

NextGen ISV acceleration: a SaaS go-to-market guide for ISVs



software

Table of contents:

Getting started	03	Your transformation journey	22	Moving forward: marketing and growing after transformation	36
Welcome to the NextGen ISV programme	04	Envisioning	23	Building your growth strategy	37
Why? The business benefits of transforming to SaaS	05	AWS Migration Acceleration Program	25	Your marketing plan	38
How? SoftwareOne and AWS enable SaaS transformation	10	AWS Migration Acceleration for Windows	27		
What? Expectations on your SaaS journey	11	FinOps	28		
		Cloud managed services	30		
		After modernisation	32		
		– Help with developing co-selling strategies to reach new customers and geographic markets	32		
The envisioning workshop	14	– Marketing support to drive demand	32		
Listening	15	– Help with scaling through marketplaces	32		
Envisioning	15	– AWS Marketplace	32		
Planning	16	– SoftwareOne Goatpath	32		
Execution	16				
The channel development workshop	17	The benefits of working with AWS	33		
Fundamentals of a SaaS business model	20	Understanding AWS Partner Programs	34		
Pricing	20	– Partner paths	34		
Target markets for SaaS solutions	20	– Software paths	34		
Marketing	20	– Partner marketing	34		
Sales organisation and sales compensation	21	– Marketing Central	34		
Customer support	21	– Using co-op funding	34		
Financial metrics and financial modelling	21	Partner training and certification	35		
Wrap-up and next steps	21	AWS ISV co-sell	35		
		AWS SaaS Factory	35		
		Partner Solutions Finder	35		
		Partner Funding	35		

Getting started



Welcome to the NextGen ISV programme

In today's changing market landscape, independent software vendors (ISVs) will discover many **business benefits by undergoing digital transformation.**

As the world increasingly embraces software as a service (SaaS), **ISVs that continue to offer products based on legacy monolithic architecture will find it harder to grow their businesses** and deliver the experiences their users expect. The solution? Application modernisation.

Transforming from a legacy business model to a digital one can seem like an overwhelming prospect, but SoftwareOne and Amazon Web Services (AWS) offer a way forward: the NextGen ISV programme. **This programme is designed to help you reduce risks** and overcome the technical and business challenges of SaaS transformation. It also provides ongoing support for cost optimisation, marketing and co-selling after modernisation.

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Why? The business benefits of transforming to SaaS

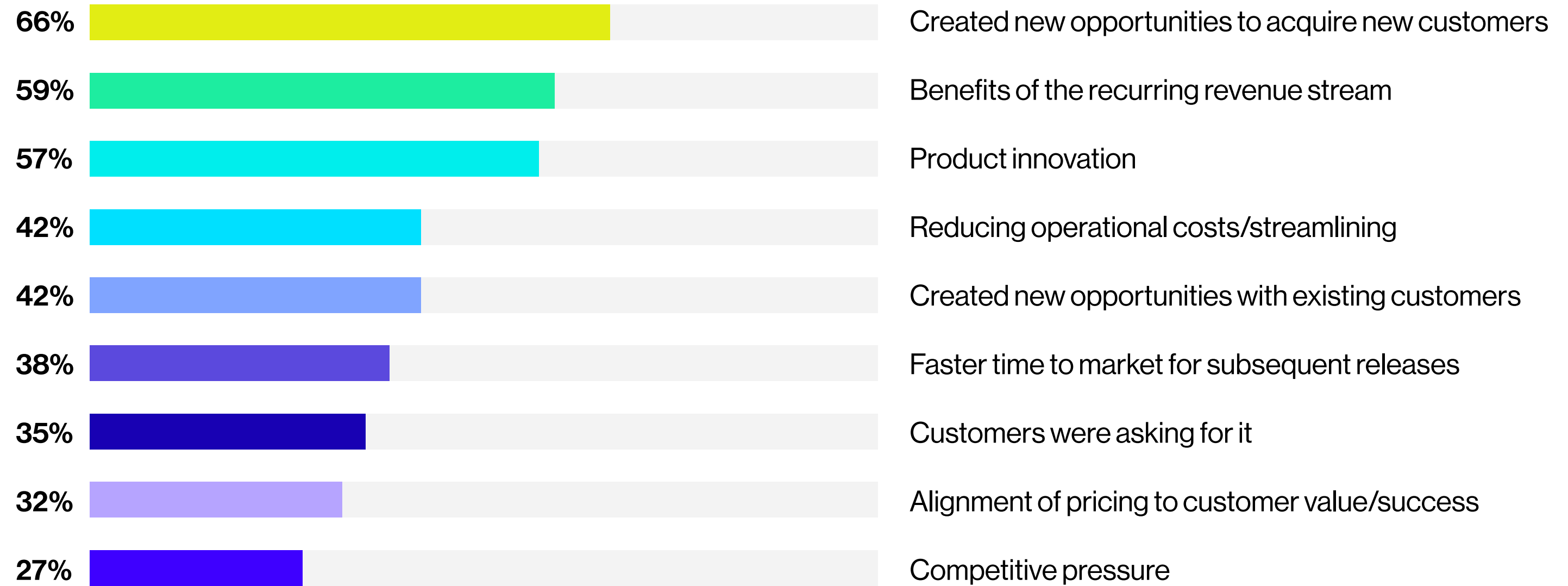
Whether you are a cloud-native startup or an existing ISV with legacy on-premises software solutions, SaaS represents an opportunity to deliver more value to your customers and grow your business.

By modernising your products for the AWS Cloud, you can **accelerate innovation, increase the speed of delivery and reduce inefficiencies, costs and technical debt**. An optimised environment in the cloud also enables better monitoring, stronger security and easier preventative maintenance.

