

GPSMKT203

How to sell in AWS Marketplace

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AWS Marketplace



aws marketplace

AWS Marketplace overview

Public cloud trends
are accelerating

By 2021...



94%

of cloud workloads and instances
will be processed by cloud data
centers

73%

of cloud workloads will be in
public cloud (27.5% CAGR from
2016 to 2021)

75%

of cloud workloads will be
Software-as-a-Service (SaaS)

Source: Cisco Global Cloud Index, 2016–2021

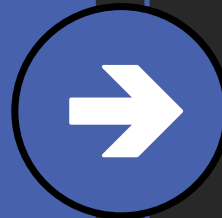
* Workload = a virtual machine or a container

Cloud is transforming the enterprise application portfolio

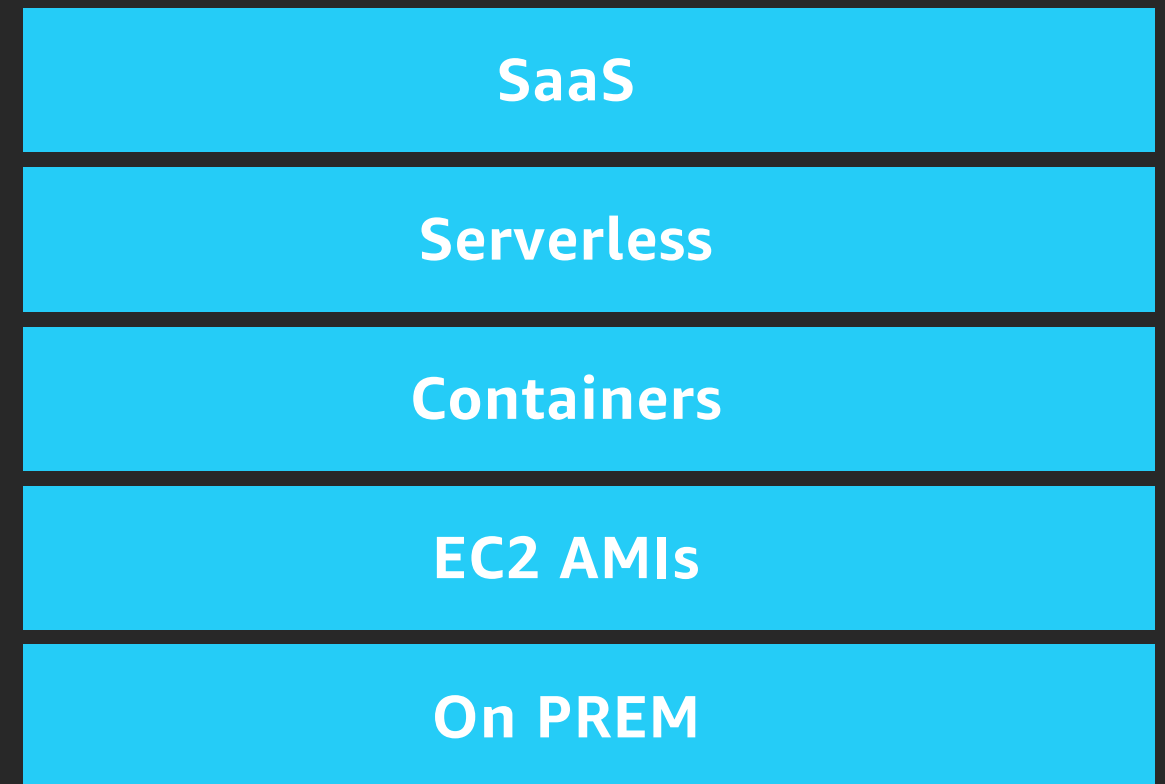
MOVE

- Typical application portfolio is ~**1,000+***
- Hundreds of vendors in an enterprise
- Server architectures often monolithic
- Physical and virtual on-premises
- **10-60%** applications developed in house
- In perpetuity licensing: ~**10-30%** underused
- **High potential for cost rationalization**

