



# Process and Profitability with AWS Cloud the Opportunity process

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Partner Success Manager, Amazon Web Services

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APAC Business Development, Amazon Web Services

# Cloud—who makes the money?

68%

of senior finance executives agree that a move to the cloud, or at least a hybrid solution is inevitable

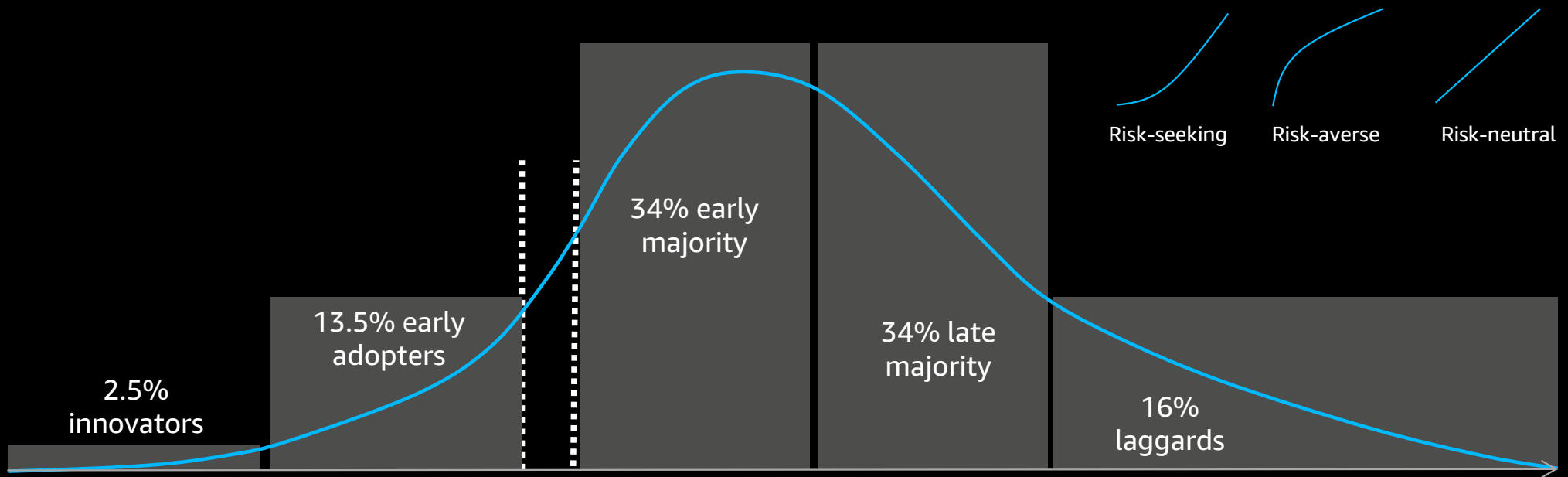
Source: FSN The Future of the Finance Function Survey 2016

Cloud spend growing > 6 times the rate of IT spend to 2020<sup>1</sup> (IDC)  
IaaS cloud market growing 36.8% p.a. to \$34.6 B in 2017 (Gartner<sup>2</sup>)  
Revenue split between partners and cloud providers—80:20? 90:10?

1. IDC 2016: The Salesforce Economy: Enabling 1.9 Million New Jobs and \$389 Billion in New Revenue Over the Next Five Years

