

AWS

S U M M I T

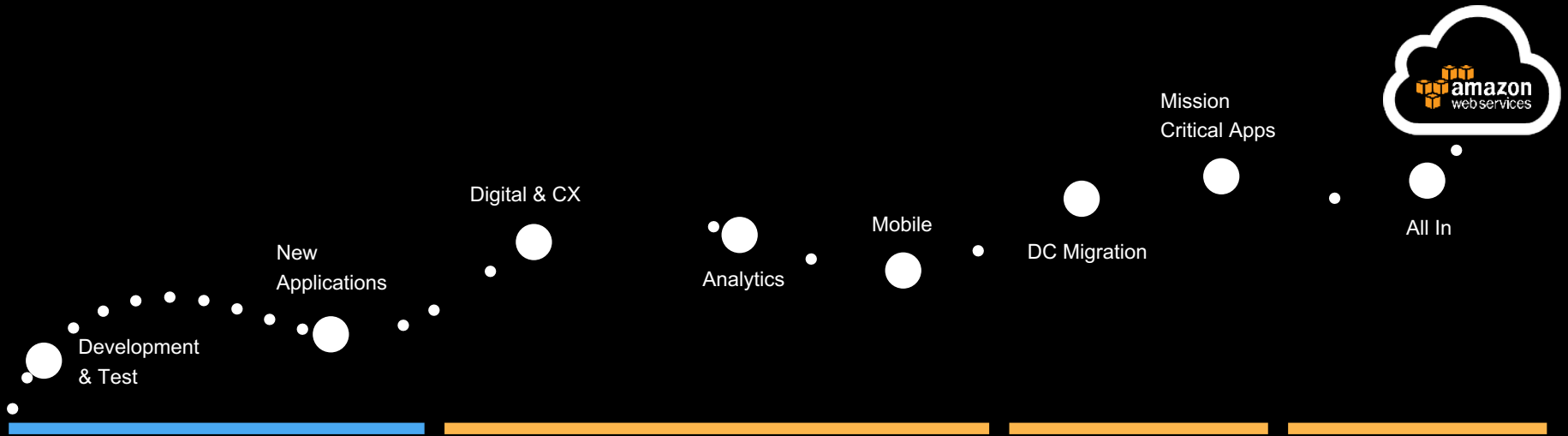
Find, Procure, Deploy and Manage 3rd Party Software with AWS Marketplace and AWS Service Catalog

Richard Sappe – AWS Marketplace

May 18th, 2017



On the Journey to the Cloud, You Require Software Solutions for Each Workload



This journey includes migrating your software to the cloud

The Enterprise Software Portfolio is in Transition

Software catalog starting position

- 10-40% in house developed applications
- 30% open source/free software
- 70% COTS software
- ~200+ software product vendors
- Large EA/ELAs for top 50 vendors
- Upgrade cascade over 1-3 years – too slow
- Windows workloads moving quickly



“Cloud will increasingly be the default option for software deployment.”

Gartner

What We Hear from Customers

Challenges

- Software entitlement & deployment models
- Complex agreement management
- Constant renewal & replacement
- Out of date procurement mechanisms
- No single approved catalog of software i



Customers want to

- Rapidly innovate by buying and deploying software solutions on-demand
- Simplify and streamline purchasing, license management and invoicing
- Upgrade on demand
- Reduce cost while picking new standards