RETIRE : 20%+ On PREM



MODERNIZE

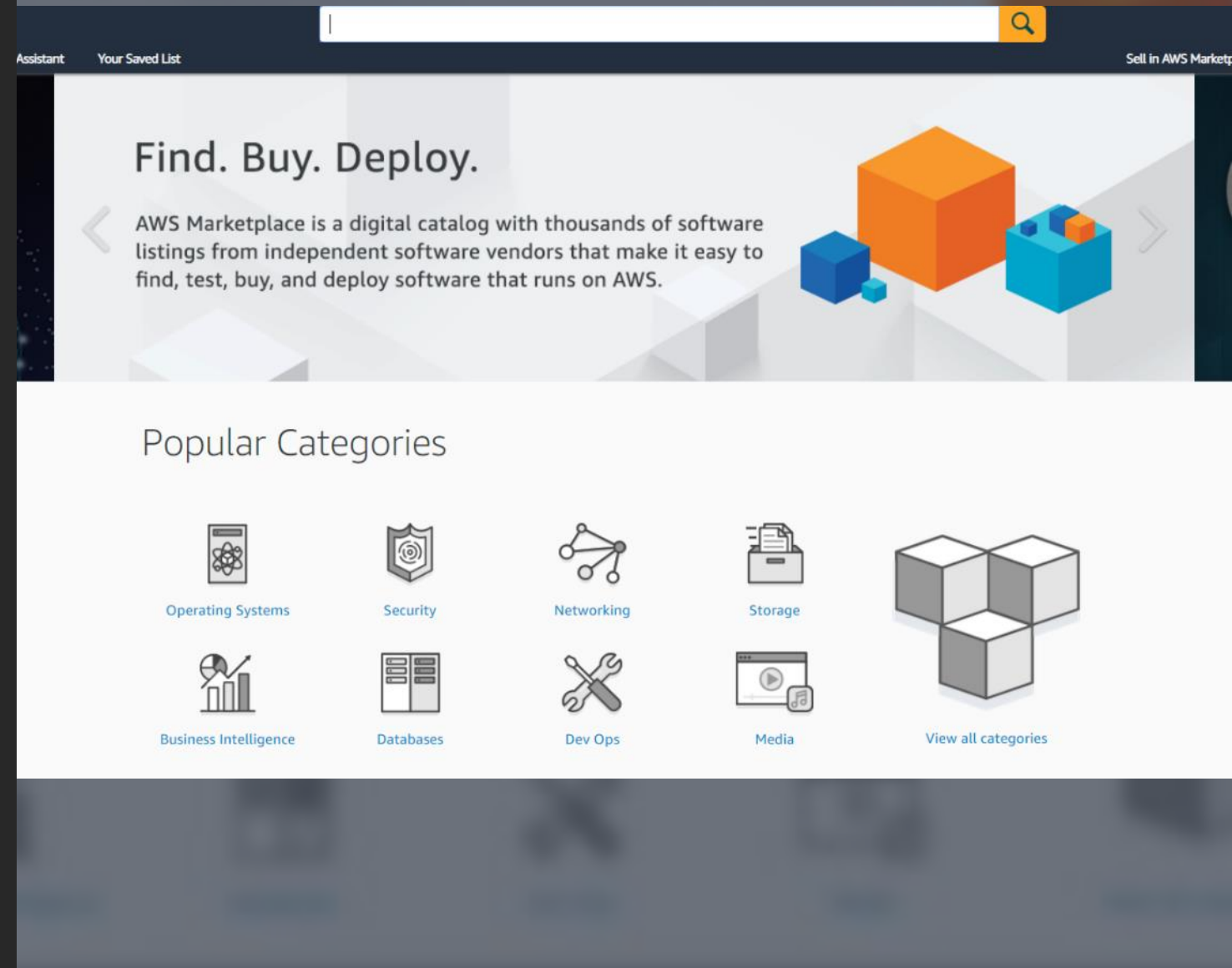


Subscription-based

Automating software procurement & provisioning



- **260,000** active customers
 - Over **7,000** product listings
 - **1,500+** ISVs (Free, BYOL or commercial)
 - Deployed in **20 regions**
 - Over **850 million** hours of EC2 deployed monthly
 - Offers **39 categories**
-
- Deploy software securely, on demand
 - Flexible consumption and contract models
 - Manage software entitlement
 - Integrated with AWS cost optimization tools
 - Asset tagging for governance and compliance
 - One consolidated bill



Transforming your portfolio: 5/50/500 model

Mega **5** software vendors represent ~50% of IT software spend

5

Microsoft and Oracle managed by SAP on AWS and VMWare on AWS IBM or SFDC



Top **50** vendors critical to the journey to the cloud and future direction of company