2. Gartner 2016: Forecast Analysis: Public Cloud Services, Worldwide, 4Q16 Update"

# What if... we cross the chasm?



Geoffrey Moore's "Crossing the Chasm" 1991

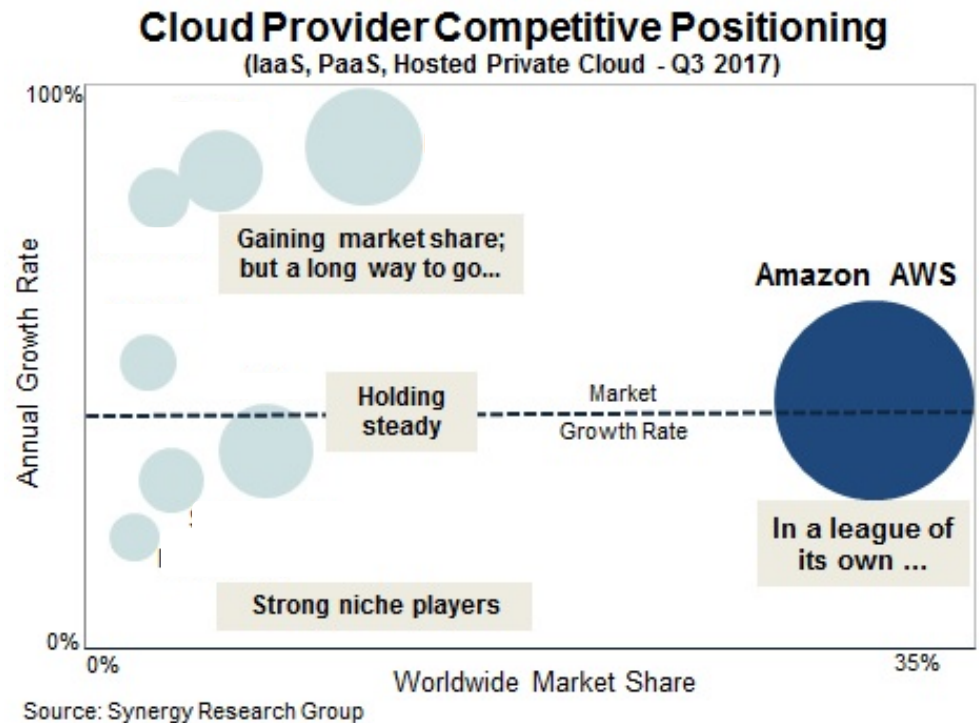


# The AWS Difference

# AWS "In a League of Its Own" in Synergy Research Group's Cloud Provider Competitive Positioning\*

*"Other vendors are growing their revenues .. but the reality is that in this market Amazon remains bigger than its next five largest competitors combined."*

*"While we forecast 40% growth in the total market for 2017, there's still something a little shocking about seeing a business unit the size of AWS consistently growing its revenues by over 40%."*



\*SOURCE: "Cloud Market Keeps Growing at Over 40%; Amazon Still Increases its Share", by John Dinsdale, a Chief Analyst and Research Director. October 2017

Synergy provides quarterly market tracking and segmentation data on IT and Cloud related markets, including vendor revenues by segment and by region. Market shares and forecasts are provided via Synergy's uniquely designed online database tool, which enables easy access to complex data sets. Synergy's CustomView™ takes this research capability one step further, enabling our clients to receive on-going quantitative market research that matches their internal, executive view of the market segments they compete in.

# What sets AWS apart?



Security

Fine-grained control



Service Breadth & Depth;  
pace of innovation

100+ services to support any cloud workload; rapid customer driven releases



Global Footprint

High Availability across DCs and synchronous replication  
54 Availability Zones within 18 geographic Regions and 1 Local Region



Machine Learning

Integrated in AWS.  
Machine learning in the hands of every developer and data scientist.



Ecosystem

Thousands of partners; 4,200+ Marketplace products from 4,200 software listings from more than 1,280



Experience: 1M+ customers

ISVs  
Building and managing cloud since 2006



Enterprise leader

AWS positioned as a Leader in the Gartner Magic Quadrant for Cloud Infrastructure as a Service, Worldwide\*

# AWS Differentiators for popular workloads

## SAP Workloads



*Highest number of instances certified* for HANA (60 GB to 4 TB). *Largest scale out configuration certified* by SAP today – 50 TB.

## MS Workloads



*First cloud platform* to offer Windows Server instances in 2008. Support for *latest to legacy 32 bit app on Windows Server 2003*

## Data Lake



*Infinite storage in S3, fine grained security, increased operational efficiency: with versioning, object lifecycle management etc*

## Database



*Broadest range of databases* and the *largest adoption* - support analytical, operational, and transactional workloads.

## ML/ AI



*Support for wide variety of ML frameworks*  
P3 instances provide *6X better performance* than any other GPU-based instances in the market today.

# Singapore's Land Transport Authority (LTA) Delivers Cheaper, Faster, and Secure Citizen Services with AWS

## Challenge

With over 2.2 million daily riders, LTA wanted to respond quickly to island-wide commuter feedback from multiple data touchpoints

## Why AWS

- Stronger disaster recovery capabilities with 2 Availability Zones in Singapore (as compared to the other vendor who had 1 datacenter in Singapore)
- Cheaper TCO with AWS
- AWS complied with all of the ICT security requirements

## Benefits

- Quick roll-out time from AWS along with stringent tendering process
- 60% cost saving as compared to an on-premises setup
- Improved the number of API calls six-fold over their on-premises solution - to 600 million API calls daily

“ Our experience with AWS can be summed up with 3 words: **faster, cheaper & better**. We tried 2 cloud service providers, and it became very obvious to us that AWS was a stronger service provider. **It was much more cost effective, roll-out time was much faster, and we did not have to worry about disaster recovery anymore.**

Rosina Howe, Chief Information Officer, LTA

”



Company:	Land Transport Authority
Industry:	Government
Country:	Singapore
Employees:	1000-9999
Website:	<a href="http://www.lta.gov.sg/">http://www.lta.gov.sg/</a>
Date of deal:	October 2016
Vendors considered:	Azure

## About Land Transport Authority

The Land Transport Authority (LTA) is a statutory board under the Ministry of Transport, which spearheads land transport developments in Singapore. Efforts include planning, designing, building and maintaining Singapore's land transport infrastructure and systems.