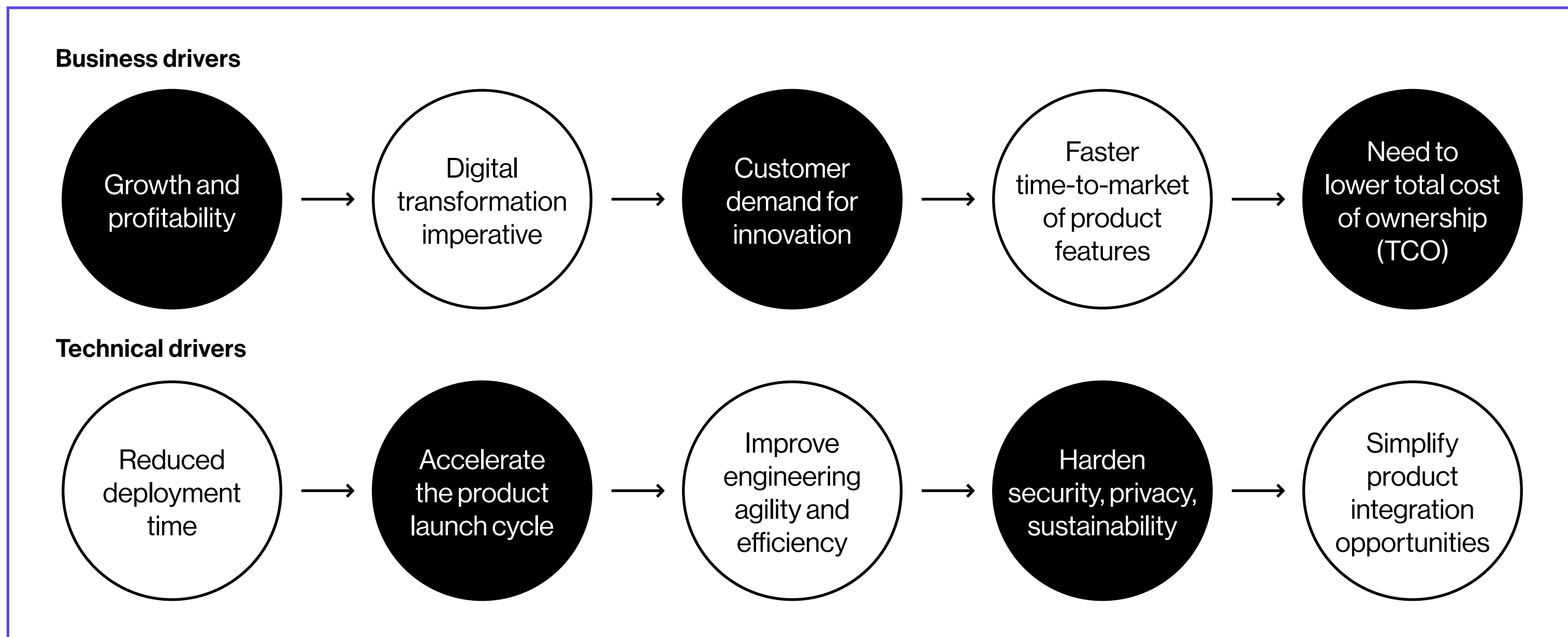
And by working with SoftwareOne, you gain a knowledgeable partner with years of experience in helping to modernise ISVs in the cloud.



Top factors influencing product modernisation



ISV drivers for product modernisation



Transforming to a SaaS model

Transforming to a SaaS model can enable you to **reduce your total cost of ownership (TCO) by 30%** and accelerate growth by 10% or more. The biggest savings come from the elimination of software license fees, but you will also see savings through the adoption of best practices, automated testing and enhanced security.

Supported by the capabilities of SoftwareOne and AWS, ISVs that modernise through the NextGen ISV programme also gain access to new co-selling opportunities and the global AWS marketplace. This makes it possible to reach new markets and scale quickly, **speeding up go-to-market capabilities by up to 200%**.

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ISV objectives for product modernisation

Improve customer experience

Most robust cloud products and services

- Increase performance
- Improve reliability
- Enhance security

Increase innovation velocity

Access innovations in the cloud

- Reduce time developing products and features
- Rapidly respond to market/competitive dynamics
- Scale quickly and efficiently

Realise business value

Avoid high lock-in and punitive licensing terms

Lower cost with no operating system tax and licensing fees

- Lower cloud spend and operating costs
- Improve efficiency and staff productivity

How? SoftwareOne and AWS enable SaaS transformation

The NextGen ISV programme provides guidance, incentives, services and partnership to transform ISVs into fully optimised and modernised SaaS providers. **Wherever you are on the SaaS journey, our experts will guide you through every step:** from art-of-the-possible planning and execution roadmaps to developing channel sales strategies and helping you unlock growth opportunities.

Starting with your SaaS vision, we work with you to create a roadmap for transformation. We identify barriers to cloud adoption and chart a way forward based on your organisation's existing capabilities and IT demands. From the initial discovery phase, we organise a workshop to envision what your future SaaS products will look like, then build the business case and technical validation.

After completing modernisation, we also support you with a proven framework to manage, optimise and control costs so you can focus on innovation and business agility, and ultimately **realise maximum value** for your business. Working together, SoftwareOne and AWS can also help you with marketing and co-selling.

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What? Expectations on your SaaS journey

The goal of the NextGen ISV programme is to help you understand the current state of your products and business, **overcome the challenges of modernisation** and transform into a nimble, cloud-based business that's better able to meet your customers' needs, outperform competitors and grow. We help you to significantly **improve business outcomes**, enabling the transformation of your people, processes and business performance.



ISV needs for product modernisation

Cloud expertise and guidance

Technical assistance with business, operations, architecture, and technology challenges during modernisation

Help drive business impact

Provide assistance to grow product adoptions, acquire new customers, help enter new markets, and reshape go-to-market (GTM) efforts

