



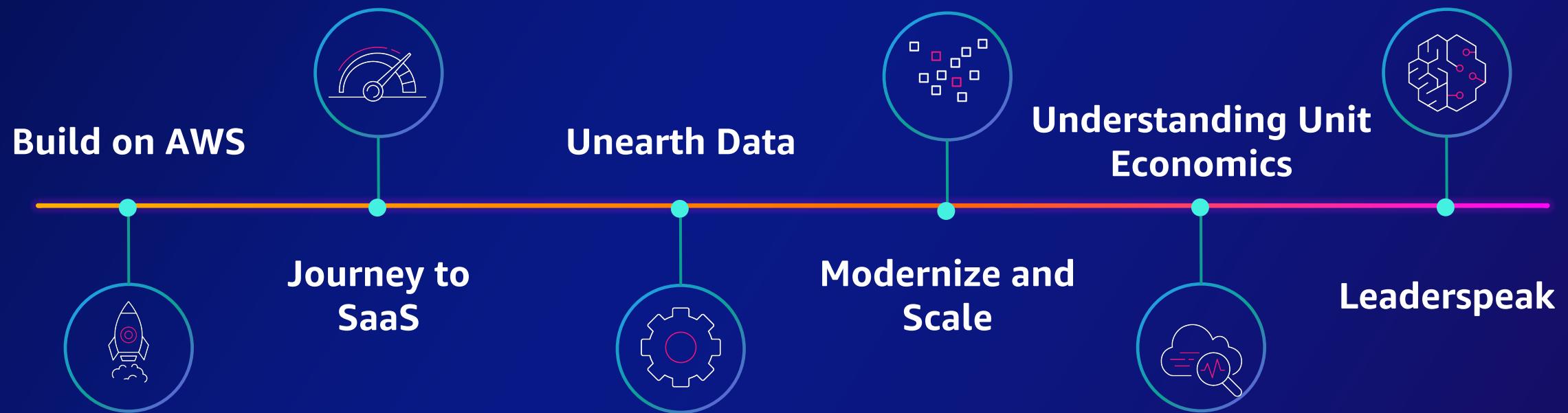
INDIA | MAY 25, 2023

# Building software and solutions on AWS

Praveen Sridhar  
Head, ISV Segment,  
AWS India

Pradeep Rathinam  
CRO,  
Freshworks

# Agenda



# Decade of Indian SaaS!

2nd Largest ecosystem, 10000+ ISVs, 21 Unicorns, ~\$8B revenue, CAGR of 30%

## Market Outlook

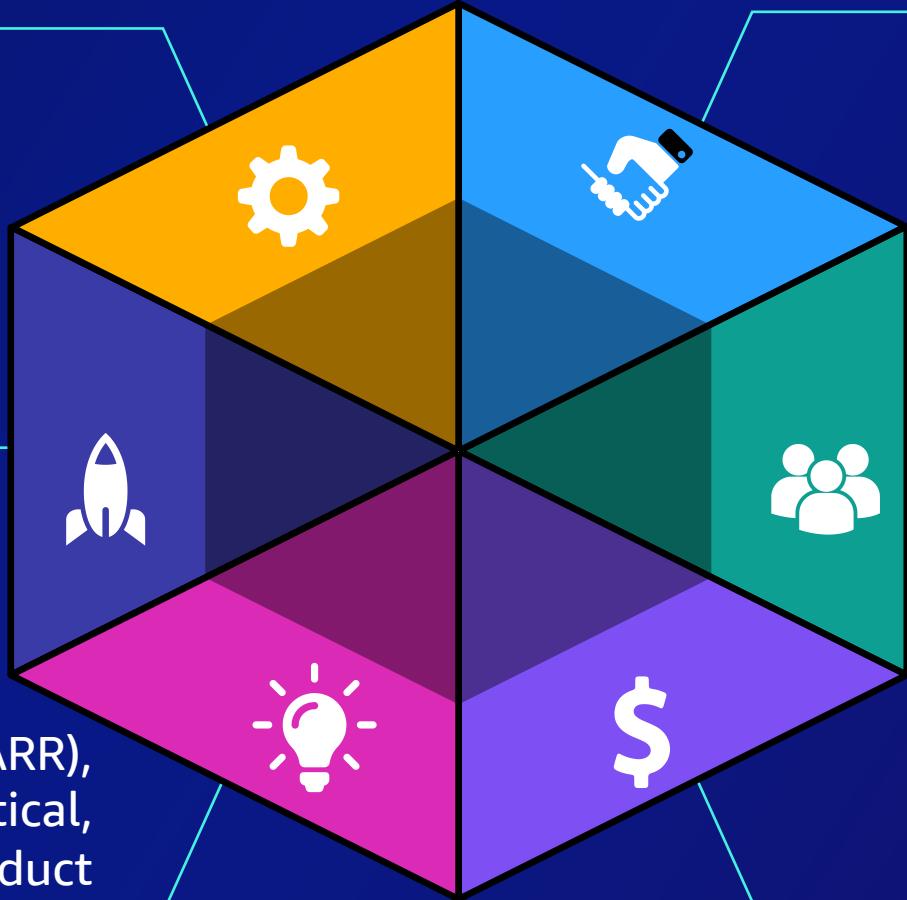
\$35B ARR Market by 2027, 8% Market share– Bain

