



# Thinking Out Cloud:

How cloud is changing IT & software procurement

**Ryan Blackwell**

Tufts Medicine

**Danielle Hinz, CPPO**

Executive Advisor, AWS

**Brandi Steckel**

Marketplace Leader, AWS

**Khurram Tahir**

Leader, US SLG/EDU Sales, AWS

# Agenda

What is Cloud?

What is a software marketplace?

Customer discussion

Q&A



**Ryan Blackwell**  
Tufts Medicine



**Danielle Hinz, CPPO**  
Executive Advisor, AWS



**Brandi Steckel**  
Marketplace Leader, AWS



# What is Cloud?



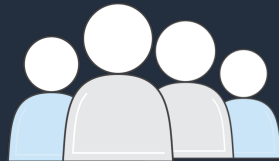




## Traditional Infrastructure



Equipment



Resources and Administration



Contracts



Cost

## AWS Cloud



No Up Front Expense  
Pay for what you Use



Improve Time to Market & Agility



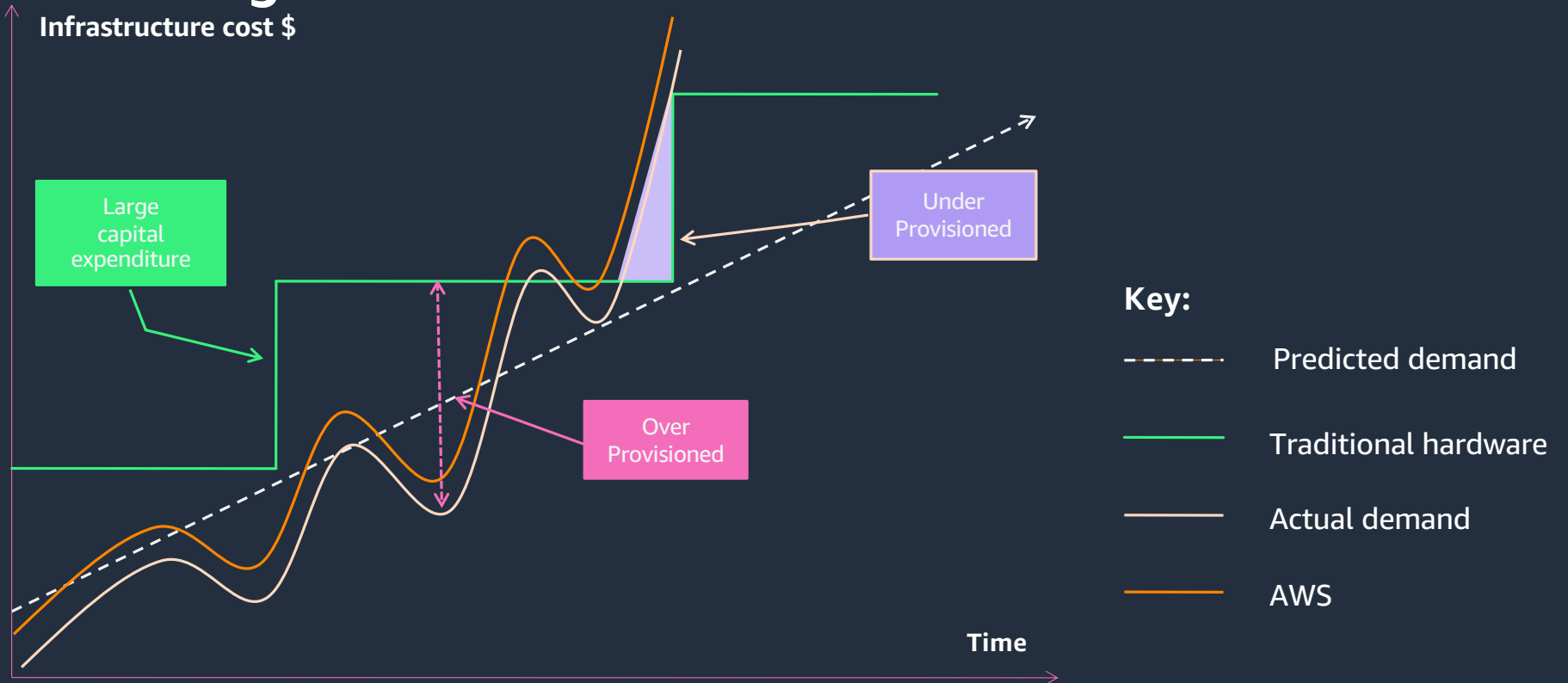
Scale Up and Down



Self-Service Infrastructure



# Cost savings: economics of the cloud



# What is a software marketplace?



© 2023, Amazon Web Services, Inc. or its affiliates.