50% of apps migrate*

20% get abandoned*


30% are replace*

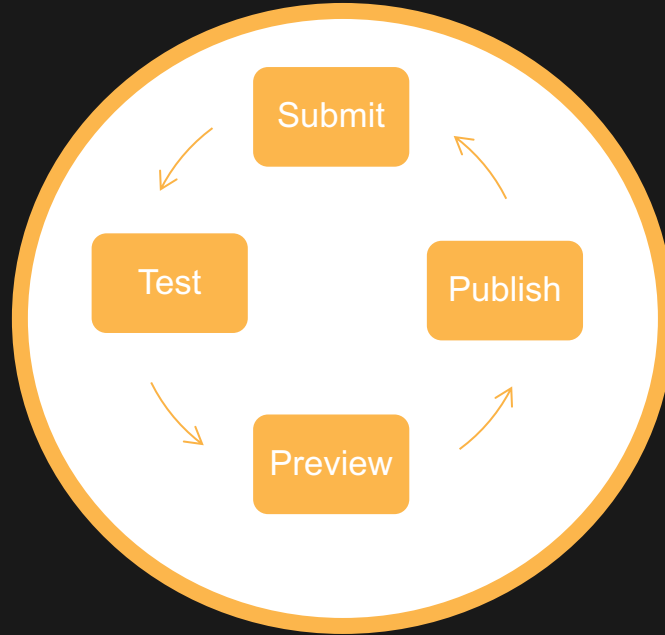
AWS Marketplace


A Public Managed Catalog



- Vendor supply portal
- Centralize digital assets

- 7/24 scanning 
- Vulnerability notifications and removal/work-rounds
- MCO Team

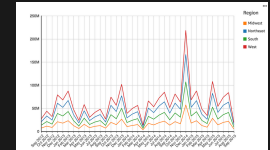


- Sunset older versions
- Add instance type/region 

- Ongoing catalog additions
- Version updates*



- Actively monitor health and expansion



AWS Marketplace

Discover, Procure, Deploy, and Manage Software In the Cloud

- 3,800+ software listings
- Over 1,200 participating ISVs
- Open source and commercial software
- Bring-your-own-license
- Procure new
- Deployed in 14 AWS Regions
- 135,000+ active customers
- Over 370M of deployed EC2 instances per month

The screenshot displays the AWS Marketplace interface. At the top, there is a search bar and navigation links for 'View Categories', 'Sell in AWS Marketplace', 'Amazon Web Services Home', and 'Help'. A prominent banner announces 'SaaS Subscriptions' with the text 'Simplify software procurement with unified billing from AWS Marketplace'. The banner features logos for New Relic, Sumologic, Pitney Bowes, and Trend Micro, along with a 'VIEW SAAS PRODUCTS' button. Below the banner, the 'Popular Categories' section is shown, featuring icons and labels for Operating Systems, Security, Networking, Storage, Business Intelligence, Databases, Dev Ops, and SaaS Subscriptions, with a 'View All Categories' link.

Categories Most Often Deployed

Sample Vendors in Category

Operating Systems



ubuntu



Security



Storage



Networking



Database



Media



DevOps

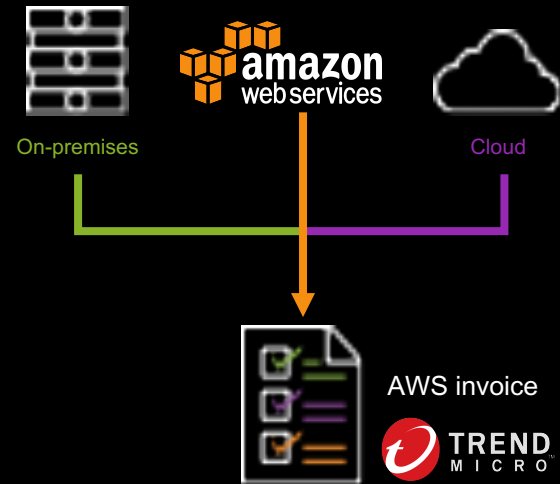


BI



AWS Marketplace is enabling flexible metering

- New APIs for software vendors to call
- Elastic pricing on dimensions tied most closely to usage and value
- Single pane of glass for billing and monitoring on AWS or in AWS/hybrid scenarios
- All software charges shown on AWS Bill



