



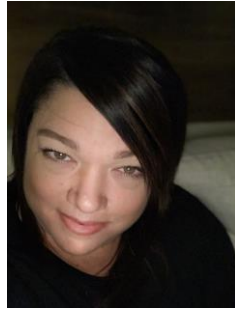
**Innovate, manage, & govern
your software supply chain
with AWS Marketplace**



Today's speakers



Arun Saksena
Principal,
Customer
Programs



Kristine Stewart
Global Lead
Customer
Programs



John Griffin
Channel
Manager

Agenda

> Management and governance challenges

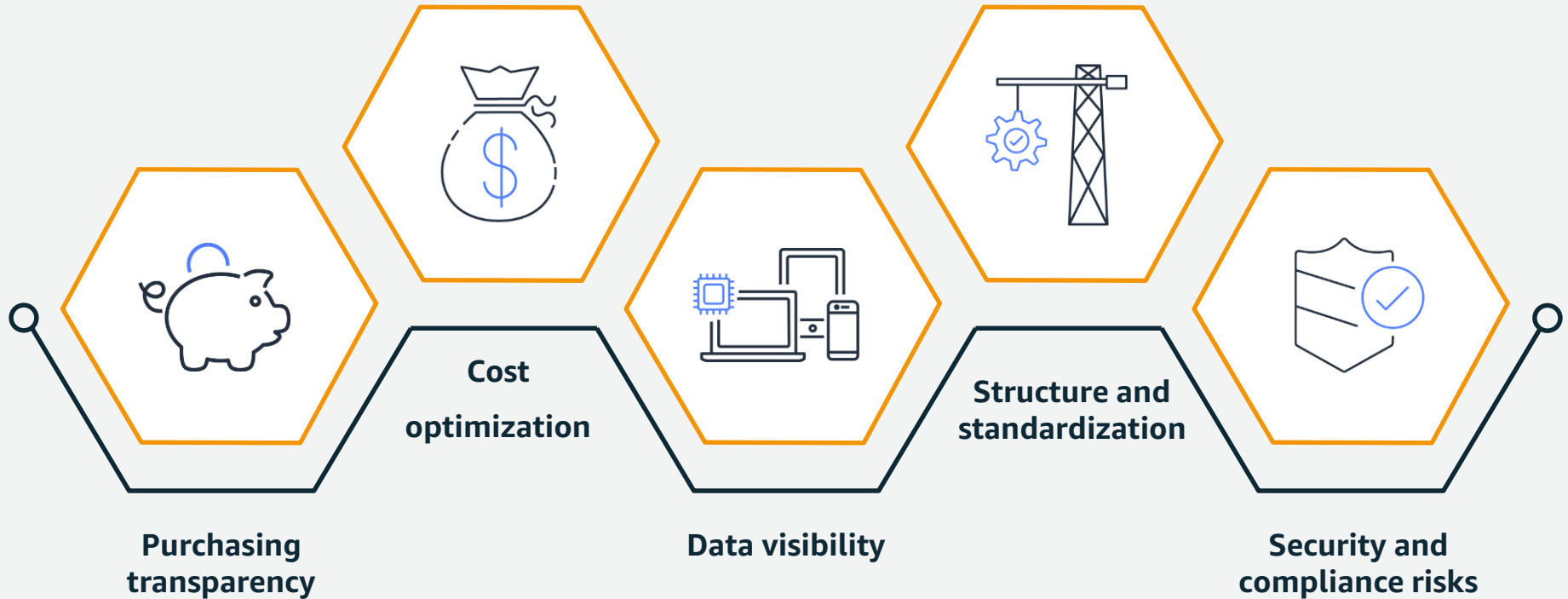
> Finding balance with AWS Marketplace

> AWS Marketplace features

> Customer successes

> Q&A

Management and governance challenges



Finding balance with AWS Marketplace



A growing digital software and services catalog



Over **8,000** listings

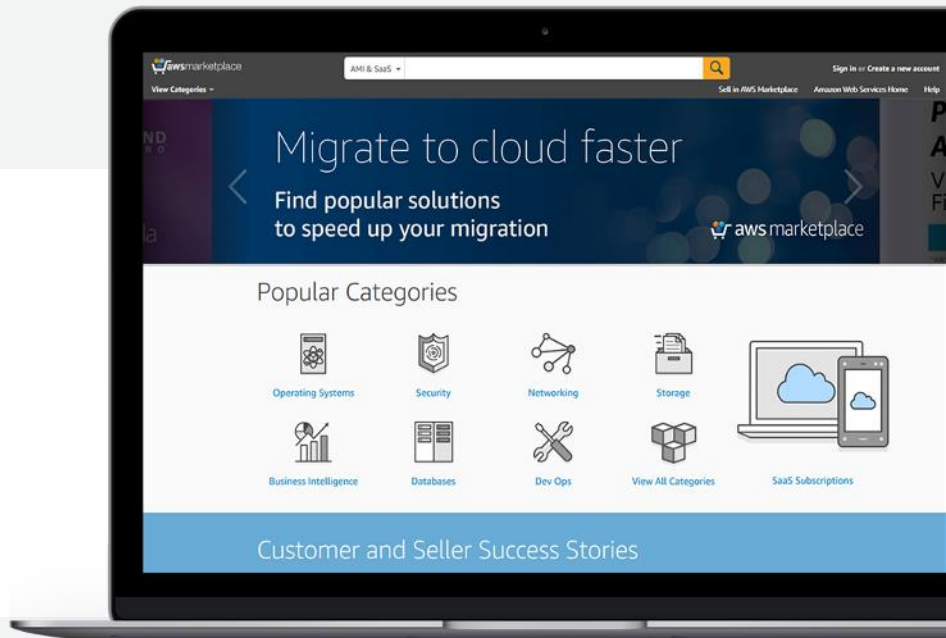
1,600+ ISVs (free, BYOL, or commercial)

Deployed in **24 regions**

300,000 monthly active customers

Over **1.5 million** current subscriptions

Offers **50 categories**



Management features in AWS Marketplace

Optimize costs while achieving governance and visibility



Private Marketplace

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

Procurement System Integration

Integrate AWS Marketplace with procurement systems through Commerce XML

Managed Entitlements

Automate third-party software license distribution and simplify entitlement tracking

