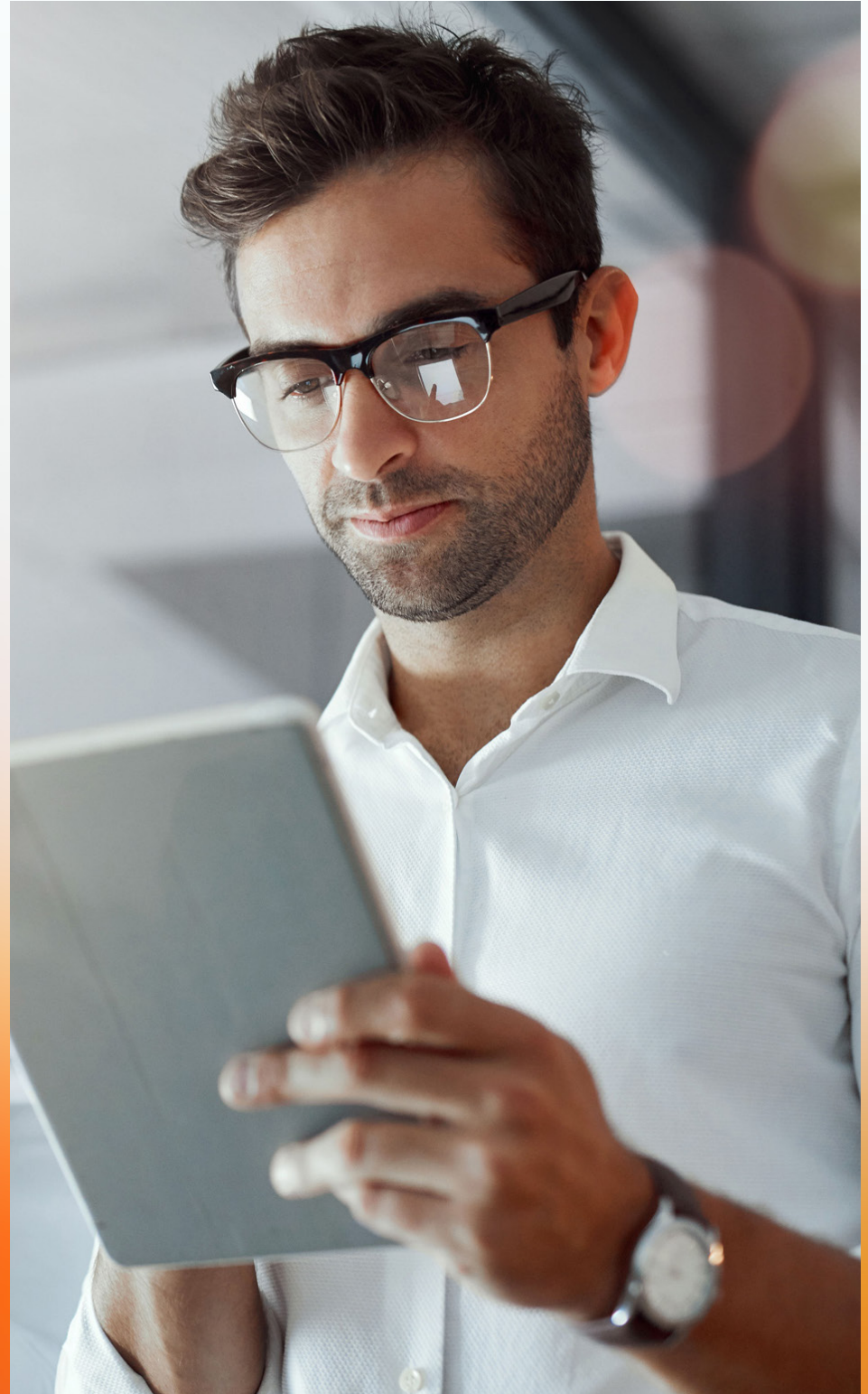




# 8 ways software companies can realize greater value in the AWS Cloud

Discover 8 core benefits of migrating to the AWS Cloud—give your software and technology company the competitive advantage



