

The How-To Synthesis AWS Marketplace



The world of baking has evolved.

People call it the “lazy” version of baking delicious desserts, but we call it the efficient and simple way of doing things.

Why become a baker when you can be a qualified eater?

Using the “easy-mix” version does not leave out any of the ingredients, but allows you to quickly bake a cake and prepare desserts on the go.

How does it work?

All the ingredients are included in the mix already.

All you need to do is follow a few steps, mix it all, and pop it in the oven.

Sounds simple right?

Now imagine if there was a quick recipe for software deployment.

AWS Marketplace is your chop-chop, easy, simple, one-stop “easy-mix”



Software procurement can be a complex and time-consuming process. However, there are solutions available that can make it easier.

One such solution is the combination of AWS Marketplace and Synthesis.

“AWS Marketplace is a curated digital catalogue of software, data, and services that can be used to build and run cloud-based applications. Synthesis is a channel partner with AWS Marketplace that helps customers find the right software solutions for their needs at the best possible pricing.”

With AWS Marketplace providing the easy-mix, Synthesis helps customers bake success by making it easy to find, test, buy, and deploy software.

Ingredients:

You can browse a catalogue of thousands of software listings from popular categories like Security, Data management, Operating systems, Machine learning, and many more. The catalogue allows you to explore and buy professional services to configure, deploy, and manage your third-party software.

There are 13000+ transactional listings (recipes) to choose from:

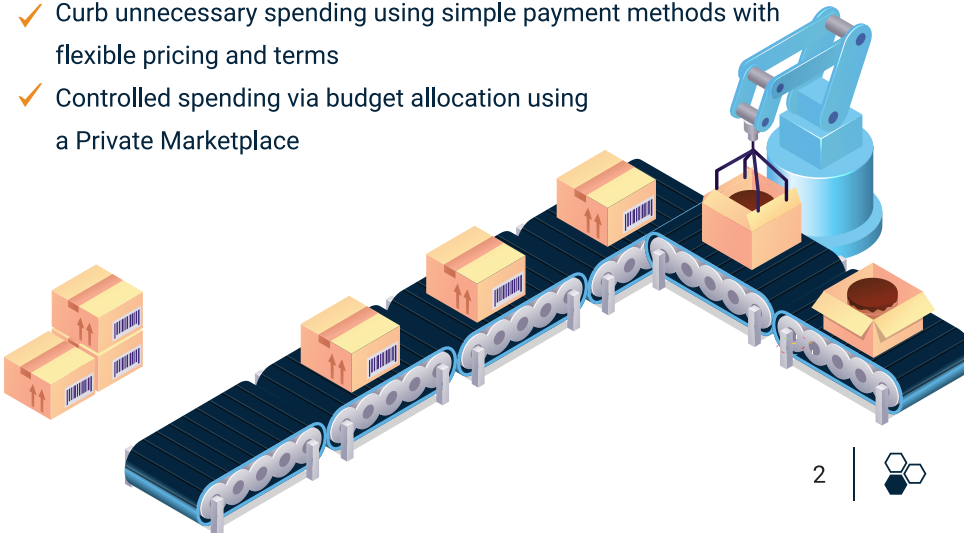
- Deployed in 35 Regions
- Across 70 categories
- 3000+ Independent Software Vendors

The best part about this global software Bakers-book is that it is free to access and offers an array of benefits to its users. Today, there are +2 million active subscriptions and +330000 active subscribers.

Procurement managers around the world are enjoying the use of AWS Marketplace through partners like Synthesis, for vendor insights that govern software and reduce risk exposure.

Benefits of using AWS Marketplace and Synthesis

- ✓ Broad selection of products using a single platform
- ✓ Procure software through a single channel
- ✓ Faster procurement and continuous compliance monitoring
- ✓ Consolidation of licensing and subscriptions across multiple vendors
- ✓ Curb unnecessary spending using simple payment methods with flexible pricing and terms
- ✓ Controlled spending via budget allocation using a Private Marketplace






















Ingredients:

Did you know?

1. As a Marketplace Channel Partner, we have access to Private Offers (discounted pricing) on 55 of the listed ISV's on Marketplace.
2. We work closely with the vendor to ensure we offer most competitive pricing to the customer.
3. Procurement via a Synthesis Private Offer is a quick and easy process.
4. We provide Professional Services on selected ISV's (Datadog; Tenable; CrowdStrike; HashiCorp; Fortinet; Confluent).
5. Our discounted offers can be applied to current (existing) subscriptions and new subscriptions.
6. Have a "committed spend agreement in place?" No problem, Marketplace purchases count towards your committed spend (this is geared towards Enterprises who have agreements in place with AWS, where they have committed to X amount of spend per year, at discounted rates).

Method:

Synthesis supports 55 Independent Software Vendors (ISV's)

 Security	    
 Data	 
 DevOps	 
 Other	        



What Next?



85% of procurement decision-makers are turning to online marketplaces – **why aren't you?**

Learn more about AWS marketplace and how we can help you

✉ **Email us:** marketing@synthesis.co.za

or

🌐 **Visit our website at:** www.synthesis.co.za