SaaS and API Subscriptions

Now available in AWS Marketplace

 **Acumatica**
The Cloud ERP


 **ALERT LOGIC**

 **aspera**
an IBM® company

 **Avalara**

 **BITIUM**

 **calgary SCIENTIFIC**

 **CloudEndure™**

 **CloudHealth**
TECHNOLOGIES


Cloudinary


CLOUDNEXA


CLOUDYN

 **DATADOG**

 **Datapath.io**

 **druva**

 **docomo**
NTT

 **Dome9**
SECURITY

 **dynatrace**


 **F-Secure**

 **here**

 **kony**

 **NetApp®**

 **New Relic.**

 **pitney bowes**

 **Qubole**

 **redislabs**

 **m**
rivermeadow™


SIGNIANT.

 **snowflake**

 **Solano Labs**

 **solodev™**

 **sumologic**

 **TREND**
MICRO

 **Zdata**
INC.

 **awsmarketplace**

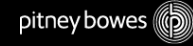
AWS Marketplace SaaS Contracts

- Greater flexibility for SaaS subscriptions (monthly, 1, 2, or 3 years)
- Upgrade or expand contracts at any time
- Over 70 SaaS products now available via AWS Marketplace



TSO Logic

mnubo



APPDYNAMICS



Enterprises Need to Balance Control and Agility

AWS Service Catalog allows organizations to create and govern catalogs of approved deployable assets on AWS



It enables users to quickly deploy approved IT services they need in a self-service manner.

“Approve once and deploy many”



Administrator
Control
Standardization
Governance

Agility
Self-service
Time to market



End -User

AWS Service Catalog – A Few Terms to Note

Product

an IT service (VPC, web server, database, etc.) that you want to make available for deployment on AWS



Constraint

restriction on the ways that specific AWS resources can be deployed for a product



Portfolio

a collection of products together with configuration information, launch controls, and administrator-controlled access settings



