



# Discover AWS for Software Companies

Explore limitless innovation possibilities for your  
software with AWS



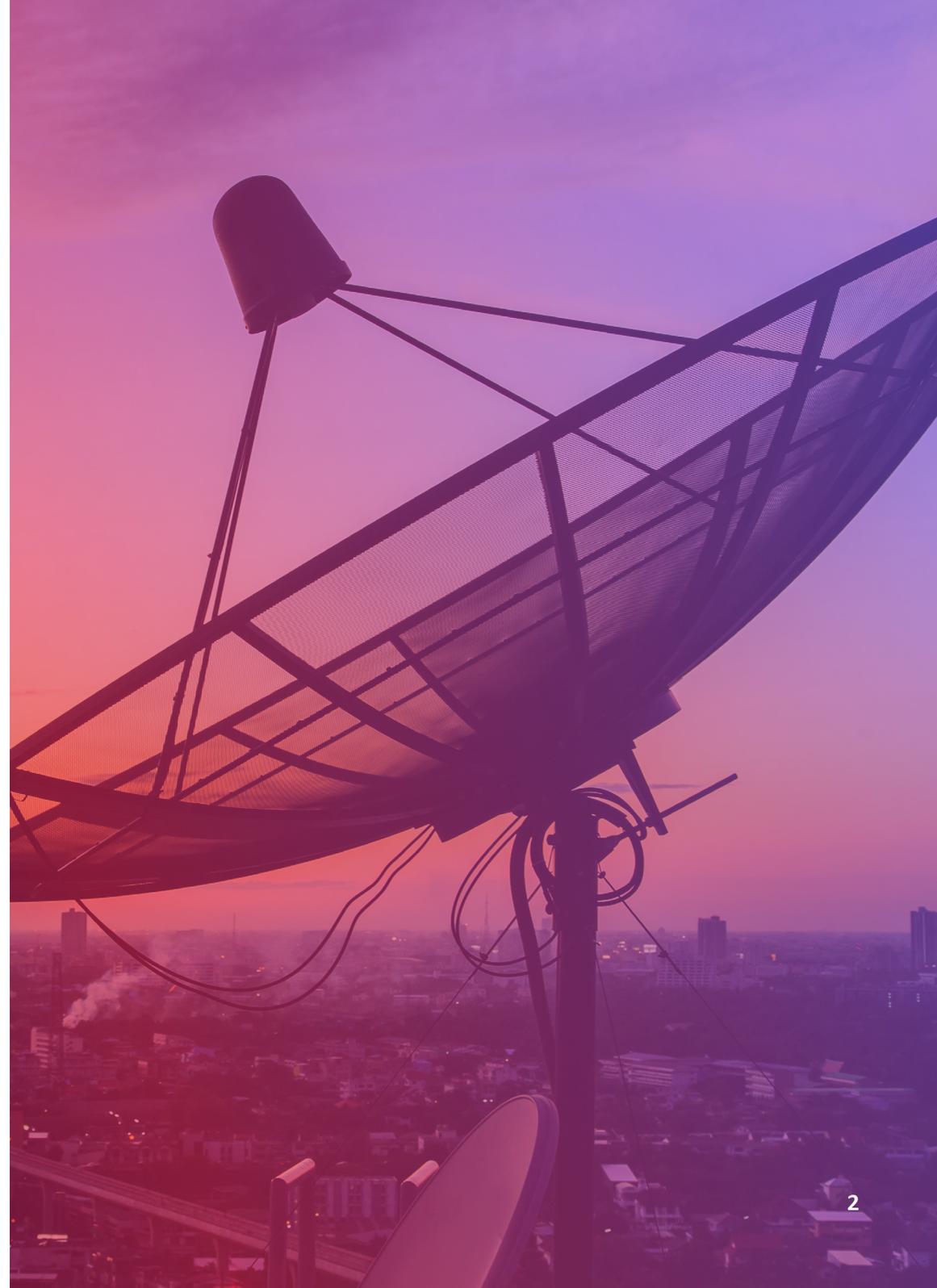
# Secure your future with innovation excellence

This eBook is for product managers at software companies who want to advance their product roadmap and create a future-proof solution that goes beyond today's software boundaries.

## What's in this eBook:

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**Evolving your competitive advantage starts here.**





# How will you meet evolving customer demands?

**Customer behaviour is rapidly changing. The pressure is on to innovate and exceed customer expectations.**

Today, software buyers prioritize consumption-based spending that increases predictability and control and minimizes the cost and risk of IT overheads. By applying consumption, businesses can more easily scale-up / scale-down, optimize flexibility, and satisfy ever-changing demands.