# How our partners differentiate and be profitable

# G-AsiaPacific Sdn Bhd (Malaysia)

- Founded in Oct-2008.
- AWS Advanced Consulting Partner.
- 1<sup>st</sup> AWS Channel Reseller in Malaysia.
- 2018 Financial Times's FT1000 High-Growth Companies APAC (Ranked 267 out of 1000).
- 2016 Deloitte's 500 Fastest Growing Technology Company in APAC.
- 2016 Red Herring Top 100 Global recipient.
- Journey with AWS: **Migration > Optimise > Managed Service > Automation.**

“

**We've managed to increase customers' annual retention rate to 98% due to stickiness of AWS technology. As Trusted Advisor, we focus on creating value for our customers (Not merely pushing on cloud technology).**

*-- Mark Goh,  
Founder & CEO, G-AsiaPacific*



# Crayon Data - Technology Partner

- Born in the cloud partner
- Company started in May 2012
- Joined APN Jul 2014
- Went GA with AWS in early 2016
- Has notched up an impressive set of clients over USA, UK, India, Middle East, Singapore and Indonesia
- In 2018, Crayon aims to triple its revenue and onboard a significant number of customers across Australia, ASEAN, India, MEA and the US
- **AWS Services: EC2, S3, RDS, Elastic Load Balancing, CloudFront, CloudWatch, and other marketplace services**

“

*Crayon Data is working with the top tier 1 enterprises globally, handling customer sensitive data. By using AWS' full suite of cloud services, Crayon is able to deploy its solution in a scalable and reliable manner, at a low cost. We have been 100% AWS for 5 years and are excited to expand our partnership in the next 12-18 months*

”

- **Suresh Shankar, Chairman**



# True IDC (Thailand)

- Thailand Tier 3 certified Data Center provider
- Joined AWS Partner since 2015.
- The 1<sup>st</sup> AWS **Channel Reseller** in Thailand.
- AWS **Consulting Partner**.
- AWS Advanced Technology Partner : **Direct Connect Solution**
- AWS **Marketplace Reseller**
- AWS **Training Reseller**

“

**"The most reliable way to predict the future is to secure it"**

Our goal is to be the trusted business partner to deliver success to our customers

*-- Supparat Sivapetchranat Singhara  
Na Ayutthaya*

*General Manager/Chief Technology and  
Operations officer*

”



# DailiTech

- Found in April 2011
- Born-in-the-cloud Company
- 1<sup>st</sup> Advanced Consulting Partner in Thailand
- Has broad and deep knowledge in almost AWS services
- Engage customers through out the entire cloud adoption journey
  - Migration / Optimization
  - DevOps
  - Big Data / Analytics
  - AI / ML

“ Building a solution on AWS is like building a house. We want to make sure that customer’s house is strong, easy to maintain, and safe.

-- Vit Niennattrakul, Ph.D.,  
MD, DailiTech

”



# APN Partner Journey

# APN Partner Ecosystem



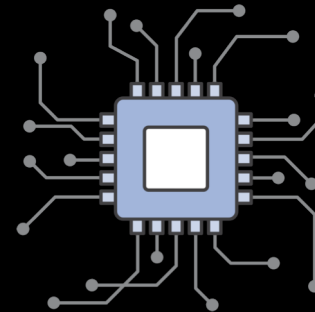
## Consulting partners

IT consulting

System integration

Application development

Managed services



## Technology partners

Software

Operating systems

Databases

Hardware

# APN Program Tiers



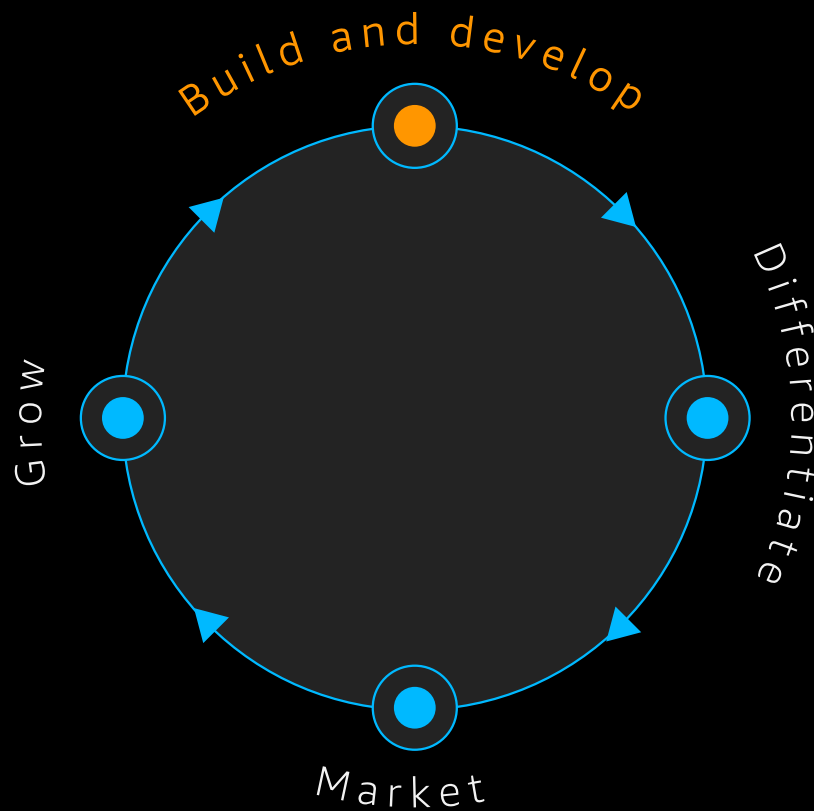
Standard

Advanced

Premier



# Your APN Journey Begins Here



## Key actions

- Build and develop a business plan
- Gain access to Partner Central
- Get trained and certified on AWS