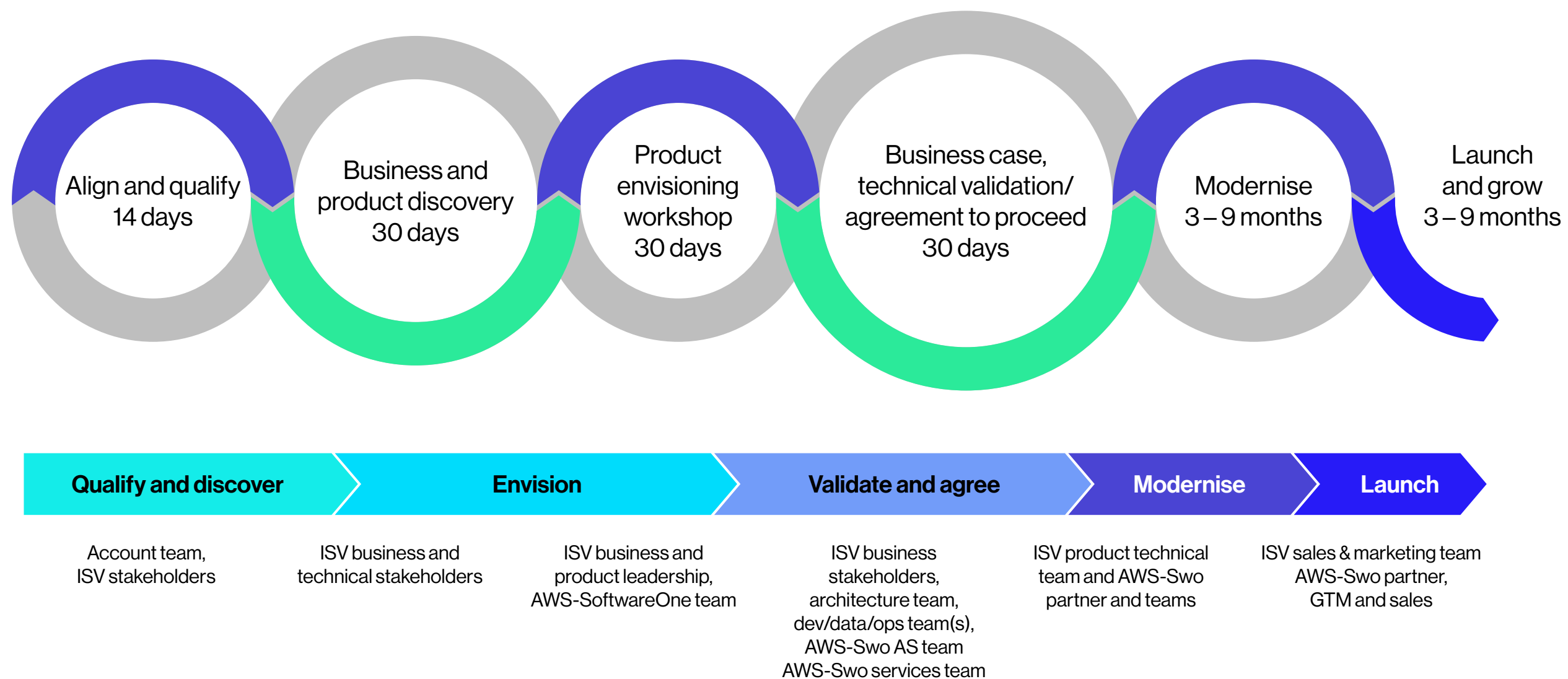
Accelerate time to value

Quickly achieve business benefits. Accelerate and de-risk product development, and unblock the modernisation journey with best-practices sharing

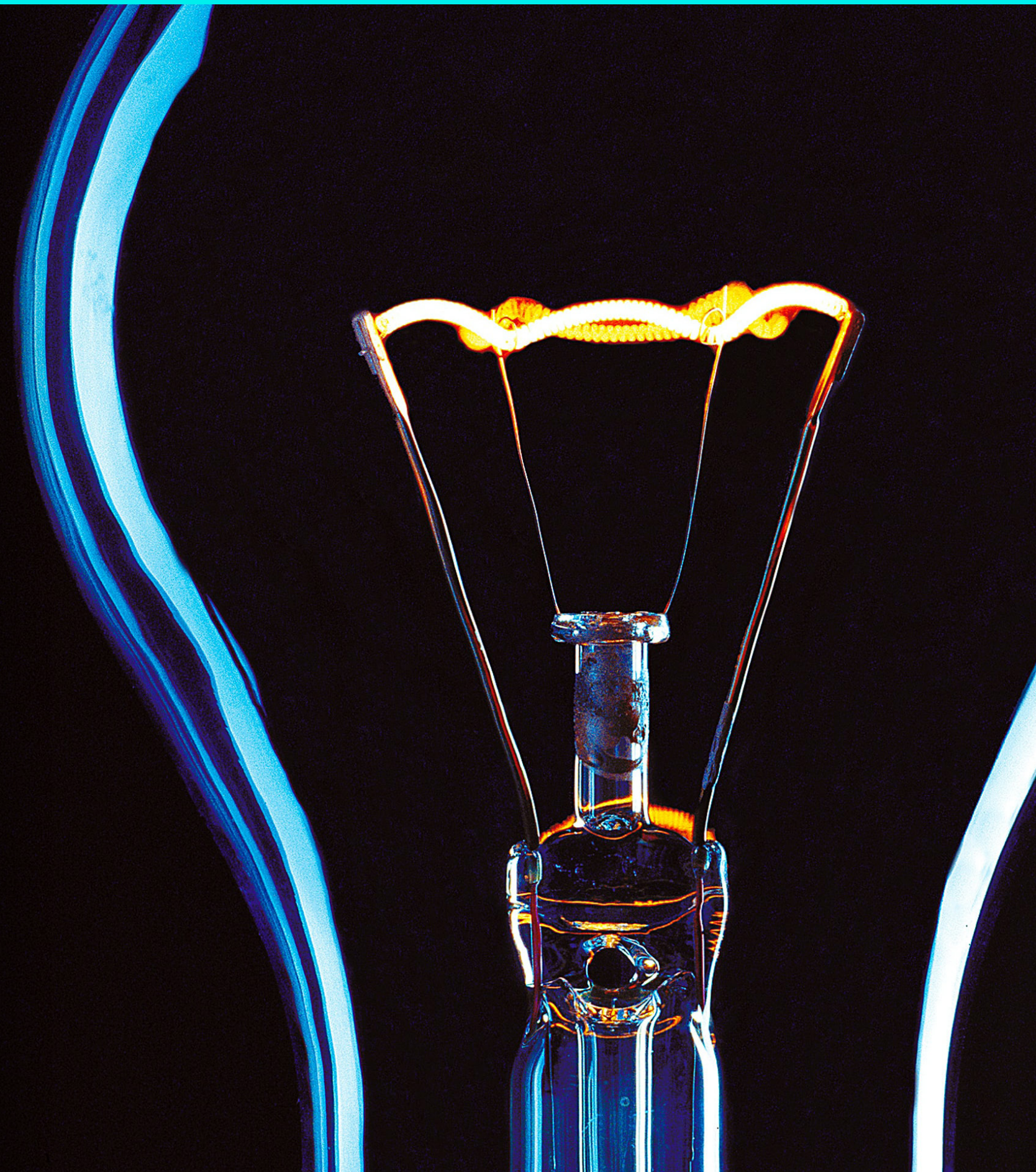
De-risk with ongoing partnership

Continuous involvement from AWS in product co-innovation, roadmap alignment, cloud service support, and customer adoption