# Table of contents

<b>Introduction:</b> Accelerate business growth in the cloud .....	<b>3</b>
<b>How software businesses are adapting to the modern marketplace .....</b>	<b>4</b>
<b>Factors to consider before cloud migration .....</b>	<b>5</b>
<b>8 benefits of migrating to AWS .....</b>	<b>6</b>
<b>Benefit 1:</b> Faster time to market .....	<b>7</b>
<b>Benefit 2:</b> Enhanced scalability and flexibility .....	<b>8</b>
<b>Benefit 3:</b> Cost reduction and optimization .....	<b>9</b>
<b>Benefit 4:</b> Global reach .....	<b>10</b>
<b>Benefit 5:</b> Seamless transition to software-as-a-service model .....	<b>11</b>
<b>Benefit 6:</b> Access to advanced technologies .....	<b>12</b>
<b>Benefit 7:</b> Enhanced security and compliance .....	<b>13</b>
<b>Benefit 8:</b> Improved customer experience .....	<b>14</b>
<b>Conclusion:</b> Migrate and modernize your business .....	<b>15</b>

## INTRODUCTION

# Accelerate business growth in the cloud

Today's software companies are no longer asking if they should migrate to the cloud but rather when, what is required, and how soon they can realize the value of cloud services. Customers want to know: What will my cloud setup look like? Can I achieve data privacy and regulatory compliance? How can the cloud give me the freedom to innovate and scale? Simply put, they are looking for new opportunities to increase agility, leave behind complex legacy hardware that slows momentum, and drive business outcomes forward.

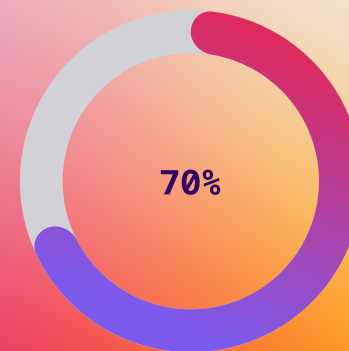
Migrating to the cloud empowers companies to keep pace with emerging technologies by offering the latest in new technical capabilities with advanced development tools, including generative artificial intelligence (gen AI), to improve product offerings and customer experiences. Operating in the cloud enables software vendors to optimize processes, accelerate time to market, and reduce operational costs.

In this eBook, discover how software and technology companies like yours can overcome intense market competition, advance with rapid technological changes, and achieve data security with Amazon Web Services (AWS). Whether you're thinking of migrating more workloads to the cloud, or have already started the process, this essential, practical guide explores the key benefits of cloud migration and how AWS can help you start and continue your migration journey today.



<sup>1</sup> "What Are Industry Cloud Platforms?," Gartner, November 2023

<sup>2</sup> "Gartner Forecasts Worldwide Public Cloud End-User Spending to Surpass \$675 Billion in 2024," Gartner, May 2024



**70% of enterprises will use industry cloud platforms to accelerate their business initiatives by 2027<sup>1</sup>**

# 675B

**Worldwide end-user spending on public cloud services is forecast to grow 20.4% to total \$675.4 billion in 2024<sup>2</sup>**



## OVERVIEW

# How software businesses are adapting to the modern marketplace

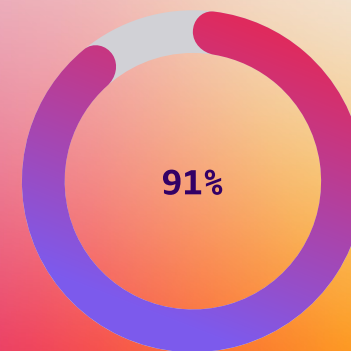
Software and technology companies face intense competition—at every opportunity, they need to differentiate themselves, target niche markets, and provide excellent customer service. Many companies have already started their migration journeys, leveraging cloud computing and software-as-a-service (SaaS) adoption to meet scalability, flexibility, and cost-efficiency needs.

