

The Total Economic Impact™ of The Partner Opportunity For Building SaaS on Amazon Web Services

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Forrester conducted an independent study and here is what SaaS providers said about the partnership value when building SaaS on AWS.

“By leveraging AWS, we picked up a sales force of more than 10,000 people. Now, I’d have to say that close to 70% of our opportunities have actively engaged AWS in some way, shape, or form.”

Co-founder, global partner

NPV
\$6.1
million

ROI
70%

PAYBACK
18
months

Key outcomes for SaaS builders on AWS

TIME TO MVP

30% to 50%

reduced time-to-development for minimum viable product



GLOBAL LAUNCH

69% to 77%

reduced time-to-launch (in net-new markets)



TIME TO VALUE

Over 95%

reduced time-to-customer-usage (using SageMaker)



FINANCIAL SUMMARY



Gross margin

70%



Operating margin

41%



Monthly recurring revenue

\$1.8M

“We chose AWS because amongst all the cloud providers, AWS not only had the broadest feature set across tools that we needed, but also the greatest depth of functionality. Today, we probably use upwards of 30 AWS services.”

CEO, North America partner



Read the full study

This document is an abridged version of a case study commissioned by Amazon titled: The Total Economic Impact Of The Partner opportunity for building SaaS on Amazon Web Services

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