



Steering the Shift of Software Innovation

How to embrace a Software-as-a-Service (SaaS) future with Amazon Web Services (AWS)



Explore endless possibilities for your software

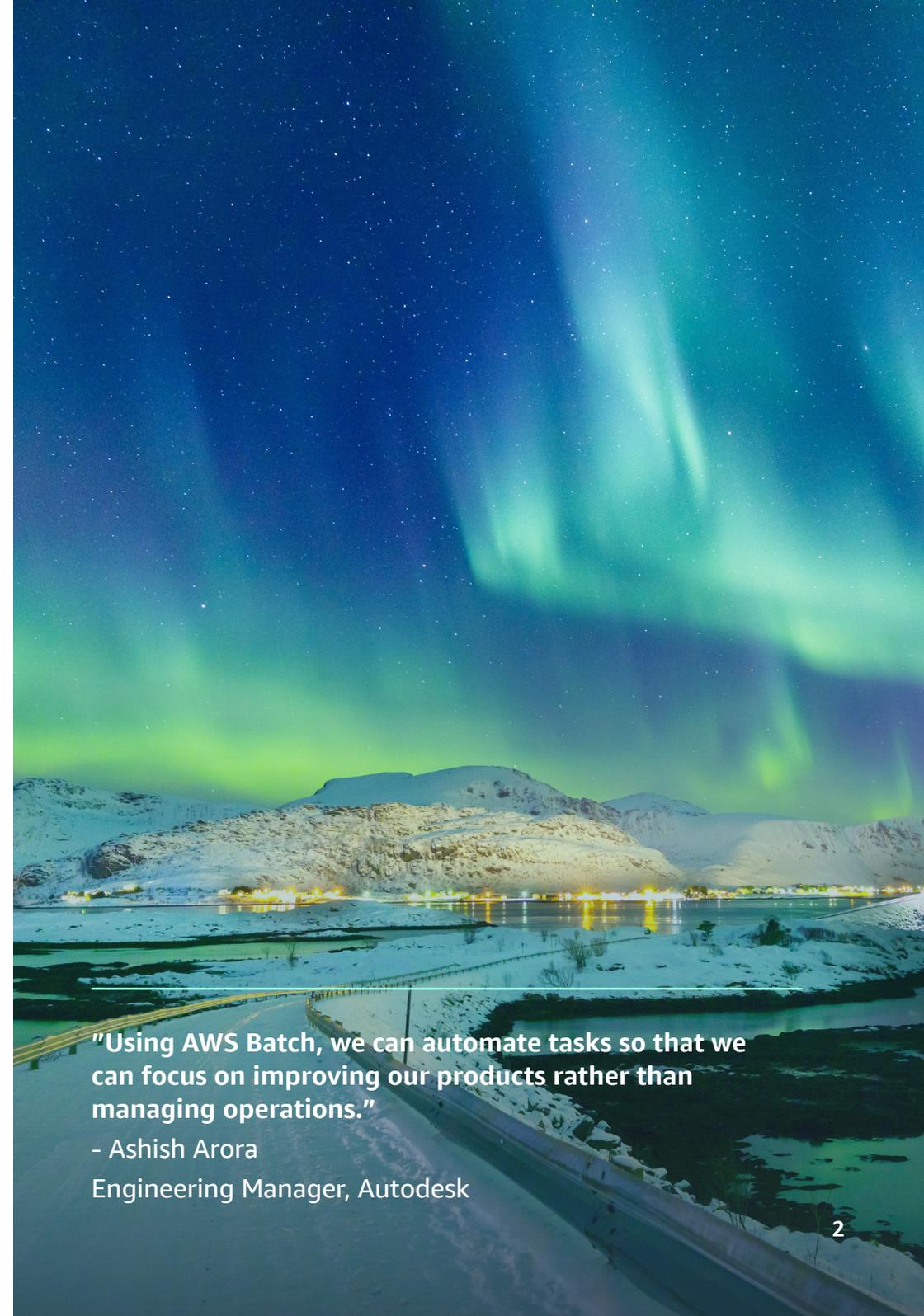
Keeping software up to date and ahead of evolving demands is fundamental to maintaining a competitive advantage. Embracing AWS Cloud allows your developers to innovate and deliver faster than with traditional on-premises solutions.

