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How software vendors can secure a stronger future in the cloud



In today's highly competitive and fast-changing marketplace, Independent Software Vendors (ISVs) need to continually modernize to meet evolving customer demands, stay competitive and safeguard ongoing profitability.

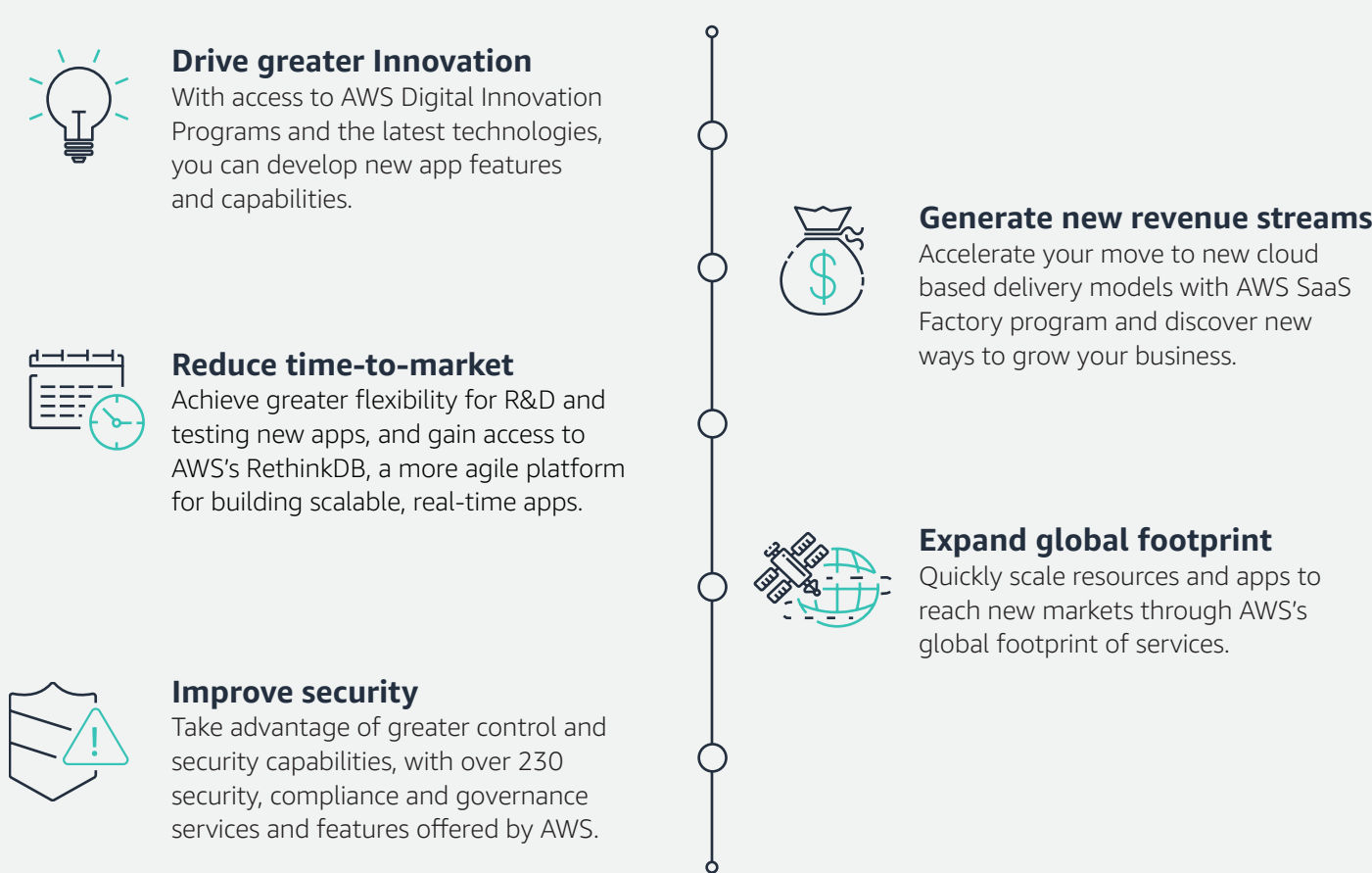
Customers expectations for more convenient, subscription-based software solutions are growing. Customers now expect new technology-enabled application capabilities in order to accelerate their digital transformation. Customers want solutions that give them a full 360-degrees visibility of data, whilst still enabling them to meet data compliance requirements.

To meet these demands, ISVs need a platform for building and modernizing apps that maximizes agility, flexibility, security and scalability. That is why many software vendors have already made the decision to migrate their on-premises applications to run in the cloud.

Why migrate apps to AWS Cloud?

By migrating applications to a modern, flexible cloud environment, you can overcome the limitations of running applications on-premises and modernize your application development platform to gain greater business agility and responsiveness.

Migrating to the AWS Cloud supports ISVs too:



Power your future with AWS

With over 15 years' experience – longer than any other cloud provider – and the most comprehensive and mature set of migration solutions, Amazon Web Services (AWS) powers the solutions and capabilities offered by thousands of leading software vendors worldwide.

ISVs' success is powered by AWS's:

- ✓ **Track record and market leadership**
- ✓ **Culture of customer obsession**
- ✓ **Rich ecosystem and marketplace of partners, customers and vendors**
- ✓ **Continual focus on innovation**
- ✓ **Lower costs and simple pricing models**
- ✓ **Access to the ISV Partner Network**

Learn more about powering your future with AWS

For more details about how AWS powers ISVs to stay competitive and successfully deliver new business models, download our eBook "Building a stronger future for software vendors powered by AWS".

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