NextGen ISV – Product modernisation programme lifecycle



The envisioning workshop



The envisioning workshop

We hold envisioning workshops over a series of one to four sessions, depending on the preparedness of the ISV, complexity of its modernisation needs and depth and specificity of necessary discussions. In the full workshop programme, we hold separate sessions for each of the four major phases:

1. Listening –

A guided conversation where the ISV's current state and ambitions are explored and documented using the following exercises:

- Business model canvas
- Existing vision, strategy, ambition and expected business impact
- Current product roadmap
- Identifying joint success
- Legacy architecture

2. Envisioning –

A series of activities that collaboratively lay out the future state of the product(s) being modernised using the following exercises:

- Future state vision canvas
- Future market segment
- Total addressable market evaluation
- Value proposition canvas
- Design criteria canvas

The envisioning workshop

3. Planning –

Objective and initiative prioritisation and road mapping using the following exercises:

- Product modernisation themes, sub-themes and key objectives
- Potential innovation scenarios
- Defining horizons
- Defining a joint value proposition and partnership
- Identifying a minimum viable product (MVP)
- Product build and launch expectations
- Migration strategy roadmap
- GTM approach

4. Execution –

Specific action planning using the following exercises:

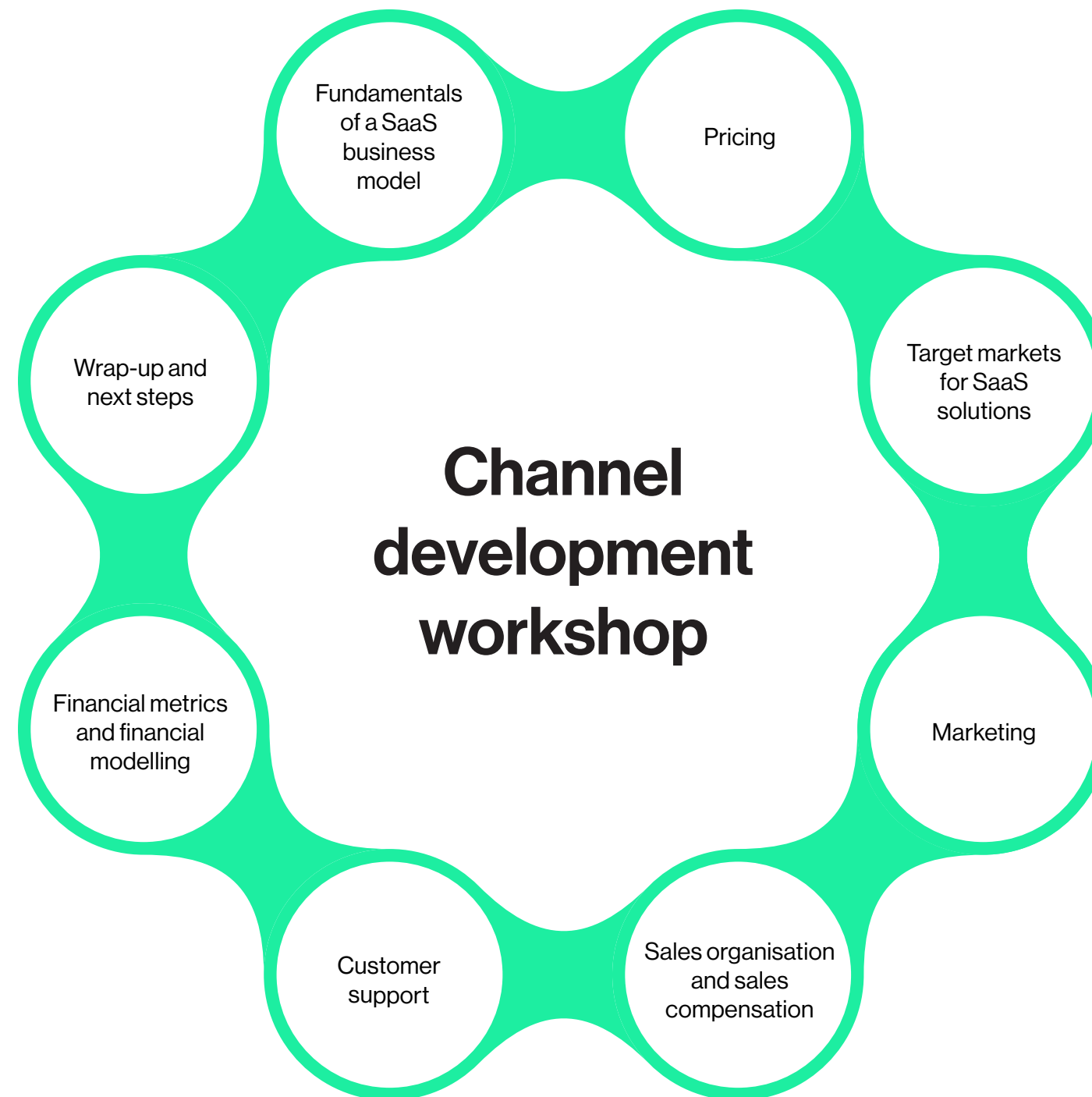
- Key activity planning
- Gap analysis
- GTM planning

The channel development workshop



The channel development workshop

This comprehensive workshop will provide you with everything you need to know about managing a successful SaaS-based ISV business. Based on 15 years of real-life experience in helping companies optimise their SaaS business models, our workshop aims to **help you to understand both the transformation process and how to optimise for growth and profitability**. It will also provide you with a complete set of templates, documents and worksheets for your SaaS transformation journey. Supported by AWS and SoftwareOne, the business discovery process and workshop are available to ISVs for no cost.



The next two pages provide more detail on what to expect from each agenda item in the workshop.

Workshop agenda

Fundamentals of a SaaS business model

- What changes and what doesn't as your business transforms?
- How will these changes affect your company, people and processes?
- What is the potential impact on your business valuation?
- What platform will you choose: SaaS or platform as a service (PaaS)?
- How does your product architecture affect your business model?