# AWS Marketplace named a “Leader” in Forrester New Wave: SaaS Marketplaces report

“

*“AWS has broken new ground in areas that procurement cares about and offers a new way to streamline SaaS buying and thereby increase efficiency while lowering risk.”*

- [Forrester New Wave™: SaaS Marketplaces, Q2 2020](#)

FORRESTER®

NEW WAVE  
LEADER 2020

SaaS Marketplaces





# Discover the right solution for your distinct needs

A curated digital catalog helping customers **find, subscribe to, deploy, govern** third-party software, data, and services



Over **12,000** transactable listings



Deployed in **25** regions



**2,000+** ISVs, **250+** data providers, **1000+** consulting partners



**65+** categories (monitoring, security, databases, etc.)

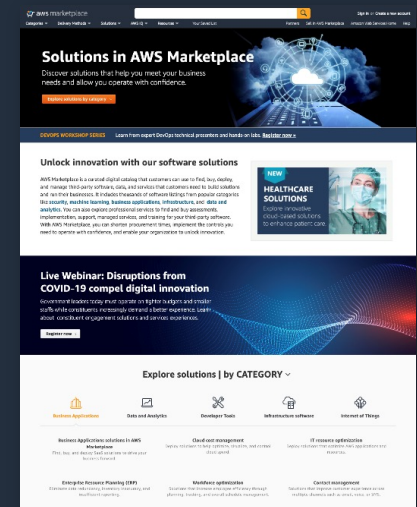


**2M+** active subscriptions



**325,000+** active subscribers

- Maintain **direct relationships** with ISVs while consolidating billing and management with AWS
- Software spend can apply to AWS commitments
- Curated storefronts to **find relevant solutions** by category or industry
- **Easy and secure deployment**, almost instantly



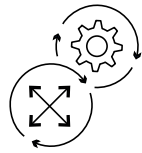
# Features public procurement cares about

Optimize while achieving governance and visibility



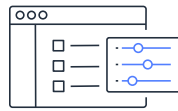
## Purchase order management

Tie purchase orders to software and service transactions



## Automate security questionnaires

Apply negotiated terms and conditions, as well as discounted pricing



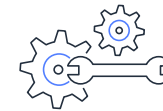
## Consolidated view

See all your software purchases through a single pane of glass, no matter which ISV or reseller use



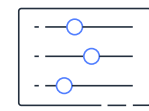
## Spend optimization

Negotiate discounts for volume purchases, receive credits, and pay only for what you use



## Spending trends and predictions

Understand at a high level how your costs are trending



## Private offers and standardized license terms

Provide negotiated terms and conditions and a more favorable starting point



# Customer discussion

Moderated by:

**Khurram Tahir**  
Leader, US SLG/EDU, AWS



# Thank you!

**Ryan Blackwell**

[Ryan.Blackwell@TuftsMedicine.org](mailto:Ryan.Blackwell@TuftsMedicine.org)

**Danielle Hinz, CPPO**

[hinzd@amazon.com](mailto:hinzd@amazon.com)

**Brandi Steckel**

[bsteckel@amazon.com](mailto:bsteckel@amazon.com)

**Khurram Tahir**

[khurrt@amazon.com](mailto:khurrt@amazon.com)

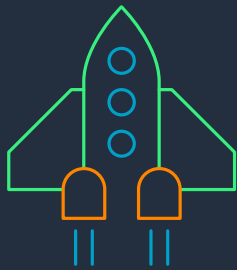
**Tufts Medicine:**

[tuftsmedicine.org](https://tuftsmedicine.org)

**AWS Marketplace:**

[aws.amazon.com/marketplace](https://aws.amazon.com/marketplace)