As gen AI technologies dominate and become integral to business operations, companies are seamlessly integrating new technologies into software to boost productivity, build differentiated experiences, and innovate faster. Research and development (R&D) and employee training can help businesses stay ahead of rapid advancements in AI, Internet of Things (IoT), and other evolving technical services.

To achieve competitive advantage and create customer satisfaction, software companies are focusing on enhancing the user experience (UX), creating user-friendly cloud interfaces, and optimizing performance across devices. Seamless system integration and interoperability enable improved data exchange and workflow automation. To maintain customer trust, data privacy and regulatory compliance are key.



<sup>3</sup> "Independent Software Vendors (ISVs) Market Analysis," Coherent Market Insights, January 2024



**agreed that AI will be essential to the products and services they offer in the next 3 years<sup>3</sup>**



# Factors to consider before cloud migration

The first step on any migration journey is to evaluate the current environment, take an overview of existing infrastructure, and identify legacy systems. Integrating new cloud-based solutions with traditional on-premises applications requires robust security planning to protect data and maintain compliance. To overcome cost restrictions to migration, software companies need to calculate the total cost of ownership (TCO) to include migration expenses and data transfer.

When deciding whether to migrate all products at once or adopt a phased approach, **AWS Partner Network** consultants can help businesses in their strategic decision making. The transition to a new cloud environment requires knowledgeable workers who can handle new cloud systems. Post-AWS Cloud migration, products need to be adapted to increase distribution of software through cloud marketplaces. Go-to-market strategies can expand and align with cloud provider programs.

## Give your software company the cloud advantage

Migrate infrastructure and applications to the cloud to reduce costs. Choose from pay-as-you-go and flexible pricing models—the cloud offers lower costs when compared to on-premises costs. AWS streamlines app development, leveraging cost-effective and efficient cloud services to accelerate your time to market and drive growth.

Migrating to AWS resulted in:<sup>4</sup>  
17% decrease in cost per transaction  
15% decrease in cost of customer acquisition

Free up resources, reduce time spent on system administration, and create a shift from tactical to strategic work to boost staff productivity.

Migrating to AWS resulted in:<sup>4</sup>  
32% increase in productivity of individual developers

Strengthen operational resilience with increased availability and reliability and rapidly respond to changing levels in demand—benefit from built-in security capabilities to protect applications.

Migrating to AWS resulted in:<sup>4</sup>  
22% decrease in frequency of security incidents

Unite your business and technology strategies to accelerate global innovation—build business agility, retire technical debt, and reduce deployment timelines. Drive growth in new regions by making SaaS applications available on a commercial marketplace with AWS.

ISVs that used [AWS Marketplace](#) increased their level of promotion and sales by an average of 43%<sup>4</sup>



## EIGHT BENEFITS

# 8 benefits of migrating to AWS

AWS empowers millions of customers, including the fastest-growing software companies, to become more agile, innovate faster, and lower costs. With hundreds of services to support more efficient SaaS operations and a suite of automated tools to streamline the development lifecycle, businesses can customize their modernization road map on one of the broadest portfolios of cloud services and technologies on the market.

The following eight benefits showcase how your software company can successfully achieve its business outcomes in the AWS Cloud.

## AWS offers

- **The freedom to modernize:** Access the experience, expertise, and essential resources to migrate all kinds of workloads to our high-performing cloud on terms that work for you.
- **The freedom to innovate:** Accelerate and optimize your SaaS offerings. Harness the power of AWS capabilities to enhance products, break into new markets, and sell with AWS.
- **The freedom to scale:** Scale operations globally with one of the most extensive, secure, and reliable cloud infrastructures in the world.
- **The freedom to do more:** Avoid complex payment policies and pay for what you need to effectively scale to your compute requirements. Improve cost-efficiencies of your SaaS environment and focus on differentiation.