Pricing

- How to convert your ISV's software license pricing to a subscription-based model
- What are your subscription pricing options?
- What's the best strategy: freemium offerings, free trials or both?

Target markets for SaaS solutions

- What are the best vertical markets for your software solution(s)?
- What about enterprise customers that remain reluctant to buy SaaS solutions? How can you identify and qualify potential clients with such concerns?

Marketing

- How does marketing for SaaS solutions differ from that for on-premises offerings?
- How can you implement buyer-centric and digital marketing?
- What do you need to know about marketing automation to manage customer acquisition costs?

Workshop agenda

Sales organisation and sales compensation

- Building your sales machine
- Hunters and farmers: why you need both
- How to set compensation and quotas

Customer support

- Customer support as part of the ongoing sales process
- Automating customer support to reduce costs
- When and how to use human customer support

Financial metrics and financial modelling

- Key metrics to monitor and measure
- Building revenue projections for your SaaS solution
- Using a detailed profit-and-loss (P&L) spreadsheet [template provided]

Wrap-up and next steps

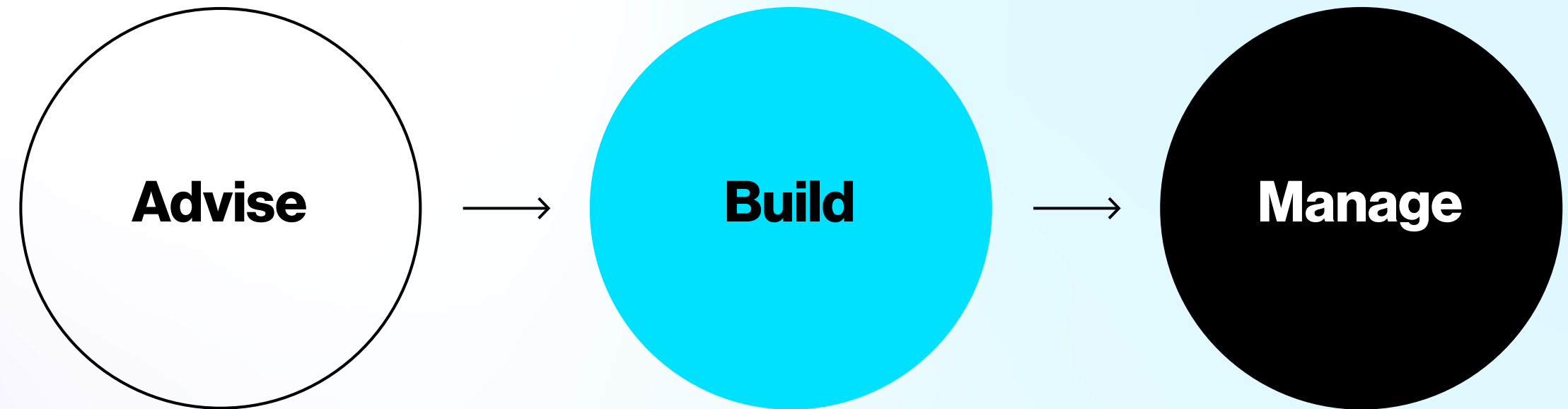
- After the envision workshop, you will receive a detailed report that outlines your
 - Product vision
 - Business case for transformation
 - Case for modernisation
 - Transformation strategy
 - Roadmap to SaaS
- With approval of an agreement with SoftwareOne and AWS, you then move on to the next stage of the programme: modernisation

Your transformation journey



Your transformation journey

SoftwareOne's approach to application modernisation consists of three phases: advise, build and manage, with the following defined actions and deliverables.



Collation of all business and technical information to discover, assess and align your application portfolio for modernisation — with a strategic detailed roadmap.

Set up environment and tools to prepare the applications. Work together to re-host, re-platform and re-factor target applications to deliver modernised applications.

In the third phase your team can work on enhancing your applications and can now work on building in new application capabilities.

Your transformation journey

Advise

Discover

- Collect technical debt and cloud readiness information
- Assess applications with a Well-Architected application review
- Deliver application rationalisation matrix

Assess

- Condition assessment of target applications
- Analyse application alignment with Well-Architected framework
- Modernisation recommendations for each app

Align

- Design app architecture based on reference architectures
- Calculate projected ROI and TCO
- Define cloud architecture and supporting business case
- Create app modernisation plan

Build

Design

- Create test plan
- Deploy cloud landing zone
- Define infrastructure-as-code templates
- Configure DevSecOps pipeline

Migrate

- Implement source code changes (re-platform, re-factor)
- Migrate databases
- Deploy and test
- Write documentation

Manage

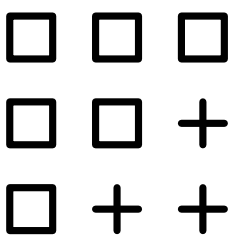
Maintain

- Develop new user stories
- Support and maintain applications
- Development of new features

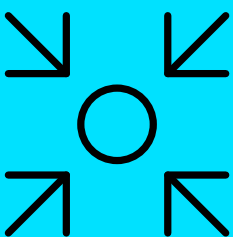
AWS Migration Acceleration Program

The AWS Migration Acceleration Program (MAP) is a comprehensive and proven cloud migration programme based on the experience that AWS has gained by migrating thousands of enterprise customers to the cloud. MAP provides tools that reduce costs and automate and accelerate execution, tailored training approaches and content, expertise from partners in the AWS Partner Network, a global partner community and AWS investment. SoftwareOne’s Migration Acceleration Programme is organised into the following three phases, each of which is delivered under a separate services contract.

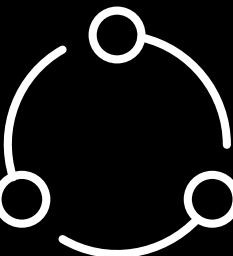




Assess is where a customer’s cloud data centre environment will be envisioned. An assessment of the current state IT landscape will be conducted, including geographies, identity, compute, storage and data, networks, applications and other services agreed to be in scope. Performance, security, availability and recoverability metrics will be gathered and will be mapped to cloud services.



Mobilise is where a customer’s foundational cloud infrastructure is established. This includes AWS Accounts, identity authentication and authorisation infrastructure, networks, cloud services that would enable defined performance, security, availability and recoverability metrics to be achieved in the cloud.



