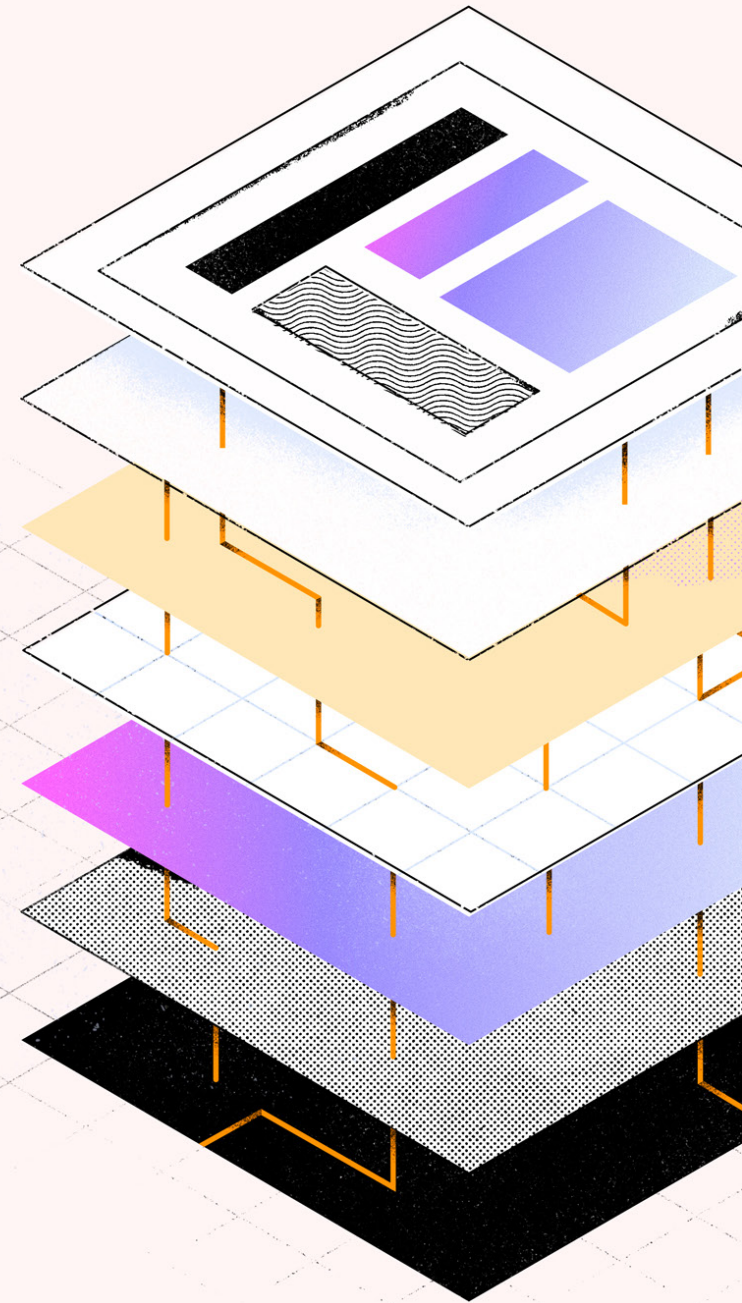




EBOOK

Scale your generative AI strategies

Four ways AWS has helped software leaders gain share and grow



INTRODUCTION

We are with you every step of your generative AI journey

Software leaders who are successfully using generative AI will tell you they aren't doing it alone. AWS has been working with its independent software vendor customers to help them adopt and use generative AI to transform their business and reimagine their products and customer experiences. Together, we are navigating the rapidly changing landscape and turning ideas into solutions that deliver real business impact, so you can realize the full value of generative AI on AWS.