# AWS Training and Certification Offerings

## APN training

### eLearning accreditations

AWS Business Professional  
AWS Technical Professional  
AWS TCO and Cloud Economics

### Solution training for partners (ILT and e-Learning)

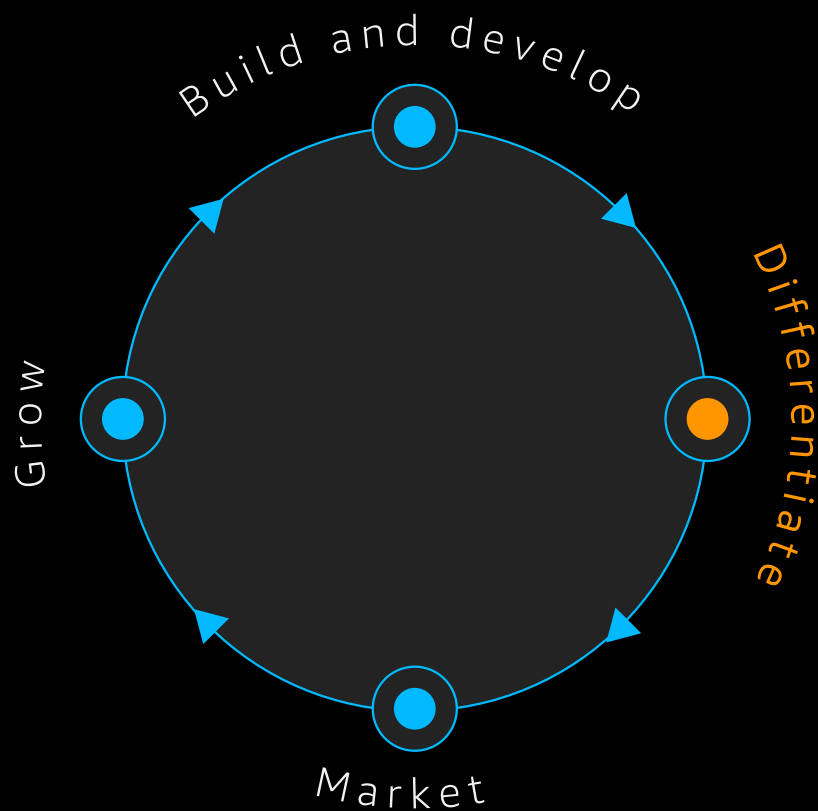
Foundations  
Big Data and Analytics  
AWS for Windows (Sales and Technical Offerings)

## AWS certification



Learn more: <https://aws.amazon.com/partners/training/>

# Differentiate Your Business



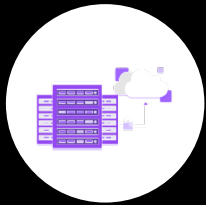
The APN Program offers trusted differentiating programs that help showcase your validated AWS expertise

## Key actions

Based on your business plan, identify an APN Program that's right for your business and develop a plan to meet program requirements

