aws

Response to City of Rochester Hills, Michigan Request for Proposals Software Marketplace Including Cloud Solutions

RFP-RH-22-026
September 7, 2022

Response to City of Rochester Hills, Michigan Request for Proposals Software Marketplace Including Cloud Solutions

Submitted by:
Amazon Web Services, Inc.
410 Terry Avenue North
Seattle, WA 98109-5210

Submitted to:
City of Rochester Hills
1000 Rochester Hills Drive
Rochester Hills, Michigan 48
Attn: Lisa Cummins, CPPB
248-841-2537
cumminsl@rochesterhills.org

September 7, 2022

City of Rochester Hills
1000 Rochester Hills Drive
Rochester Hills, Michigan 48309

Attn: Lisa Cummins

Re: Software Marketplace Including Cloud Solutions RFP-RH-22-026

Dear Lisa Cummins,

The City of Rochester Hills is working with OMNIA Partners to establish a nationwide cooperative purchasing agreement for a cloud and software product marketplace. This agreement will help the City and OMNIA Members find the technology that meets the needs of the citizens and communities they serve. This agreement is a continuation of the City's demonstrated procurement excellence. The City has repeatedly shown its ability to innovate, find the best value in procurement, and effectively serve its community. With a procurement team nationally recognized for innovation and professionalism, the City is truly a leader in public sector procurement.

In the following proposal, Amazon Web Services, Inc. (AWS) offers our cloud marketplace, AWS Marketplace, to help the City and OMNIA Partners achieve their goal of establishing a nationwide cooperative agreement for cloud and software products. AWS Marketplace is the most extensive cloud marketplace, with more than 12,000 vetted solutions from more than 2,000 providers across 50 product categories.

AWS Marketplace helps public sector customers of any size—from small cities to large state agencies—transform how they buy and manage software, data, and related services. We help customers save thousands in resources, and months of time, by simplifying the procurement process with Private Offers, and private marketplace options. We offer innovative tools to help customers automate aspects of software procurement, further eliminating the costs and effort associated with traditional methods. We help customers manage costs through a variety of pricing structures, financing options, and cost-management tools. Finally, we offer tools to help customers navigate their options to quickly find the right solutions for their environment and use case.

We look forward to further dialogue and an exchange of more detailed information as we progress this initiative. If you have any questions, I can be contacted ██████████████████████████

Table of Contents

Use or disclosure of data contained on this sheet is subject to the restriction on the title page of this document
September 7, 2022

i

List of Figures

Use or disclosure of data contained on this sheet is subject to the restriction on the title page of this document
September 7, 2022

ii

List of Tables

Appendices

1. Vendor Questionnaire

Table 1. Vendor Questionnaire Company Information

Requested Information	AWS Response
Date	August 17, 2022
Firm Name	Amazon Web Services, Inc. (AWS)
Address	410 Terry Avenue North
City/State/Zip Code	Seattle, WA 98109-5210
Telephone Number	N/A
Fax Number	N/A
Contact Person	██████████
Contact Person Email	████████████████
Firm Established	05/03/2006
Years in Business	16 years
Type of Organization	c. Corporation

1.1. Please describe the tool or process customers use to negotiate end user license agreement terms or pricing with software vendors.

Summary Response

Private Offers are an AWS Marketplace purchasing option that allows buyers and sellers to negotiate custom pricing, payment schedules, and contract terms (such as end user license agreement [EULA] terms) for products in AWS Marketplace. After the offer details have been worked out with the buyer, the seller creates a Private Offer for the AWS account that the customer designates. **Private Offers provide a simplified procurement process that can help accelerate customer procurement efforts.**

