



PUTTING TECH PROCUREMENT PROFESSIONALS FRONT AND CENTRE

SOFTWARE MARKETPLACES



The remarkable events of the early 2020's (and perhaps some yet to fully materialise) have both encouraged and compelled organisations to take a fresh look at the way business is organised, managed, improved and costed. In technology procurement, this has led to more attention being given to extracting the greatest value possible from investments and

commitments already made, as well as looking for new and innovative ways technology is both specified and purchased. Software is a prime example.

In this article Pete Groushko, Computacenter's Director of Technology Sourcing Sales, overviews how Software Marketplaces are changing the way enterprises are specifying and buying software.

'OVER THE LAST DECADE I'VE SEEN HUGE DEVELOPMENTS IN HOW TECH IS PROCURED, BUT FEW ARE AS SIGNIFICANT AS HOW SOFTWARE MARKETPLACES ENABLE ENTERPRISES TO MAKE RAPID SOFTWARE DEPLOYMENTS IN DAYS'.

Pete Groushko
Director of Technology Sourcing Sales
Computacenter



THE CHANGING PROFILE OF THE SOFTWARE PROCUREMENT PROFESSIONAL



The last few years has seen a noticeable shift towards thinking that looks to complement and optimise traditional software sourcing with options that answer the needs of modern business.

Let's explore traditional and modern software sourcing, and the value of the right software procurement to business.

'Traditional' – often necessary software strategies and purchases originally made against known 'then' business or market challenges, but are longer-term and perhaps complex by their very nature.

'Modern' – software sourcing that meets the needs of rapid business transformation, ever-changing customer needs, fast

testing and deployment for more immediate operational impact, greater control, security and governance.

Importantly, 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.

Chief Procurement Officers (CPOs) and their teams are now expected to both leverage the value of investments in software already made, **and** be proactive team players in accelerating business outcomes and mitigating risk through intelligent purchasing. **Now, when organisations are planning business critical initiatives, we're seeing technology CPO's sitting at the same table as business line leaders, technical leads, security and devops teams.**



THE BENEFITS OF SOFTWARE MARKETPLACES ARE CLEAR



There are complexities to navigate of course. Enterprises are looking to buy more software, not less. Procurement Officers will be aware that additional software is being consumed at a business team or individual level. The rapidly increasing number of Independent Software Vendors (ISVs) also means more software is being procured with little or no contractual negotiation.

This explosion of new and innovative software products is excellent news, but technology procurement teams will need to be robust in how they monitor and manage software sprawl, cost increases, functionality redundancy, and issues of security and compliance.

They'll be under pressure to simplify and streamline purchasing, licensing and invoicing, including the shift to subscriptions and Software-as-a-Service [SaaS] over longer-term contracts. And they also need to be conscious of how, particularly in fast-moving complex environments, change is often a balance of innovation at speed vs control and management.

Part of the secret lies in adopting software finding, specifying and purchasing methods that address the complexities and challenges to meet the ever-changing and fast-developing demands of customers. One of the very best solutions is the **emergence and adoption of Cloud-based Software Marketplaces.**

Software Marketplaces are in prime position to help modern enterprises make sense of cloud adoption as part of their business transformation – with software sitting at the heart of day-to-day operations and innovation for every business's future.

Marketplaces also play a central role in how organisations can innovate to stay competitive and relevant by dramatically reducing the time it takes to plan, develop and deploy applications and services to get them to market sooner.

Buyers from software marketplaces will benefit from greater 'eyes-on' control and management of their purchases – including user permissions. In addition, there is the reassurance that software available to purchase in this way will most likely have been pre-vetted for usability, reliability and compliance, and also has the necessary security and compliance controls.