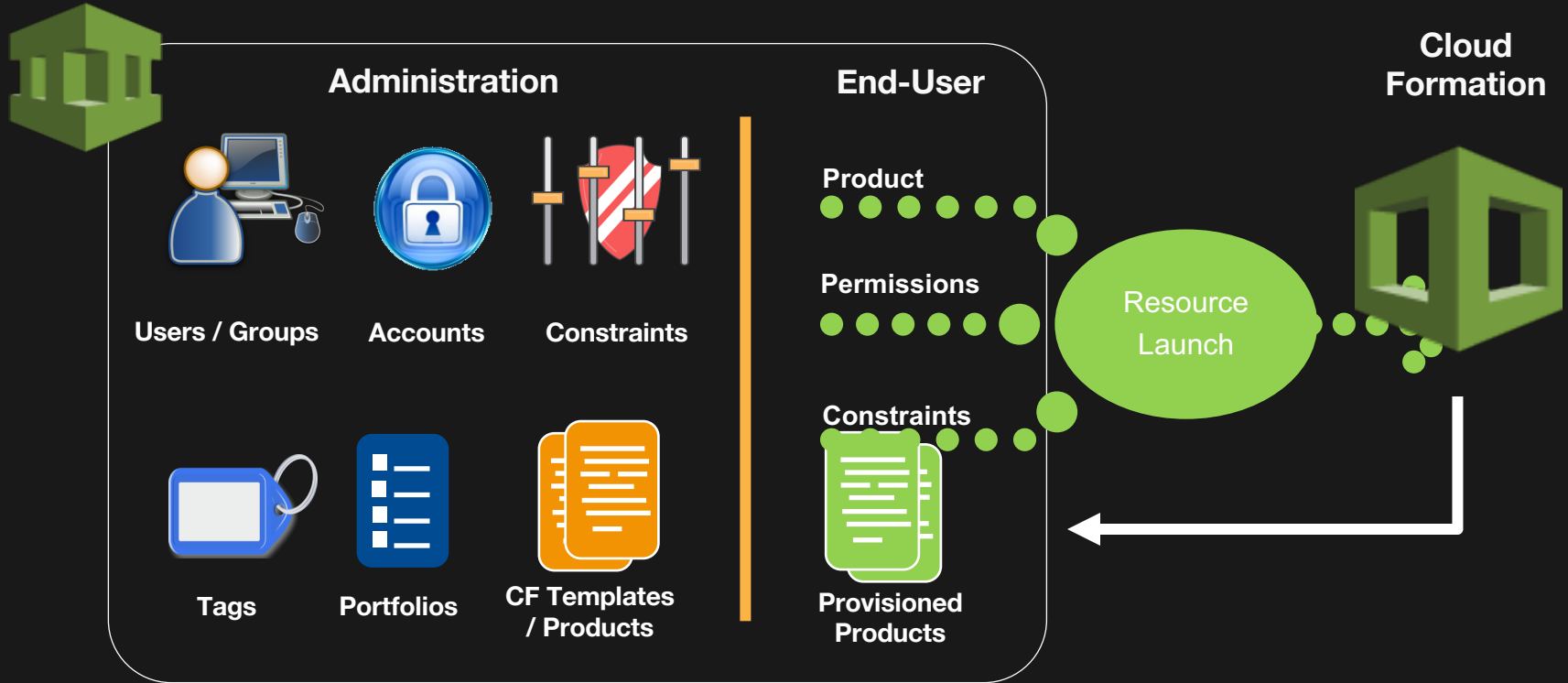
Provisioned Product

an instantiated version of the AWS Service Catalog product is launched

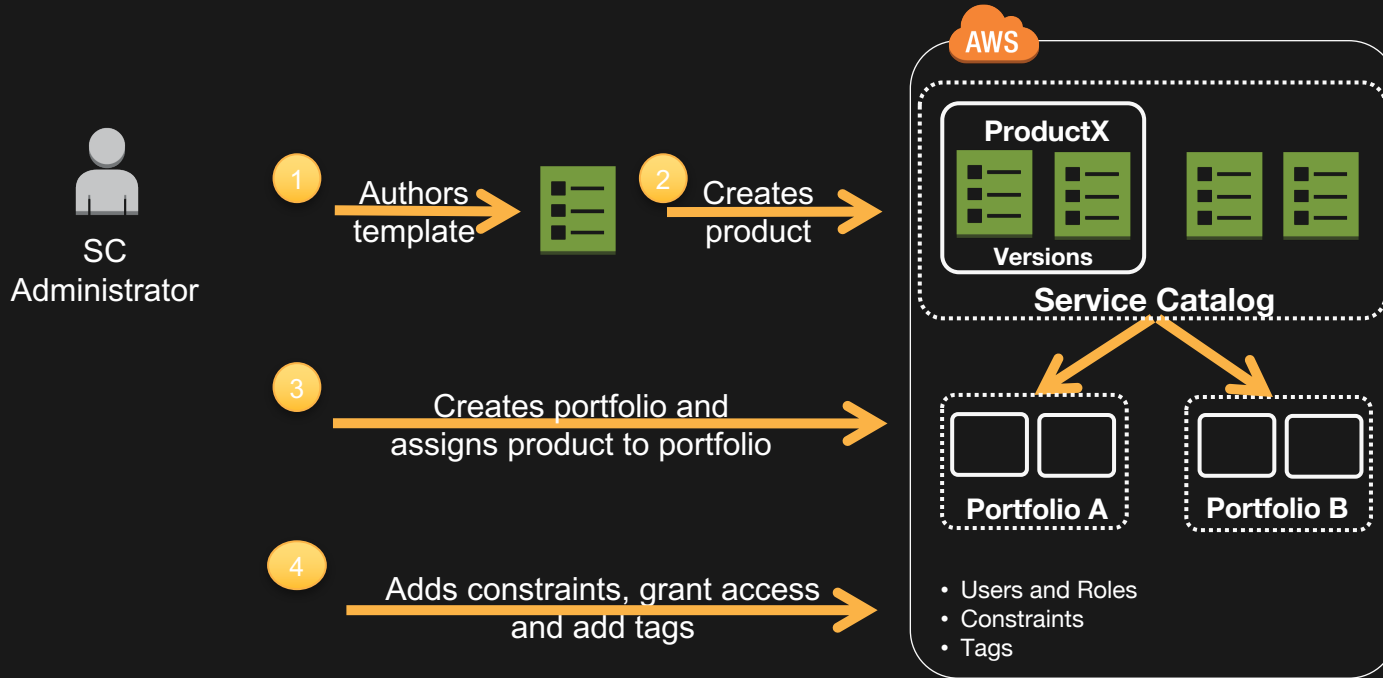


AWS Service Catalog Provides a Governance Framework

We can be thought of as a “Launch Pane” onto AWS



Administrator Interaction



You can control launches with constraints

Select product and type

Constraint type

- Launch** Allows you to assign an IAM role to the product that is used to provision the AWS resources.
- Notification** Allows you to stream product notifications to an Amazon SNS topic.
- Template** Allows you to limit the options that are available to end users when they launch the product.

Product: Linux App

Constraint type: Launch

Cancel Continue

Launch constraint

Allows you to assign an IAM role that is used to provision the resources at launch, so you can restrict user permissions without impacting users' ability to provision products from the catalog.

IAM role: linuxDesktopLaunchRole

Enter role arn
arn:aws:iam::928008863013:role/linuxDesktopLaunchRole

Cancel Submit

Template constraint builder

Allows you to limit the options that are available to end users when they launch the product by narrowing the allowable values for parameters defined in the AWS CloudFormation template.

Description: Windows - Enforcing instance type to be either t1.micro or m1.small
This description should summarize the constraint being enforced.

Rule Builder Constraint Text Editor

Template constraint:

```
{
  "Rules": {
    "Rule1": {
      "Assertions": [
        {
          "Assert": {
            "Fn: Contains": [
              [
                "t1.micro",
                "m1.small"
              ],
              {
                "Ref": "InstanceType"
              }
            ]
          }
        }
      ]
    }
  }
}
```