This ebook covers four ways AWS has helped software leaders scale their generative AI offerings for maximum benefit, helping them:

1. Capitalize on new generative AI innovations 3
2. Reach new customers with generative AI offerings 4
3. Accelerate adoption by streamlining procurement 5
4. Expand into new markets 6

The business value of AWS for independent software vendors

17% 
lower cost per transactionⁱ

32% 
higher developer productivityⁱ

15% 
lower cost of customer acquisitionⁱ

22% 
decrease in the frequency of security incidentsⁱ

16% 
decrease in the time required to develop new product featuresⁱ

1. Capitalize on new innovations

The one constant about generative AI is that it is always changing. New models, algorithms, and tools are being introduced almost daily, and the open, scalable architecture of AWS makes sure you can adopt any innovations that will support your ongoing growth and maximize your profitability. With services like Bedrock and tools like Amazon Q, you can quickly try and implement new inventions to keep evolving and adapting your implementations to better meet your objectives. Software leaders will tell you it is important to try capabilities as they emerge to see if they can help you scale or improve your generative AI economics.

For example, companies successfully using generative AI, like Adobe, Poolside, Databricks, and Qualcomm, were open to testing the latest chip—Tranium2— built by AWS for AI training and inference to see if it could enhance their operations. Poolside expects to save 40% over alternative options; Databricks believes they will be able to lower their TCO for our joint customers by up to 30%; and Apple shared, based on early experience with Tranium2, they expect to gain up to 50% improvement in efficiency and pre-training.ⁱⁱ

AWS is continuously innovating to rapidly deliver new capabilities and services to meet the needs of customer demands. Just at re:Invent, product innovations were announced that will drive significant improvements in the cost, performance, and functionality of generative AI, including:

- P6 family of instances
- Amazon S3 Tables and Metadata Bedrock Model Distillation, Guardrails, Automated Reasoning checks, and multi-agent collaboration support
- Amazon Aurora DSQL
- Amazon Q Developer advancements
- Amazon Q Business capabilities
- Amazon SageMaker Lakehouse
- The general availability of Tranium2
- Development of Tranium3

An archive of announcements can be found here:

<https://aws.amazon.com/about-aws/whats-new/2024/>

2. Reach new customers

Leading software companies use [AWS Marketplace](#) to gain access to millions of customers globally. By using AWS Marketplace as part of your sales strategy, you can reach and be reached by more customers.

Go-to market support through the AWS Partner Network, which includes more than 130,000 partners in over 150 countries, further enhances visibility. In addition, software and technology companies also benefit from SaaS co-sell resources and incentives, which are available to companies that provide software solutions that run on or integrate with AWS and sell through the AWS Marketplace. To learn more about the AWS ISV Accelerate co-selling program, visit:

<https://aws.amazon.com/partners/programs/isv-accelerate/>

\$1billion

was transacted by public sector customers alone in AWS Marketplace in 2024.

>95%

of AWS' top 1000 customers had at least one active subscription on the AWS Marketplace in 2024.

Forrester found partners using AWS Marketplace realize incredible gains, including:

235%

return on investment

50%

faster deal closures

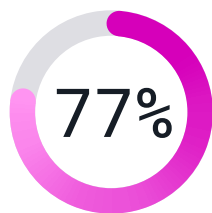
4-5x

richer deal sizes

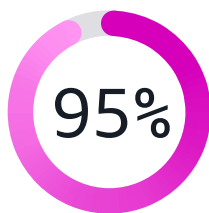
3. Accelerate customer adoption by streamlining procurement

AWS Marketplace streamlines procurement for customers. Standardized contracts, as well as flexible payment, software testing, and pay-as-you go options simplify the process of discovering and purchasing SaaS products, helping your company reduce time to market, and your customers reduce time to value. Buy with AWS makes the AWS Marketplace accessible from your website, so you can offer all the features customers appreciate from AWS to reduce any buying friction.