## Buyer sentiment

60% Enterprises prefer buy over build

## Holistic offerings

14 Centaurs (>\$100M ARR), Category leaders in Vertical, Horizontal LOB product



## Rebirth of Traditional ISVs

Cloud only versions of existing products being built

## Access to talent

700K graduating engineers p.a., majority talent now in 3-7 years experience range

## Access to capital

\$5.1B 2022, 4x growth from 2019. 10% increase in India SaaS investments, capital efficient

\*SOURCE: Bain, Zinnov, SaaSboomi

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# Independent Software Vendors (ISV)



# Innovation a strategic differentiator

Building a Customer retention platform serving 10,000 brands, yet keeping costs in check...



*Saved 20% with AWS Graviton* and migrated *1000 instances* from x86 to Graviton within *6 months* along with *40 PB of Data*

Enabling businesses to go global within 24 hrs



"We've reduced deployment to new regions to *about a day instead of the 6–8 months* it would normally take, because of the automation we have on AWS."

Vivek Jain  
*Lead CloudOps and DevOps Architect, Mindtickle*

Building Software for 56K customers across the globe



Handles *1M web requests per minute* and performs *4M queries per second* on DB side for Freshdesk leveraging Amazon RDS for MySQL



# So do stories!!



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## SaaS Chronicles - [Link](#)



Puneet Chandok

President India & South Asia, AISPL



Sunil Thomas

Co-Founder & Executive Chairman, CleverTap



Krishna Depura

CEO, MindTickle



Ravi Sundarajan

COO, Gupshup



Prashant Singh

COO, LeadSquared



Adam Tesan

CRO, Chargebee



Narasimha Reddy

CFO, Moengage



Avadhoot Revankar

Chief Growth Officer & Business Head, Netcore Cloud



Ravi Saraogi

Co-founder & President, Uniphore



Ravish Naresh

Co Founder and CEO, Khata Book

BUSINESS  
INSIDER  
INDIA  
presents

# SaaS SCIONS

powered by  aws

Discover the future of SaaS in India



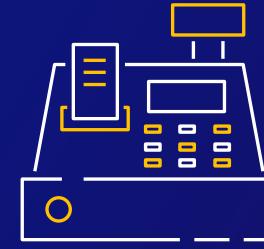
# Community matters!!



# Amazon Partner Network

The AWS Partner Network (APN) is the global partner program for technology and consulting businesses who leverage Amazon Web Services to build solutions and services for customers.