But as a software business, how do you ensure you keep up with change and exceed your customers' expectations?

You need to be able to stay agile and innovate for customers, whilst continuing to deliver a robust day-to-day customer experience.

A cloud-based consumption model gives you greater flexibility and allows you to meet the demands of your customers, large and small.

In addition, it makes it easier to incorporate new managed cloud services, accelerate innovative development and focus on writing code that differentiates your business.

Flexibility and scalability are important to meeting your customers' needs but, as more software companies invest in the cloud, expect them to become table stakes. You'll also need a superior customer experience to ensure you differentiate yourself and retain customers.

**You need to be sure that customer experience needs are not only met but exceeded.**



**61% of organizations worldwide are aggressively shifting their strategy to consumption-driven digital infrastructure spend.<sup>1</sup>**



**92% of executives say digital transformation will become critical to business success over the next 12 months.<sup>2</sup>**

1. IDC, Consumption-Driven Digital Infrastructure Subscriptions Are a Priority in 2021, 2021.

2. HBR, Digital transformation refocused: new goals require new strategies, 2022.



# Why is customer experience a priority?

**Embracing a cloud and SaaS future is imperative.**

Moving to the cloud is not enough: you need to evolve your delivery model too. Modernizing applications does little to help meet your customers' desire for consumption-based spend if all you can offer is term-based licenses. Software companies need to embrace the principles of Software-as-a-Service (SaaS) to achieve the agility required to drive the greatest customer experience.

Successful SaaS products put customer needs at the heart of delivery, allowing you to adapt to changing customer buying behaviour, and drive frequent innovations through cloud-enabled technology.

Keeping up with customer demands and changing the way your business runs, whilst still managing your day-to-day tasks can be challenging.

**You need to:**

- Stay agile
- Improve operational quality and efficiency
- Make innovation straightforward
- Focus on new product features rather than repeat product fixes

**A cloud and SaaS future means a dynamic product roadmap that enables superior customer experience whilst maintaining day-to-day agility and reliability.**



**Great SaaS organizations will fully embrace the as-a-Service mindset, making service and customer experience a top priority for their business.<sup>3</sup>**



**80% of businesses plan to make all systems SaaS by 2025.<sup>4</sup>**

3. AWS, Good to great, maximizing SaaS success eBook.

4. Gartner, Top 10 trends impacting infrastructure and operations, 2019.



# What are the strategic benefits of cloud and SaaS?

The opportunities that cloud and SaaS enable are more significant than ever before.

## Focus on today, be ready for tomorrow

With cloud and SaaS, hit existing targets while growing new business.



### Standardize

With SaaS, your product offering is standardized, not customized by customer. Combine it with robust cloud infrastructure and you will spend less time on minor fixes.

### Be flexible

Rapidly adapt your product roadmap and spin up and down compute and resources with the flexibility enabled by the cloud, to meet the ever-changing needs of customers.

## Simplify and scale innovation

Beat the competition and innovate faster.



### Experiment

The latest technologies like Artificial Intelligence (AI), Machine Learning (ML) and voice recognition and automated translation are made simple to use by the right cloud provider.

### Innovate

Offering a service puts customers front and center of your company, transforming your business and forcing you to innovate faster on behalf of your customers.

## Drive superior customer experience

SaaS and cloud focus the company on customer experience for long term commitment.



### Connect

The customer journey is central to SaaS, and the change impacts every member of your business, allowing you to create a culture of connection.

### Be agile

Cloud agility creates expansion opportunities into new markets and segments. A SaaS approach makes it easier for software companies to adopt and leverage new cloud services in their products.

## Ensure high strategic impact

Future proof your organization.



### Grow

The cloud expands on what you have today, facilitates differentiation, and grows business. It increases share of wallet with existing customers and attracts new ones.

### Ensure long-term performance

Take your business on the path to success and increase its value by attracting investments.



There's no need to manage the cloud and SaaS transition on your own...

## Minimize the risk of cloud experimentation. Partner with AWS to execute a dynamic roadmap to drive innovation and product development.



More than 50% of European software businesses say they collaborate with other providers.<sup>5</sup>

5. IDC, The European ISV landscape, 2020.

Using Amazon QuickSight to analyze customer data to identify usage patterns and trends, Leadinfo is gaining insights to help it keep growing while staying efficient.