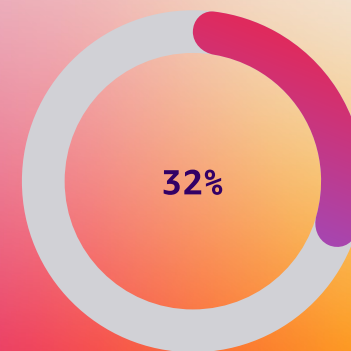
## EIGHT BENEFITS

# 1. Faster time to market

When entering new markets, take advantage of the AWS global footprint across business models, best practices, and demand generation. AWS helps bring new SaaS products and features to market faster, using experimentation capabilities, marketplace integration, and enablement resources.

The AWS Cloud allows you to develop, test, and deploy applications more quickly, avoiding the constraints of traditional on-premises infrastructure. From coding and testing to deployment and scaling, you can streamline the development lifecycle with a suite of automated tools for faster time to market and more frequent releases.

If you are a technical product manager, a DevOps manager, a software developer, or an AI engineer, the **AWS Global Infrastructure** is customized to provide the high performance you need. Benefit from low latency, low packet loss, and excellent network quality with a fully redundant 400 GbE fiber network backbone with terabits of capacity between regions. **AWS Local Zones** and **AWS Wavelength** provide single-digit millisecond latencies for applications by bringing infrastructure closer to end users and 5G devices. Benefit from rapidly deploying resources, scaling up to hundreds or thousands of servers within minutes to meet your application needs.



**Migrating to AWS resulted in 32% increase in productivity of individual developers<sup>5</sup>**



## EIGHT BENEFITS

# 2. Enhanced scalability and flexibility

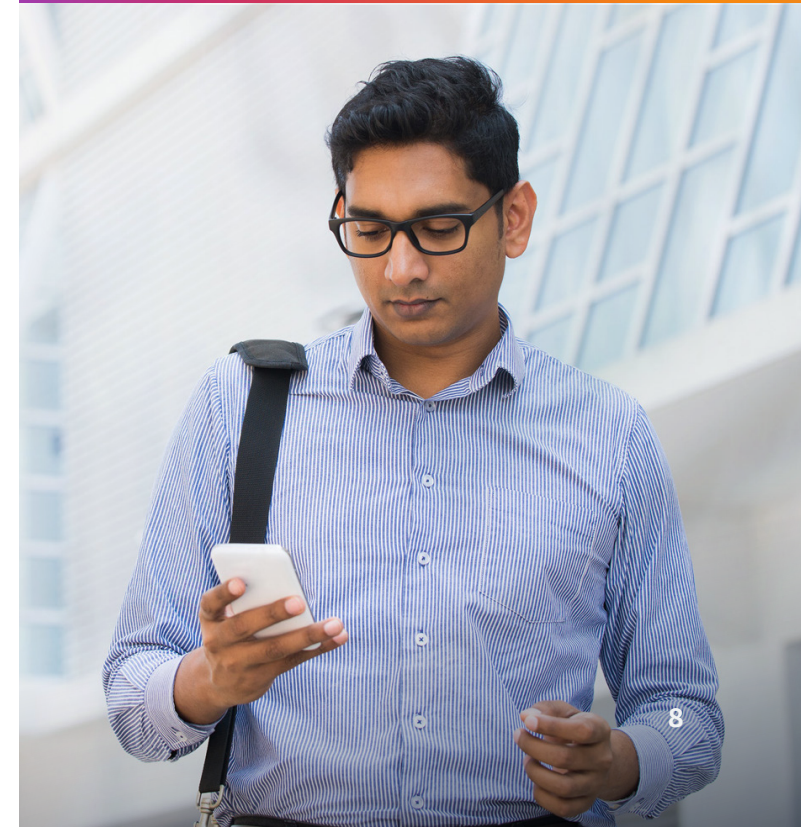
The AWS Global Infrastructure allows you to grow your business and handle increased workloads without upfront investments. Operate more effectively by seamlessly scaling up and down and adjusting resources based on demand. The ability to adjust resources dynamically and match your operational demands reduces overall costs and enhances your ability to meet user needs. Scaling your resources flexibly and efficiently eliminates the need to over-provision, helping to position your organization for long-term success.