# Digital innovation means new considerations & challenges



## SPEED



Rapid response  
to opportunities  
Launch new apps  
for customers



## SECURITY & SAFETY

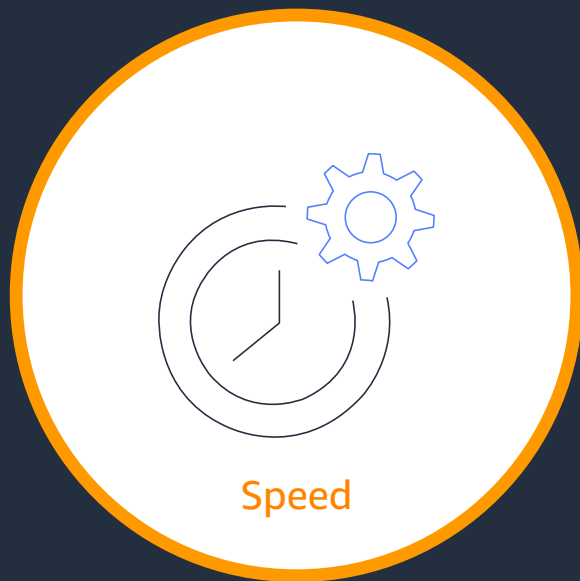


Confidence to migrate  
with existing vendors  
Maintain & enhance  
IT spending





# Find, buy, and deploy solutions quicker



Decision-makers **cut their time in half** using AWS Marketplace compared to other sources.