# aws service delivery

## COMPUTE



AWS Server Migration Service

## DATABASE



Amazon Aurora



AWS DMS



Amazon DynamoDB



Amazon RDS PostgreSQL



Amazon Redshift

## CONTENT DELIVERY



Amazon CloudFront

# aws service delivery

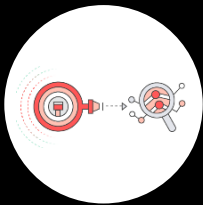
## ANALYTICS SERVICES



Amazon EMR



Amazon Redshift



Amazon Kinesis



Amazon Machine Learning

## SECURITY

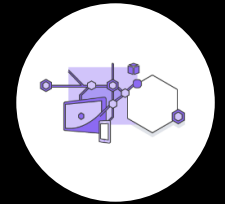


AWS WAF

## SERVERLESS COMPUTING



AWS Lambda



Amazon API Gateway



Amazon DynamoDB

# aws service delivery

## MANAGEMENT TOOLS



AWS CloudFormation



AWS CloudTrail



AWS Service Catalog



AWS Config



Amazon EC2  
Systems Manager

# aws competency

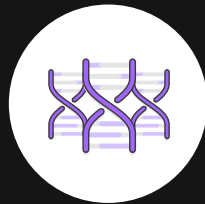
## INDUSTRY



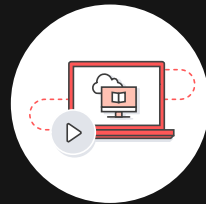
Education



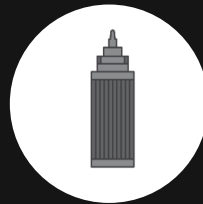
Marketing &  
Commerce



Life  
Sciences



Digital  
Media



Financial  
Services

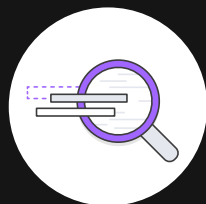


Healthcare

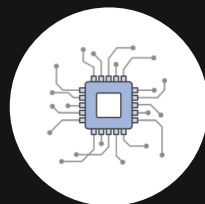


Government

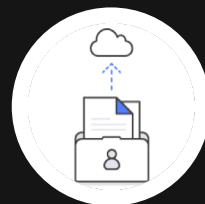
## SOLUTION



Big Data



IoT



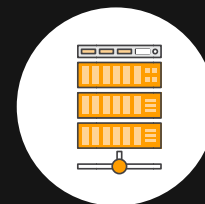
Migration



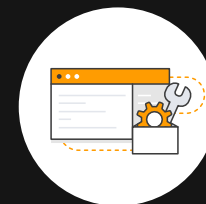
Mobile



Security



Storage

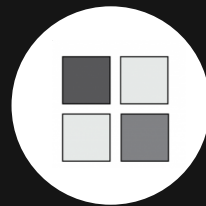


DevOps

**WORKLOAD**



Oracle



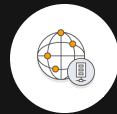
Microsoft Workloads



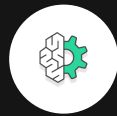
SAP



# aws competency



AWS Networking Competency (T)



AWS Machine Learning  
Competency (T)

# SaaS Competency



Designed to highlight APN Partners who have demonstrated technical proficiency and proven customer success in specialized solution areas.

Partners who deliver applications via Software-as-a-Service (SaaS) enable users to utilise their software solution over the internet. APN Technology Partners who develop SaaS solutions and utilize a SaaS-based software licensing and delivery model are encouraged to apply for the Program.



The screenshot displays the AWS Partner Solutions Finder interface. At the top, the title "AWS Partner Solutions Finder" is visible. Below it is a search bar containing the text "SaaS" and a search icon. The page shows "Search Results" for "SaaS" with filters for "All Industries" and "SaaS | X". It indicates "1 - 10 of 13 Results" and "Results per page: 10". Four partner cards are displayed, each with a "Connect" button:

- Veritone, Inc.**: Advanced | Technology Partner. Description: "Veritone, Inc. is a leading artificial intelligence company." Links: Solutions (1) | Case Studies (0) | Locations (1) | Learn More >
- Anodot**: Advanced | Technology Partner. Description: "Anodot is an Artificial Intelligence analytics solution that discovers business incidents in real time." Links: Solutions (1) | Case Studies (8) | Locations (1) | Learn More >
- Narrative Science**: Advanced | Technology Partner. Description: "Narrative Science humanizes data with technology that interprets data and transforms it into Intelligent Narratives at unlimited scale." Links: Solutions (1) | Case Studies (0) | Locations (1) | Learn More >
- SigOpt**: Advanced | Technology Partner. Description: "Optimization-as-a-Service to tune ML and AI configuration parameters with a simple API via an ensemble of optimization algorithms." Links: Solutions (1) | Case Studies (0) | Locations (1) | Learn More >

<https://aws.amazon.com/partners/saas/>

# SaaS Program

## Benefits

## Stage

## Global Eligibility

Market Development Funding  
Access to Sales Alignment Initiatives  
Investment in Lead Generation Campaigns

Grow

Technology Advanced Tier

Access to Product Development Funding  
SaaS Specific Reference Architectures  
AWS Training & Certification

Build

Technology Standard Tier +

APN Technology Partner SaaS Community  
Specialized Technical Content  
Technical and Business Office Hours

Collaborate

Technology Registered Tier +

**Speak to your Partner Development Representative**

# SaaS QuickStart

The screenshot shows the AWS QuickStart console for the 'SaaS Identity and Isolation with Amazon Cognito' template. The page header includes the AWS logo, navigation links (Menu, Contact Sales, Products, Solutions, Pricing, Getting Started, More), language (English), account (My Account), and a 'Sign In to the Console' button. The main content area has a green header with the title 'SaaS Identity and Isolation with Amazon Cognito' and the subtitle 'Architecture and strategies for a robust SaaS identity and isolation model on AWS'. A yellow button offers to 'Deploy on AWS into a new VPC (or deploy into an existing VPC)', and a 'View guide' link is also present.

The architecture diagram illustrates a multi-availability zone VPC (Virtual Private Cloud) setup. It features an Amazon API Gateway at the top, which connects to an Amazon S3 application bucket and an AWS Lambda custom authorizer. The VPC contains two public subnets, each with an Elastic IP (public route) and a NAT gateway. An Internet gateway connects these public subnets to the API Gateway. The private subnets are divided into two Availability Zones (Availability Zone 1 and Availability Zone 2). Each zone contains an Amazon ECS host, an Amazon EC2 instance (Node.js), and an Amazon ECS service. An Application Load Balancer is positioned between the public and private subnets, routing traffic to the ECS services. An Auto Scaling group is also shown, managing the ECS hosts. The VPC is identified as 'Virtual private cloud 10.0.0.0/16' and is located in an 'AWS Region'.