**"I could tell you how many customers we added today, how many trial users we have in the Netherlands versus the UK, what their conversion rates are, how many customers churn and cancel a subscription. It's really an insight into everything that's going on in the company, which makes decision making so much easier."**

- Quirijn Kleppe  
Head of Product and Growth, Leadinfo



# 3 simple steps to accelerate your product roadmap

Research reveals the one factor successful SaaS companies said they would do differently is move faster.

At AWS, we support the transition to cloud and SaaS at an accelerated pace. We find that software companies that embrace SaaS principles succeed when they follow a three step process to digital transformation.

## Step 1. Explore

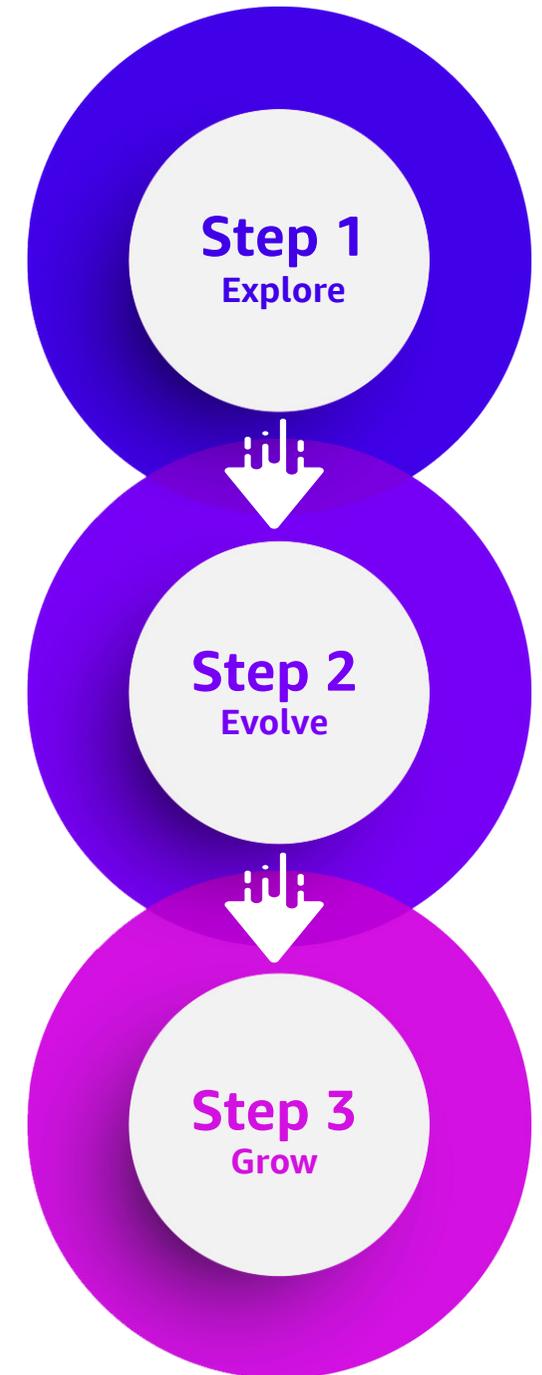
For software businesses that are just beginning to experiment in the cloud, or are considering the cloud, and want to understand more about the implications and benefits of a shift to SaaS

## Step 2. Evolve

For software businesses that are already partly in the cloud and want to complete the transition or add more functionality

## Step 3. Grow

For software businesses that have already embraced the cloud and want to maximize the opportunity that it presents





# Step 1: Explore

Successful products are underpinned by customer insight. As you begin to explore how the cloud and SaaS affects your product roadmap, new development should work backwards from your customers.

Now is the time to reinvigorate the focus on customers. Explore how to drive a deeper level of engagement and meet their demands. Investigate current levels of customer satisfaction. Outline what the ultimate experience should look like and what their needs are.

At AWS, we have pioneered the “working backwards” process: a simple-to-adopt mechanism built out of our culture of customer obsession. Reinvigorate your business and generate new use cases for your product roadmap by working backwards direct from customer feedback.

You need to be so close to the customer that you can invent on their behalf— with innovations they might not even know they need yet.

Accelerate your strategy and build a stronger business case by retaining a focus on customer-centric values.