50

 **aws marketplace**

The long tail of **500+** vendors

500

 **aws marketplace**

8 popular categories most often provisioned

Operating Systems



Security



Storage



Networking



Database



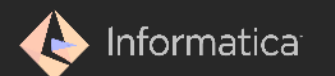
SIEM



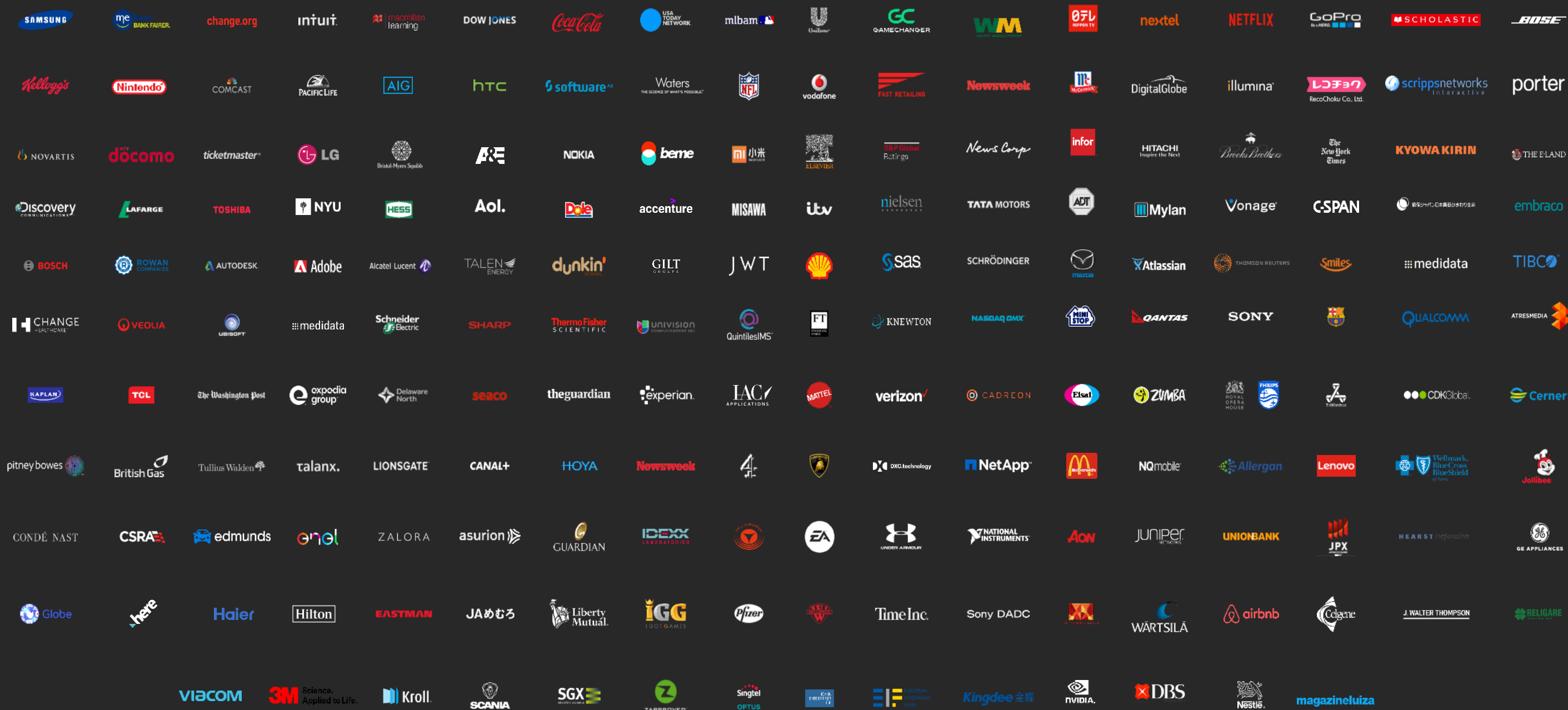
DevOps



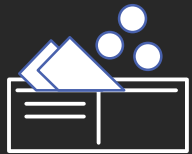
BI



Global enterprise customers

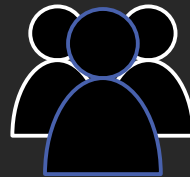


Why sell in AWS Marketplace?



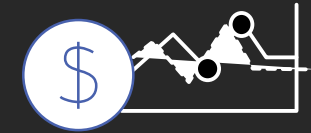
Sell the way your customers want to buy

Streamline software procurement and offer flexible pricing models



Grow your customer base

Leverage a powerful and growing cloud offering to expand your customer base



Improve efficiency and profitability

Faster sales cycles and efficient provisioning can lead to higher overall profitability

Why customers buy in AWS Marketplace

SPEED, SIMPLICITY AND SCALABILITY

Flexible consumption and contract models	<p>“One benefit of the pay-as-you-go model is the ability to deploy anywhere without having to do a capital approval process to pay for infrastructure that may or may not be used.”</p>	Rob Gillan CTO SimplePay
Easy and secure deployment, almost instantly	<p>“The ability to deploy software instantaneously anywhere in the world means we’re able to scale immediately and stretch or shrink the environment to accommodate our needs.”</p>	Briley James Yetter Director of Technology Goodwill Industries
Consolidated billing from AWS	<p>“Integrated billing on AWS Marketplace is very slick, very straightforward. One place, one dashboard where all my costs appear.”</p>	Richard Williams Senior Engineer MakerBot

Flexible consumption and contract models

AWS Marketplace pricing options

Free trial



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

Ideal for initial evaluation

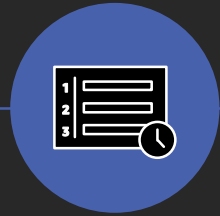
Hourly



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

Ideal for development and testing or workloads with inconsistent traffic

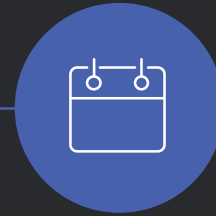
Monthly



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

Ideal for temporary projects and baseline workloads

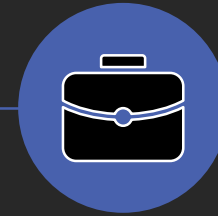
Annual and multi-year



Make a one-time payment and receive significant discount; multi-year options also available

Ideal for long-term workloads

BYOL



Migrate to AWS with your existing product licenses

Intended for pre-existing customers

Seller Private Offers










Negotiate a custom price with a software seller; offer is reviewed and accepted in AWS Marketplace

Ideal for high-value and complex transactions

Flexible software build and delivery

AWS Marketplace deployment options

Amazon Machine Image	AWS CloudFormation template	SaaS	API	Containers	ML models and algorithms	Private image build
						
<p>Ideal for single-instance solutions deployed directly into customer's VPC</p> <p>You can offer customers maximum flexibility with BYOL, pay-for-what-you-use, free trials and curated open source options</p>	<p>Third-party software combined with AWS services</p> <p>You can offer complete solution implementation, including multi-instance, tie-ins to AWS Services and high-availability cluster architectures</p>	<p>Your SaaS solution with subscription and tiered contract options, including annual and multi-year contracts</p> <p>Enables you to integrate AWS Marketplace discovery and procurement directly to your SaaS solution</p>	<p>Designed to integrate directly to an application</p> <p>You can offer customers high-consumption API products with simple pay-as-you-go pricing</p>	<p>Deploy container products on Amazon ECS, AWS Fargate or Amazon EKS</p> <p>Offers the same flexibility as the Amazon Machine Image</p>	<p>Curated machine learning algorithms and models that you deploy directly on Amazon SageMaker</p> <p>Deploy faster and remove the step of looking for the right ready-to-use model or developing one on your own</p>	<p>Includes Windows Installer (.MSI), Linux-based (.RPM) and Unix-based (.DEB) packages</p> <p>Enable your most demanding enterprise customers to build custom images using their own "gold images"</p>