## GROW YOUR BUSINESS



### Build

Build your skills  
and offerings

### Market

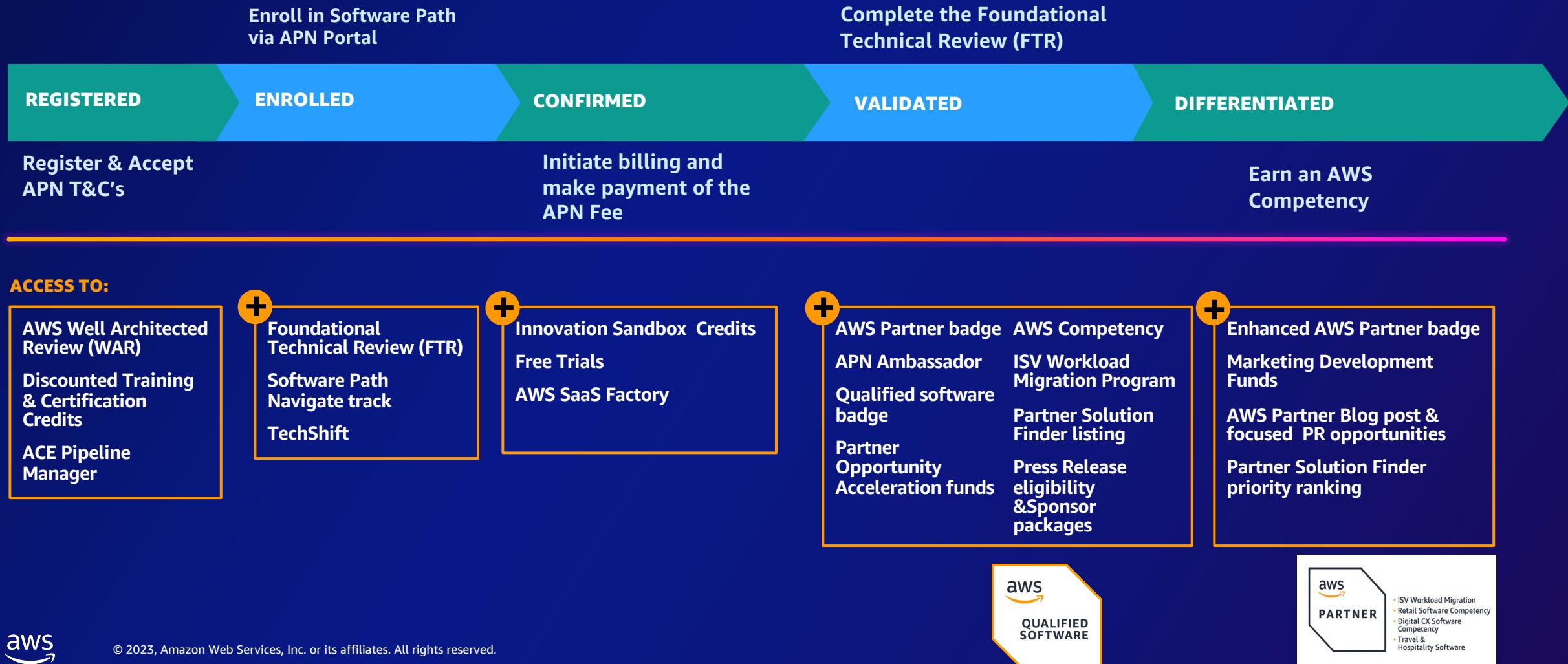
Take your  
offerings to market

### Sell

Grow your business  
with customers

# Software path

## PROGRESS AND UNLOCK ACCESS TO MORE BENEFITS



# Building customers for life from India



**Pradeep Rathinam**  
**CRO, Freshworks**

# Agenda

- **About Freshworks**
- **Building from India for the world**
- **Drivers of adoption of Indian software globally**
- **The future outlook**

# About Freshworks



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# Freshworks at a glance



2010

Founded



5,000+

Employees



FRSH

IPO September  
2021



65,000+

Total Customers



\$498M & +37%

Total 2022 Revenue &  
YoY growth



Recognition

3 Gartner Magic Quadrants  
Leader in 3 Major Peer Reviews

Data as Nov 2022



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# Freshworks solutions



## Freshworks for CX

with Freshchat  
and Freshdesk



## Unified CRM

with CX plus  
Freshsales, Freshmarketer



## Freshworks for IT

with Freshservice  
and Freshservice for  
Business Teams



## A Unified Platform

with Freshworks Neo

# 60K+ customers across 120+ countries

Retail, Logistics  
& E-Commerce

Financial Services

Auto &  
Manufacturing

Media &  
Entertainment

Technology

Transportation

MONOS:

DHL

Blue Nile

DECATHLON

Coca-Cola  
SWIRE COCA-COLA

Klarna.