This eBook is for senior technical managers within software businesses who want to equip developers to go beyond current limits.

Your future starts here.

This eBook will share:

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"Using AWS Batch, we can automate tasks so that we can focus on improving our products rather than managing operations."

- Ashish Arora

Engineering Manager, Autodesk



The road to a cloud and SaaS future

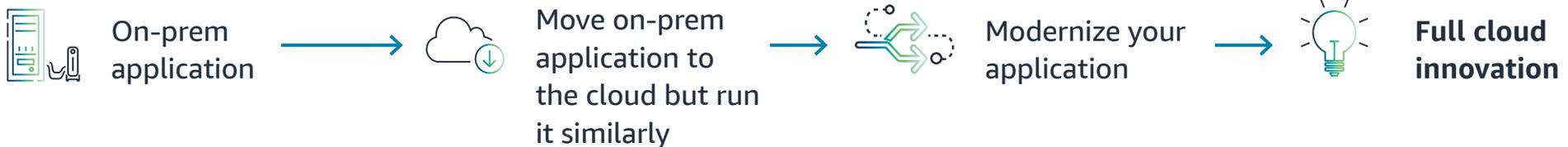
The software market is continually transforming, and the only constant is the growing dominance of the consumption-based model.

The benefits to end customers are significant. They gain increased predictability, flexibility, and control—as well as minimized costs and risks. A cloud-based consumption model also creates exciting new opportunities for software businesses. The cloud makes it quicker and easier for developers to innovate and accelerate time to market.

It increases security and makes incorporating new technology-enabled features such as Artificial Intelligence

(AI), Machine Learning (ML), voice transcription, and automation more accessible. The cloud enables developers to keep pace with customer demands and stay ahead of the competition. It offers new collaboration opportunities for software organizations, increases capabilities, and broadens reach. In addition, it provides access to a transformative network of potential relationships that would otherwise remain untapped.

Technical cloud journey



Business model journey





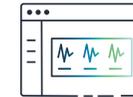
What this means for software developers

With 'as-a-Service' becoming the dominant IT-consumption model, software businesses with established on-premises offerings must plan their journey to a SaaS future.

Only a cloud-based approach will give developers the freedom and flexibility to get ahead of the innovation curve.

Executing this change is an evolving process. While maintaining operational efficiency and meeting customer demands is one consideration during the change, the requirement of developers with new architecture, operating systems, and approaches to APIs is another key consideration.

Having the proper support and expertise to make the transition successful is crucial. It requires commitment, energy, and careful planning.



61% of organizations worldwide are aggressively shifting their strategy to consumption-driven digital infrastructure spend.¹



80% of businesses plan to make all their systems SaaS by 2025.²

Four reasons why software businesses need to transition now:

1

More customers are demanding consumption-based models

2

The software market is increasingly competitive, and it is getting harder to differentiate

3

Management is demanding accelerated timelines for new releases

4

Many software businesses are experimenting on the cloud or have already transitioned

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

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



Opportunities for software development in the cloud

The big questions:

What advantages does the cloud offer in terms of deployment strategy?

How does the cloud and SaaS make our product more agile?

How does a cloud and SaaS partnership deliver the capabilities our customers want?

How does the cloud attract the best technical talent and empower our developers?



The cloud and SaaS opportunities:

Predefined cloud services accelerate time to market, drive efficiency, and increase resilience when compared to on-premises platforms.

Cloud combined with a SaaS business model lets you be truly transformative. It's quicker and easier to iterate and make improvements with immediate results.

Working with a partner enhances your technical proposition and delivers on product roadmap commitments.

