Amazon AppStream 2.0

Deliver SaaS Solutions, Online Trials, Training, and Demos

Malcolm Clark
AWS EUC Specialised Sales EMEA
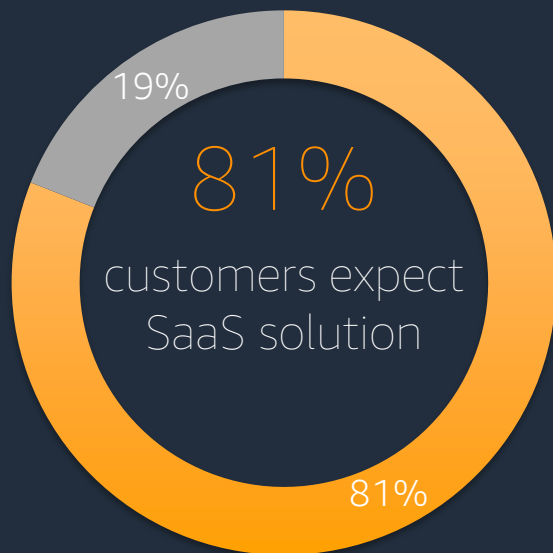
Agenda

- ISV Segment Transformation

- AppStream ISV Use Cases

- AppStream Overview

- Resources

- Next steps

Changes in ISV segment

SaaS

Largest Growing
Software Category

81%
customers expect
SaaS solution

19%

81%

83%
expect online
training & trials

17%

83%

* 2019 Forrester Survey

aws

SaaS Value Proposition for customers

Value to Customers	Value to ISVs

Simplified IT Management

Seamless Onboarding

Agility

Growth

Frictionless Trial Experience

Consumption Based Pricing

Cost Optimization

Business Value

Why SaaS on AWS?

Innovate faster with greater flexibility with the breadth and depth of AWS services and partner technologies

Build with confidence and accelerate your success with AWS SaaS advisory, tools, and GTM programs

Reach new customers worldwide with AWS global presence, partner network, and compliance programs

SaaS Transformation

Public cloud trends are accelerating, by 2021…

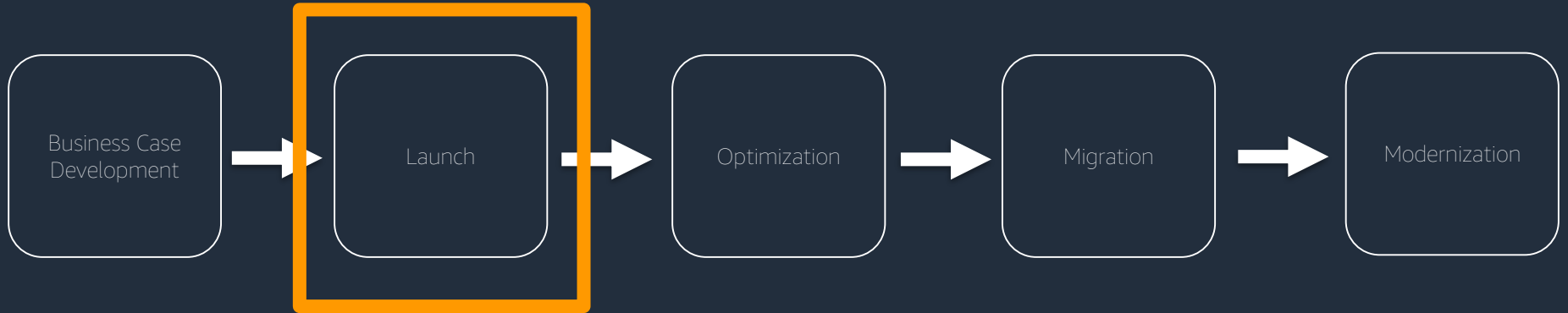**94%** of all workloads and compute instances will be processed in the cloud

73% of cloud workloads will be in public cloud

75% of total cloud workloads and compute instances will be Software-as-a-Service (SaaS)

Source: Cisco Global Cloud Index, 2016–2021
* Workload = a virtual machine or a container

Modern SaaS Model

Microservices
Cloud-based
Subscription-based pricing

Transition to a recurring revenue business model

Migrating customers to a new product and business model

Transforming business processes

Realigning the org and culture for SaaS

Traditional Model

Monolithic
On-premises
Perpetual Licensing

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ISV SaaS Journey

amazon AppStream 2.0

Business Case Development → Launch → Optimization → Migration → Modernization

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amazon AppStream 2.0

Fully managed
Non-persistent
Applications/desktop streaming

AppStream 2.0 Overview

Co-located compute, graphics, apps, data

Encrypted pixel stream

Users

AppStream 2.0 Use Cases for ISVs

amazon
AppStream 2.0

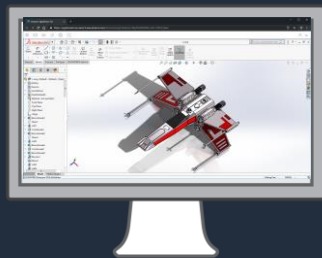Provide a zero install
trial and training experience

SaaSify your app
with no rewrite

Enable your customer's
Cloud Migrations

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SaaSify your application with AppStream 2.0

Deliver a cloud-based subscription to

your desktop applications

- with no rewrite

ISVs: SaaSify your application with AppStream 2.0

Business Challenges:

- Growing Customer demand for SaaS solution

- Transform on-premise software business to SaaS (Lift & Shift vs. Rebuild)

- Expand Client Base globally

- Rapid Innovation

AppStream Solution Benefits:

Launch a SaaS solution, with no application re-write.