Additional Details

Each Private Offer has pricing and licensing terms specifically offered to the account. The seller of the product extends a Private Offer to the customer. The customer can then access this offer from their AWS Marketplace console in the account to which the offer was extended or by using a unique URL linking directly to the seller's offer. From the offer page, as shown in **Figure 1**, the customer can review details for accuracy then complete the purchase.
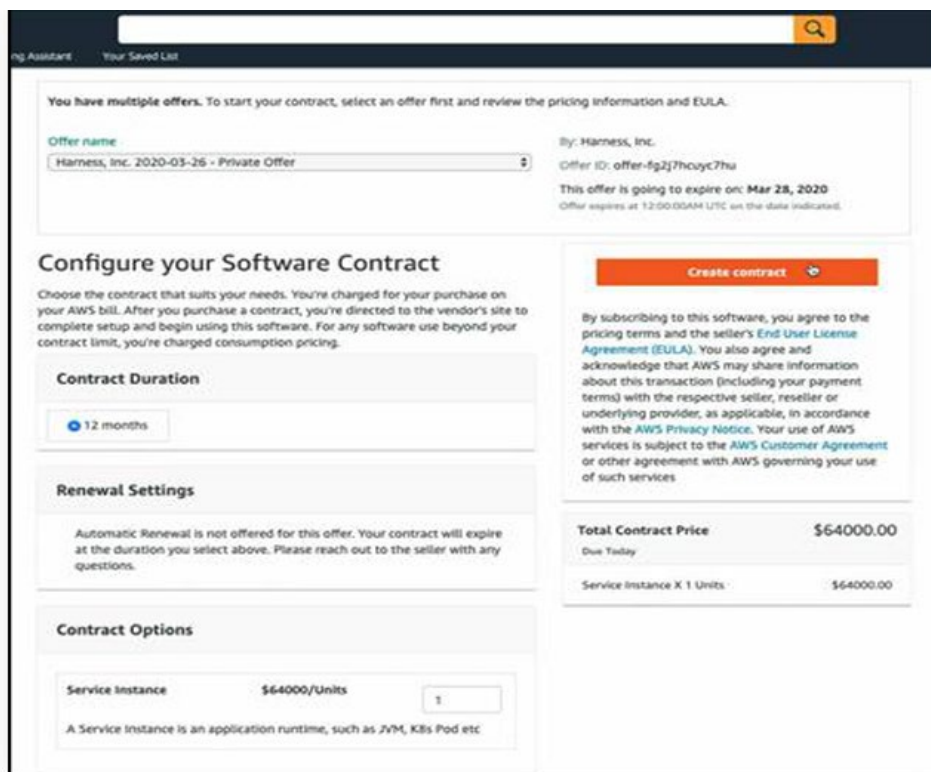
Figure 1. AWS Marketplace Purchasing Program Private Offers Acceptance Page.

Consulting Partner Private Offers (CPPOs) enable customers to purchase directly through an AWS Marketplace Consulting Partner, simplifying the procurement process. Customers can receive guidance from an expert in their field and purchase the software solution through their preferred partner. With a CPPO:

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September 7, 2022

2

- The consulting partner and independent software vendor (ISV) establish an agreement to resell one or more of the ISV's products
- The consulting partner sets the price and payment schedule
- The consulting partner then extends the offer to the buyer for that product.

Like a Private Offer, each CPPO is extended to the buyer's AWS account of choice, with the offer visible only to the buyer. The process by which a customer receives and accepts a CPPO is identical to that detailed for a Private Offer.

Customers migrating to cloud-based products or trying out new software solutions often find that they want to upgrade or renew their software as a service (SaaS) agreements early—as their workloads expand. AWS Marketplace streamlines this process. SaaS Contract Upgrades and Renewals for AWS Marketplace make the process of upgrading and renewing these contracts easier than ever before. While the initial contract is still in effect, buyers can communicate with sellers to negotiate a new Private Offer or CPPO that best meets their needs. The offer can include additional entitlements to use the product, pricing discounts, a payment schedule, a revised contract end date, and changes to terms such as the EULA, all in accord with the needs of a specific buyer.

Once the buyer accepts the offer, the new terms go into effect immediately. This new, streamlined process means that buyers and sellers no longer need to track parallel paper and digital contracts. Streamlining also means buyers receive continuous service.

Additionally, we understand not all customers can agree to an ISV's standard—or "click-through"—EULA and negotiations can delay a needed purchase. AWS Marketplace offers standardized license agreement options for eligible products, including the Standard Contract for AWS Marketplace (SCMP). The SCMP is an accommodation between common EULA terms and the terms public sector customers redline most frequently. ISVs and customers can opt in to accept all SCMP terms or use it as a starting point for Private Offer negotiations. This allows customers to abbreviate or eliminate lengthy negotiations, decrease time to contract, and build at the speed of cloud.

