoring



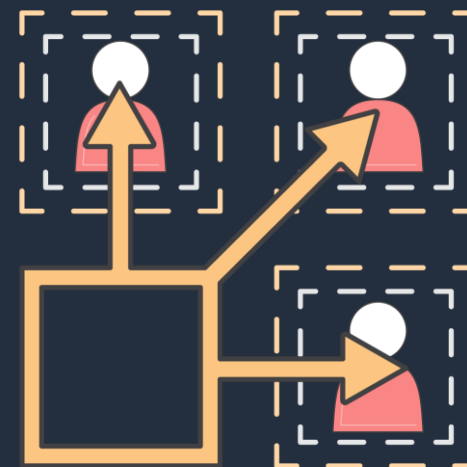
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SaaS demands  
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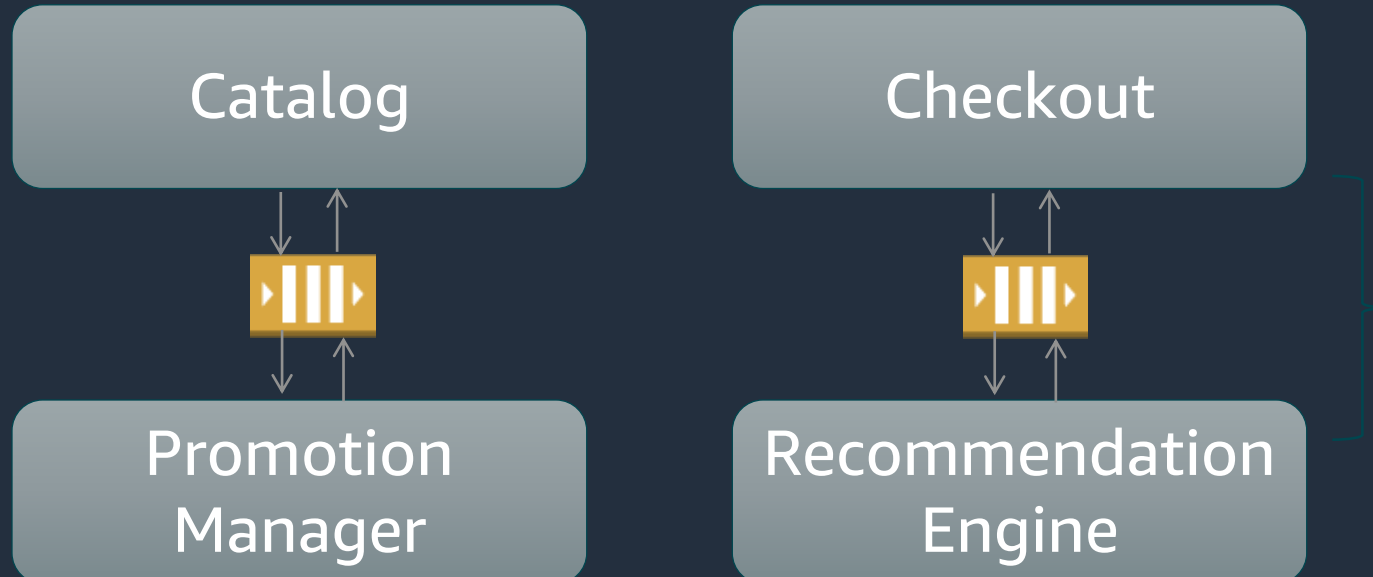
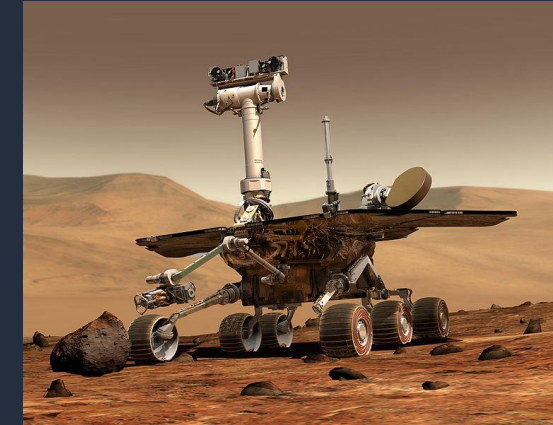


Adding tenant  
aware context

# 3

## Designing for Failure

SaaS applications demand a more **resilient** and **creative** approach to maintaining system **availability**. Design for failure and nothing fails



- Supporting the idea of partial outage
- Limiting synchronous dependencies
- Always thinking about how to keep the lights on