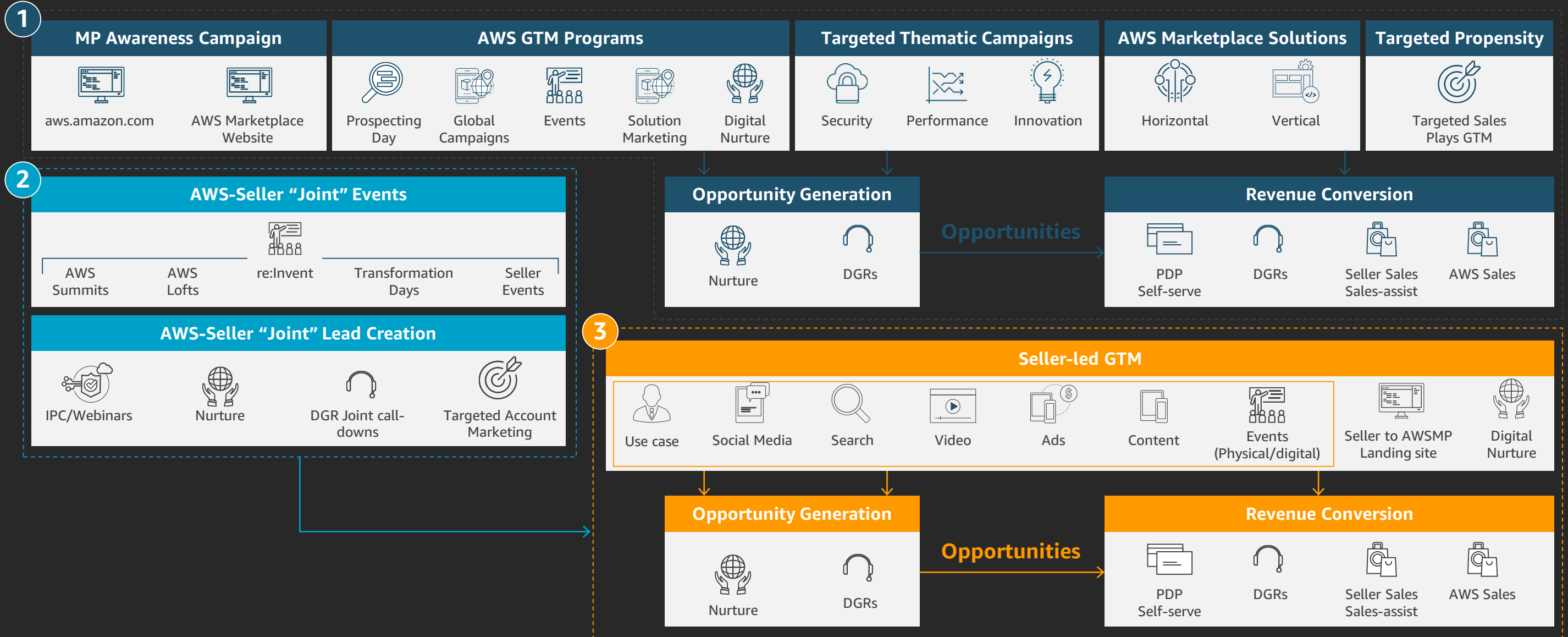
AWS Marketplace: digital fulfillment mechanism

Solutions	Subscription value	Conversion paths	GTM engagement models	Customer segments
Business applications Data & analytics DevOps High-performance computing IoT Machine learning Migrations Networking Security Storage	< \$20K (per year)	Self-Serve driven by digital demand generation and DGR/MRC	No-to-Low Touch <ul style="list-style-type: none">Highly scalable category/use-case digital demand generationNo-to-low direct sales engagementStandard pricing	SMB, Enterprise & Gov't
	\$20-100K (per year)	Sales-Assist supported by demand generation and seller GTM programs	Medium Touch <ul style="list-style-type: none">Use-case centric digital demand genChannel-engaged, sales-assistPredominately standard pricing with some discounting (private offers)	
	> \$100K (per year)	Sales-Led supported by targeted seller GTM and demand gen	High Touch <ul style="list-style-type: none">Highly targeted and customized GTMPrivate offers - negotiated priceVendor engaged directlyAttaches to Enterprise Discount Program	

AWS Marketplace Seller Demand Generation Engine



Developers | Procurement | IT/Line-of-Business Leaders | Cloud Architects | Seller Audience



Tools, templates and guidance

Create and adapt your messaging framework



- Value proposition development
- Alignment to AWS Marketplace strategy
- Message map exercises

Develop a messaging framework and soundbites that effectively position your offer in campaigns

Thread key messages into assets



- Asset wireframes
- Best practices guidance

Develop marketing assets that consistently incorporate the AWS Marketplace story and AWS Marketplace brand elements