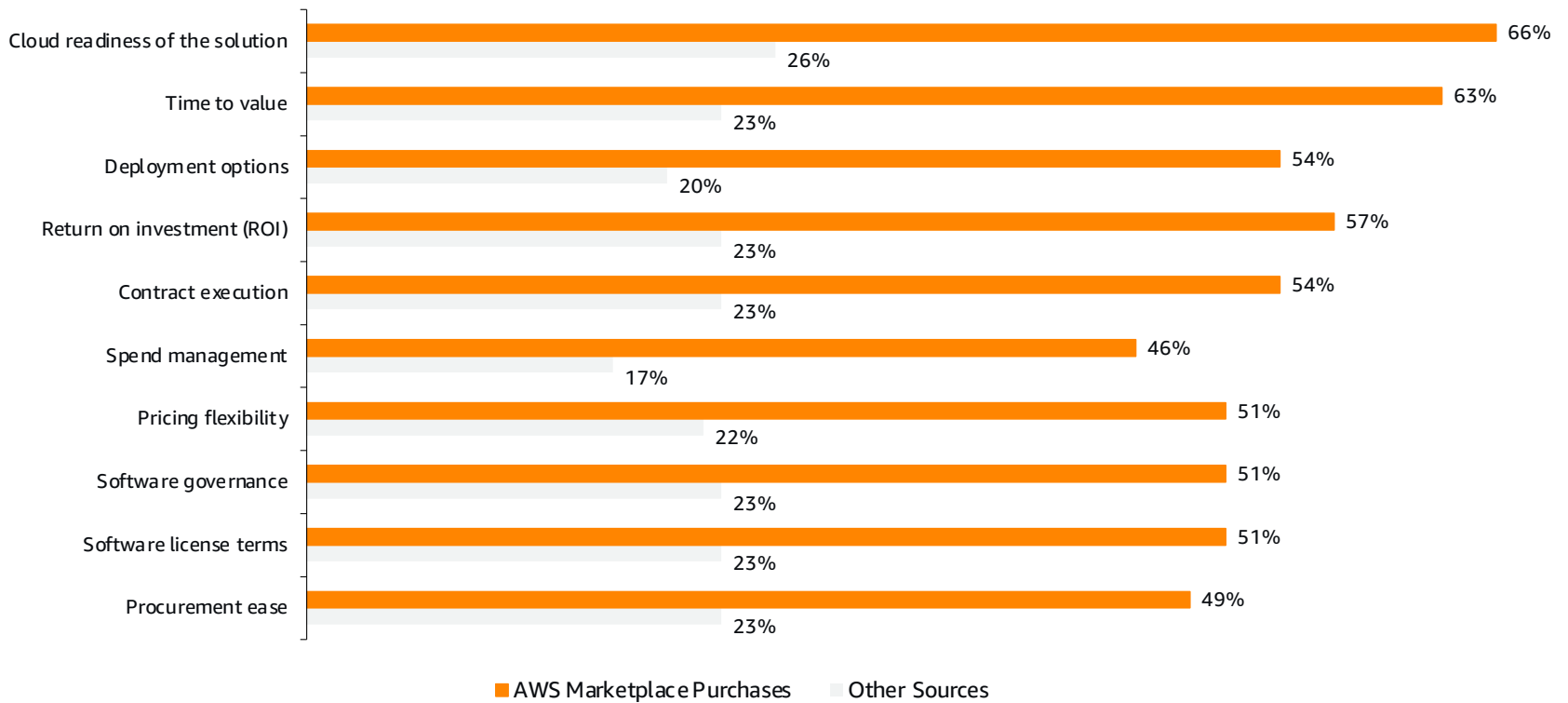


Decision-makers **feel 2.4x better about purchasing** using AWS Marketplace compared to other sources.

Source: <https://pages.awscloud.com/awsmmp-AnalystResearch-ssc-ESG-technical-validation-report.html>



# Decision-makers feel **2.4x** better about purchasing using AWS Marketplace compared to other sources.

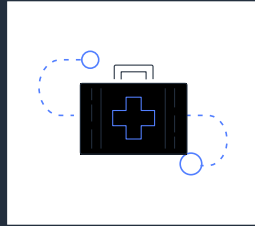


# What Customers are Saying

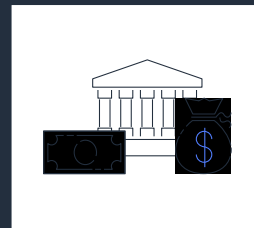
Accelerate time to contract from **2 months to 2 weeks**



Accelerate contract renewals, from **7 days to 1 day**



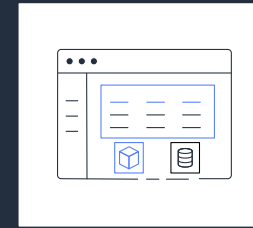
**Accelerate** time to deploy from **7 days to 4 hours**



Enhanced visibility by **centralizing software portfolio**



**Improve** engineering productivity by **50%**



**Save 15%** on subscription costs by reducing shadow IT spend



# Always evolving



Recent innovations from  
 **aws marketplace**

- Private Marketplace
- Enterprise Contract for AWS Marketplace
- Procurement system integration
- AWS Marketplace Seller Private Offers
- Consulting Partner Private Offers
- Cost Allocation Tagging
- AWS Marketplace Flexible Payment Scheduler
- AWS Data Exchange
- AWS Marketplace for Containers
- AWS Marketplace for Machine Learning
- Standard Contract for AWS Marketplace
- SaaS Contract Upgrades and Renewals
- Buyer Preferred Currency
- Vendor Metered Tagging

# Customize pricing and license terms with sellers in AWS Marketplace



Negotiate prices and terms with your preferred software seller



Receive volume discounts through negotiations for your custom offer



Shorten your billing cycle



Provision, meter, and integrate third-party software charges with your AWS bill



## Seller Private Offers



# Streamline procurement with standardized license terms in AWS Marketplace



Created in collaboration with buyers and sellers, **Standard Contract for AWS Marketplace**, and **Enterprise Contract for AWS Marketplace** help streamline software procurement and accelerate transactions



Provide consistency of license terms across a broad set of sellers, driving familiarity and speeding innovation



Address commonly negotiated license clauses such as use rights, warranty, limitation of liability, indemnification and data handling



## Standardized License Terms



# Purchase software and data products in AWS Marketplace from your preferred consulting partner



Work with your preferred consulting partner from start to finish in your procurement process and benefit from their expertise



Customize pricing and license terms with consulting partners in AWS Marketplace



Gain benefits in AWS Marketplace such as seamless procurement and fulfillment, and simplified billing



## Consulting Partner Private Offers



# Tailor contract terms, payment frequency, and amount with select software sellers



Meet your budgetary needs and negotiate the details of your installment plan such as units, payment amounts and dates



Keep track of your payments and schedule through your one simplified invoice from AWS



Your customized offer is extended and accepted through seller private offers



## Flexible Payment Scheduler



Launched 2020

## AWS Marketplace supports flexible options to help you maximize value on your AWS Marketplace purchases



Finance through a select AWS Consulting Partner or preferred third-party Financing Group



Negotiate favorable pricing through longer commitments



Choose between 1-, 2-, or 3-year terms, and work with your Consulting Partner of choice to evaluate payment options



## Finance your AWS Marketplace Purchase



© 2023, Amazon Web Services, Inc. or its affiliates.

