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Subject: Leveraging AWS Marketplace to accelerate your move to the cloud

Attachment(s): "IDC Report - AWS Marketplace.pdf"

Arlington County team

As you are progressing on your journey into the cloud on AWS, I wanted to make you aware of the AWS Marketplace which many of our customers look to as a procurement mechanism for accelerating their migration and governance of software solutions necessary to support their business. AWS Marketplace is an online store that helps customers find, buy, and immediately start using the software and services they need to build products and run their businesses. Visitors to the Marketplace can use features such as our 1-Click deployment to quickly launch pre-configured software and pay only for what they use, by the hour or month. AWS also handles billing and payments, and software charges appear on customers' AWS invoices.

AWS Marketplace features many software categories including operating systems, security, networking, storage, business intelligence, databases, dev ops, and popular **SaaS offerings**. You can select commercial software from well-known vendors, as well as many widely used open source offerings. You can also use AWS Marketplace to compare options, read reviews, and quickly find the software you want. When you find products you want to use, you can deploy that software to your own Amazon EC2 instance with one click, or you can leverage AWS CloudFormation to deploy a topology of the product.

Customer Advantages of using the AWS Marketplace:

- **Accelerate your path to the cloud** – Utilize AWS Marketplace's 1-Click deployment to quickly launch pre-configured software solutions for any stage of cloud adoption (discovery tools, resource planning, ETL, security, cost optimization, application performance monitoring)
- **Pay only for what you use** - by the hour or month
- **Vendor consolidation** – View all ISV contracts and spend in your AWS bill
- **Vendor onboarding** – Leverage AWS Marketplace distribution to accelerate ISV onboarding process and deliver value to the business more quickly
- **Free Trials/Open Source** – Convert free trials to paying subscriptions
- **"Bring Your Own License"** through AWS Marketplace - Start with hosting the existing perpetual software licenses you have today

Recently, IDC validated this approach with the following comments in a recent report (attached for your review):

*"IT buyers are increasingly becoming more impatient with the traditional software procurement process and are looking for faster, more efficient ways to access software...Many of the ISVs that we spoke with for this document said that their main reason for participation in the AWS Marketplace is that their customers are asking them to be there. More to the point, **it is their customers' need for speed that is helping make the AWS Marketplace participation a priority**. IT organizations that are moving to the cloud are often doing so at a level of speed and agility that does not line up with that of the traditional software procurement process. They are looking for new ways of transacting and accessing capabilities that enable them to move and iterate quickly in the cloud."* – Source: IDC, 2017

For more information – please visit the [AWS Marketplace website](#).

Very respectfully yours,

Kelley