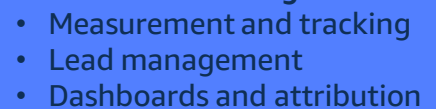
Build your campaign



- Campaign strategy
- Campaign blueprints
- Campaign asset templates

Executed GTM campaigns that drive awareness, buyer engagement, and demand generation

Measure campaign performance



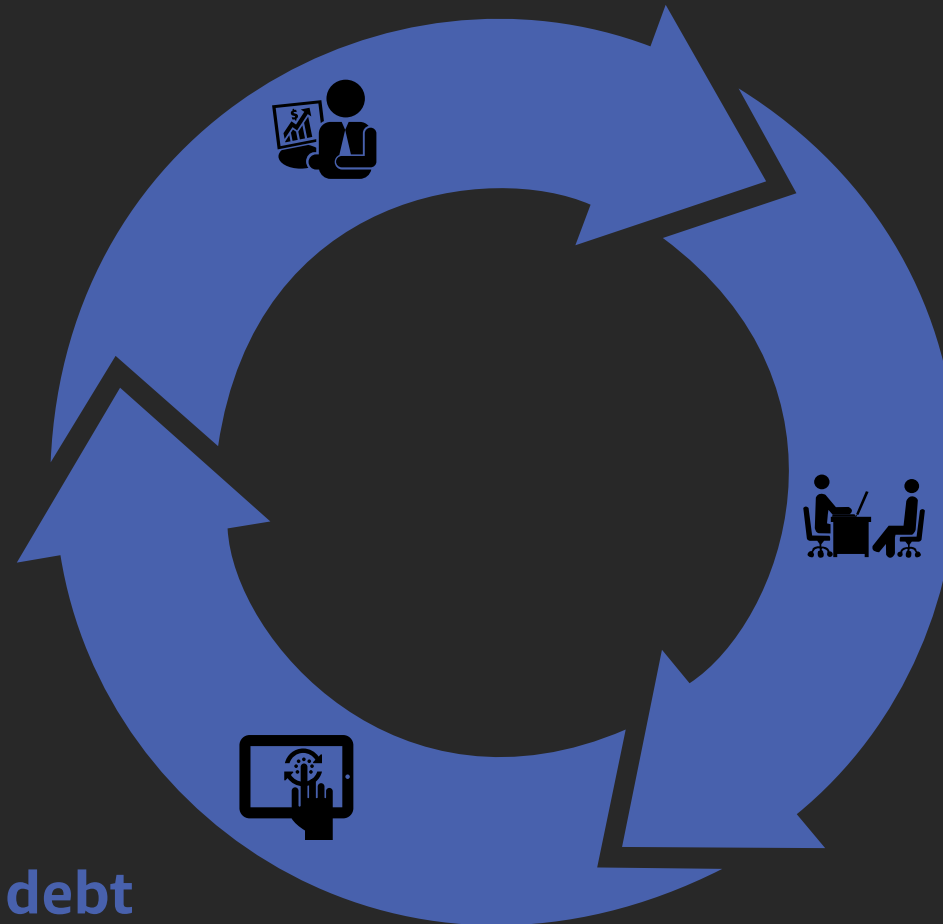
Visibility on campaign performance, funnel metrics, and marketing ROI

Go-to-market faster

Improve your product release, delivery, and adoption

Streamline the customer engagement flow

Lead customers directly to your product to buy, deploy and start using in a single continuous stream



Iterate products to meet customer needs

React to customer feedback quickly by providing new versions of your product as they become ready