**At AWS, we bring 15 years of support successfully migrating organizations to the cloud. Thanks to our unparalleled experience as one of the longest-serving cloud providers, we have the knowledge and tools to help you exceed customer expectations.**



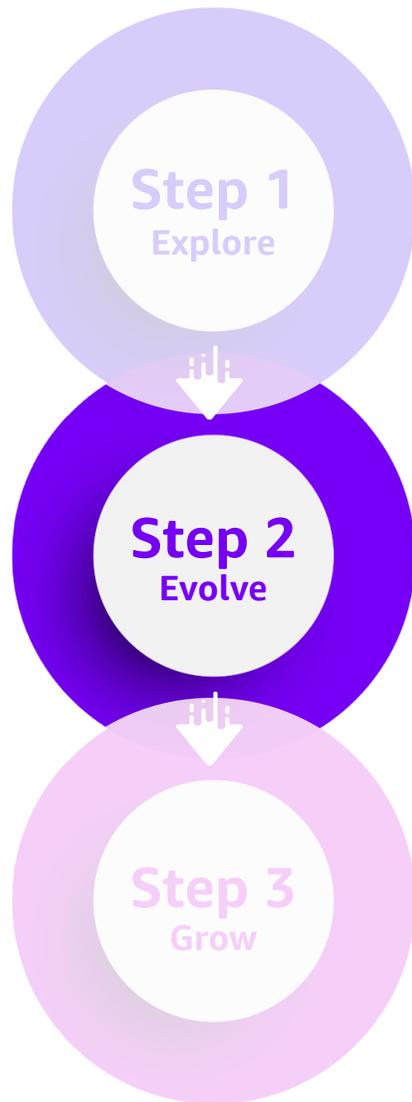
**“We innovate by starting with the customer and work backwards. That becomes the touchstone for how we invent.”<sup>6</sup>**



**“At Amazon, we use the PRFAQ mechanism to work backwards when we create new products and services.”<sup>7</sup>**

6. Jeff Bezos, Amazon.

7. AWS, Working backwards: the story behind the AWS Cloud Development Kit, 2021.



## Step 2: Evolve

Once your cloud journey is underway, it's time to evolve your products to fully leverage the cloud. AWS helps you address changing customer demands with easy-to-adopt technology solutions.

Working with AWS gives your development team access to services like AI or ML that are easy to embed and deploy. Experimentation is made easy, allowing you to test the potential of new features and functionalities, maximizing the value of your product's revenue lifecycle with minimal risk.

Increasing your agility with managed cloud services is just the start. Evolving to a SaaS approach touches every dimension of how you build, sell, manage, support, and operate solutions.

Specialists are on hand to support your evolution to SaaS and navigate the complex

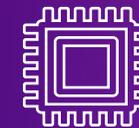
process of defining customer tiers and pricing models, while maintaining the agility and flexibility that allows SaaS to be disruptive.

### Evolve with AWS

- **Digital Innovation Program** › Get in touch with us and engage with the AWS Digital Innovation team for tailored workshops or services to support your business needs.
- **AWS TechShift Accelerator Program** › Browse the AWS resources dedicated to helping software businesses accelerate their transition to cloud.



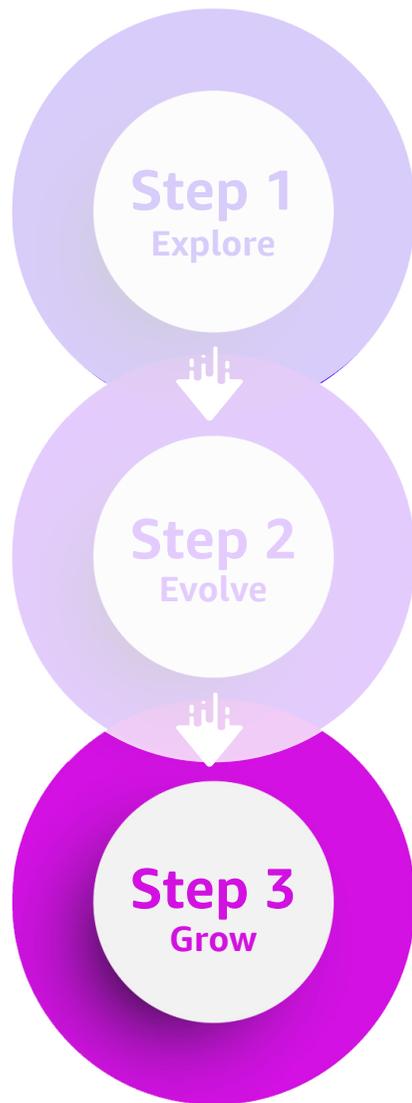
In a cloud technology platform, 42% find technical features and technical capability are most important to have."<sup>8</sup>



