

AGILE SOFTWARE SOURCING FOR BUSINESS TRANSFORMATION JUST GOT SMARTER...

...WITH COMPUTACENTER
AND AWS MARKETPLACE

Version 1.0

LET'S GO



 aws marketplace

COMPUTACENTER AND AWS MARKETPLACE

MAKING SOFTWARE PROCUREMENT SMARTER FOR THE DIGITAL AGE

WE BELIEVE...

Customers face challenges in their software supply chain, such as high costs of legacy software licensing and maintenance, drawn out procurement cycles that inhibit innovation, and a lack of visibility into organisational software usage.

Organisations are looking for simplification and innovation in the way they procure software. They want to buy more relevant software from fewer providers or places.

They also want advice as to how to migrate software, know what can and cannot be moved, control user access on the cloud and then manage it.

AWS Marketplace gives customers the ability to find, test, source and manage third-party software, services, and the data that they need to build solutions and run their businesses almost instantly.

Computacenter understands that via AWS Marketplace customers can unlock innovation when they have the tools to tailor software discovery, procurement, and provision to the needs of multiple teams across their organisation.

Computacenter will help you analyse your needs, conduct market assessments, design, implementation, migration and deployment of your new software solution.

Computacenter can help you to optimise the way you consume AWS Marketplace services by facilitating enterprise level agreements to negotiate wholesale pricing.

SOFTWARE AND DATA
PRODUCT LISTINGS

8,000+

INDEPENDENT
SOFTWARE VENDORS

1,600+

REGIONS

24

CATEGORIES

50

AWS MARKETPLACE
CUSTOMERS






290,000

ACTIVE SOFTWARE
SUBSCRIPTIONS

1.5MILLION +



IN THIS DOCUMENT

- PAGE 4: Why Computacenter and AWS Marketplace 
- PAGE 5: Maximise the potential of AWS with Computacenter 
- PAGE 11: Software optimisation 
- PAGE 12: Choose from a range of payment options 
- PAGE 13: Let's talk 

HOW TO USE THIS DOCUMENT



The home icon will take you back to this page



Arrow icons jump you to the next or previous page



Close buttons will return you to the original page



Opens a new page featuring more in-depth information, commentary or opinion relevant to the page you are reading



WHY COMPUTACENTER AND AWS MARKETPLACE

FIND, BUY AND CONSUME SOFTWARE ON DEMAND

AWS Marketplace transforms the way organisations approach software discovery, procurement, entitlement, provisioning, and governance, streamlining the traditional supply chain and enabling digital transformation.

Organisations are looking for simplification and innovation in the way they procure software. They want to buy more relevant software from fewer providers or places. They also want advice as to how to migrate software, know what can be moved and what can't, control user access on the cloud and manage it.

Importantly they're looking to simplify and streamline purchasing, licensing and invoicing – which includes a shift to subscriptions and SaaS.

WORKING WITH COMPUTACENTER

Computacenter will support you, through a governed route, to procure and source the right technology, at the right time, at the right price. **We will help you to select and deploy fit-for-purpose software and online services that help you reduce cost and complexity, mitigate risk and achieve your business objectives.**



CATALOGUED, CURATED AND EVER-EVOLVING

An extensive range of software across a comprehensive range of categories, **in an ever-growing catalogue.**

RAPID PROCUREMENT

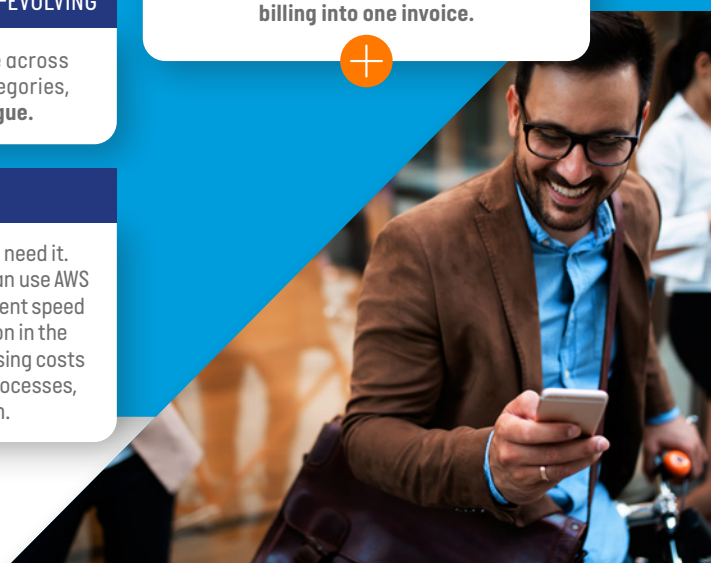
The software you need when you need it. With Computacenter, customers can use AWS Marketplace to increase development speed and efficiency by reducing friction in the software supply chain and decreasing costs of time-consuming acquisition processes, enabling faster innovation.

