MODERN SOFTWARE PROCUREMENT AND OPTIMISATION

SOFTWARE MARKETPLACES

THERE'S NEW THINKING IN THE WAY ORGANISATIONS SEE THE WAY SOFTWARE IS VIEWED, REVIEWED, SPECIFIED, SOURCED AND PURCHASED.

aws Available in AWS Marketplace

Rapid business transformation, ever-changing customer needs and the drive for immediate results means getting the very best from an existing software estate, and the ability to buy, deploy and curate software against known needs within minutes rather than days. Software Marketplaces, such as **AWS Marketplace**, are already playing an increasingly important role.

WHAT ARE THE FACTORS DRIVING THIS NEW THINKING?

With organisations increasingly looking to transition to cloud, they're demanding ways to get far better value and accountability from the software they already own or intend to buy in the future. At the heart of this sits the need for a joined-up software solution.

Businesses need help – because software is both complex and increasingly mission-critical. Most organisations are having to do more with less resource, facing budget pressures and skill shortages.

Software optimisation – businesses are taking a much stronger position on how they proactively manage their software estate, from how existing vendor contracts are viewed and renewed to licensing, renewals and contract renegotiations.

Intelligent procurement – there is now much greater emphasis given to the value the software delivers rather than the cost. Where in the past software procurement professionals would have been tasked and judged on their ability to 'get a better price' or 'save money', the role has changed and has arguably been elevated.

Greater visibility and control – organisations are rightly looking to get greater 'eyes-on' control of their software estate. This could be related to how they simplify the management of multiple vendors, or the purchasing of more software from fewer vendors. It could just as easily be about paying only for the software they actually use, or purchasing from a Software Marketplace and creating their own customised software catalogue.

More compliance and security – with the proliferation of specialist vendors offering more and more software solutions through marketplaces, comes fears that compliance and security could suffer. All AWS Marketplace software is continually scanned to ensure its reliability.

HOW CAN COMPUTACENTER HELP?

Computacenter helps customers analyse their 'real' needs for software. An assessment of an organisation's current position is a vital baseline if we're to help with the specifying of the best procurement options and the design, piloting, implementing, migration and deployment of software for a cloud environment.

An assessment may conclude that an organisation is in need of a blend of solutions. Where longer-term requirements are needed and known, existing software with a little fine-tuning may still fit. By adding solutions that have an agile value-based approach organisations can also meet up and coming market challenges and opportunities.

IT STARTS WITH SOFTWARE OPTIMISATION

In truth, it actually starts with a business or organisation accepting the view that their software can be rationalised and purchased more effectively to meet their current status.

Contract rightsizing will help reduce volumes against entitlement and move licenses to a use-only basis. It may also begin the process of understanding other software in terms of tactical uses. Harvesting tools can also identify and remove unused software across the entire organisation.

Contract and licensing optimisation will help manage expenditure and avoid renewal cost increases, contain costs in software use in growth areas, negotiate better unit rates and volume rebates, and identify and remove unused or overlapping software.

Regular **support and maintenance reviews** are always important of course, in making sure agreed SLAs and response times are adhered to.

Relatively recent to the equation is the adoption of **Software Marketplaces** (such as AWS Marketplace) as part of a modern approach to rationalising vendors, then finding, specifying, testing, purchasing and deploying software – quickly.

"Over the last decade I've seen huge developments in how tech is procured, but few are as significant as how software marketplaces are changing the way enterprises are specifying and buying software.

Leading the way is AWS Marketplace, and as you'd expect of Computacenter, we've teamed up with the very best.

Together, we've been working to deliver the most holistic, mature and channel-centric point of view of the software challenges businesses face today – and the commercial, operational, and technical solutions required to meet them. This is what sets our proposition apart."

Peter Groushko
Director of Technology Sourcing Sales
Computacenter

aws

PARTNER
AWS Marketplace
Skilled
Consulting

MODERN SOFTWARE PROCUREMENT JUST GOT SMARTER WITH COMPUTACENTER AND AWS

Our joint **Software Advisory Service** supports the creation of modernisation strategies and new application and data services. We help customers understand what software they have, where it is, what it's doing, what to migrate, retire or replace. **Software Licensing Optimisation** means customers can know for certain that they only purchase the software they actually need.

The **AWS Marketplace Software Catalogue** is comprehensive, ever-growing and features over 12,000 software products. Computacenter can help you to set up and manage your own private marketplace where we can help you to create a catalogue with a curated set of products that are compliant with your internal procurement policies.

The standard **Pay-as-you-Go** offer means customers only pay for what they consume for 'off-the-shelf' software. For those consuming software at scale there are **Private Offers**, where we're able to negotiate bespoke commercial terms with ISV's via AWS Marketplace.

For enterprises already working with **Computacenter Professional Services**, a 'best deal' discount can be negotiated with consolidated invoicing. Some customers already ask us to buy software through AWS Marketplace on their behalf.

WHAT DOES THIS MEAN IN ACTION?

The world is changing fast, and software will increasingly be the vanguard for change. The temptation to 'go big' on software at all costs is giving way to 'take a close look at what you have', 'specifying it right', 'try before you buy', 'sourcing it smart', 'procuring it now', 'paying for what you use', and 'making it work' to **extract the best value.**

THE COMPUTACENTER ROADMAP TO A MORE MODERN PROCUREMENT STRATEGY, WITH OPTIMISATION AT ITS HEART, IS TRIED AND TESTED. WE'RE ALREADY HELPING CUSTOMERS MAKE THE BIG SOFTWARE DECISIONS, REALISE SAVINGS, GAIN EFFICIENCIES, AND GET TO MARKET – FAST.

WANT TO KNOW MORE?

To find out more about how Computacenter and AWS Marketplace can help you make rapid software deployments in days, please contact Lesley Poole at **lesley.poole@computacenter.com** or **0207 593 0755**.

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