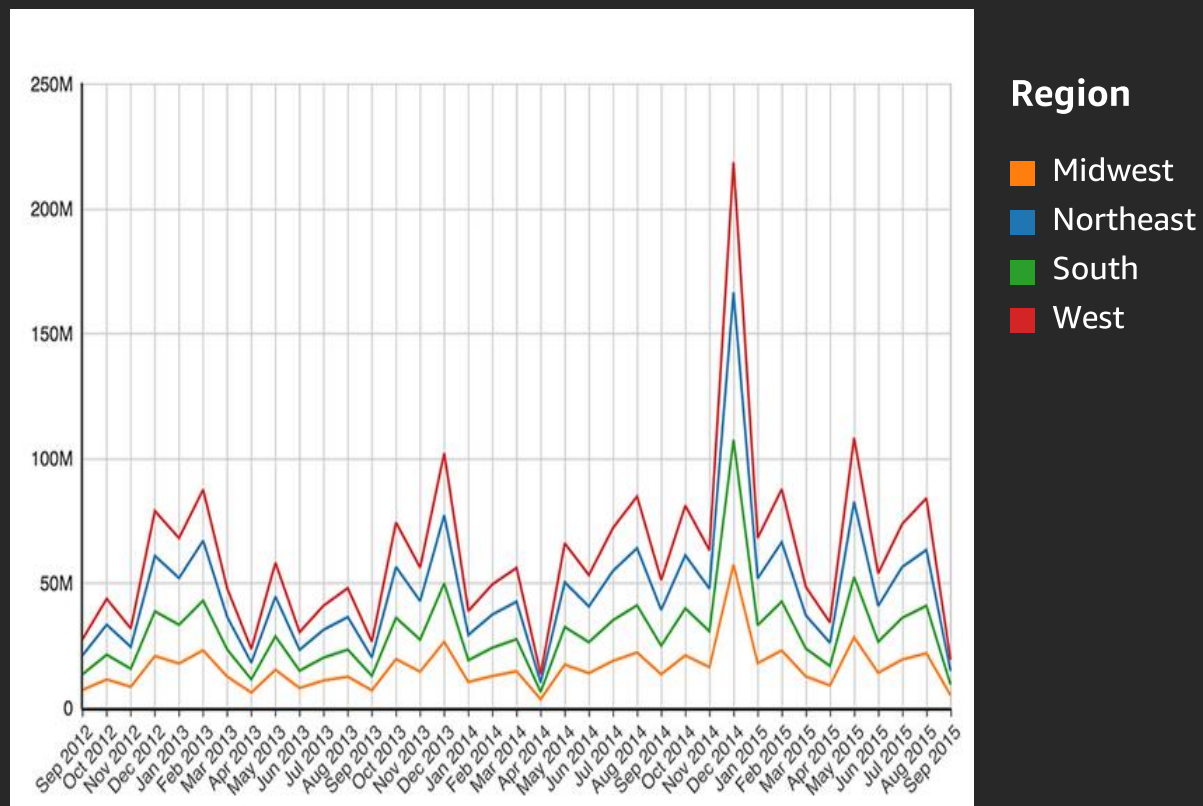
Eliminate technical debt

SaaS customers can quickly move to new versions, enabling you to reduce your version backlog

AWS Marketplace: a public managed catalog

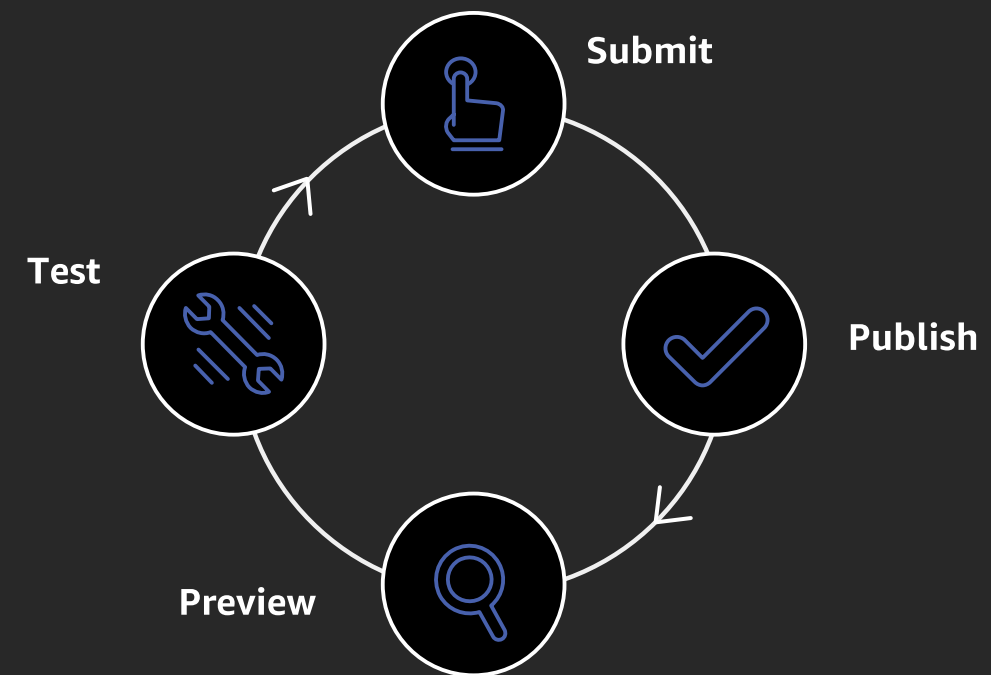
24/7 Catalog Operations Team for high touch

- Assist with listing management
- 24/7 scanning to monitor health
- Vulnerability notifications and removal/workarounds
- Suggestions for listing improvement