The SCMP gives customers access to standard license terms for eligible products and simplifies software procurement. The SCMP is built for customers of all sizes, from startups to enterprise, and offers well-balanced license terms for public product listings found in AWS Marketplace. Customers can review SCMP terms, then use the terms across eligible products, eliminating the need to negotiate contracts for every purchase. Please see **Section 1.9** for more information on SCMP from a governance perspective.

1.2. Please provide third party analyst reports evaluating your Marketplace.

Circle One:

Attached: Yes No

In **Table 2,** we present a selection of our analyst reports for download. Customers can access additional reports through the AWS Marketplace Resource Hub.

Table 2. Analyst Reports

Analyst or Research Organization	Available Reports
Forrester	AWS has been evaluated by Forrester in multiple AWS Marketplace-related reports, including:

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September 7, 2022

3

Analyst or Research Organization	Available Reports
	The Forrester New Wave™: Marketplaces for SaaS Sourcing, Q1 2022—https://reprints2.forrester.com/#/assets/2/374/RES176314/report
	The Total Economic Impact of AWS Marketplace—https://pages.awscloud.com/awsmp-report-mul-forrester-customertei.html?trk=2762674c-6163-4baa-86c4-1064ec17aa14&sc_channel=el
	Thought Leadership Paper "Reduce Risk Exposure and Friction with Trusted Online Marketplaces"—https://pages.awscloud.com/awsmp-report-mul-forrester-teithoughtleadership.html?trk=db4de3ca-ab3c-406e-b1cb-3d40e3210714&sc_channel=el
	Total Economic™ Study "The Partner Opportunity for AWS Marketplace ISVs"—https://pages.awscloud.com/awsmp-report-mul-forrester-partnertei.html?trk=b7b51fba-16a5-4b0b-9e34-e5c4fe4971c5&sc_channel=el
Enterprise Strategy Group (ESG)	AWS Marketplace Purchasing Efficiency—https://pages.awscloud.com/rs/112-TZM-766/images/ESG-Technical-Validation-AWS-Nov-2020.pdf

For our extensive library of all AWS-related analyst reports, please visit our analyst reports webpage.

1.3. Does your Marketplace integrate with 3rd party procurement systems?

Summary Response

Yes, AWS Marketplace can integrate with third-party procurement systems. **This integration helps to simplify the procurement process and helps customers more easily comply with internal procurement policies.**

Additional Details

As detailed in **Section 4.2**, "PunchOut" integration is available. PunchOut integration enables AWS Marketplace to make a direct connection with cXML procurement systems. AWS Marketplace currently supports punchouts to Coupa and SAP Ariba procurement systems. This integration allows customers to use their existing procurement system and processes when transacting in AWS Marketplace. Once a customer finds the software they need and clicks to request approval, AWS Marketplace redirects them back to their procurement system to complete a requisition request.

Not every public sector customer has the procurement capabilities or budget to procure a traditional third-party procurement system. However, most customers would benefit from common features offered by these systems, such as budget tracking, cost estimations, and order management. AWS offers many tools to manage and monitor AWS services and spend, offering member customers some of the same functionalities as a traditional procurement system without the cost. AWS services such as AWS Budgets, AWS Cost Explorer, and AWS Purchase Order Management can help customers streamline purchasing, gain better visibility

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September 7, 2022

4

and control into their organization's spend, and maximize their budget dollars. **Section 9.2** details how other AWS services can help augment customer procurement management and budgeting.

1.4. How many products are listed within your Marketplace?

Summary Response

With more than 12,000 products listed, AWS Marketplace is the most extensive cloud marketplace.

Additional Details

There are currently over 12,000 products across 65 categories available within AWS Marketplace. These products are offered by more than 2,000 sellers, including ISVs, value-added resellers (VARs), consulting partners, distributors, and other providers. As the first cloud infrastructure provider to launch a marketplace, we have spent a decade building and innovating the AWS Marketplace portfolio. We continue to rapidly expand the AWS Marketplace solutions available to our customers. We have added over 4,000 products and 15 categories to our portfolio since the end of 2020. The expansion of our catalog is largely organic, based on customer requests or recommendations, and follows the quality assurance process described in **Question 1.12**. This means that not only does AWS Marketplace have more products available than alternative cloud marketplaces, but our portfolio is comprised of solutions our customers want from the suppliers they know and trust.