# 4 Aligned Cost Modeling

- Building cost models that mirror **tenant requirements**
- Design and architecture models that promote **pricing and packaging agility**
- Capturing and analysing **per/tenant costs**







# Why SaaS on AWS?

## SaaS characteristics

- ✓ Priced on usage or users
  - ✓ Self-service on-demand
  - ✓ Multi-tenant, shared
  - ✓ infrastructure
- Elastic usage

## AWS characteristics

-  Pay only for what you use
  -  Resources on-demand
  -  Highly scalable & durable
  -  services
- Auto-scaled & scriptable  
resources







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SaaS != hosted application management

# Broadest ecosystem of ISVs and SaaS Providers



# Leveraging Partner Solutions

Accelerate development and innovation through third-party integrations

## Monitoring



## Authentication/Authorisation



## Analytics



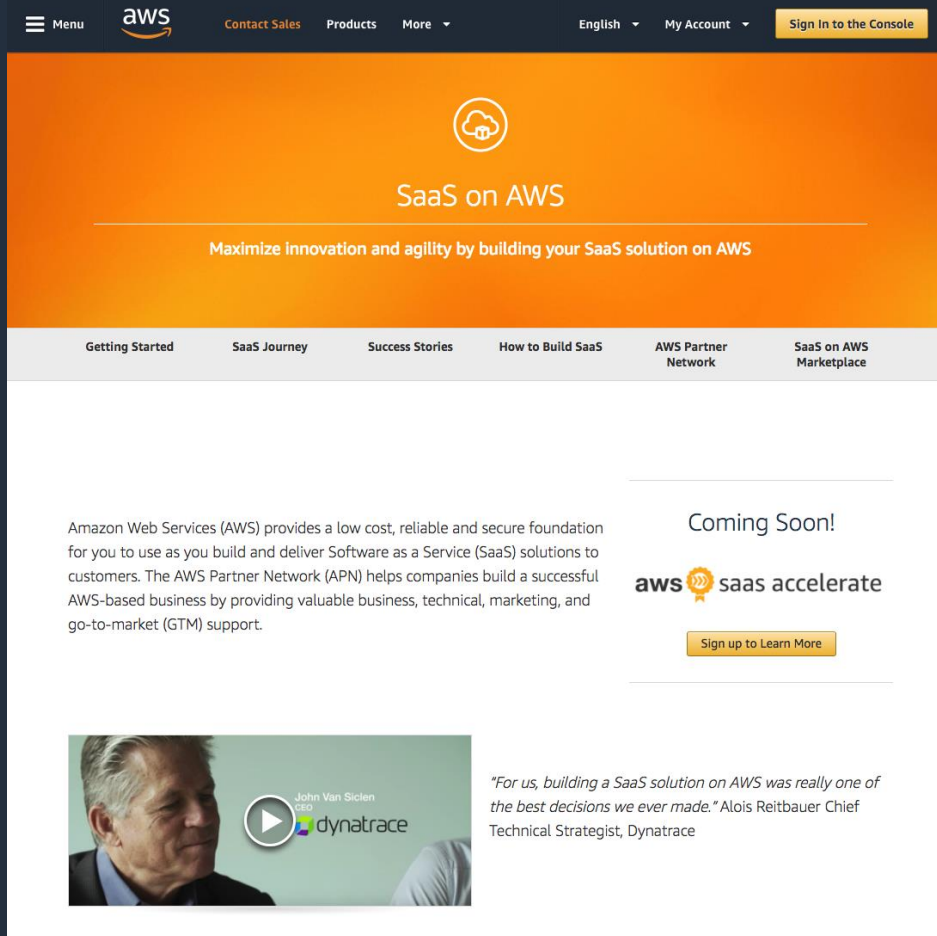
## Metering



## Billing



# SaaS on AWS – Getting Started



The screenshot shows the AWS SaaS on AWS landing page. The header includes the AWS logo, navigation links (Menu, Contact Sales, Products, More), language (English), account (My Account), and a sign-in button (Sign In to the Console). The main section features a large orange banner with the text "SaaS on AWS" and "Maximize innovation and agility by building your SaaS solution on AWS". Below the banner is a navigation bar with links: Getting Started, SaaS Journey, Success Stories, How to Build SaaS, AWS Partner Network, and SaaS on AWS Marketplace. The main content area includes a paragraph about AWS providing a low cost, reliable and secure foundation for SaaS solutions, a "Coming Soon!" section with the "aws saas accelerate" logo and a "Sign up to Learn More" button, and a video testimonial from John Van Siclen, CEO of Dynatrace, with a quote from Alois Reitbauer, Chief Technical Strategist at Dynatrace.