VERIFIED

All AWS Marketplace software is continually **scanned to ensure its reliability.**

FLEXIBLE PAYMENT MODELS

AWS Marketplace gives you the ability to test software, negotiate customer terms and variable consumption models so you never pay for more than you use. **You're also able to reduce costs with long-term commitments and consolidate billing into one invoice.**





MAXIMISE THE POTENTIAL...

...OF AWS MARKETPLACE WITH COMPUTACENTER



SOFTWARE ADVISORY SERVICES

Computacenter will support the creation of application and data platforms for the future business of our customers and help co-create new software services.

- We help advise on modernisation strategies – i.e. **moving from perpetual to SaaS or container deployments**
- We'll help you understand what to retire, what to replace and what to move to a **more appropriate and efficient environment**.
- Computacenter will help you to optimise your cloud by analysing usage and advising you on the **right platform and commercial models for your individual workloads**.





MAXIMISE THE POTENTIAL...

...OF AWS MARKETPLACE WITH COMPUTACENTER



SOFTWARE OPTIMISATION

With controls and visibility, organisations can reduce untimely software purchases and enhance negotiation power, as needed software is purchased once, in high volume.

Our staged approach to Software License Optimisation will proactively manage your software estate.

- Contract licensing and rightsizing, support and maintenance, **plus software tail consolidation.**
- Computacenter has the deep technical knowledge and skills to help you understand and **optimise your spend, whilst mitigating risk.**
- AWS Marketplace and Computacenter deliver cost optimisation and will offer **a wide variety of pricing models to help organisations control software spend.**

Computacenter is an industry-recognised leader in dynamic procurement and renewals management.

FIND OUT MORE





MAXIMISE THE POTENTIAL...

...OF AWS MARKETPLACE WITH COMPUTACENTER



SOFTWARE CONSOLIDATION

There's little understanding of how much money organisations waste on unmanaged software spending, and even less on how to best manage software to realise greater efficiency and cost savings.

Computacenter will show you how as both an aggregator and accelerator of technology provision.





MAXIMISE THE POTENTIAL...

...OF AWS MARKETPLACE WITH COMPUTACENTER



LEVERAGE VOLUME AGREEMENTS

Computacenter are an industry-recognised leader in software solutions. Our unrivalled international technology sourcing heritage and deep relationships with software vendors **ensure that we support you in obtaining the most cost-effective solution for your business on a truly global scale.**

Computacenter can provide private and customer pricing via AWS Marketplace [Private Offers] to facilitate ISV contract flexibility, and allow customers to benefit from negotiated/bespoke commercial terms.



+ 1,000's MORE





MAXIMISE THE POTENTIAL...

...OF AWS MARKETPLACE WITH COMPUTACENTER



PRIVATE MARKETPLACE

Computacenter can help customers implement and/or run a Private Marketplace that enhances procurement transparency and guardrails, allowing organisations to understand which software they own, who can access that software, and how they can control costs. Private Marketplace enables organisations to create a custom catalogue of pre-approved products with defined user permissions.

Computacenter can help you to test, source and deploy the most effective software solution. We can enable you to buy smarter by helping you develop your Private Marketplace to reflect the software that supports your business needs.

This will ensure that you have visibility and control of your software spend.





MAXIMISE THE POTENTIAL...

...OF AWS MARKETPLACE WITH COMPUTACENTER

PROCUREMENT

Computacenter, in collaboration with AWS Marketplace, will help you to accelerate your software procurement and achieve greater visibility and control, reduced complexity and costs, with more compliance and security.