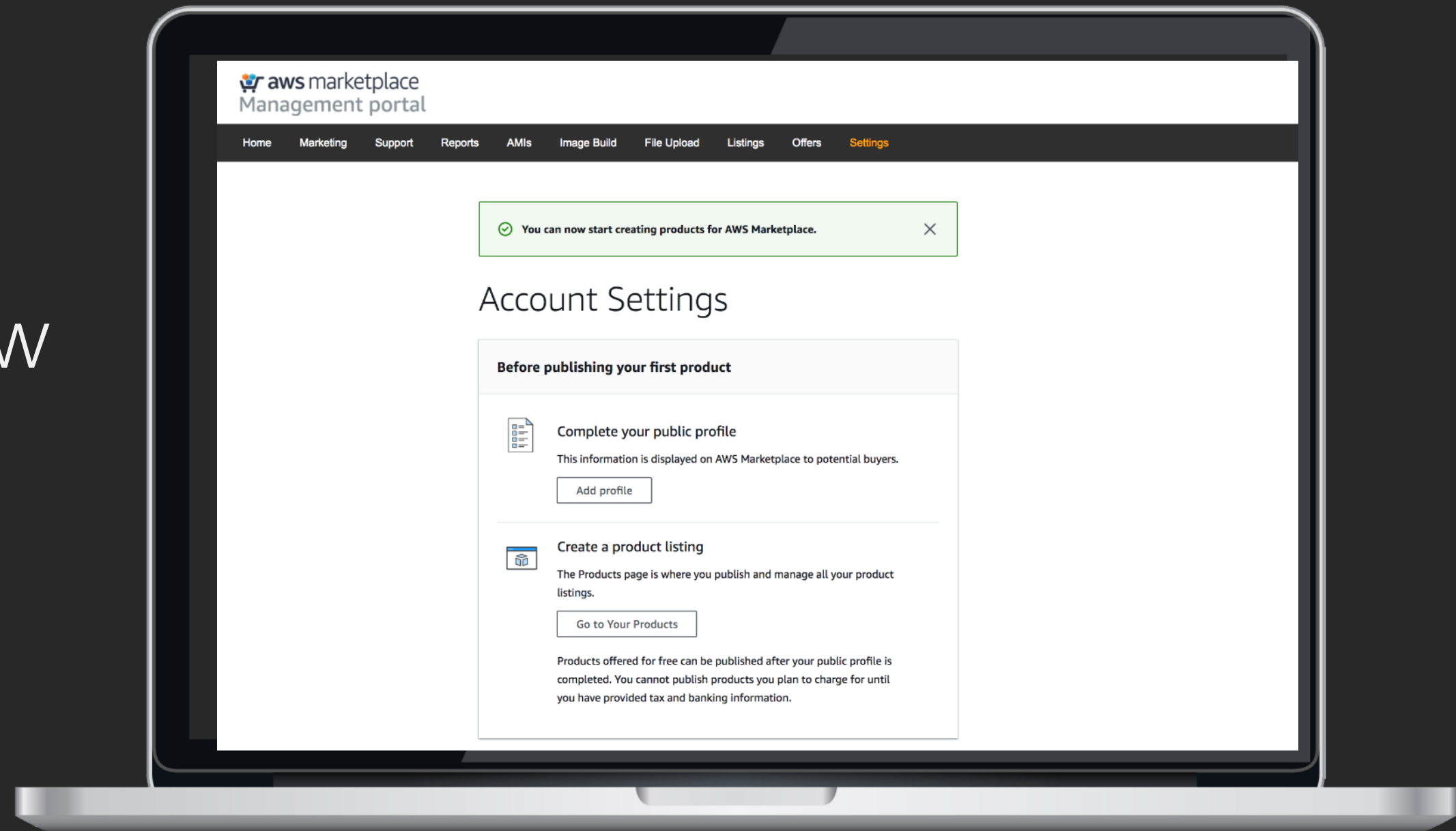
Self Service for low touch

- Submit new listings
- Version updates
- Sunset older versions
- Add instance type/region
- Reporting on activity and ref tags



AWS Marketplace portal overview

Your portal view



Sections of AWS Marketplace Management Portal

Home

Announcements and documentation

Marketing

Results of your marketing efforts

Support

Customer subscription information

Reports

Download all your latest reports

Listings

Create a product listing

AMI

Share and scan your AMI

Image build

Create an AMI or private image

File upload

Images, documentation, and metadata

Settings

Profile, bank, and tax information

Offers

Private pricing and legal terms

Self-service listings

Manage your product listings with minimal time and effort

Submit new products through the Self-Service Listings workflow

Easily edit listing descriptions, regions, instance types, pricing and other details

Save listings in progress while tracking changes for simpler internal collaboration

The screenshot shows the AWS Marketplace Management Portal interface. At the top, there's a navigation bar with links: Home, Marketing, Support, Reports, AMIs, File Upload, Listings (highlighted), Offers, Settings, and Go to APN Portal. A 'Log out' link is in the top right. The main heading is 'Self-Service Listings'. Below it, a paragraph explains the page's purpose: creating and editing products, tracking pending products via 'Open Requests', and viewing/updating existing products via 'Current Listings'. It also mentions that certain product types (all AMI products with CloudFormation, Monthly Pricing, and Marketplace Metered Services) require the 'File Upload' page. A 'Create a New Product' section features a dropdown menu for 'Select product type' and a 'Create Product' button. The 'Requests' section has two tabs: 'Open Requests' (active) and 'Request History'. Below the tabs is a table with columns: Request Placed, Product Title, Request Type, Request Status, and Actions. The table contains one row: '03/30/2018', 'Draft', 'Create Paid AMI product', 'In Draft', and a 'Delete' link. The 'Current Listings' section follows, with a paragraph explaining that the table shows current product listings and that internal information like SKU is not populated. A note at the bottom states that some product types (all AMI products with CloudFormation, Monthly Pricing, and Marketplace Metered Services) do not yet display in the current listings.

aws marketplace
management portal

Log out

Home Marketing Support Reports AMIs File Upload Listings Offers Settings Go to APN Portal

Self-Service Listings

This page lets you create and edit products. Use **Open Requests** below to track the status of pending products. Use **Current Listings** to view or update your existing products. To create a new product, begin by choosing a product type to the right.

For product types not yet support on self service listings (all AMI products with CloudFormation, Monthly Pricing, and Marketplace Metered Services) use the [File Upload](#) page to download and upload product load forms. For more information, please refer to the [Seller Guide](#).

Create a New Product

-- Select product type -- Create Product

Requests

Open Requests Request History

Request Placed	Product Title	Request Type	Request Status	Actions
03/30/2018	Draft	Create Paid AMI product	In Draft	Delete

Current Listings

This table shows your current product listings. To edit a listing, choose the desired action from the **Actions** droplist. Downloading the .xlsx for a current listing, will only include the general information. Internal information such as SKU, will not populate.