Launched 2020

# Automate third-party software license distribution and simplify entitlement tracking



AWS License Manager support for software subscriptions in AWS Marketplace



Buyers can automate and accelerate software license distribution



Buyers can leverage built-in controls to ensure only approved users and workloads consume licenses



## Managed Entitlements





## Create a customized catalog of pre-approved third-party products



Ensure your AWS users are purchasing and launching software that meets the company's procurement policies



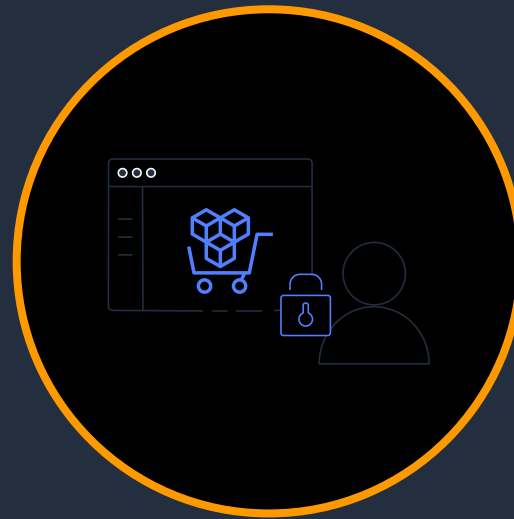
Customize your Private Marketplace with company branding, such as logo, color, and messaging



Create and manage multiple catalogs of approved products for your AWS account's distinct needs



Define and control permissions for your users in Private Marketplace



## Private Marketplace

Launched 2020

# Programmatically manage your Private Marketplace



Increase automation with integration into your existing software procurement processes and systems



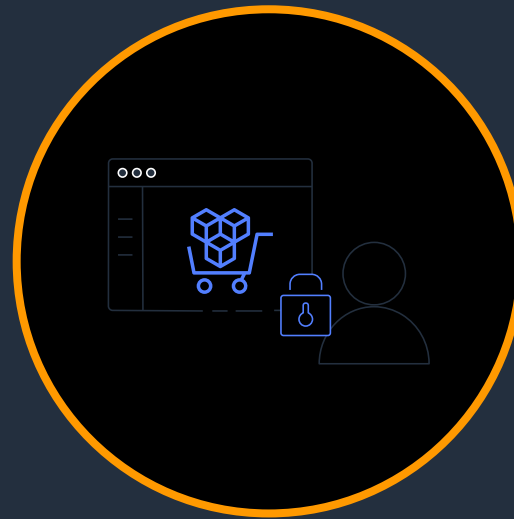
Bulk add and remove products from your Private Marketplace



Enable end-users to utilize established processes for purchases and approvals



Use public APIs to connect with your approval or ticketing systems



## Private Marketplace APIs



© 2023, Amazon Web Services, Inc. or its affiliates.

Launched May 2020

## Enable contract flexibility and ensure software service continuity



Scale SaaS contracts up or down and renew access to meet buyers' changing business needs



Upgrade or renew contract terms during an active contract to provide access with no breaks in service



New contract terms are immediately activated once the new Private Offer is accepted



Previous terms and contract, as well as remaining payments, are replaced once new Private Offer is accepted



## SaaS Contract Upgrades & Renewals



© 2023, Amazon Web Services, Inc. or its affiliates.

Launched October 2021

## Add transaction-specific purchase order numbers to AWS Invoices



Self-service purchase order number association when subscribing



View specific purchase order numbers on AWS invoices



Consolidated view within AWS Purchase Order Management



Streamline payment and reconciliation



## Purchase Order Management for SaaS contracts



© 2023, Amazon Web Services, Inc. or its affiliates.