Accelerate customer on-boarding

Faster Time to Market

Simplify SaaS Infrastructure Management

Increase Customer Base Globally

Pay as you go pricing

multiview
FINANCIAL SOFTWARE

"Many of our customers asked for a SaaS offering for our desktop application. While we could have rewritten our application as a web app, it would have cost millions of dollars and years of development. Instead, we simply deployed our application using AppStream 2.0 without rewriting any code. Now, we can instantly deliver our applications to any customer on the computer of their choice with a responsive and fluid experience."

– Jamil El Ghazal, Director, Technology Services, Multiview Corporation

SaaSify your application with AppStream 2.0

Deliver Online Training Trials and Demos

Provide software trials and training on demand,

with no installs, or special hardware required

– zero friction for users

ISVs: Deliver online Trials, Demos, & Training

Business Challenges:

- Modernize Software Trials, Demos and Training experience for your customers

- Eliminate traditional cumbersome process requiring large downloads and local install

- Remove GPU Hardware dependency

AppStream 2.0 Solution Benefits:

Provide software Trials on demand

Deliver sales Demos without downloads or plugins

Deliver training virtually, to any desktop, from anywhere.

Invite prospects to open a link via email, and access software

Provide access from Windows and Linux PCs, Macs, and Chromebooks

Pay as you go pricing

𝟥𝐒 SOLIDWORKS

"Appstream 2.0 helps our prospects start their SOLIDWORKS trials in seconds through their browser with no downloads or installation on their local computer. Because AppStream 2.0 provides GPU optimized instances, our users have an experience indistinguishable from their local graphics workstation. This reduces the time it takes for users to complete trials of the latest version of SOLIDWORKS, in some cases from weeks to hours."

– Suchit Jain, VP Strategy & Business Development, SOLIDWORKS

Deliver online Trials, Demos, & Training

AppStream 2.0 benefits

Scale without
Infrastructure

Simplify SaaS
administration

Reduce time to
market

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Stream from nearest location

10 geographical regions

⭕ AppStream 2.0 Regions

GovCloud (US)
US-West

US West
Oregon

US East
N. Virginia
Ohio

Central
Canada

Europe
Frankfurt
Ireland
London

Asia Pacific
Singapore
Sydney
Tokyo
Seoul
Mumbai

South America
Sao Paulo

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AppStream 2.0 pricing options

Instance charges and user fees

Streaming Costs

User fees

Streaming Costs
- Billed per hour or per sec based on
  - instance type, size, and operating system you select
- Includes compute, storage, & any network traffic used by the streaming protocol
- Streaming costs starts at $0.075/hour
- Scaling Policies to optimize costs
- No Upfront Investments and No Contracts

Microsoft RDS SAL user fee
- Assessed per user that streams from Microsoft Windows
- License included - $4.19
- EDU license included - $0.44
- Bring Your Own RDS CAL or SPLA – No charge
- Does not apply to Linux-based applications/desktops

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Resources

Forrester Study: Accelerate Cloud Adoption With Application Streaming

[Accelerate Cloud Adoption With Application Streaming](#)

Amazon AppStream 2.0 ISV eBook
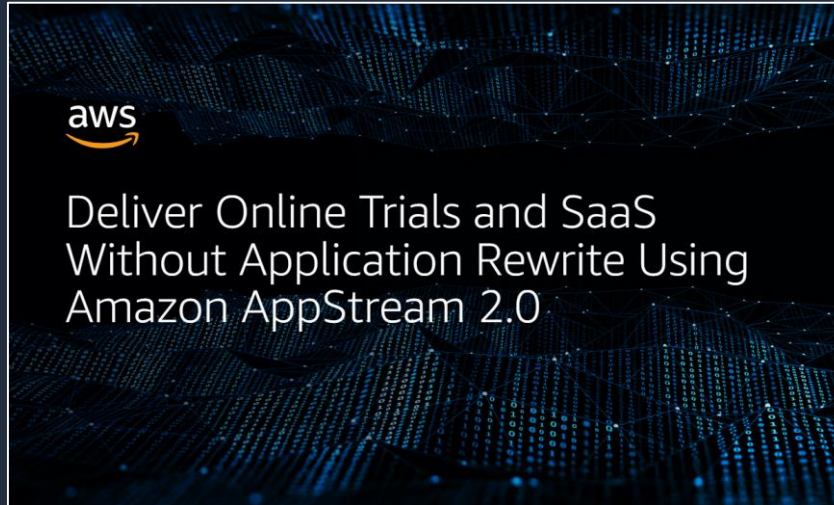
Amazon AppStream 2.0 ISV eBook

AppStream 2.0 ISV project series

AppStream 2.0 ISV project series - Link

Thank you!