Cost Tagging

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

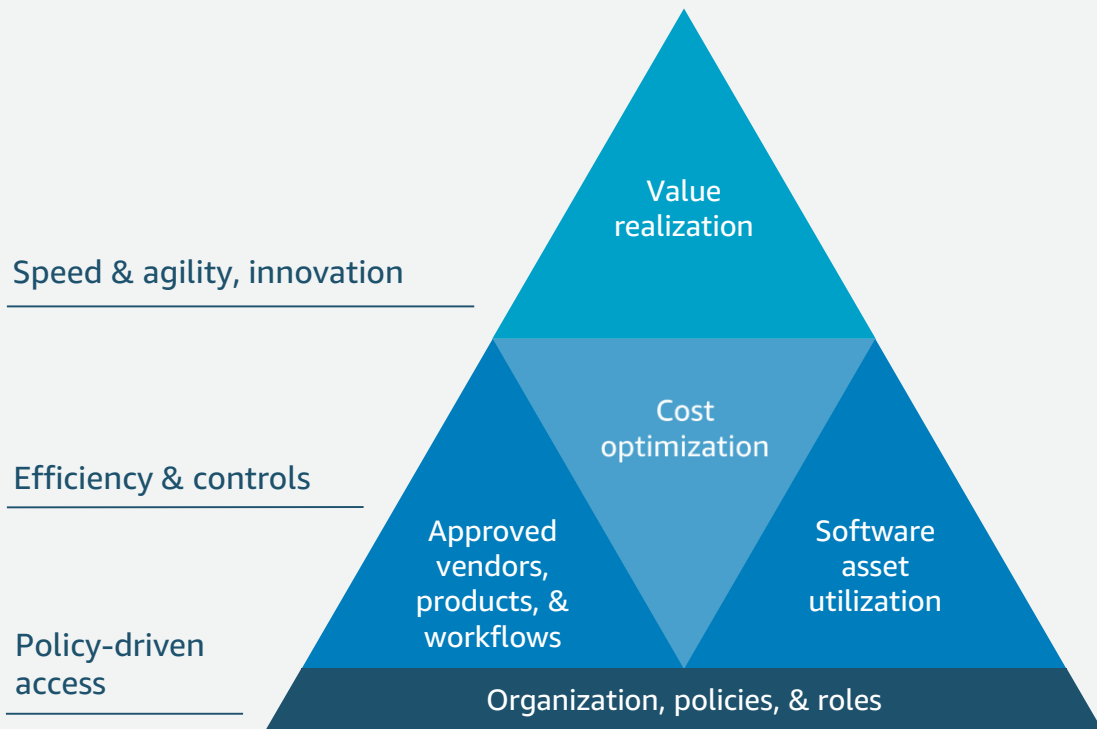
AWS Cost Management Tools

Understand at a high level how your costs are trending

AWS Control Tower

Set up and govern a secure, multi-account AWS environment

Management and governance framework



Align with business priorities

Private Marketplace

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



Value
realization

Optimize software assets

Managed Entitlements

Automate third-party software license distribution and simplify entitlement tracking



Software
asset
utilization

Improve total cost of ownership (TCO)