The cloud helps you to exceed customer and peer expectations, building your reputation as an innovative software provider.

Automation simplifies provisioning, reduces deployment time, and enables standardization of offerings.

Working on the cloud reduces time spent on fixing server and infrastructure issues, giving you the ability to focus on delivering your product roadmap.

Expert SaaS and cloud partners take the pressure off by supporting with day-to-day tasks, freeing up time for your developers to work on new features and capabilities.

The cloud is resilient and easier to maintain. It declutters the to-do list enabling your developers to experiment at velocity to guarantee continual innovation.



Why AWS Cloud for your SaaS success

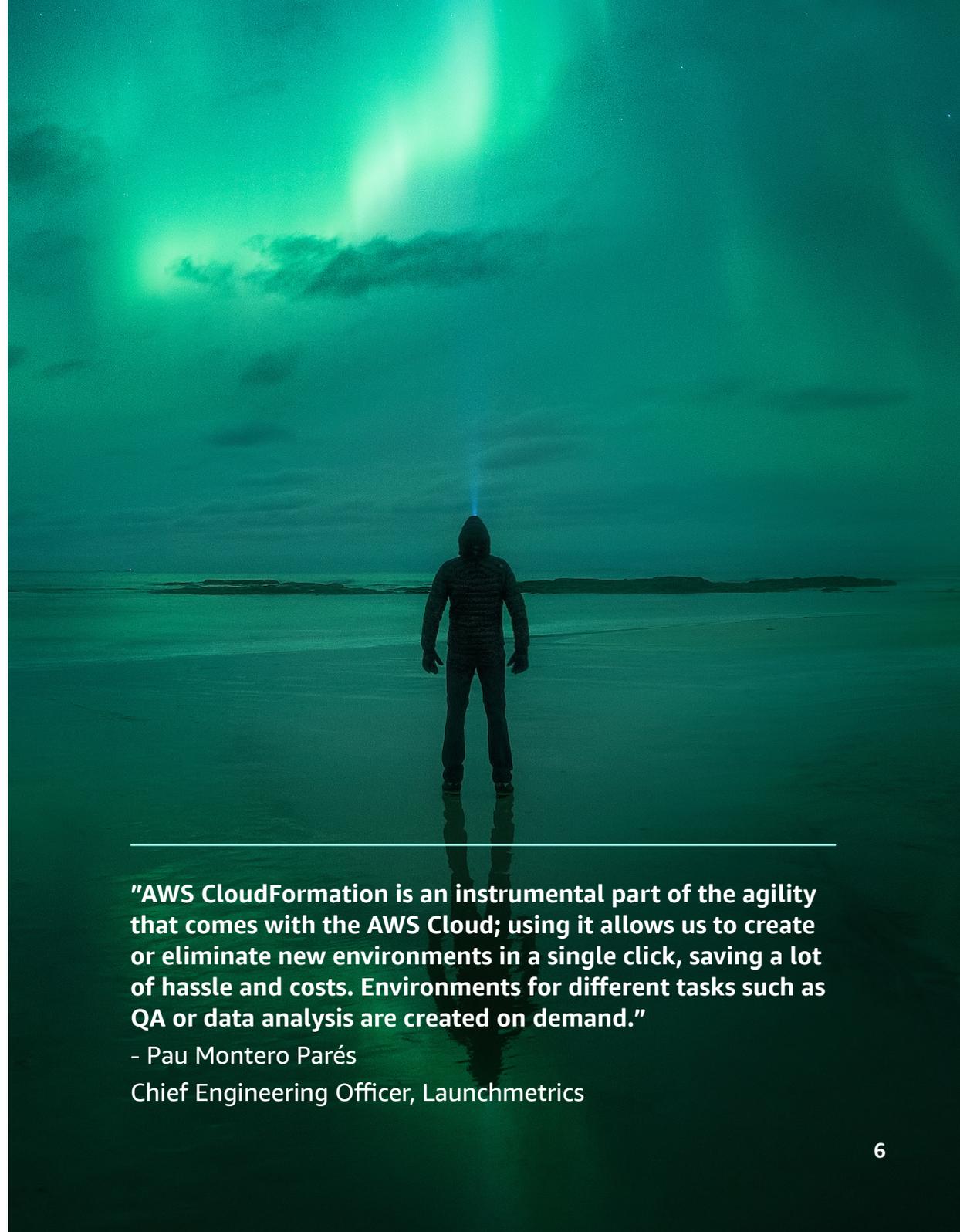
Our extensive experience, expertise, and support programs advance SaaS offerings.

