

AWS adds Third-Party Professional Services to AWS Marketplace

First cloud infrastructure marketplace to enable customers to contract and procure professional services and software in one digital catalog, offering services from providers like Cisco, Computacenter, and Presidio

HilCorp Energy, Software AG are among customers already buying professional services through AWS Marketplace

SEATTLE—Dec. 3, 2020-- Today at AWS re:Invent, Amazon Web Services, Inc. (AWS), an Amazon.com company (NASDAQ:AMZN), announced that AWS customers can now find and purchase professional services from leading vendors in AWS Marketplace. AWS Marketplace is a digital catalog with thousands of software listings from Independent Software Vendors (ISVs) that make it easy to find, test, buy, and deploy software solutions that run on AWS. Today's announcement enables vendors such as Consulting Partners, ISVs, and Managed Service Providers (MSPs) to offer their services, including assessments, implementations, managed services, premium support, as well as training, to help customers implement, support, and manage software running in the cloud. By bringing together professional services and cloud technology in one place, AWS is a leader in providing customers with a way to easily customize pricing, payment schedules, and contract terms on one consolidated bill via AWS Marketplace, freeing up resources that once managed multiple vendor contracts and spend, to focus on delivering innovative products and services for their customers.

Organizations moving to the cloud are increasingly purchasing third-party software solutions – such as Palo Alto Network's security software, New Relic's data and analytics solutions, and NetApp's back up and discovery software – that run on AWS. Many organizations rely on professional services from a variety of partners to help them implement, migrate, support, and manage this software. However, customers who want to buy a full business solution still have to purchase these services independent of the software, requiring time intensive processes to vet and onboard a new vendor. This can involve contract negotiation, functional testing, and security evaluation, which can be a lengthy process that can take months to complete, resulting in stalled innovation. With today's announcement, software listings in AWS Marketplace will now highlight related professional services offerings, so AWS customers can quickly find the services best suited for their software implementations and purchase them with one click, leveraging AWS Marketplace's standardized terms and contracts, which reduces procurement time from months to days. The purchases are itemized on customers' AWS invoices, simplifying payments and cost management. In addition, through AWS Marketplace, Consulting Partners, ISVs, and MSPs can expand their reach to millions of AWS customers, automate transactional processes, and provide comprehensive solutions to organizations in a single purchase.

"For eight years, AWS customers have come to AWS Marketplace to discover and deploy the best software solutions to run on the world's leading cloud, resulting in over 1.5m subscriptions from over 300,000 buyers in dozens of countries, from over 1,600 software suppliers. Now, for the first time, customers have the ability to purchase software and professional services in the leading cloud infrastructure and applications marketplace, enabling them to migrate and modernize their cloud environments easier and faster than ever before," said Dave McCann, VP of AWS Migration, Marketplace, and Control Services. "By simplifying the often laborious procurement process of vendor quotation, buyer contracting and payment management for professional services, our customers can focus more time on driving faster innovation, instead of spending excessive time on managing third-

party software and negotiating services contracts. We are pleased to launch this innovative capability with more than 100 professional services providers from multiple countries around the world.”

Offering professional services through the AWS Marketplace is opening up new business opportunities for partners like Presidio, a leading IT solutions and lifecycle services provider. “As a MSP, we specialize in helping our 7,500 customers accelerate innovation in the cloud and our business with AWS is growing exponentially,” said Bob Cagnazzi, President and CEO of Presidio. “AWS Marketplace gives our customers like Bank United and Wheel Pros access to the hundreds of cloud software products which we recommend, and now, with the addition of professional services, we can supply and contract our expertise in the same procurement process. Professional services in AWS Marketplace makes procurement more streamlined for our customers, saving hours of time per purchase, and enables us to better serve our enterprise customers as they deploy and manage their preferred software products from one central catalogue, accompanied by our skilled engineering services. We believe we are transforming how our customers procure software and services, helping to drive our growth and improve our customer satisfaction.”

ISVs and technology companies with professional services practices are also able to expand their services to new customers with the addition of professional services on AWS Marketplace. One example is Trend Micro, a global leader in cybersecurity that helps make the world safe for exchanging digital information. With over 30 years of security expertise and continuous innovation, Trend Micro enables resilience for businesses, governments, and consumers with connected solutions across cloud workloads, endpoints, email, IIoT, and networks. “We are delighted that AWS Marketplace now enables us to quote SaaS solutions, software and professional services from Trend Micro to give customers access to the full solutions they need to implement and manage their cloud security,” said Sanjay Mehta, SVP Business Development & Strategic Alliances at Trend Micro. “We deliver the Trend Micro Cloud One security platform to customers in 150 countries via thousands of partners, and now AWS Marketplace allows our channel partners – such as CDW, Presidio and Computacenter – to quote their services alongside our solutions. This continues to make AWS Marketplace a compelling experience for our customers, partners, and for Trend Micro.”

“Computacenter facilitates digital transformation solutions including cloud migration and strategy for over 500 enterprises in the EMEA region. Whilst our base is broad, it hasn’t stopped us providing the highest level of bespoke service and support to our customers at every step of the journey, some of whom we’ve maintained relationship with for over 25 years,” says Kevin James, Chief Commercial Officer at Computacenter. “As we continue to grow our business on AWS, the ability to quote and deliver professional services to our European clients, along with software from top vendors such as Palo Alto, F5, and Splunk, in one marketplace is a huge innovation for customers. Organizations are increasingly migrating their application workloads to AWS, and with professional services available in AWS Marketplace, we can guide our customers’ migration journey with more specificity, delivering better business outcomes.”

AWS Marketplace offers a digital catalog of more than 8,000 third-party software listings and helps more than 300,000 monthly active customers transform, and modernize their organizations. To learn more, visit <https://aws.amazon.com/marketplace/>

About Amazon Web Services

For 14 years, Amazon Web Services has been the world's most comprehensive and broadly adopted cloud platform. AWS offers over 175 fully featured services for compute, storage, databases, networking, analytics, robotics, machine learning and artificial intelligence (AI), Internet of Things (IoT), mobile, security, hybrid, virtual and augmented reality (VR and AR), media, and application development, deployment, and management from 77 Availability Zones (AZs) within 24 geographic regions, with announced plans for 15 more Availability Zones and five more AWS Regions in India, Indonesia, Japan, Spain, and Switzerland. Millions of customers—including the fastest-growing startups, largest enterprises, and leading government agencies—trust AWS to power their infrastructure, become more agile, and lower costs. To learn more about AWS, visit aws.amazon.com.

About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon. For more information, visit amazon.com/about and follow [@AmazonNews](https://twitter.com/AmazonNews).