AWS Cost Management Tools

Enhance planning and cost control with flexible budgeting and forecasting



Cost
optimization

Maintain customized catalogs of approved products

Procurement Systems Integration

**Reduce procurement cycle time and
improve delivery performance to gain
faster value realization**



Approved
vendors,
products, &
workflows

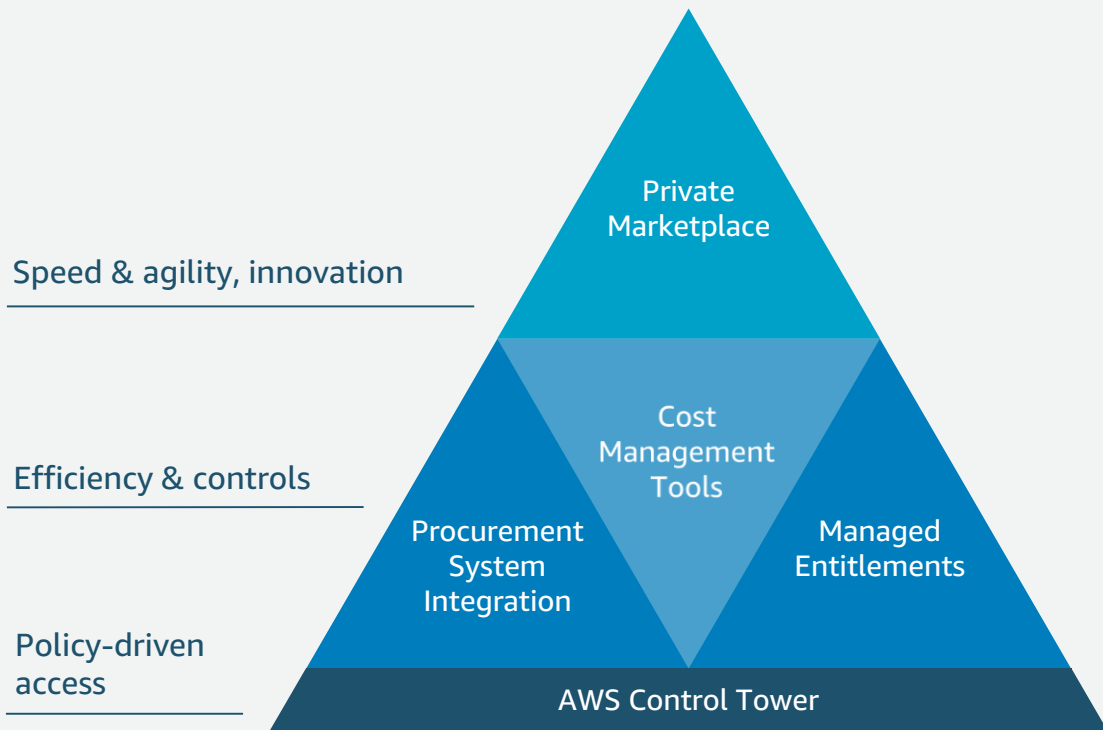
Manage access and controls

AWS Control Tower

**Manage complex organization structure
to assign policy-based roles and