AWS provides the flexibility to choose where and how workloads are run, using a consistent network, control plane, and services. Options include global deployment across **AWS Regions and Availability Zones** (AZs), low-latency options with AWS Local Zones and AWS Wavelength, on-premises deployment with **AWS Outposts**, and upcoming plans for an **AWS European Sovereign Cloud** for public sector and regulated industries.



# 200+

Access to over 200 featured services from global data centers that support faster, easier, and more cost-effective SaaS applications





## EIGHT BENEFITS

### 3. Cost reduction and optimization

Build modern, scalable applications on AWS, all while optimizing costs. AWS offers flexible pricing models, access to partner solutions, and cost-visibility tools to help your business gain control over cost per tenant and optimize utilization. Across every solution area, AWS continually innovates to deliver the latest technologies so you can meet high-performance needs and scale at a lower cost.

To meet your specific workload needs, AWS pricing options provide you with the flexibility to design your purchase plan. Access a suite of management tools to monitor your application cost and identify modernizing and rightsizing opportunities. Migrating to the cloud is designed to reduce costs associated with security events and unplanned downtime.

An AWS account team can help guide you through managing your costs, spotting ways to save, and measuring your cloud migration return on investment (ROI). Try our **free cost evaluation tool** to help you build a business case and project future savings.



**"...the migration was a no-brainer from the financial side after the technical side had been validated."**

Miguel Martín, Former VP of Product Operations,  
Devo

**By managing its infrastructure with block storage, Devo also saves 30–40% of the time it would otherwise have to spend on compliance.**

**[Read the customer story ›](#)**



## EIGHT BENEFITS

### 4. Global reach

AWS has one of the most extensive, secure, and reliable cloud footprints in the world, supporting the performance and expansion needs of software companies globally. With over 100 AZs in more than 30 geographical Regions and more on the way, AWS has one of the largest global infrastructure footprints of any provider. AWS is architected to help customers, including your software business, and manage compliance across the geographies in which you operate.

When deploying your applications and workloads to the cloud, you have the flexibility in selecting a technology infrastructure that is closest to your primary target of users. You can run your workloads in the cloud that delivers the support for a broad set of applications, even those with the highest throughput and lowest latency requirements. [Discover the Regions and AZs most suitable for your use cases.](#)