AWS Marketplace allows you to centralise governance, innovate quickly and launch software products whilst helping ensure they align with your organisation's policies and compliance requirements.

In collaboration with AWS Marketplace, Computacenter will help facilitate standardised engagements through governed contracts via AWS.

Our customers can centralise software approvals through their procurement system of choice (such as Coupa and Ariba) to ensure all purchases are compliant, whilst increasing visibility into software orders, billing and budgets.

Using tools from AWS Marketplace, Computacenter helps customers find the important balance between agility and governance, by offering self service capability combined with procurement oversight and guardrails.



SOFTWARE OPTIMISATION

OUR 4-STAGE STRATEGIC APPROACH TO SOFTWARE LICENSE OPTIMISATION GOES BEYOND SOFTWARE COMPLIANCE TO PROACTIVELY MANAGE YOUR IT ESTATE BOTH IN THE CLOUD AND ON PREMISE.

```
01  
#selection at the end -add back the deselected mirror  
mirror_ob.select= 1  
modifier_ob.select= 1  
bpy.context.scene.objects.active = modifier_ob  
print("Selected" + str(modifier_ob)) # modifier_ob is the  
mirror_ob.select = 0
```

1 CONTRACT RIGHTSIZING & SOFTWARE HARVESTING

- Reduce volumes and renegotiate against entitlement
- Demand challenge on licenses ensuring essential usage only
- Removal of minimal volume thresholds
- Contract aligned – multi-year for strategic products or short-term for tactical

2 SUPPORT AND MAINTENANCE REVIEWS

- Review contracts against severity of incidents
- Assessment of risk appetite on non-critical service support products
- Potential for in-house support
- Renegotiate maintenance percent of license cost
- Review SLAs and response times
- Consideration of T&M contracts

3 CONTRACT AND LICENSING OPTIMISATION

- Renewal of global agreements
- Removal of regional limitations
- Contain costs on growth areas of software usage
- Negotiate unit rates
- Negotiate volume rebates
- Remove unnecessary products and services
- Review licensing bundles
- Identify duplicate / overlapping software products

4 SOFTWARE TAIL CONSOLIDATION

- Agree aggregated demand where economies of scale are required
- Standardise products via a Private Marketplace
- Standardise pricing to stop inconsistent rates
- Improved demand management and forecasting
- Removal of all non-essential software

CHOOSE FROM A RANGE OF AWS PAYMENT OPTIONS...

...AND HOW COMPUTACENTER CAN HELP YOU SAVE MONEY

Computacenter can help you buy software in AWS Marketplace. Smarter, more agile sourcing like this will accelerate your business transformation in this digital age.

“In 2020 one in five B2B buyers are already utilising cloud marketplaces as part of their software sourcing strategy.”

Stuart Wilson, Research Director,
European Partnering Ecosystems, IDC

PAY-AS-YOU-GO STANDARD OFFER

Billing based on smaller scale consumption of standard 'off-the-shelf' software products deployed in AWS.

You ONLY pay for what you consume.

CONSUMING AT SCALE PRIVATE OFFER

Computacenter can help negotiate how you consume software through AWS Marketplace.

Help achieve volume discount agreements.

LARGE SCALE CONSUMPTION PROFESSIONAL SERVICES PRIVATE OFFER

Computacenter can negotiate the best deal on your behalf with a more streamline procurement process.

Benefit from consolidated invoicing for both software and Computacenter professional services via AWS Marketplace.



LET'S TALK

To find out more about how Computacenter can help you maximise the potential and cost savings of finding, buying and deploying third-party software, services and data, almost instantly in AWS Marketplace, please contact:

Computacenter

Lesley Poole
Software Specialist
lesley.poole@computacenter.com
+44 (0) 7834 350 578



ABOUT COMPUTACENTER

Computacenter is a leading independent technology partner, trusted by large corporate and public sector organisations. We help our customers to source, transform and manage their IT infrastructure to deliver digital transformation, enabling users and their business. Computacenter is a public company quoted on the London FTSE 250 [CCC.L] and employs over 16,000 people worldwide.

www.computacenter.com