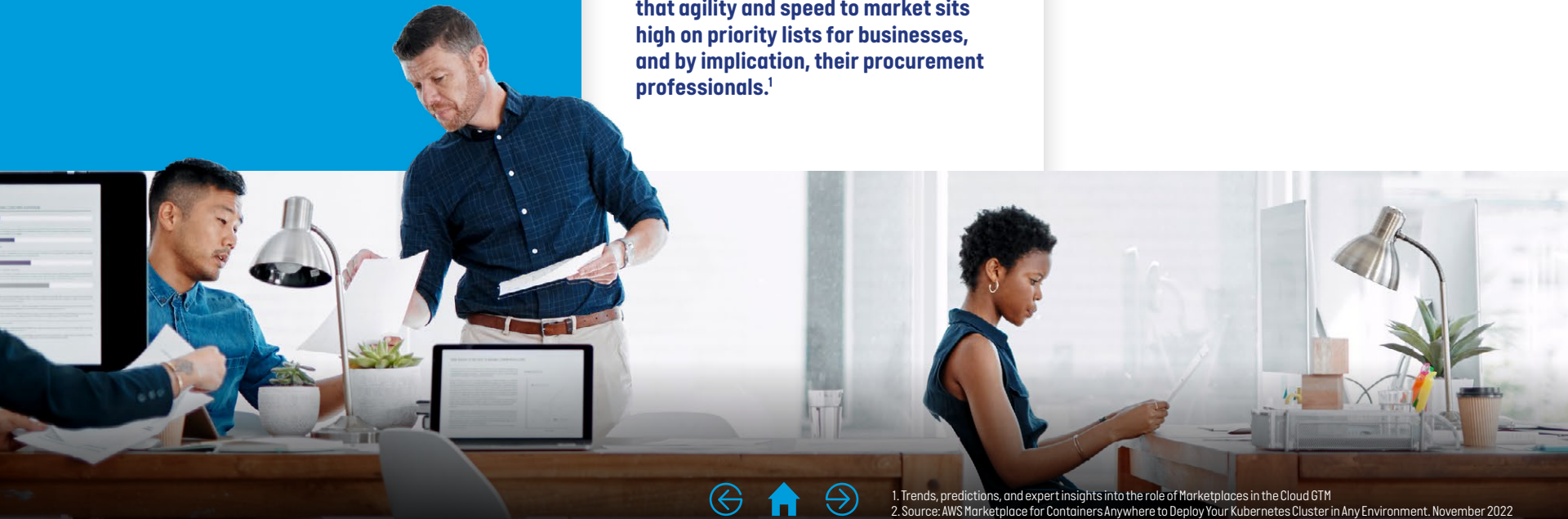
Customers will also have financial options available to them to help them only consume and pay for the software they need, often in flexible payment models that work best for their business.



SO, WHAT'S THE EVIDENCE?

A recent survey conducted by tackle.io in 2022 asked buyers to pinpoint the benefits of using Cloud Software Marketplaces helping their bottom line. 43 per cent of buyers said it was to **leverage committed cloud spend**, 42 per cent to **accelerate time to value**, while 36 per cent said it was to **simplify the procurement process** – an indication that agility and speed to market sits high on priority lists for businesses, and by implication, their procurement professionals.¹

Add simplified procurement to the 32 per cent who preferred **Standardised Contracts** and 32 per cent wanting fast access to tools, and it's also plain to see that convenience and reassurance also plays an important role. More than 325,000 customers use AWS Marketplace today to find, subscribe to, and deploy third-party software.²



1. Trends, predictions, and expert insights into the role of Marketplaces in the Cloud GTM

2. Source: AWS Marketplace for Containers Anywhere to Deploy Your Kubernetes Cluster in Any Environment. November 2022

AGILE SOFTWARE PROCUREMENT JUST GOT SMARTER WITH COMPUTACENTER AND AWS MARKETPLACE



Computacenter is partnering with AWS Marketplace – the most channel-centric, mature marketplace for enterprise. We're confident that together our Intelligent Procurement Service delivers the most holistic solution to the software challenges organisations are facing today, and the commercial, operational, and technical solutions required to meet and exceed them. This is what sets our proposition apart.

For many customers, simply downloading software from a marketplace isn't the entire story. We know that customers also want advice across their entire software estate: how to migrate software to and from cloud environments; understand what software can be moved and what cannot; how to control and manage user access; how to make best use of licensing and invoicing, and much more.



HOW RAPID SOFTWARE DEPLOYMENT WORKS IN DAYS



1. Software Advisory Services

It starts with our joint **Software Advisory Services** supporting the creation of modernisation strategies and new application and data services on behalf of our customers. We're able to help businesses understand what software they have, where it is, what it's doing, what to retire or replace, and what to move to a more appropriate and efficient environment.

2. Software License Optimisation

Our staged **Software License Optimisation** helps customers know for certain that they only purchase the software they actually need [including when renewing] – essential for a better understanding of software spend and risk mitigation. By leveraging AWS Marketplace, Computacenter can also offer the widest variety of pricing models to help control software spend.

3. AWS Marketplace Software Catalogue

AWS Marketplace Software Catalogue is ever-growing and already offers an extensive choice across a comprehensive range of categories. We're able to help organisations try, test and benchmark software before purchase and deployment. There are also some free or low-cost testing and/or proof of concept options.