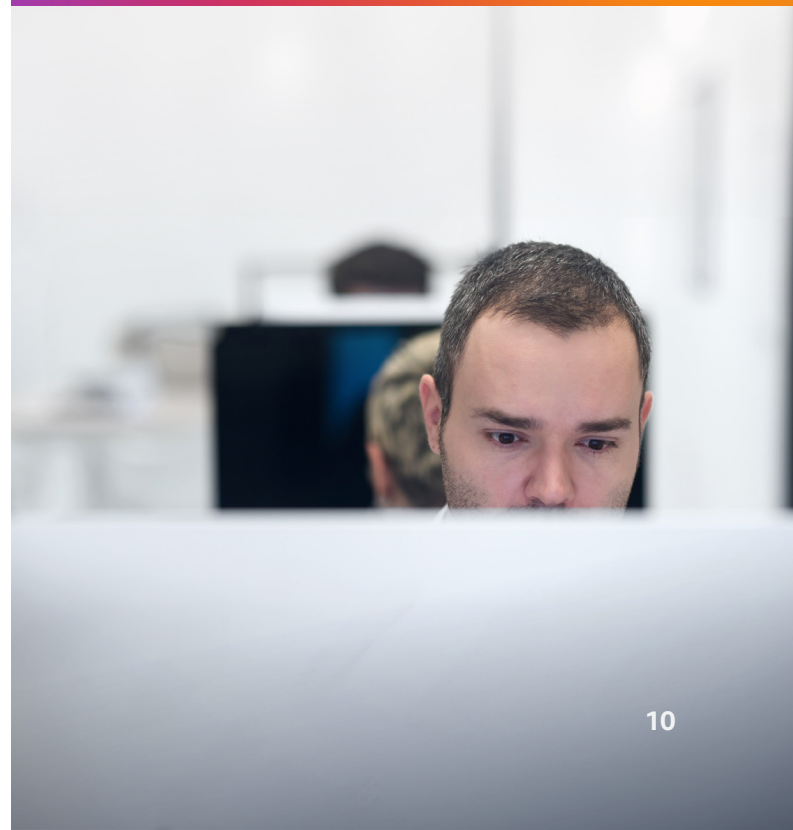


## VIVATICKET

**"To avoid localization and be in the right place with all the clients that we have globally, using the [AWS Cloud] was the best choice."**

Davide Lazzari, Group CTO, Vivaticket

**[Read the customer story ›](#)**



## EIGHT BENEFITS

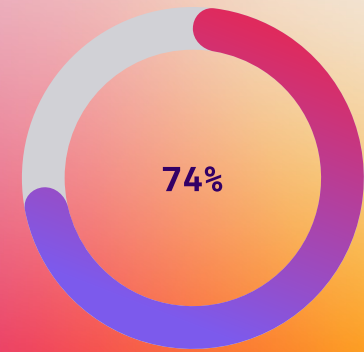
# 5. Seamless transition to software-as-a-service model

AWS solutions architects and SaaS experts can provide guidance and accelerate the delivery of your SaaS solutions. AWS provides access to technical and business content and best practices to support your transition to the SaaS business model. The AWS Cloud gives you the freedom to innovate further and take your software business to the next level. Software companies can list, market, and sell their SaaS solutions directly to the AWS global customer base. The following resources and tools can help your business transition to a SaaS model:

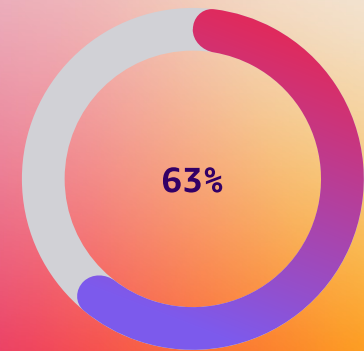
- **AWS SaaS Factory Program**: Provides direct access to technical and business content, best practices, solutions architects, and SaaS experts
- **AWS Marketplace**: Enables software companies to list, market, and sell their SaaS solutions directly to the AWS global customer base
- **AWS Database Migration Service** (AWS DMS) and **AWS Application Migration Service** (AWS MGN): Simplify the process of migrating databases and applications to the cloud



<sup>6</sup> "Maximizing Efficiency, Agility, and Growth with SaaS," IDC Infobrief, sponsored by Amazon Web Services, Inc., July 2024



of software companies transitioned (or plan to transition) to SaaS<sup>6</sup>



of software companies see the value of participating in a cloud partner program<sup>6</sup>



## EIGHT BENEFITS

# 6. Access to advanced technologies

AWS offers **gen AI solutions** and tools to transform your business. With over two decades of AI expertise and more than 100,000 customers leveraging its AI solutions, AWS provides cutting-edge infrastructure and tools to help you innovate and optimize.