There's no need to manage the SaaS transition on your own. Think of AWS as an extension of your external R&D team. We offer predefined services and modular apps that drive optimum development efficiency.



More than 50% of European software businesses say they collaborate with other providers.³

3. IDC, The European ISV Landscape, 2020.



"AWS CloudFormation is an instrumental part of the agility that comes with the AWS Cloud; using it allows us to create or eliminate new environments in a single click, saving a lot of hassle and costs. Environments for different tasks such as QA or data analysis are created on demand."

- Pau Montero Parés

Chief Engineering Officer, Launchmetrics



3 simple steps for a successful transition to AWS Cloud—and beyond

Whether it is lifting and shifting to the cloud, or transforming your solution into a modern SaaS service, AWS can support you in any phase of your journey.

- 1. Explore** For software businesses that are beginning to experiment on the cloud, considering AWS Cloud, or want to understand the implications and benefits of SaaS.
- 2. Evolve** For software businesses that are partly on the cloud and want to accelerate or complete the transition.
- 3. Grow** For software businesses that have embraced the cloud and want to add more functionality and maximize opportunities.





Step 1: Explore

While most software businesses acknowledge the need to migrate and are exploring the benefits of AWS Cloud, planning your modernization strategy can be challenging if you don't know where to start.

Essential factors every software business needs to address:

A factor to consider is how building something new on the cloud will fit and impact your current architecture—especially if you are still seeing success with your on-premises solution.

Rather than an instant replacement, the cloud is a mechanism to advance your current solution, allowing you to work towards a SaaS future.

When it comes to cloud security, there are several services, tools, and resources available to protect, use, and share your data. Being on the cloud will allow you to still create and manage your data, control how to use it, determine who has access, and how it is encrypted.



94% of businesses claim to see an improvement in security after moving to the cloud.⁴



How AWS solves your concerns

If your business is starting to explore what the cloud or a SaaS can do, then there are solutions that can help identify the best path.

AWS Well-Architected Review ›

By answering a few foundational questions, learn how well your architecture aligns with cloud best practices and gain guidance for making improvements.

AWS SaaS Lab ›

Accelerate the build of new products, migrate single-tenant environments, or optimize existing SaaS offerings on AWS through ready to use resources and tools.

4. Salesforce, 12 Benefits of Cloud Computing.



Step 2: Evolve

If you've already started your cloud and SaaS journey, you need to consider evolving your operational footprint.

Essential factors every software business needs to address:

The cloud and SaaS touches every dimension of how you build, sell, manage, support, and run your solution. Some fundamental concepts include how customers are onboarded, how they are billed, how operations support multiple tenants, and how to deal with spiky tenant workloads. The transition requires rethinking organizational culture, interdepartmental communications, and key performance indicators (KPI).

As-a-Service models must be resilient and geared toward innovation to meet changing customer needs and shifting industry trends. There are additional considerations surrounding the matrix of customer tiers and pricing models. Both technology and operations teams must be flexible to promote scalable, rapid business growth.

Evolution to a SaaS future requires learning the best-practices and acquiring support to provide your team with a smooth transition into a true DevOps model.



84% of software businesses that made the transition from on-premises software to SaaS realized cost savings related to application maintenance.⁵

How AWS solves your concerns

AWS' culture of innovation and cloud services are the perfect match for your move to SaaS.