Migrate and modernise is where a customer’s applications are migrated. This consists of migration planning, workload sequencing and migration execution.

The cloud migration service phases are delivered through SoftwareOne’s consistent delivery methodology of assess, mobilise, migrate and modernise. Each phase has its own set of clear outcomes and/or deliverables which iteratively progress the wider project.

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AWS Migration Acceleration Program for Windows

The AWS Migration Acceleration Program (MAP) for Windows, an extension of the existing AWS MAP program, is designed to help organisations reach their migration goals even faster with AWS services, best practices, tools and incentives. We provide a three-step approach to help you reduce the uncertainty, complexity and cost of migrating to the cloud. In addition, MAP can help you modernise current and legacy versions of Windows Server and SQL Server workloads to lower cost cloud solutions such as SQL Server running on Linux, Amazon Aurora, container-based services and AWS Lambda. Cloud-native or open-source solutions can help you break free from the high costs of commercial licensing.

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FinOps

A cloud financial management (FinOps) framework is essential to optimising your value during and after a SaaS transformation. SoftwareOne's FinOps Foundation-certified practitioners and the SoftwareOne PyraCloud tool enable you to manage, track, control and predict cloud spending and to deliver measurable business improvements.

The FinOps framework

Business process consulting



Adoption and change management



Continuous improvement

Assessing and measuring existing FinOps maturity, business process, and collaboration to build a clear long-term cloud financial management roadmap.

FinOps is a culture practice at its core. Organisational change management, communication, and training are critical differentiators.

Once a roadmap is defined, managed services accelerate our customers' ability to execute best practices and increase business value.

FinOps Services

**FinOps
discovery**

**FinOps
diagnostic**

**Managed
FinOps**

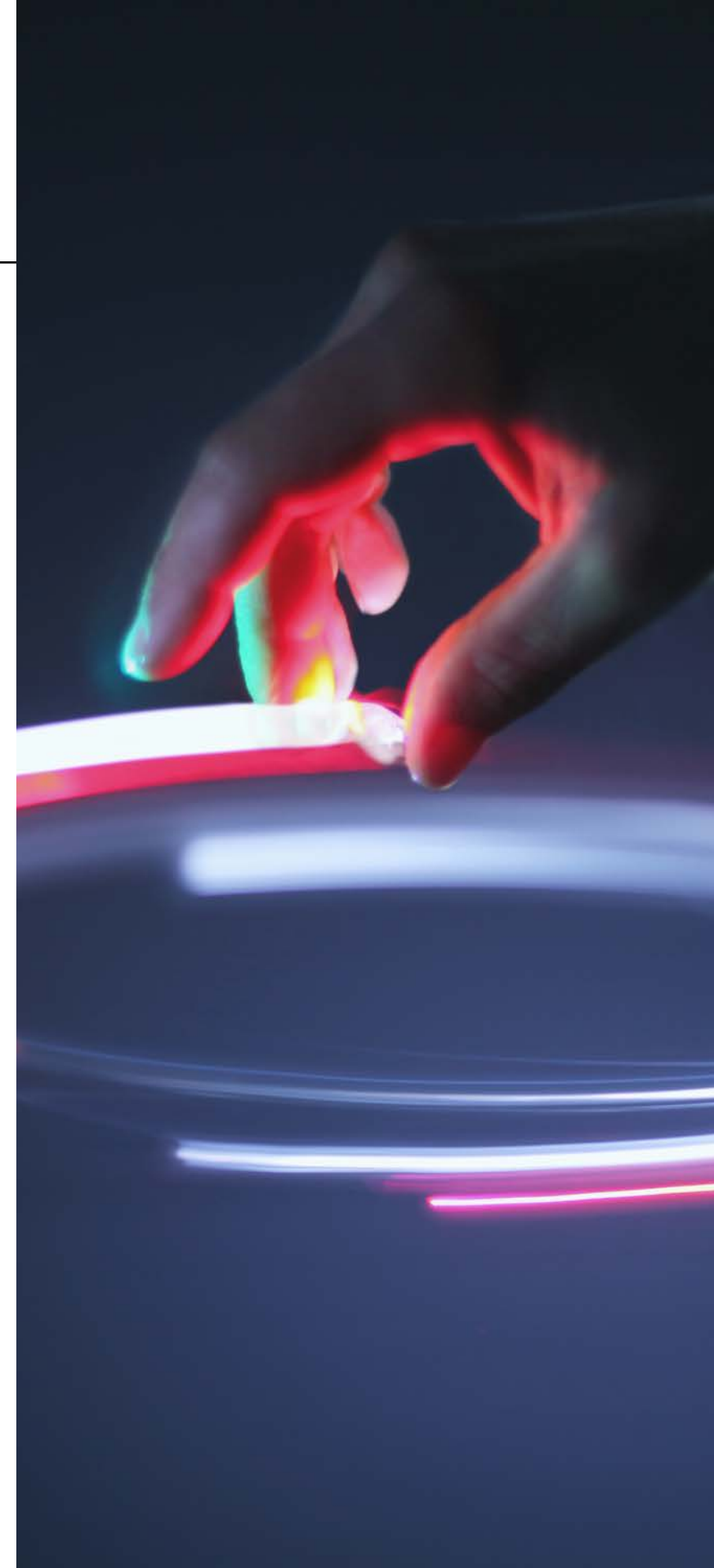
GreenOps

Cloud managed services

Modernising needn't be daunting.
Our experts will help you operate in the cloud.

- **24/7 support:** global support in four languages in a time zone near you.
- **Reduced risk:** ensure security levels and governance of your cloud estate with a proven provider.
- **FinOps built-in:** optimise cloud spending and avoid surprises with anomaly alerts.
- **Structured flexibility:** get a little help, or a lot – for part of your portfolio, or all of it. Scale in and scale out as needed.
- **Self-service controls:** fine-tune your level of support through tagging, no change requests required.

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Cloud managed services packages to suit your needs

Essentials	Billing and support		
Enhanced cloud billing	Spend management	Spend anomaly detection	Cloud platform support

Advanced	Monitor, protect and secure		
Infrastructure monitoring	Backup management	Patch management	Security compliance
Problem management	Cost optimisation	Service delivery management	

+ all Essentials service modules

Premium	Fully-managed lifecycle		
Landing zone management	Identity & access management	Change management	Support customer code deployment
Security managed detection & response	Operations on demand	Designated architect	Optional add-ons

+ all Essentials and Advanced service modules

Post-modernisation go-to-market

Modernisation can take anywhere from three to nine months to complete, and you can quickly begin seeing the business benefits of transformation.