Launched 2020

# Find and buy services to configure, deploy, and manage your third-party software



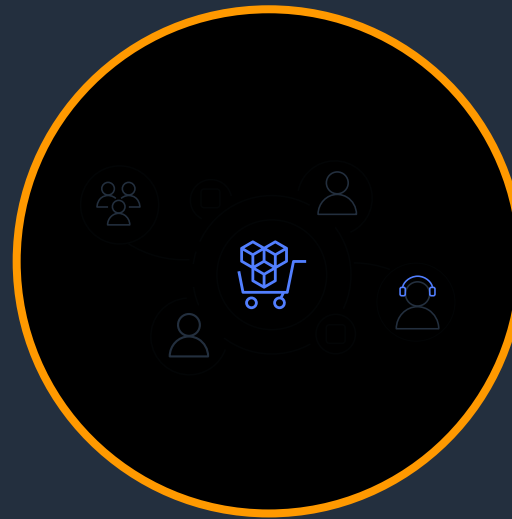
Discover curated offerings and request associated services alongside your third-party software or AWS workload



Take advantage of standard contract terms to easily procure software quickly and easily



Customize pricing, payment schedule, and terms



## Professional Services in AWS Marketplace



© 2023, Amazon Web Services, Inc. or its affiliates.

# Enhanced visibility to AWS Marketplace AMI usage spend, using cost allocation tags



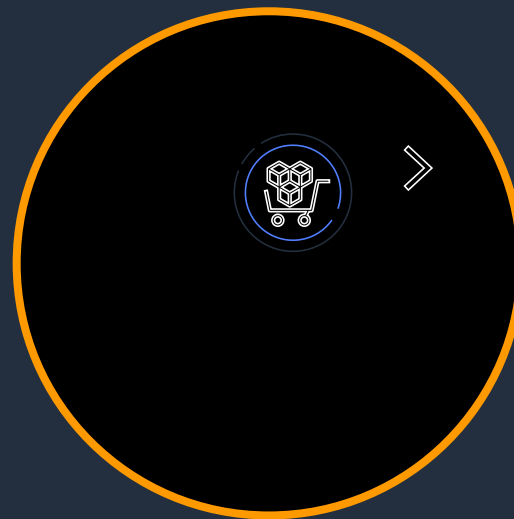
Identify and track total AWS Marketplace AMI software and infrastructure spend using EC2 tags



Set tag-based AWS Budgets inclusive of AWS Marketplace initiated AMI software usage



Smooth integration with AWS native and third-party cloud cost analysis applications



## Cost allocation tagging



Launched 2020

# Easily find, subscribe to, and use third-party data in the cloud



Thousands of data products from a wide range of industries and use cases



Automatically consume and analyze new data as its published



All subscriptions appear in one consolidated area and AWS invoice



## AWS Data Exchange



# Curated machine learning algorithms and models that you deploy directly on Amazon SageMaker



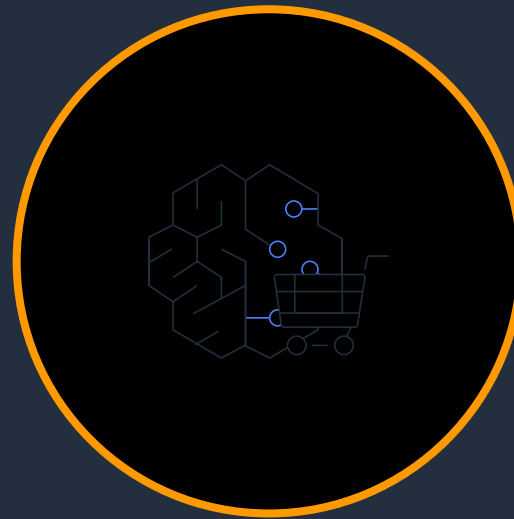
Find hundreds of algorithms and models in AWS Marketplace



Deploy faster and remove the step of looking for the right ready-to-use model or developing one on your own



Available across a broad range of categories such as Computer Vision, Natural Language Processing, Speech Recognition, Image, Text and more



## AWS Marketplace for Machine Learning





# Discover the right solutions for your district's needs

## Learning



Blackboard



coursea



## Virtual School



zoom



## Security



sumo logic



FORTINET

## Data and Analytics



## Community Outreach



VoiceFoundry



VERINT





# Thank you



© 2023, Amazon Web Services, Inc. or its affiliates.