Some product types (all AMI products with CloudFormation, Monthly Pricing, and Marketplace Metered Services), don't yet display in the current

Seller private offers

Create and target an offer to specific customer accounts

Modify any pricing dimension to help you close large, negotiated transactions

Upload custom legal terms to address key customer requirements

Set an offer expiration and term to set timeline for acceptance and renewal

Create Private Offer

1. Please select the product for this private offer.

Select Product Name 

Private offers aren't supported for discontinued products.

Buyer's payer account IDs

Maximum of 25 account ids. Your account ID is automatically added to view this offer.
For contracts with flexible payments, buyer's payer account IDs must be on invoice terms.

Comma separated Buyer Account Ids

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

☐ Allow buyers to pay for this product in installments (ISV only).

Next

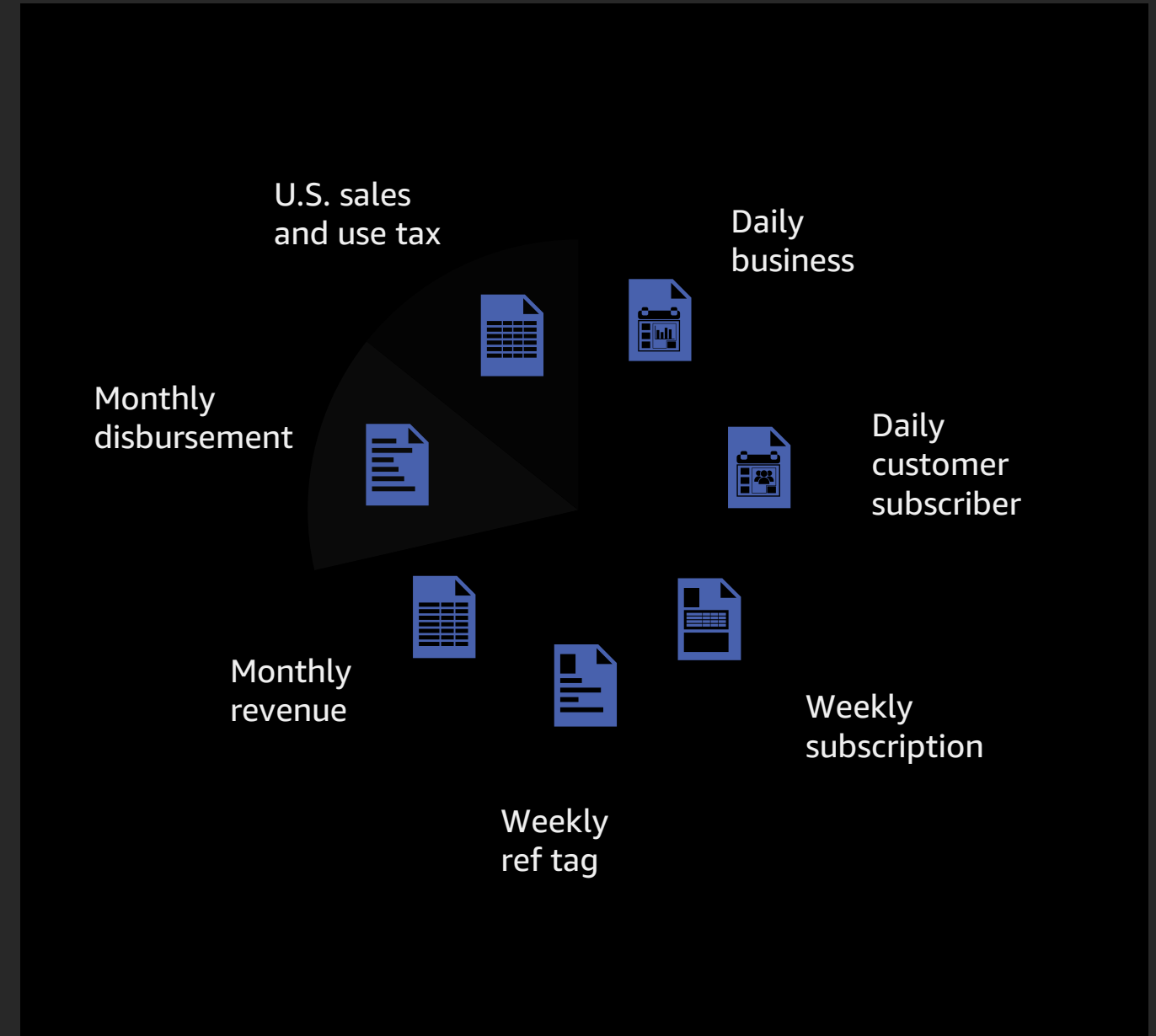
Reporting and commerce analytics

Gain the insight needed to manage your cloud business

Utilize seven standard reports with monthly, weekly and daily capabilities

AWS account # and account name also available to compensate sales org (must have enhanced data services)

Reports available via AWS Marketplace Management Portal or API



Getting started with aws marketplace

Step 1: Get introduced to AWS Marketplace Business Development (AWS Village)

Step 2: Register as a new seller

Step 3: Integrate with AWS Marketplace APIs and submit product for listing

Step 4: Launch!

Step 5: Grow your business with AWS Marketplace by driving opportunities



Q&A

Thank you!

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Please complete the session
survey in the mobile app.