After modernisation – SoftwareOne and AWS will provide ongoing marketing support to help you grow your SaaS business.

This includes:

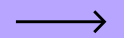
- Help with developing co-selling strategies to reach new customers and geographic markets
- Marketing support to drive demand
- Help with scaling through marketplaces
- AWS Marketplace – Using the [AWS Marketplace](#), you gain access to millions of AWS customers that might be interested in buying your products. The AWS Marketplace and the AWS Partner Network (APN) provide business, technical and marketing support to help you build, market and sell your offerings.
- SoftwareOne Goatpath – SoftwareOne's [Goatpath Marketplace](#) provides you with access to over 65,000 customers. These range from SMEs to large global enterprises and span multiple industries and geographies. Some 7,500 software publishers are currently part of this partner network.

The benefits of working with AWS



Understanding AWS Partner Programs

AWS offers a broad set of initiatives to help you innovate, expand and differentiate your offerings. You gain access to go-to-market resources, funding benefits and more.

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Partner paths – AWS Partner Paths provide a flexible way to accelerate your engagement with AWS. AWS Partners gain access to technical resources, marketing tools, training and certification, webinars, in-person learning opportunities and other events.

Software paths – You will benefit from the AWS Partners Software Path, which is designed for organisations that develop software that runs on or is integrated with AWS.

[Learn more about paths >](#)

Marketing Central – AWS Partner Marketing Central is designed to help AWS Partners expand their audience reach and drive demand for their customer offerings. It's a self-service portal that allows you to easily customise and launch campaigns, find an AWS-preferred agency that offers cost-effective services, access digital courses on marketing education or request support from a virtual Partner Marketing Manager.

[Learn more >](#)

Using co-op funding – AWS Marketing Development Funds (MDF) are a resource for eligible AWS Partners to help drive demand generation and build a sales pipeline with qualified opportunities. ISVs participating in the NextGen ISV programme could be eligible for MDF cash and/or MDF AWS Promotional Credits to support their marketing efforts and promote their service(s) or solution(s) on AWS.

The two main MDF Program benefits are:

1) MDF Cash – Offsets up to 50% of the actual costs of eligible marketing activities that focus on awareness or demand generation.

2) MDF AWS Promotional Credits – Offsets future AWS usage costs incurred during eligible marketing campaigns.

[Learn more >](#)

Partner training and certification

AWS Training and Certification enables you to learn from AWS experts, advance your skills and build your future in the AWS Cloud. You can access both digital and classroom training, including free digital training that lets you learn online at your own pace.

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AWS ISV co-sell

This programme helps you to drive new business and accelerate sales cycles by connecting you with the AWS sales organisation. It provides you with co-sell support and benefits to connect with AWS field sellers globally, which serve millions of active AWS customers.

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AWS SaaS Factory

This programme supports AWS Partners at any stage of their SaaS journey, providing them with direct access to technical and business content, best practices, solution architects and SaaS experts.

[LEARN MORE](#) →

Partner Solutions Finder

Using the AWS Partner Solutions Finder, you can find partners by industry, use case, workload, solutions or earned AWS designations and certifications.

