

InsightCloud® Marketplace Hub Consultation Report



Introduction

This document outlines the potential benefits for our customers leveraging both the AWS Marketplace and Azure Marketplace cloud platforms through the InsightCloud® Marketplace Hub. The Hub is a unified solution that provides a single point of access to the AWS and Azure Marketplaces, with a specific focus on the advantages of Channel Partner Private Offers (CPPO) on both platforms. It provides an overview of AWS, Azure, and Insight, explains the benefits of using the InsightCloud Marketplace Hub, and includes key questions to gather information for a tailored report.

Overview of Cloud Platforms and Insight

Partner Overview: AWS, Azure, and Insight

Amazon Web Services (AWS) and Microsoft Azure are leading cloud platforms, providing a wide range of services. These platforms enable organisations to scale rapidly, reduce costs, and accelerate innovation, offering a broad and deep set of services for building solutions in the cloud.

Insight is a global technology solutions provider that helps organisations accelerate their digital transformation. As a Global Partner for both AWS and Azure, Insight offers a range of services and solutions on both the AWS and Azure Marketplaces.

The InsightCloud® Marketplace Hub is our solution for making it easier for clients to access our expertise within these dual cloud ecosystems.

Insight holds marketplace competencies on both platforms, demonstrating our proven ability to help customers find, buy, deploy, and manage software that runs on both AWS and Azure. Our expertise spans cloud strategy, migration, security, data management, and application development, helping clients navigate the complexities of cloud adoption and optimise their cloud investments across platforms.

Benefits of the InsightCloud® Marketplace Hub

The InsightCloud® Marketplace Hub unifies the procurement process for Channel Partner Private Offers (CPPO) and Multiparty Private Offers (MPO) across both AWS and Azure Marketplaces. This approach offers several advantages:

- **Customised Pricing and Terms:** The Hub enables Insight to tailor pricing and contractual terms for private offers to meet your specific requirements on either platform, potentially optimising costs.
- **Third-Party Vendor Discounts:** Insight can leverage our partner status and discount levels with many top-tier Independent Software Vendors (ISVs) on both marketplaces.
- **Platform Credits:** The InsightCloud® Marketplace Hub facilitates the request of credits from both AWS and Azure on a case-by-case basis to incentivise transactions.
- **Streamlined Procurement:** Customers can purchase Insight's services and other third-party solutions through the InsightCloud® Marketplace Hub, simplifying the procurement process and leveraging existing cloud agreements on either platform.

- **Consolidated Billing:** The Hub allows for consolidated billing, integrating Insight's services costs into your regular AWS or Azure bill for a unified view of spending within each platform.
- **Cross-Platform Spending Commitments:** Spending through the marketplaces via the Hub often contributes to your AWS and/or Azure spending commitments, maximizing the value of those commitments. A portion of the commitment can be drawn down against marketplace transactions as long as the product is 'Deployed on the Cloud Platform'.

InsightCloud® Marketplace Hub, in conjunction with Insight's cross-platform capabilities, provides a streamlined and unified approach to procuring cloud solutions, software, SaaS, and professional services, combining the power of both AWS and Azure with the tailored expertise of a trusted partner.



Customer Questions for Report Generation

To enable the creation of a detailed and tailored report, please provide answers to the following questions:

1. Do you currently purchase software through AWS Marketplace, Azure Marketplace, or both?
2. What are your organization's key objectives and challenges in relation to cloud adoption or optimisation that could be addressed through the InsightCloud® Marketplace Hub? (e.g., streamlining procurement of cloud services, custom pricing for a specific project, consolidating billing, or aligning purchases with existing cloud spending commitments)
3. What specific third-party vendor services and solutions are you currently using or planning to use that you would like to procure through the InsightCloud® Marketplace Hub? (e.g., specific software, SaaS solutions, or professional services offered by Insight)
4. What is your organisation's current process for procuring and managing cloud solutions across both AWS and Azure, and how do you see the InsightCloud® Marketplace Hub improving this process? (e.g., current procurement workflows, challenges with vendor management, desire for consolidated billing)
5. In which areas of your cloud journey do you require Insight's assistance, and how might those services be best delivered or procured through the InsightCloud® Marketplace Hub? (e.g., migration strategy, implementation, ongoing management, security, data analytics, application development, and what are the associated service level requirements)
6. What is your preferred engagement model for working with Insight through the InsightCloud® Marketplace Hub? (e.g., project-based consulting with a fixed-price private offer, ongoing managed services with a recurring private offer, or a combination of both)