aws

SOLUTION BRIEF

Powering a stronger future for software vendors with AWS

The need to modernize application infrastucture

If you're an Independent Software Vendor (ISV) relying on building apps on-premises, your ability to continue meeting customer demand is under threat.

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

In order to meet customers' changing demands, software businesses need a more agile, flexible and resilient platform for building and modernizing their applications. That is why many software businesses are making the decision to migrate their applications to run in the cloud.

Amazon Web Services' (AWS) extensive support and migration experience has helped thousands of organizations of all shapes and sizes successfully migrate their applications to the cloud. Once migrated, AWS then provides access to a broad range of tools and programs to power software businesses' longer-term innovation and modernization.

The benefits of migrating on-premises apps to the cloud

Drive greater innovation
by gaining access to new digital technologies that support the development of new application features and capabilities. 34% of CIOs worldwide migrate to the cloud in order to accelerate product innovation.[1]

Generate new revenue streams
by supporting new software-as-a-service (SaaS) delivery models. 51% of executives said that the cloud is enabling them to create new revenue streams.[2]

Reduce time-to-market
by achieving greater flexibility for R&D and testing of new apps. The number-one benefit that many leaders see from adopting cloud is in time-to-market.[3]

Expand global footprint
by improving the ability to quickly scale resources and applications into new markets. 40% of executives said the cloud is enabling them to move into new geographic markets.[4]

Improve application security
by taking advantage of greater control and security capabilities. 94% of businesses claim to see an improvement in security after moving to the cloud,[5] and 37% of IT leaders rank security as the top driver for cloud migration.[6]

1. Worldwide CIO Cloud Adoption Survey, Statista, 2017
2. The Path to Value in the Cloud, Windstream and Oxford Economics
3. Creating Value with the Cloud, Mckinsey, 2018
4. The Path to Value in the Cloud, Windstream and Oxford Economics
5. 12 Benefits of Cloud Computing, Salesforce
6. Data Modernization and the Cloud, Deloitte Insights, 2019

How AWS powers software businesses' future

AWS powers the solutions and capabilities offered by thousands of leading software vendors worldwide. These companies have built their cloud or SaaS business on AWS' comprehensive, secure and broadly adopted platform.

AWS enables ISVs to:

Gain more capabilities, opportunities and revenue streams with access to a global ecosystem of partners, customers and vendors.

Scale into new regions and markets, and accelerate revenue growth by tapping into AWS' global footprint of services.

Enhance your SaaS offering by connecting to SaaS experts through the AWS SaaS Factory Program.

Access tailored resources, funding benefits and co-selling opportunities by joining the AWS ISV Partner Path.

Develop smarter products with access to AWS Digital Innovation Programs and the latest emerging technologies.

Improve competitiveness and reduce time-to-market with AWS RethinkDB, a more agile and flexible platform for building real-time applications.

AWS migration programs

AWS migration programs are designed to simplify and accelerate your successful move to the cloud, AWS provides all the support you need.

AWS Partner Program
AWS helps Partners build, market, and sell their offerings by providing valuable business, technical, and marketing support.

AWS SaaS Factory
The AWS SaaS Factory Program helps AWS Partners at any stage of the software-as-a-service (SaaS) journey.

AWS Marketplace
AWS Marketplace helps ISVs to discover, procure, entitle, provision, and govern third-party software, from thousands of software listings. As well as exploring and buying professional services to configure, deploy, and manage your third-party software.

Why AWS for ISVs

With over 15 years' experience–longer than any other cloud provider– and the most comprehensive and mature set of migration solutions, we support you to build a stronger future by providing a broad range of tools and programs, to take your transformation beyond migration, and enabling you to continue to deliver value and evolve as your customers' needs change.

Start your journey today

To find out how you can accelerate your journey to SaaS and build a stronger future powered by AWS, book a free assessment today.

Contact us for a free assessment ›