Softcat

SOFTCAT AND AWS MARKETPLACE

UNLOCK INNOVATION WITH STREAMLINED PROCUREMENT



The future of business lies in cloud technology, but many organisations face considerable roadblocks when planning and making the transition.

It's why **41%** of IT leaders consider resolving technical debt and modernising legacy systems as a top priority but **80%** are held back by a lack of specialist skills.[1]

At Softcat, we support you to overcome every challenge with our expertise and the broad range of cloud technologies available through the AWS Marketplace.

The AWS Marketplace is a curated digital catalogue with thousands of software listings from independent software vendors (ISV). Its purpose is to simplify finding, testing, buying and deploying software on demand that runs on AWS.

So, what challenges can we help your organisation overcome?

TECHNICAL DEBT

Old systems, delayed refreshes, and temporary solutions that become permanent can accrue technical debt

GETTING TIME BACK

Softcat Managed Services can help you alleviate time pressures within your existing team by extending it with our cloud native practice for 24x7 PlatformOps

CLOUD WASTE

Balancing cost and sustainability to reduce cloud waste can be a challenge without specialist knowledge

SOFTCAT IS MORE THAN JUST AN AWS MARKETPLACE EXPERT

MARKET LEADERS

We're the #1 Marketplace Partner in the UK and top 3 in EMEA*

POWERED BY EXPERTS

We have over 40 employees accredited with AWS Marketplace Training Academy

UNCOVERING INNOVATION

We have multiple Marketplace Specialists dedicated to driving new marketplace business

WE'VE GOT YOU COVERED

Softcat's extensive knowledge in Marketplace has won us a Marketplace Skilled Consulting Badge

*Accurate for 2024

SOFTCAT: A PARTNER THAT HAS YOUR CLOUD CHALLENGES COVERED

CONSULTING PARTNER PRIVATE OFFERS (CPPO) PROGRAM

The CPPO Program makes it easy for cloud-first organisations to achieve the productivity and innovation needed to compete, grow, and evolve. As an AWS Consulting Partner, Softcat resells cloud software from ISVs in AWS Marketplace. We can offer you favourable custom pricing through recurring and negotiated terms and you can be confident that Softcat will navigate you through AWS Marketplace.

The CPPO Program connects you with the software you need, while providing the support to make cloud a success. It's an arrangement that gives you the fast procurement, deployment, and management of verified AWS-ready software.

CPPO VENDORS

At Softcat, we have well-established relationships with **1000+** ISVs – a direct connection to the leading vendors, technologies, and discounts.

We deliver a curated portfolio of over **8,000** cloud technologies and also offer a bespoke range of services through AWS Marketplace that enhance and optimise your cloud experience.

FORTRA · CROWDSTRIKE · druva · FORTINET · LACEWORK · splunk> · TREND MICRO

FORTRA'S ALERT LOGIC

"Having strong experience and resources to support customers transforming their procurement through Marketplace is key. Thanks to Softcat's dedicated Marketplace team, Alert Logic can provide that additional support to our customers."

TREND MICRO

"Softcat's dedication to AWS marketplace has been second to none and being one of the very first partners to truly embrace the cloud and procurement journey around AWS."

EDP

AWS EDP is a bespoke agreement offered to AWS customers with a demonstrable history of high spending with certain cloud vendors. Softcat has numerous agreements in place, allowing us to pass on additional discounts and benefits to qualifying customers.

As part of the CPPO Program, Softcat offers flexible consumption and contract modules that enable you to consume your software in the same elastic way you use AWS – all helped by our in-house team of technology specialists, top-tier accreditations, and an extensive partner network.

Tap into the benefits of AWS EDP

An EDP agreement reduces the time to contract from two months to **two weeks** and the contract renewals process from seven days to **one day**

100% of software transactions can burn down your EDP (Enterprise Discount Program) commitment

We also provide OGVAs (One Government Value Agreement) for customers this would be applicable for

AWS ON SUSTAINABILITY

IT'S VITAL WE UNDERSTAND THE IMPORTANCE OF SUSTAINABILITY FOR OUR CUSTOMERS



AWS aims to achieve:

- 100% renewable energy by 2025
- Water positive by 2030
- Net-zero carbon emissions by 2040[2]

SOFTCAT ON SUSTAINABILITY

At Softcat, it's our ambition to become 'net zero' a decade ahead of government targets. To achieve our goal, we've designed a three-prong strategic framework to ensure our sustainability efforts are effective across our business.

SOFTCAT IS THE FIRST FTSE 250 COMPANY TO ACHIEVE 5 STAR SUPPORT THE GOALS STATUS

Softcat

SOFTCAT

We've embedded sustainability across our business, allowing us to support key goals and champion a more efficient, reduced-carbon industry

SUPPLY CHAIN

We work with our partners, suppliers, and vendors to ensure they align with our values and are working towards a greener supply chain

SOLUTIONS

We've reviewed every Softcat solution and service to ensure all our customers can drive their own sustainability vision forward

MAKE THE MOST OF CLOUD WITH SOFTCAT AND AWS MARKETPLACE

No matter your cloud ambitions, the expert knowledge of Softcat and the broad portfolio of technologies on AWS Marketplace can make them a reality. From procurement and exclusive discounts to deployment and support, we're here to guide you every step of the way.

TO BEGIN YOUR CLOUD JOURNEY, CONTACT:

AWS@SOFTCAT.COM

Softcat

[1] https://info.flexera.com/CM-REPORT-State-of-the-Cloud

[2] https://sustainability.aboutamazon.com/environment/the-cloud?energyType=true