responsibilities**

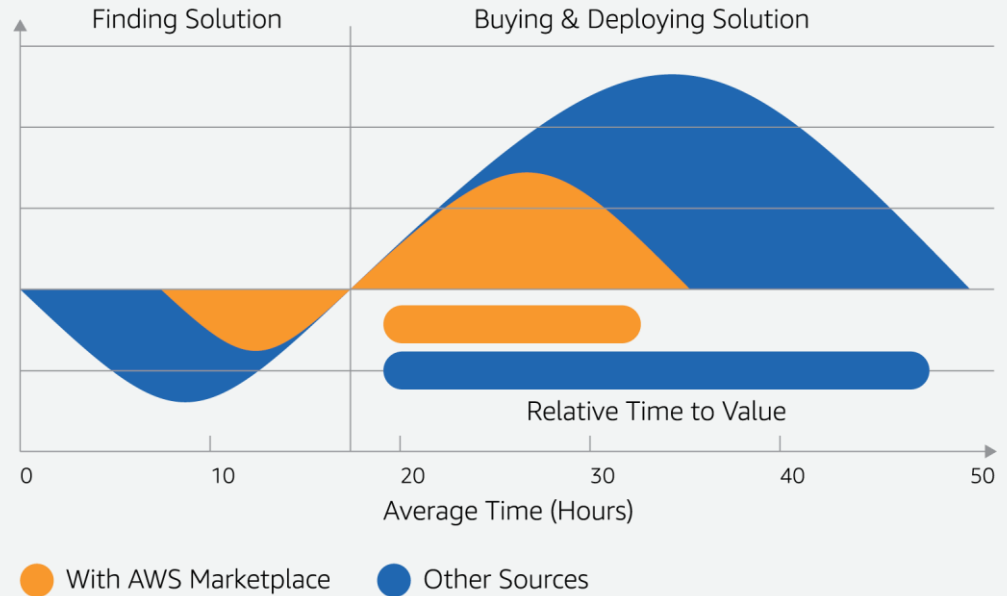
Organization, policies, & roles

Your roadmap to management and governance success



Find, buy, and deploy solutions quicker

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



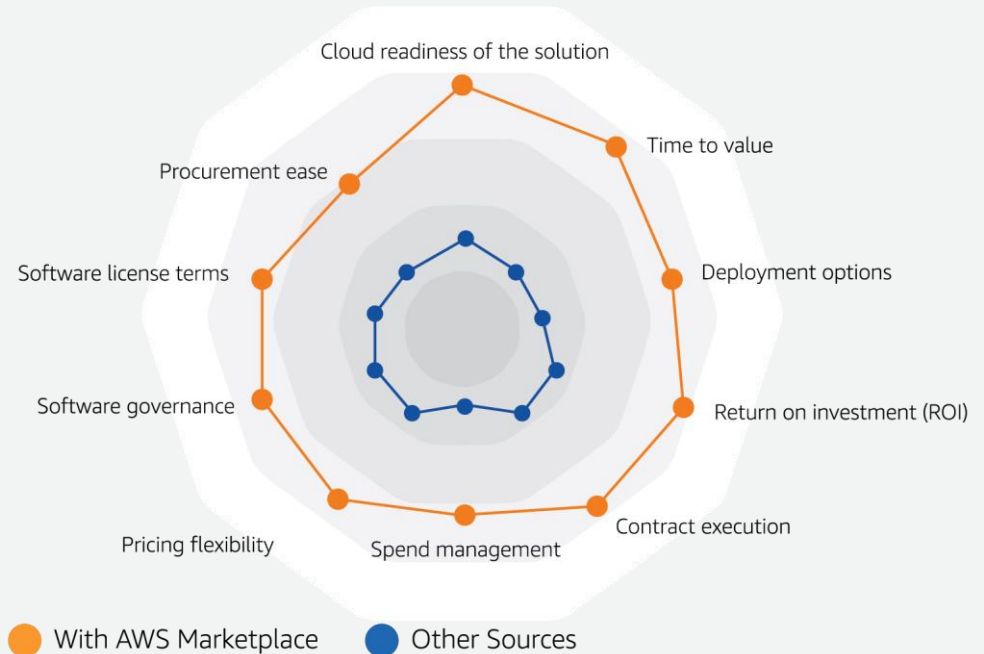
*Amazon Web Services (AWS) Marketplace surveyed 500 decision-makers and influencers across the U.S. to understand software usage, purchasing, consumption models, and compared savings.