Foundation

Single Tenant  
Migration

Multi Tenant  
Optimisation

Operations &  
Agility

- Success Stories
- Blog Posts
- Whitepapers
- Readiness Validation
- Technical Workshops

<https://aws.amazon.com/partners/saas-on-aws/>

# SaaS Quick Start

Menu

aws

Contact Sales

Products

Solutions

Pricing

Getting Started

More

English

My Account

Sign In to the Console

AWS Quick Starts

Amazon Connect integrations

FAQs

Resources

## SaaS identity and isolation with Amazon Cognito

Architecture and strategies for a robust SaaS identity and isolation model on AWS

[View deployment guide](#)

This Quick Start implements a high availability solution for identity and isolation in multi-tenant software as a service (SaaS) environments, using Amazon Cognito as the identity provider.

The Quick Start provides a lightweight SaaS order management system that illustrates different aspects of identity and isolation, spanning the roles in a multi-tenant environment. The Quick Start deployment includes AWS services such as Amazon Cognito, AWS Lambda, Amazon API Gateway, and Amazon EC2 Container Service (Amazon ECS).

The AWS CloudFormation templates that automate the deployment are customizable. The deployment guide explains core SaaS identity and isolation concepts and implementation details, and includes step-by-step deployment and configuration instructions.

What you'll build

How to deploy


Cost and licenses

This Quick Start's architecture includes a number of AWS services and constructs, to create a highly scalable, highly available SaaS identity and isolation solution that conforms to best practices for deploying a container-based application in a virtual private cloud (VPC) that spans two Availability Zones.

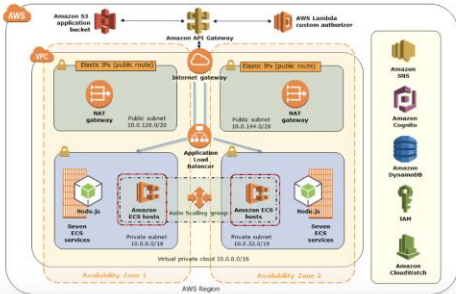
The SaaS reference application client is deployed using Amazon Simple Storage Service (Amazon S3). All of the assets of this AngularJS application are deployed to, and served from, an S3 bucket. The deployed web application interacts with the application's back-end services through RESTful calls that are routed through Amazon API Gateway, supplying tenant identity context with each call.

API Gateway provides a natural way to expose your services in SaaS environments, allowing you to better meter and throttle access to your environment. It also supports a custom authorizer that can validate the system's identity tokens on each attempt to access services. This authorizer is implemented as an AWS Lambda function that allows you to create custom authorization logic for requests as they flow through the gateway.

Within the VPC, the architecture employs network address translation (NAT) gateways



This Quick Start was developed by AWS solutions architects.



Launch

<https://aws.amazon.com/quickstart/saas/identity-with-cognito/>



# SaaS Partner Program

## Benefits

Eligible for Market Development Funding  
Access to Sales Alignment Initiatives  
Investment in Lead Generation Campaigns  
... and more!

## APN Marketing Central

Eligible for Proof of Concept Funding, Training  
funding and Sandbox Credits  
... and more!

Online Trainings & AWS Accreditations  
Discounts on Instructor-Led Training  
SaaS Technical Enablement Content  
.... and more!