Services used in the architecture include:

- Amazon SNS
- Amazon Cognito
- Amazon DynamoDB
- IAM
- Amazon CloudWatch

This Quick Start implements a high availability solution for identity and isolation in multi-tenant software as a service (SaaS) environments, using Amazon Cognito as the identity provider.

The Quick Start provides a lightweight SaaS order management system that illustrates different aspects of identity and isolation, spanning the roles in a multi-tenant environment. The Quick Start deployment includes AWS services such as Amazon Cognito, AWS Lambda, Amazon API Gateway, and Amazon EC2 Container Service (Amazon ECS).

The AWS CloudFormation templates that

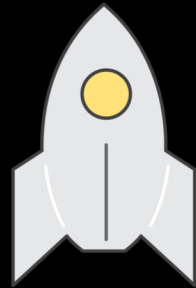
Launch

<https://aws.amazon.com/quickstart/saas/identity-with-cognito/>

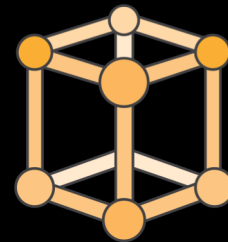
# Announcing TechShift Accelerator



TECHSHIFT



**Accelerate**  
migration of your  
software to cloud-  
native service



**Differentiate** from  
competition by  
offering premium  
features/services  
through AWS  
advanced service  
integrations



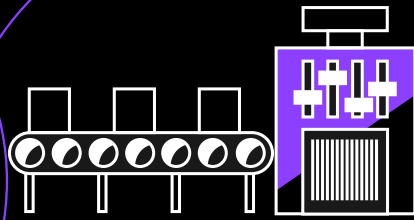
**Broaden** customer  
reach through AWS  
channels – field,  
partners, Quick Starts,  
Marketplace, APN  
programs, marketing  
events



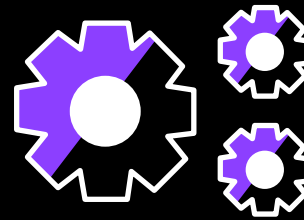
"I need help migrating, running, and optimizing my AWS workloads."



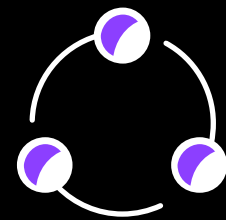
Plan &  
design



Build &  
migrate

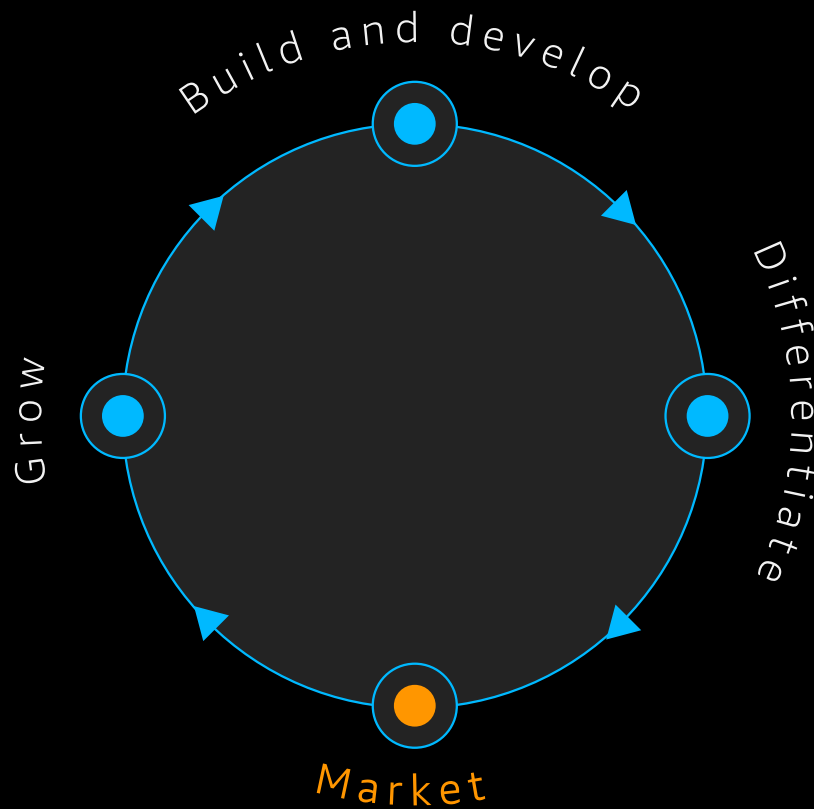


Run &  
operate



Optimize

# Market Your APN Partnership



## Key actions

Generate customer demand with  
APN Marketing Central

Showcase your differentiating program  
status on AWS Partner Solutions Finder  
and AWS Web properties