1.5. How many customers are actively using your Marketplace?

We currently have over 325,000 active AWS Marketplace customers that account for over two million active subscriptions.

1.6. Other than SaaS, what types of products are available in your Marketplace?

Summary Response

In addition to SaaS, AWS Marketplace listings include third-party data through AWS Data Exchange, AWS-built AMIs, private AMIs built by third parties, APIs, Amazon SageMaker ML models and algorithms, AWS CloudFormation templates, container images, Helm charts, and professional services. **These offerings contribute to AWS Marketplace being the most extensive cloud marketplace.** A few of the most popular product options are detailed **in Figure 2 .** These offerings help to meet the varying needs and technical know-how of our customers.

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September 7, 2022

5

Amazon Machine Image	AWS Data Exchange	SaaS	API	Amazon SageMaker	Amazon Container Services	AWS Professional Services
Provides flexible BYOL, pay-for-what-you-use, free trials, and curated open source options, sold individually or bundled as CloudFormation template.	AWS Data Exchange makes it easy to find, subscribe to, and use third-party data in the cloud.	Software offered as a service with no resources required to manage infrastructure.	Application Program Interface is designed to integrate to an application.	Find machine learning algorithms and models that can be deployed directly onto Amazon SageMaker.	Find container products and deploy them anywhere, including Amazon ECS, Amazon Elastic Container Service for Kubernetes, or on-premises.	Professional Services available in AWS Marketplace enables you to find and buy assessments, implementation, support, managed services, and training for third-party software and building on AWS.

118.AWS_2022

Figure 2. Sample Products Availble in AWS Marketplace.

Additional Details

Customers can find and buy professional services offered by trusted AWS Marketplace sellers to help them assess, deploy, manage, support, and conduct training for third-party software running on AWS or for services related to building on, migrating to, and training on AWS. Any AWS Marketplace seller, including ISVs and AWS Marketplace Consulting Partners, can publish a professional services product listing to the public catalog and sell direct to customers. Sellers create a product offering that describes the services they provide, negotiate with customers to create an agreement on terms, and then create a custom Private Offer for services through AWS Marketplace.

This allows customers to find and buy complete solutions from one platform. Customers can find the available services in the "professional services" category when searching in AWS Marketplace. Customers can purchase these services through AWS Marketplace, but will need to work with the seller to scope the professional services to meet their needs.

Additional information on available delivery methods are detailed in **Section 9.3** and in the AWS Marketplace Buyers Guide.

1.7. How can your Marketplace help us meet our supplier diversity goals?

Summary Response

AWS Marketplace can help the City and OMNIA Members procure directly from sellers in a variety of categories that may help meet supplier diversity goals. The City and OMNIA Members can track transactions with diverse AWS Marketplace sellers. For diverse vendors that are not currently AWS Marketplace sellers, our streamlined seller onboarding processes, including our AWS Marketplace Startup Program, help diverse suppliers list their solutions quickly. The City and OMNIA Members can also find diverse AWS Partners on the AWS Partner Network (APN) using our search functionality.

Use or disclosure of data contained on this sheet is subject to the restriction on the title page of this document
September 7, 2022

6

Additional Details

While AWS is agnostic in the process and AWS Marketplace merely provides billing and invoicing for transactions, we enable customers to procure many solutions directly from Independent Software Vendors (ISVs) and consulting partners from a variety of diverse categories. Examples include service ISVs like Solodev (women-owned), Enquizit Inc. (8(a)) and channel partners like Ventech Solutions (minority-owned), SHI (women-owned), and WWT (minority-owned). AWS Marketplace is continually adding new ISV and consulting partners. AWS is open to working with the City and other OMNIA members to identify and onboard preferred diverse suppliers.

With AWS Marketplace purchases, the supplier of the product listed is the seller of record in AWS Marketplace transactions. Each seller's name is detailed on the invoice, as shown in **Figure 3**, to assist in verification. As customers have different requirements and capabilities regarding how they recognize diverse spend, some customers may recognize AWS Marketplace purchases from diverse suppliers as Tier-1 purchases where others would consider these Tier-2 purchases.