AWS Migration Acceleration Program (MAP) ›

A comprehensive cloud migration program based on our experience of migrating thousands of enterprise customers to the cloud.

AWS Training and Certification ›

Prepare your organization with free training courses building your team's knowledge on existing IT skills and improving cloud fluency.

AWS TechShift ›

Utilize resources dedicated to helping software businesses quicken the transition to cloud.

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



Step 3: Grow

As a SaaS provider, you should never get too comfortable with where you are now—or stop growing.

Essential factors every software business needs to address:

Successful software organizations continually challenge all business dimensions, looking for opportunities to achieve greater operational efficiency, higher agility, and tighter customer feedback cycles. The quest for continual improvement differentiates their offering and accelerates the innovation engine.

Operating on the cloud can shorten product cycles, reduce operational costs,

and enable easy experimentation to test potential new features and functionalities. This includes capabilities in the Internet of Things (IoT), data lakes, Artificial Intelligence (AI), Machine Learning (ML), and image recognition.

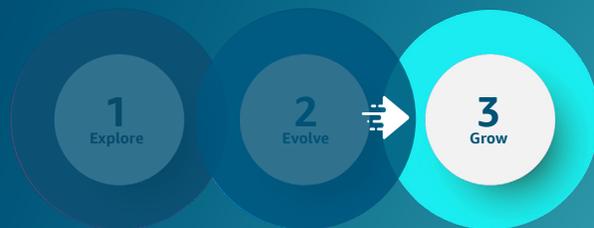
Above all, the most significant opportunities amplify your technology environment and operational footprint to quickly accommodate emerging needs.



"We didn't want to just innovate but disrupt the market by offering something niche."

- Freshworks

[Read the success story](#)



How AWS solves your concerns

Working alongside AWS supports you to extend competencies without restricting agility.

AWS Partner Network ›

A global community of partners that leverages programs, expertise, and resources to build, market, and sell your software solutions.

AWS Digital Innovation Program ›

Introduces software businesses to Amazon's customer-centric approach to innovation, helping you to solve mission-critical problems.

AWS ISV Workload Migration Program ›

Leverage funding, technical enablement, and go-to-market support to rapidly migrate customers to your SaaS offering.



What success looks like on the cloud

Taking advantage of AWS' services and support can enable you to improve performance across a range of operational and business metrics. Here are some of the KPIs you can expect to improve as you progress along your journey with AWS Cloud.

| KPI | Impact from cloud usage |
|--------------------------------------|---|
| Delivery against roadmap | Increased number of new deliveries ticked off the to-do list on time |
| Release timescales | Reduced turnaround time for new releases/features to reach market |
| Number of failures/security breaches | Reduction in number and length of outages/breaches |
| Operational efficiency | Increased productivity per full-time equivalent (FTE), reduction in maintenance costs |
| Time to fix customer issues | Reduction in time to resolve ticket requests |



81% of software businesses improved time to market for new applications.⁶



One survey of IT professionals found that IT costs could drop by up to 50% by implementing cloud apps and infrastructure.⁷

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

7. OpsRamp, Five trends reveal the emergence of cloud-first enterprises report, 2017.



How AWS steers the shift of software innovation

Our focus on innovation keeps you ahead of the competition, giving your developers the ability to innovate and enhance your offerings—with speed and excellence.

Benefit from high-level managed services that support your transition into an optimized DevOps model. Reduce infrastructure complexity and give yourself the time to focus on differentiating technology.

Our extensive experience, expertise, and support programs help you to embrace a SaaS future. AWS supports organizations by empowering scalability and continually investing in technology.

It's how software businesses can go beyond limits.

"AWS knows our business, identifies where we need help, and makes meaningful suggestions for improvements"

- Brian Wehrle

Software Architect, Miro

Learn more about AWS...

...and how we can support your software developers to go beyond limits. The time is now.