DISCOVER

PhonePe

NIC ASIA

African Bank

Sterling bank  
& trust

HONDA

BRIDGESTONE

TOSHIBA

CHAMPIONX

WD-40

MULTI CHOICE  
ENRICHING LIVES

MARVEL

Nielsen

SAGE  
Publishing

SPRINGER NATURE

Panasonic

databricks

TATA DIGITAL

SAVIYNT

INGRAM<sup>®</sup>  
MICRO

CLOUDERA

Thomas Cook

NAVBLUE  
AN AIRBUS COMPANY

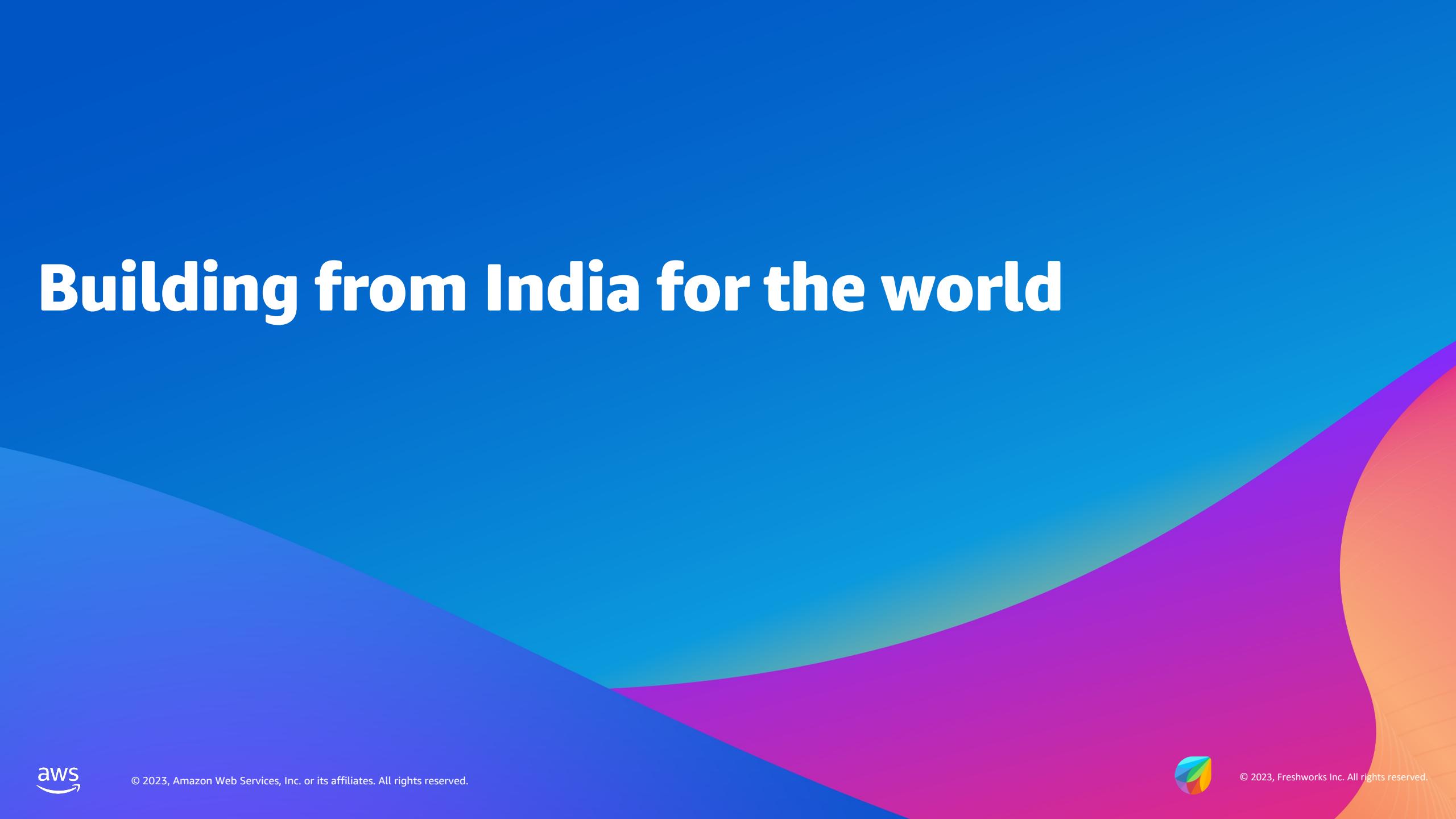
AMERICAN  
EXPRESS  
GLOBAL  
BUSINESS  
TRAVEL