"Not all artificial intelligence and machine learning strategies are created equal, but they are becoming critical for differentiation and survival."<sup>9</sup>

8. Forrester TEI survey: The ISV Business Case For Building SaaS on Amazon Web Services (AWS), 2021.

9. Gartner, Erick Brethenoux, VP Analyst, 2022.



## Step 3: Grow

**Don't stand still. Seize the opportunity to add new features and optimize operational best practices to create a culture of customer success.**

Now you're in the position to grow your success. With a SaaS product, rich cloud metrics and analytics bring you valuable customer insights helping you steer the product strategy. It's time to transform the organization for long-term growth and stability.

AWS can support you in the journey to great SaaS. With expertise on best practice, education from our Professional Services team, and programs and SaaS support networks.

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**85% of software businesses viewed SaaS delivery as a path to reach new markets, 80% saw it as a way to enter new verticals, and 78% thought SaaS products could aid expansion into new segments.<sup>10</sup>**

### Grow with AWS

- **AWS SaaS Factory** › has helped hundreds of customers build SaaS businesses on AWS.
- **AWS Marketplace** › helps software vendors to build, market, and sell their AWS offerings to millions of AWS customers and by providing valuable business, technical and marketing support.
- **AWS ISV Accelerate Program** › is a co-sell program for organizations that provide software solutions that run on or integrate with AWS.

Great SaaS organizations are continually reassessing their ability to provide a rich service experience, respond to customer needs, react to market trends, and put themselves in a position to be continually innovating.

10. Forrester TEI survey: The ISV Business Case For Building SaaS on Amazon Web Services (AWS), 2021.

# Critical success factors

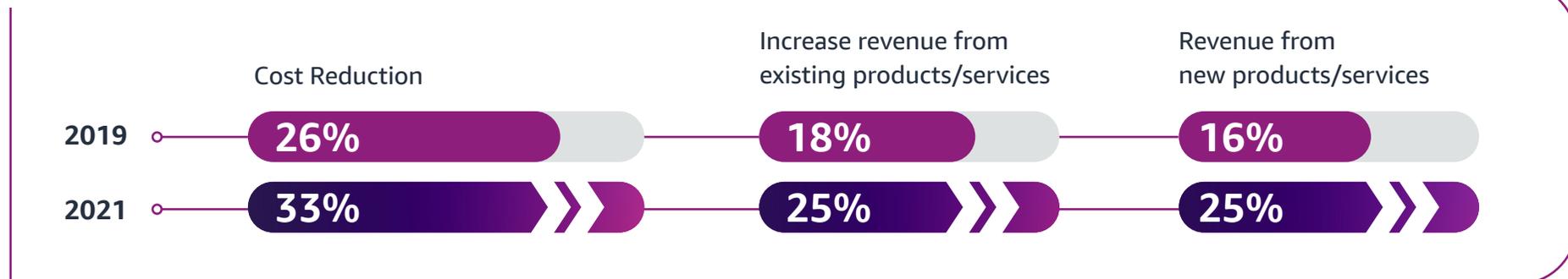
How do you measure the impact to check if it's going to plan? Here are a few key metrics to keep an eye on as the business transforms.

| Metric                    | Desired outcome  |
|---------------------------|--|
| Product development times | Faster time to market of product enhancements                                    |
| Product fixes             | Decrease in the number of product fixes  |
| Customer acquisition      | Increase in new sign ups to SaaS software option                                 |
| Customer recommendations  | Growth in referrals and recommendations, indicating a strong customer experience |
| Customer lifetime value   | Increase in retention, higher consumption, and new feature usage                 |