Leverage partner funding

# APN Marketing Central

## New marketing benefit for Standard and above Partners

**Get Started**










**Step 1**  
Access APN Marketing Central in the Marketing Tab of the APN Portal



**Step 2**  
Setup your first campaign or find an agency to help you execute

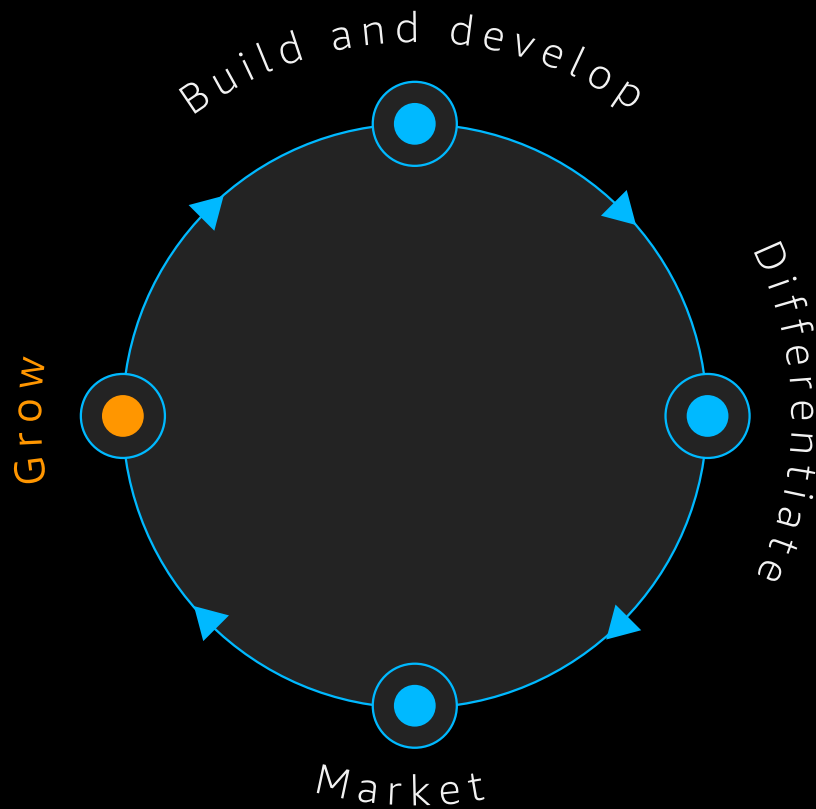


**Step 3**  
Track your campaign effectiveness and follow up on your leads

-  **Emails and Landing Pages**
-  **Syndicated Content**
-  **Solution Brief**
-  **Banner Ads**
-  **Social Media**
-  **Copy Blocks**
-  **Case Study Templates**