## Stage

Sell

Market

Build

## Global Eligibility

Technology Advanced Tier

Technology Standard Tier +

Technology Registered Tier +

Speak to your Partner Development Representative

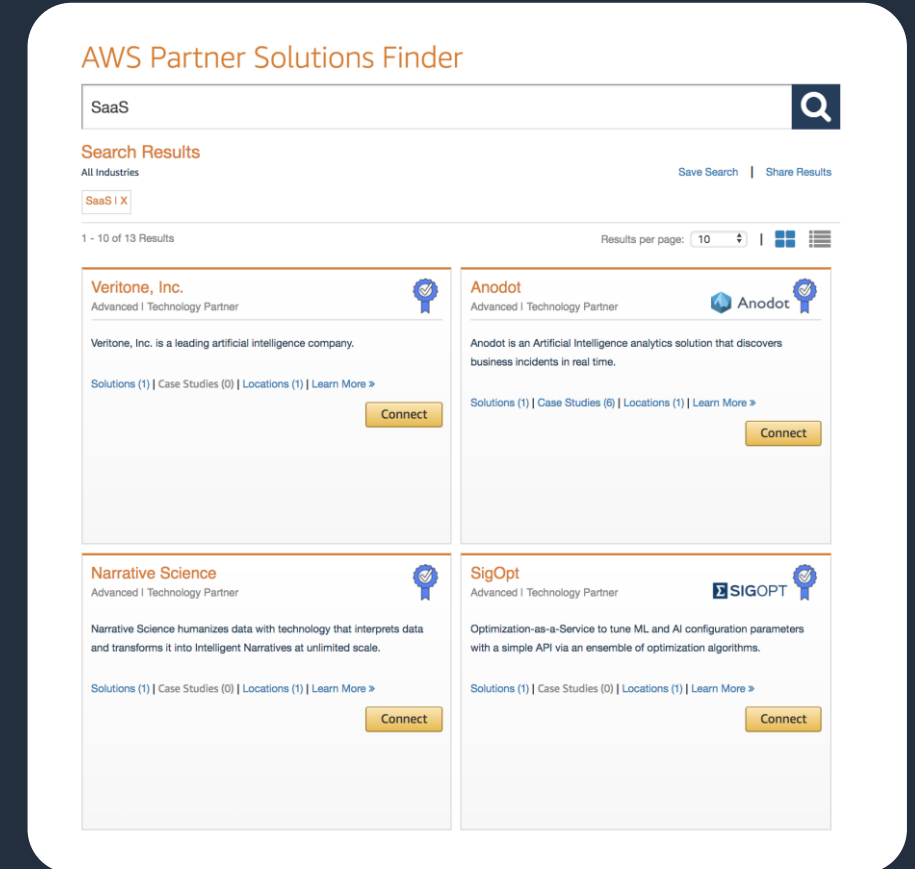
# SaaS Competency



Designed to highlight APN Partners who have demonstrated technical proficiency and proven customer success in specialized solution areas.

Partners who deliver applications via Software-as-a-Service (SaaS) enable users to utilise their software solution over the internet. APN Technology Partners who develop SaaS solutions and utilize a SaaS-based software licensing and delivery model are encouraged to apply for the Program.

<https://aws.amazon.com/partners/saas/>

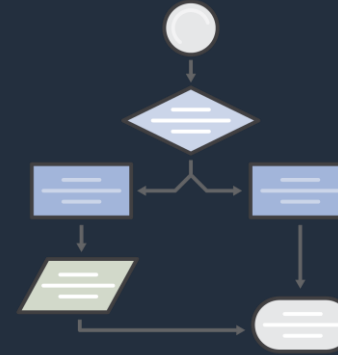


# In Summary



## SaaS is not a Sport, its a **Lifestyle**

- Adopt a fail fast approach
- Customer feedback and product strategy happens in real-time
- Take pride in your ability to pivot and react
- Expect your business model to be fluid
- Drive loyalty through rapid response and constant evolution



## Technology & Process as **Enablers**

- Agility must be baked into architecture, design, and deployment
- Migration must be constant and painless
- Zero tolerance for any notion of down time
- Ability to package offerings that align with emerging tenant profiles

# Learn from AWS experts. Advance your skills and knowledge. Build your future in the AWS Cloud.



## Digital Training

Free, self-paced online courses built by AWS experts



## Classroom Training

Classes taught by accredited AWS instructors



## AWS Certification

Exams to validate expertise with an industry-recognized credential

Ready to begin building your cloud skills?

Get started at: <https://www.aws.training/>

# With deep expertise on AWS, APN Partners can help your organization at any stage of your Cloud Adoption Journey.



## **AWS Managed Service Providers**

APN Consulting Partners who are skilled at cloud infrastructure and application migration, and offer proactive management of their customer's environment.



## **AWS Competency Partners**

APN Partners who have demonstrated technical proficiency and proven customer success in specialized solution areas.



## **AWS Marketplace**

A digital catalog with thousands of software listings from independent software vendors that make it easy to find, test, buy, and deploy software that runs on AWS.



## **AWS Service Delivery Partners**

APN Partners with a track record of delivering specific AWS services to customers.

**Ready to get started with an APN Partner?**  
**Find a partner: <https://aws.amazon.com/partners/find/>**  
**Learn more at the AWS Partner Network Booth**



# Thank You for Attending AWS Innovate

We hope you found it interesting! A kind reminder to **complete the survey.**

Let us know what you thought of today's event and how we can improve the event experience for you in the future.



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