4. Private Marketplace

Private Marketplace enables organisations to create a customised catalogue of pre-approved software to reflect the software that best suits business requirements – in so doing rationalising the 12,000+ software products currently available on AWS Marketplace. This catalogue comes with defined permissions and guardrails as to who can purchase and use the products.

5. Pay-as-you-Go

Customers can also ask us to buy software through AWS Marketplace on their behalf. The standard **Pay-as-you-go** offer means customers only pay for what they consume for 'off-the-shelf' software. Those consuming at scale can also take advantage of **Private Offers, and consumption can be leveraged through an organisation's Private Pricing Agreement (PPA).**

6. Computacenter Professional Services

For enterprises already working with **Computacenter Professional Services**, a 'best deal' discount can be negotiated with consolidated invoicing with software purchases.

WHAT DOES THIS MEAN IN PRACTICE?

One thing is for certain – Cloud-based Software Marketplaces are here to stay and AWS Marketplace most pointedly...

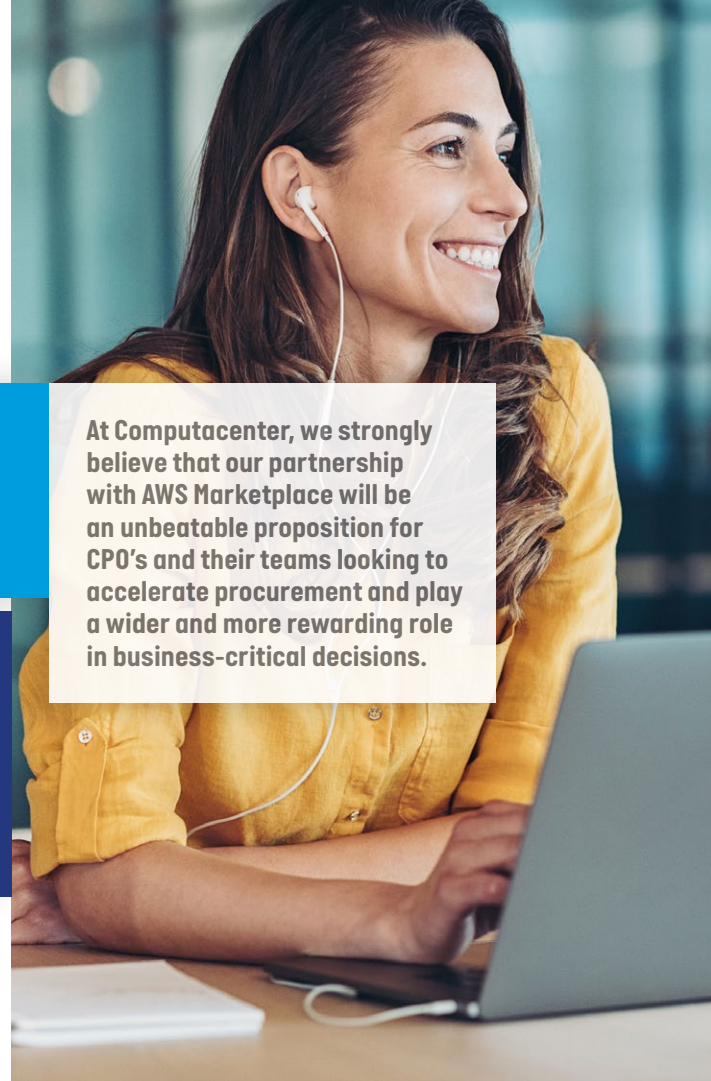
...HAS BROKEN NEW GROUND IN AREAS THAT PROCUREMENT CARES ABOUT AND OFFERS A NEW WAY TO STREAMLINE SAAS BUYING AND THEREBY INCREASE EFFICIENCY WHILE LOWERING RISK.

Forrester New Wave SaaS Marketplaces, Q2 2020.

...OVER 25 PER CENT OF GLOBAL 1,000 COMPANIES ARE USING ONLINE MARKETPLACES IN SOME CAPACITY TO PURCHASE ALL TYPES OF TECHNOLOGY, AND WELL OVER 75 PER CENT HAVE TRIED THEM.

Gartner Predicts 2020. Negotiate Software and Cloud Contracts to Manage Marketplace Growth and Reduce Legacy Costs Whitepaper.

At Computacenter, we strongly believe that our partnership with AWS Marketplace will be an unbeatable proposition for CPO's and their teams looking to accelerate procurement and play a wider and more rewarding role in business-critical decisions.



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**.

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 people and their business. Computacenter is a public company quoted on the London FTSE 250 [CCC.L] and employs over 18,000 people worldwide.

www.computacenter.com