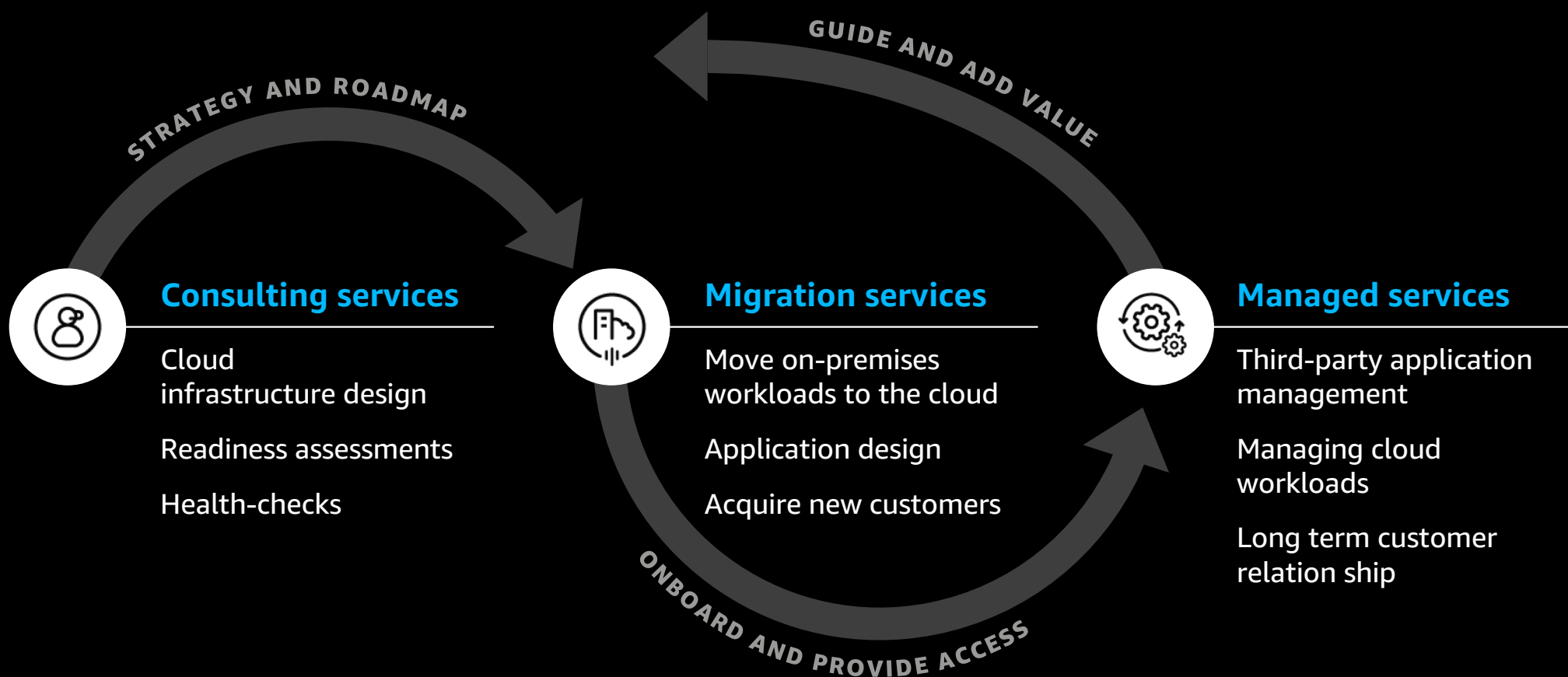
# Grow Your Business with AWS



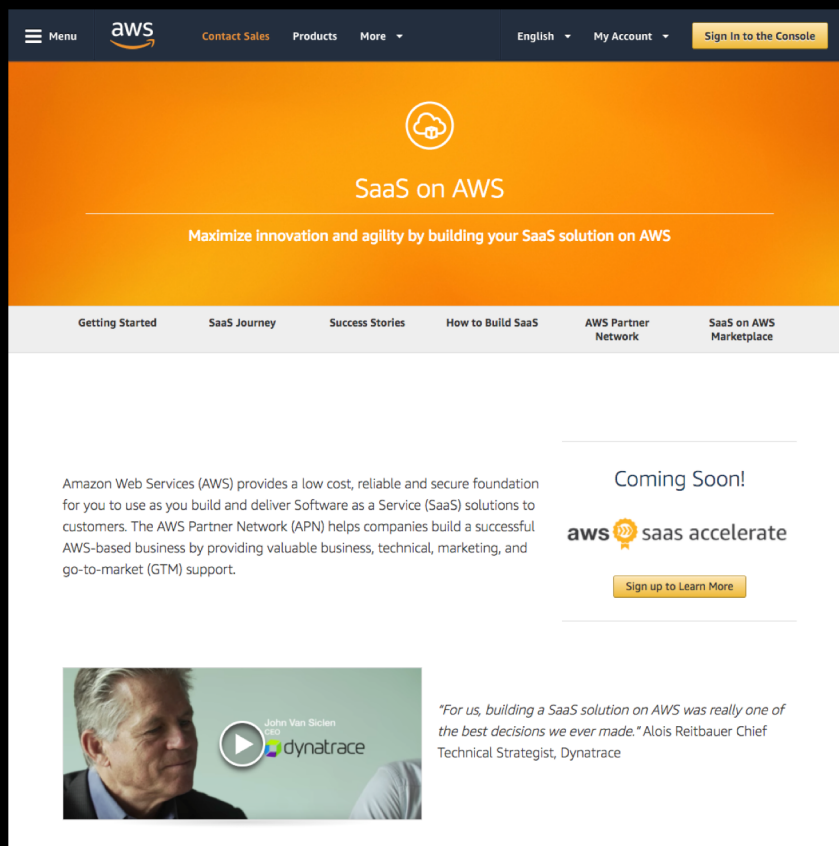
## Key actions

- Acquire more customers
- Grow your dedicated AWS practice
- Expand into different solutions with your AWS expertise

# Pathway to Profitable Business with AWS



# SaaS on AWS – Getting Started



The screenshot shows the AWS SaaS on AWS landing page. At the top, there is a navigation bar with the AWS logo, a menu icon, and links for 'Contact Sales', 'Products', and 'More'. There are also language and account settings, and a 'Sign In to the Console' button. The main header features the AWS logo and the text 'SaaS on AWS' with the tagline 'Maximize innovation and agility by building your SaaS solution on AWS'. Below this is a navigation menu with links for 'Getting Started', 'SaaS Journey', 'Success Stories', 'How to Build SaaS', 'AWS Partner Network', and 'SaaS on AWS Marketplace'. The main content area includes a paragraph about AWS providing a low-cost, reliable, and secure foundation for SaaS solutions, a 'Coming Soon!' section for 'aws saas accelerate' with a 'Sign up to Learn More' button, and a testimonial from John Van Sicken, CEO of Dynatrace, with a video player icon and a quote: 'For us, building a SaaS solution on AWS was really one of the best decisions we ever made.' - Alois Reitbauer, Chief Technical Strategist, Dynatrace.

Foundation

Single  
Tenant  
Migration

Multi Tenant  
Optimisation

Operations &  
Agility

- Success Stories
- Blog Posts
- Whitepapers
- Readiness Validation
- Technical Workshops

<https://aws.amazon.com/partners/saas-on-aws/>

Shafida Begum  
APAC Business Development  
Amazon Web Services  
[shafib@amazon.com](mailto:shafib@amazon.com)

Ekkarat Klinbubpa  
Partner Success Manager  
Amazon Web Services  
[ekkaratk@amazon.co.th](mailto:ekkaratk@amazon.co.th)

Thank you!