Travix

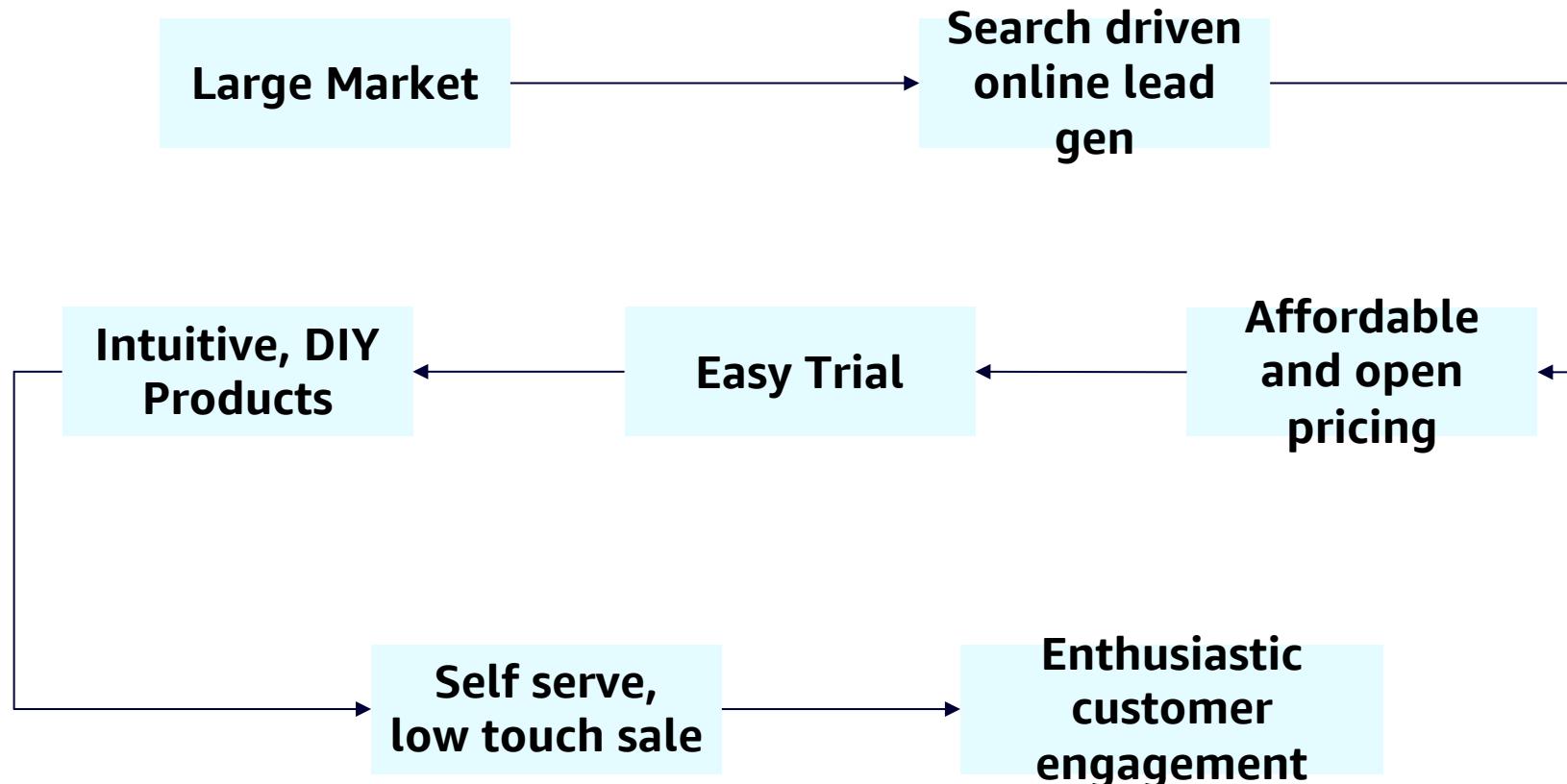
AL ADDISON LEE

FCM

# Building from India for the world



# Freshworks Business Model - Primed for Inbound & PLG



# Drivers of adoption of Indian software globally

# The shift towards Indian players



## Tech Talent

Engineers, Developers and Subject matter experts



## GTM Cost

CAC & S&M advantage  
Valley vs India



## Operations

From Support to Legal, overall governance & compliance

# The future outlook

# Prioritize Experience

Experience



Customers



Employees

Generative AI

# Partnership with AWS



**Journey so far:** AWS helped us

- Go global from day-1
- Achieve massive scaling and high availability

**Future partnership:**

- AWS Marketplace
- AWS Partner Network

skillbuilder.aws 

# Your time is now

## Build in-demand cloud skills your way



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# Thank you!

Pradeep Rathinam  
CRO,  
Freshworks

Praveen Sridhar  
Head ISV Segment,  
AWS India



Please complete the  
session survey