Sample constraints

- Sample 1
- Sample 2
- Sample 3

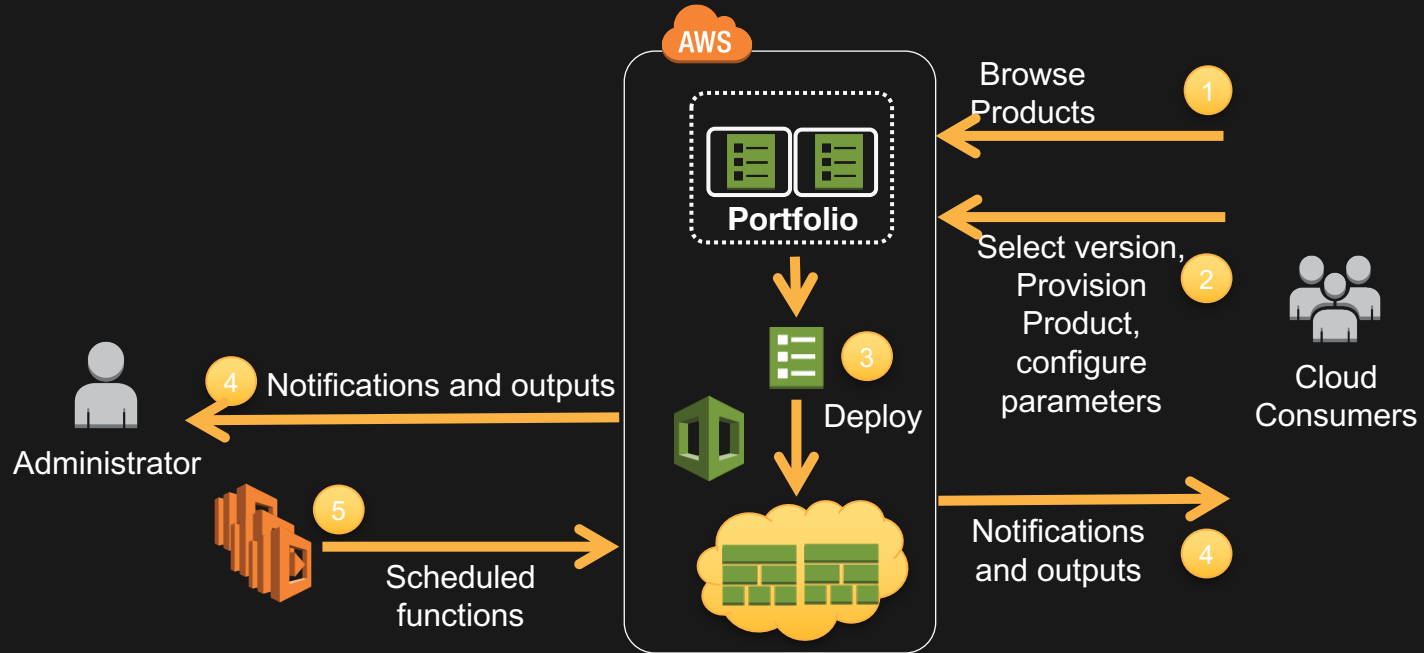
*Required

Cancel Submit

“Launch with EC2 Role”

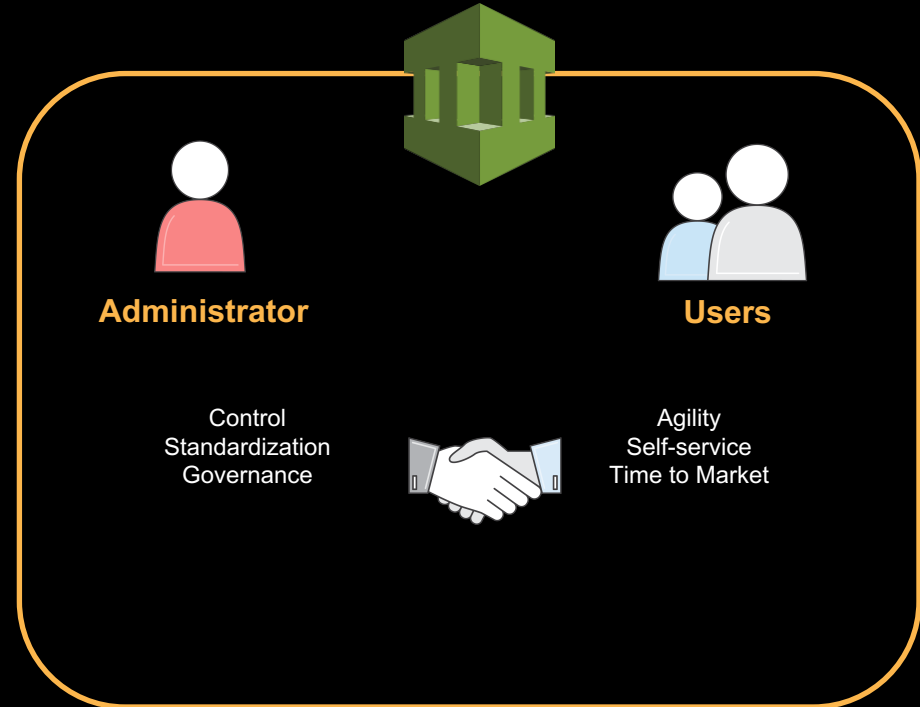
“Limit the EC2 instance size”

Cloud Consumer Interaction



AWS Marketplace Copy to Service Catalog

- Manage products procured on AWS Marketplace
- Auto-generate CloudFormation Templates for every AWS Marketplace AMI
- Create portfolios of pre-approved products for deployment access



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Thank You!