**81% of software businesses improved time to market for new applications with SaaS.<sup>11</sup>**

## Digital investments continue to deliver more and more value <sup>12</sup>



11. Forrester TEI survey: The ISV Business Case For Building SaaS on Amazon Web Services (AWS), 2021.

12. HBR, Delivering customer-focused innovation, 2022.



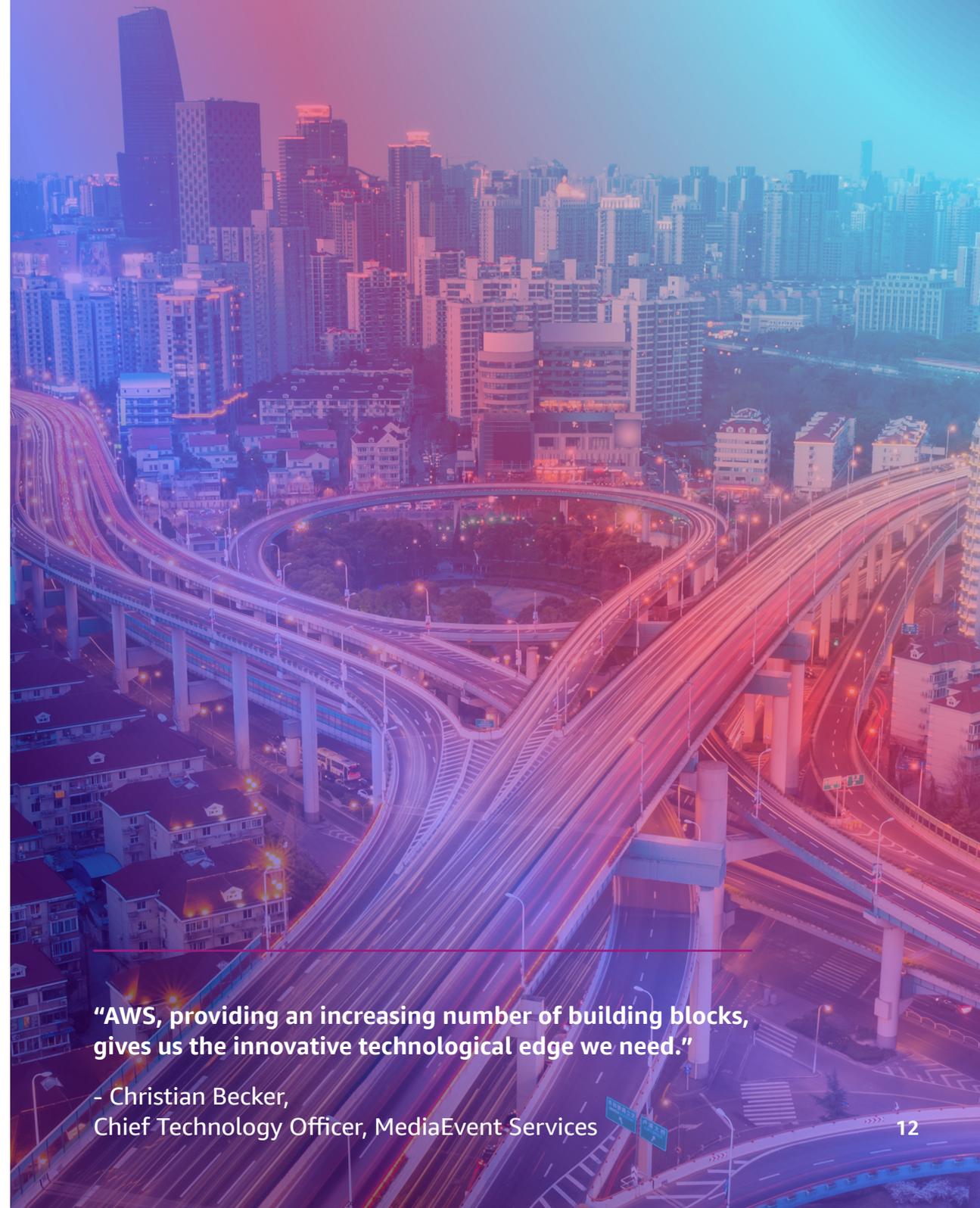
# How AWS supports your growth

As a product manager, your role focuses on innovation and delivering differentiated solutions that beat the competition.

At AWS, we're here to support you with:

- The tools and expertise to exceed customer requirements
- Support programs to upskill and transition to the cloud seamlessly
- Innovative, ready-to-use services like Machine Learning or AI enable low-risk experimentation and more revenue opportunities from the product lifecycle
- AWS Marketplace and AWS Partner Network (APN) programs to help you acquire customers, target new segments and enter markets

**Unleash product innovation and secure your market position with AWS. Our scale means continual investment in technology and programs that facilitate your success—now and in the future.**



**"AWS, providing an increasing number of building blocks, gives us the innovative technological edge we need."**

- Christian Becker,  
Chief Technology Officer, MediaEvent Services

# Discover how...

...working with AWS accelerates product roadmap plans.