For instance, Databricks has already embedded the Buy with AWS button on their website as a payment method right from within the customer workspace, so customers can take advantage of in-app upgrades and receive a streamlined experience.ⁱⁱⁱ



Reduction in time to market is realized by software companies leveraging AWS Partner Network programs and resources



Reduction in time to value for customers when companies leverage AWS Partner Network programs and resources



4. Enter new markets

Sometimes the best way for leading North America software companies to grow is to take their offerings to new markets. Expansion, however, takes more than a local sales team—it requires an international expansion strategy that ensures you know exactly who you are targeting with what offerings and have the technology infrastructure you need to deliver. It also necessitates security and compliance strategies that help you meet the regulatory demands of the country or region you are entering. Through the AWS Global Passport program, you can leverage AWS expertise to help you strategically develop and implement your growth strategy, ensure technical readiness, and identify and close compliance gaps, as well as develop pipeline harnessing various AWS channels.



Learn more about
AWS Global Passport

When Braze wanted to expand into Australia, they leveraged the AWS Global Passport program to help them prepare to meet the technical and compliance requirements for this new region, as well as develop a joint go-to-market launch plan that included building pipeline with a number of AWS Partner Organizations already in market.^{iv}

Verint found expanding their generative AI products globally came with some unique challenges. There are new and emerging regulations to consider, API latencies to contend with, and different quota and pricing strategies to develop. In addition, generative AI model availability can differ by region, and adding a language to a generative AI product may require switching the large language model (LLM). AWS helped them ease expansion and save costs by reviewing expansion plans and testing with them up front. AWS also worked with model providers on Amazon Bedrock to validate language support in regions, helped evaluate Bedrock model latency across regions, implemented Bedrock best practices, and reviewed Bedrock model usage to help Braze determine when to use a flat fee or pay as you go model to save them money per region.^v

Devo used Global Passport to help them understand, establish, and meet the controls needed in new regions. They were able to identify gaps and determine the effort and investment needed to be compliant. They were also able to assure leadership they had the ability to scale their technology to meet future challenges.^{vi}

To access the AWS Global Passport:

1. Communicate your interest to your account manager.
2. Review case studies and one page summary outlining the program and its requirements.
3. Assuming you meet the criteria, schedule a workshop.

NOMINATION CRITERIA

Revenue
threshold

Executive
sponsorship

Success in
home market

Maturity
stage

Existing customers
in a new target
market

Listed on
AWS Marketplace



AWS helps you harness the potential of generative AI

With enterprise-grade security and privacy, access to leading FMs, and a broad array of services, tools and applications, AWS makes it easy to adopt, build, and scale generative AI to meet the needs of your use cases and customers. Please reach out for more information on how we can support you in your generative AI journey and create differential value.

Visit our website →

for more resources dedicated to software and technology businesses

Get in touch →

with our experts to help you begin or accelerate your generative AI journey

- i. Source: An AWS Cloud Economics Center survey of 100 ISV IT and business decision makers in the US (Source: GLG Study) <https://pages.awscloud.com/rs/112-TZM-766/images/The%20Business%20Value%20of%20Amazon%20Web%20Services%20%28AWS%29%20for%20Independent%20Software%20Vendors%20%28ISVs%29.pdf#:~:text=In%20September%202022%2C%20AWS%20engaged%20GLG%20to,value%20of%20AWS%20cloud%20services%20to%20ISVs.>
- ii. Source: AWS re:Invent 2024 CEO Keynote with Matt Garman, <https://www.youtube.com/watch?v=LY7m5LQliAo>
- iii. Source: AWS re:Invent 2024 Partner Keynote with Dr. Ruba Borno, <https://www.youtube.com/watch?v=IQtJ-VixZ9Q>
- iv. Source: presentation “Braze and AWS: Passport to Australia,” by Jamie Doheny, VP Technology Services and Chief of Staff, Engineering at Braze, at re:Invent session, “SEG205 AWS Global Passport you passport to international growth”.
- v. Source: presentation “Technical Readiness at Verint,” by Ian Beaver, PhD, Chief Data Scientist at Verint, at re:Invent session, “SEG205 AWS Global Passport you passport to international growth”.
- vi. Source: presentation “Helping enable compliance outcomes for Devo,” by Kayla Williams, CISO at Devo, at re:Invent session, “SEG205 AWS Global Passport you passport to international growth”.