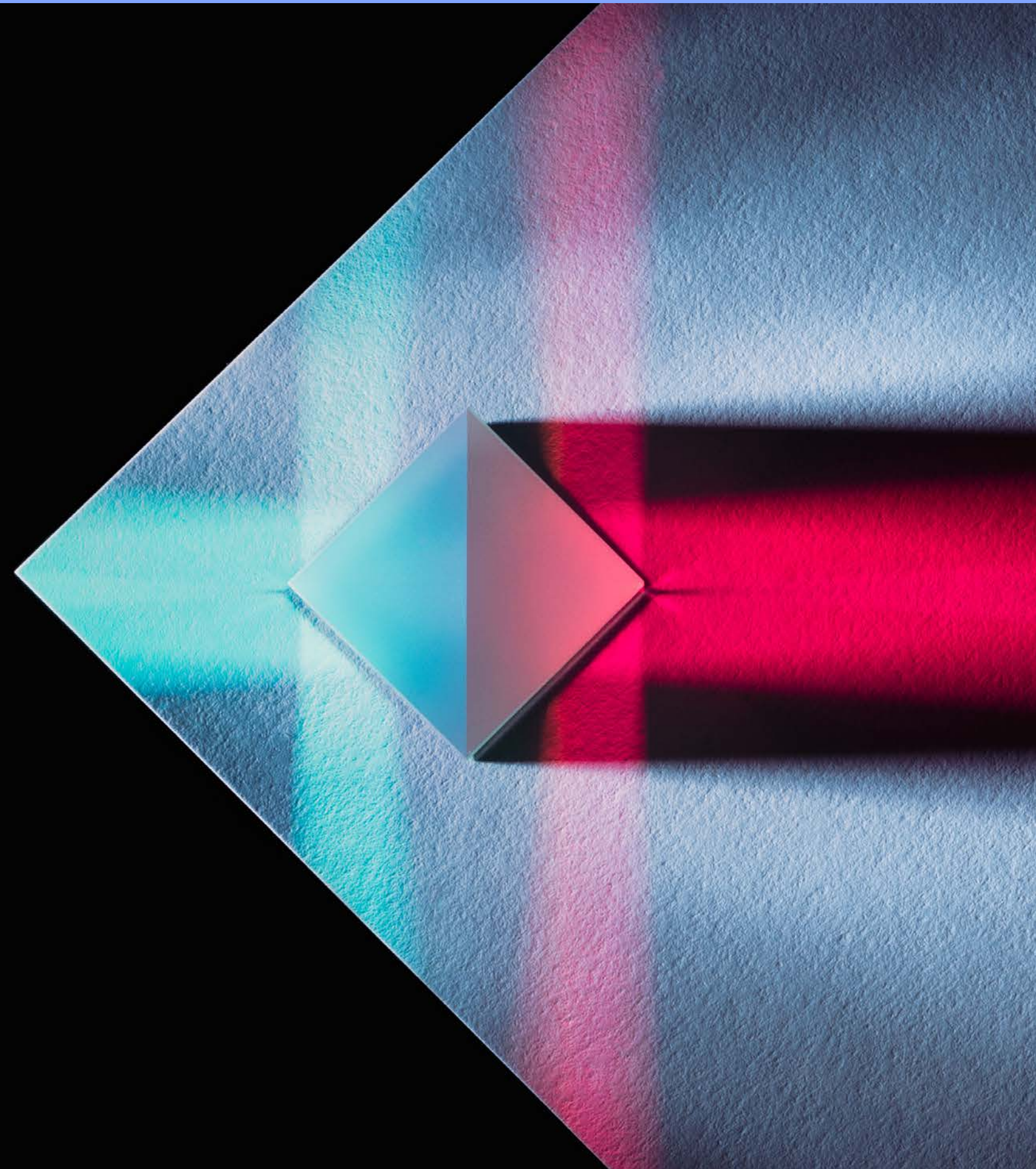
[LEARN MORE](#) →

Partner funding

ISVs that join the AWS Partner Network and participate in specific programmes available to AWS Partners can unlock various funding benefits to help them build, market and sell with AWS. AWS Partners can receive funding in the form of cash or AWS Promotional Credits depending on the specific funding option.

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Moving forward: marketing and growing after transformation



Building your growth strategy

Know your market

- Who you are selling to
- Your target market personas and their pain points
- Where your audience is (i.e., which websites, social media, events, etc.)

Position your product accordingly

- Your unique selling proposition
- How your offering differs from your competitors
- How your products address customers' pain points
- Which messages resonate with your audience

Create a go-to-market plan

- How you will deliver your marketing messages
- How you will target the right audience(s) and personas
- How you will fund your marketing efforts
- What kind of support you might need (i.e., partner funding, content agency support, SEO services, etc.)

Sales and service strategies

- Will you have a direct salesforce or develop a channel?
- Will you publish your solution in a marketplace?
- What new markets or customers should you consider with the new offering?
- What do you need to change to support your customers?
- What additional services need to be developed around the new solution?

Your marketing plan

In order to be effective, marketing and customer retention activities must be ongoing rather than one-off initiatives.

Identify how you will generate leads for your products, giving thought to...

- Database of leads
- Marketing channels
- Support for your sales/marketing team
- How to measure and manage success (i.e., which metrics will you use?)

Your marketing model

- Owned – web content, blogs, white papers, e-books, social posts, emails, SEO
- Paid – pay-per-click, social media ads, digital display ads, etc.
- Earned – media coverage, social mentions, product/service reviews, partnerships, external organic search

Please see the next page for more guidance on the marketing model.

SaaS pricing strategies

Building your customer base with...

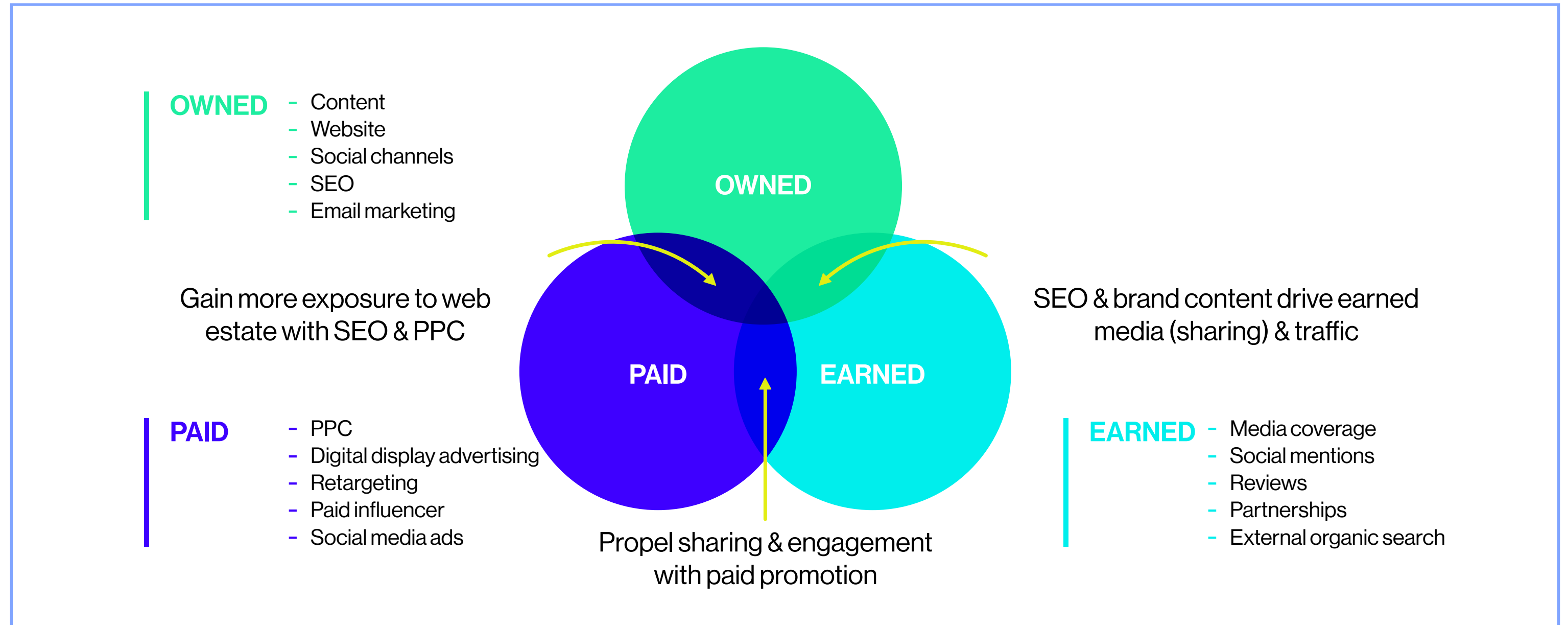
- Freemium offerings
- Free trials
- Both

Partners and service providers

Other organisations that can support your marketing and growth ambitions

- SEO services
- Content agencies
- PR agencies

Marketing model





Contact us today

The NextGen ISV programme from SoftwareOne and AWS supports ISVs wherever you are on your journey to SaaS so you can confidently take your business to the next level.

Please contact us if you are thinking about taking the next step to modernisation.

www.softwareone.com/en/contact-us



software **one**
step
ahead.