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Make more satisfying purchases

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



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Cimpress Technology Accelerates Procurement through AWS Marketplace

Challenge

Cimpress needed to simplify its procurement process as well as manage external partner commitments.

Solution

AWS Marketplace solutions like Coupa's Procure-to-pay (P2P) enabled Cimpress to shorten its payment cycle and increase accountability. As AWS usage increased, Cimpress turned to private offers to procure enterprise security controls for its software partners.

Benefits

Cimpress has optimized its workflows significantly with easier procurement integration of products and services, faster payment cycles, and better transparency.



"Because of AWS Marketplace, Cimpress has been able to shorten procurement cycles of software and services needed to build solutions effectively in AWS by putting Marketplace's expansive catalog directly in autonomous teams' hands. This has shortened the time teams spend discovering and procuring solutions, and has produced faster payment cycles thanks to integration with AWS."



– Jeremy Potash, Director of Technology, Cimpress Technology



About Cimpress Technology

Cimpress plc invests in and builds customer-focused, entrepreneurial, mass customization businesses for the long term. Mass customization is a competitive strategy which seeks to produce goods and services to meet individual customer needs with near mass production efficiency. Cimpress businesses include BuildASign, Drukwerkdeal, Exaprint, National Pen, Pixartprinting, Printi, Vistaprint and WIRmachenDRUCK.



Aon transforms business-critical technology components at scale with AWS

Challenge

With numerous recent acquisitions, industry shifts, and an environment consisting of over 2,000 applications, Aon needed to modernize and centralize their global infrastructure. Additionally, Aon sought to move to the cloud in order to become more agile and innovate at a faster pace.

Solution

Aon launched a long-term initiative to migrate and modernize strategic applications to AWS. Native AWS services and integrations with independent software solutions enabled Aon to migrate faster and with improved security.

Benefits

- Large spectrum of AWS services help application teams to migrate applications and move to delivery faster
- Centralized governance model enables consistent policy management organization-wide
- Cost savings from retirement of on-premise applications



Empower Results®

About Aon

Aon plc is a leading global professional services firm providing a broad range of risk, retirement and health solutions. Our 50,000 colleagues in 120 countries empower results for clients by using proprietary data and analytics to deliver insights that reduce volatility and improve performance.

“Change is not easy; we need to retrain people! Fundamentally it’s a big shift in mindsets. You need to drive change in governance, change in skillsets, and change in how the CIO, CTO, and CPO work to transform and modernize! Organizational change management is absolutely critical in IT modernization initiatives.”



- Rajeev Khanna, CTO, Aon

What customers are saying

“...We have accelerated our software procurement by **30%**, increased our security posture, and simplified our billing process, reducing the number of vendors we interact with....”

“...AWS Marketplace standard contracts have reduced the cycle time for deals by well over **50%....”**

“...With managed entitlements, we have directly reduced **8 weeks** of development time and saved **several hundred** man-hours....”

Summary

- Software supply chain management and governance can be achieved
- Always seek to find balance with speed and governance
- Follow the management and governance framework for a path to success
- AWS Marketplace can help you be the enabler to innovation

Resources



[AWS Marketplace procurement solutions page](#)



[Getting started with AWS Marketplace](#)



[AWS Marketplace ESG research report](#)



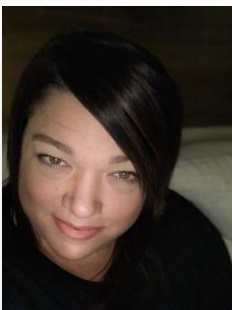
[Managing your cloud costs whitepaper](#)



[Forrester SaaS Marketplaces report](#)



Thank you!



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