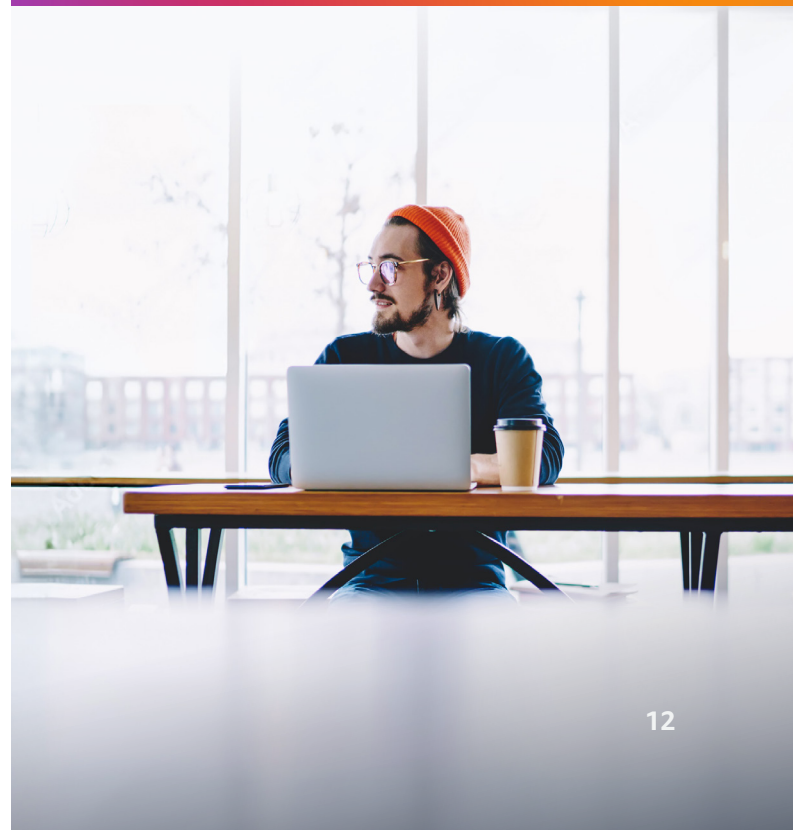
Unlock AI to improve productivity, enhance customer experiences, and accelerate innovation. Integrate **AWS AI solutions** with existing business intelligence (BI) and analytics tools while safeguarding your sensitive data. AWS enables your business to harness the full potential of AI, from differentiating your products and increasing customer retention to reducing costs. With extensive AI capabilities proven across the Amazon ecosystem, your business can confidently scale offerings faster.



**"It's easy to think I'll create my own AI cloud, but the partnership with AWS lets us focus on our differentiators."**

Alexandru Costin, VP, Generative AI & Sensei,  
Adobe

**[Read the customer story >](#)**



## EIGHT BENEFITS

# 7. Enhanced security and compliance

AWS is one of the most secure global infrastructures, custom-built for the cloud and designed to meet the most stringent security requirements in the world. Monitored 24/7, AWS infrastructure can help you achieve the confidentiality, integrity, and availability of your data. Gain full control of your data, including the ability to encrypt it, move it, and manage retention at any time. AWS offers robust technical controls, contractual commitments, and compliance capabilities that help your software business meet data protection, privacy, and security obligations.



**"We chose AWS as a partner because of our shared passion for building solutions for customers."**

Liat Ashkenazi, SVP of Engineering & GM Israel, Own Company

**[Watch the customer story ›](#)**



## EIGHT BENEFITS

# 8. Improved customer experiences

AWS Cloud infrastructure offers a range of powerful tools and services to enhance customer experiences. Advanced data management capabilities, scalable infrastructure, and intelligent analytics can be used to drive personalized and seamless customer interactions. Machine learning (ML) services and analytics tools enable software companies to analyze customer data and gain insights into user behavior and preferences. This data-driven approach helps companies tailor experiences to individual customer needs.



**"We saw that AWS could support our rapid growth and scale to maintain a solid end-user experience."**

Christian Steiger, Managing Director, Lexware

**[Read the customer story ›](#)**





## CONCLUSION

# Migrate and modernize with AWS

Today, software companies like yours are looking to take advantage of cloud offerings and make the cloud migration journey a seamless, fast, and worthwhile one. Migrating to the AWS Cloud gives you the competitive advantage, helps you deliver enhanced customer experiences, powers agility, and supports innovation efforts to help create differentiation.

Follow the guidance in this eBook to maximize the advantages of the AWS Cloud and benefit from industry-leading cloud performance, availability, and security. At every step of your migration journey, AWS provides targeted resources, programs, and solutions to help accelerate your transition to the cloud. With an AWS Cloud partnership, the freedom to migrate, modernize, and innovate is yours.

**Start your software business migration journey today ›**

**Accelerate your migration to the cloud, explore the AWS strategic advantage, and discover customer migration success stories ›**

