



CASE STUDY

Synchronising technical and business transformation

How FuturMaster worked with AWS to build a powerful new SaaS product for all new customers

THE CLIENT

Meet FuturMaster

FuturMaster is a software vendor focusing on on Supply Chain Planning, Integrated Business Planning/S&OP, and Trade Promotions X (Management and Optimization) solutions. Their uniqueness lies in a combination of technology, data, and business expertise. They leverage their Bloom platform and build best fit solutions to maximize customer value creation for more than 600 customers in 90 countries.

THE SITUATION

Making more happen

Wanting to build a powerful new SaaS product for all new customers, FuturMaster worked with AWS to shift the way their business operates. Critical to achieving this, they have embraced automation and created a Cloud Center of Excellence. FuturMaster now has a happier, more motivated workforce working in more powerful, easier-to-manage, and more scalable IT environments.



THE CHALLENGES

Transforming approaches, thinking differently

For many years, FuturMaster has been offering a SaaS hosted version of FuturMaster software leveraging a private hosting offer. But customers needed more resilience, speed, agility, and global reach in order to effectively succeed. In 2021, FuturMaster made the strategic decision to develop their SaaS on AWS, proposing a new platform that would meet new customer requirements. They then began to move interested customers at the beginning of 2022.

When considering cloud providers, FuturMaster knew they wanted an API-based solution that delivered better scalability, time-to-market, and global reach. They chose AWS primarily because of its presence in China—an important market for future scaling—and its offering of an Oracle managed service.

The company has experienced rapid growth of its SaaS product, which is predicted to increase its customer base (both existing on-premises and net new) by 7x over three years from 2022. By the end of 2022, FuturMaster's SaaS product had become its main revenue stream.

Overall, the transformation has been extremely positive, but it has challenged FuturMaster to think differently about how to deliver their SaaS product to customers.

“ As well as leveraging serverless to provide more value to our customers and innovate on the way we deliver that value, we’re now able to deliver our environments in two hours compared to the days it used to take.”

Gilles Lefebvre

Chief Product and R&D Officer

THE SOLUTION

Adapting to accelerate

With all new customers deployed on AWS, FuturMaster had to quickly deliver the right environment. The change was not just a technical one, but also a major business transformation.

On the business side, FuturMaster relied on the performance benefits of AWS' dedicated servers and internally they worked to create a Cloud Center of Excellence to drive best practice across the organization. They worked to adapt FuturMaster's business model and financial offerings to AWS SaaS, enabling costs to be optimized through greater cooperation between teams.

For the software itself, FuturMaster are utilizing serverless AWS Lambda and AWS Fargate to deliver computation faster for customers. And with Amazon EC2, the company is providing environments in minutes compared to weeks. With AWS providing resources via APIs, the SaaS team has streamlined its focus, and is now growing pipeline faster and launching customer environments quicker—delivering more in two months than it had in the previous nine. FuturMaster is also doubling down on automation, AI Ops, and auto-deployment.

“ While our technical staff are more productive, the change has really impacted the whole company —we now focus more and more on added value tasks.”

Yacine Zeroual

General Manager - EMEA

THE RESULTS

Zero to hero

Benefiting from the stability of the AWS platform, as well as better deployment speed and agility, FuturMaster has found that operating with cloud has made hiring the right people easier and created a positive workforce dynamic. Compared to on-premises, sorting a cloud issue is 10x quicker, freeing more time for innovation and exciting experimentation.

By building its presence on AWS Marketplace, the company is working to enable its customers to include the cost of FuturMaster within their AWS costs, making it easier for customers to buy from them. It has also changed FuturMaster's approach from zero automation to automation heroes.

10x quicker

Compared to on-premises, sorting a cloud issue is 10x quicker.

7x

SaaS product expected to increase customer base by 7x by 2025.

“ We now have a more motivated workforce, working in more powerful, easier-to-manage, and more scalable IT environments.”

Julien Chidiack

Chief Cloud Officer

Interested in synchronising technical and business transformation?

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