Figure 3. Using AWS Marketplace to Help Meet Supplier Diversity Goals

Use or disclosure of data contained on this sheet is subject to the restriction on the title page of this document
September 7, 2022

7

AWS focuses on expanding the AWS Marketplace portfolio to include diverse ISV and channel partners. For diverse suppliers interested in becoming AWS Marketplace sellers, our streamlined seller onboarding and listing process makes it easy for suppliers to start selling their solutions on AWS Marketplace. We have AWS Marketplace Business Development resources dedicated to recruiting and supporting channel partners, ISV partners offering government-focused solutions, and ISVs offering education-specific solutions.

We offer additional support through our AWS Marketplace Startup Program for qualifying vendors. This program is designed to provide additional guidance and resources to startups to help build, market, and sell their solutions. Benefits include white-glove assistance from AWS Marketplace Business Development teams and AWS credits for proofs of concepts and to offset integration costs to launch an initial listing.

How to Find Diverse AWS Partners through the APN

Many types of diverse suppliers are publicly accessible through AWS. As shown in **Figure 4**, customers can use filtering options to search for AWS Partners on the APN Directory (outside of AWS Marketplace) who meet their specific needs. Example filtering options include economically disadvantaged women-owned small business (EDWOSB), historically underutilized business zone (HUBZone), and minority-owned businesses.

Figure 4. Sample Diverse Supplier Filtering Options

Use or disclosure of data contained on this sheet is subject to the restriction on the title page of this document
September 7, 2022

8

1.8. Please describe any features your Marketplace offers to streamline the software purchasing process.

Summary Response

AWS Marketplace can help the City and OMNIA Members **simplify the software purchasing process** through Private Offers, the SCMP, Private Marketplaces, Marketplace Vendor Insights, integration with e-procurement systems, and AWS Cost Management tools. These tools help customers negotiate, buy, manage, and govern software procurement on one platform, AWS Marketplace.

Additional Details

Public sector organizations must balance extensive regulatory and compliance objectives with cost-effective procurement strategies. The City and other OMNIA members have traditionally required expensive and complex procurement processes. Procuring even simple software can cost the City thousands of dollars, in addition to licensing and deployment costs. AWS Marketplace helps to simplify and streamline procurement for public sector organizations, enabling them to spend their budgets driving their missions forward rather than on administrative overhead.

AWS Marketplace is more than just a location for transactions—it offers various features to streamline software purchasing. These include:

- **Private Offers—**Private Offers are described in our response to **Question 1.1**. With Private Offers, buyers can negotiate custom pricing, payment schedules, and terms (such as EULAs) for products in AWS Marketplace. This flexibility can help buyers avoid lengthy procurement periods usually associated with custom terms.

- **SCMP—**The SCMP is described in our response to **Question 1.1**. The SCMP is an accomodation between common EULA terms and the terms public sector customers redline most frequently. Using the SCMP allows customers to alleviate lengthy negotiations, decrease time to contract, and build at the speed of cloud.

- **Private Marketplace—**Private Marketplace is described in our response to **Question 1.9.** Private Marketplace allows customers to create a customized private catalog of preapproved products. Administrators can create unique sets of vetted software available in AWS Marketplace for different AWS accounts within their organization to purchase. Preapproval can help accelerate procurement within an organization.

- **Marketplace Vendor Insights—**This new feature helps streamline third-party software risk assessment by enabling sellers to make security and compliance information available through AWS Marketplace. Using Vendor Insights can help buyers reduce assessment lead time to a few hours by allowing buyers to access the vendor's validated security profile, saving months of effort from questionnaires and back-and-forth with vendors. Vendor Insights notifications also help buyers avoid periodic reassessments and provide ongoing visibility and alerts about the vendor's security hygiene, such as an expiring compliance certification.

- **Procurement System Integration—**Procurement system integration is described in **Question 1.3**. AWS Marketplace currently supports integration with Coupa and SAP Ariba procurement systems. This integration allows customers to use their existing procurement system and processes when transacting in AWS Marketplace.

- **AWS Cost Management Tools—**AWS Cost Management tools are detailed in **Section 4.4.1.1.** These tools provide many of the core features of procurement systems, such as budget tracking, cost estimations, and order management.

Use or disclosure of data contained on this sheet is subject to the restriction on the title page of this document
September 7, 2022

9

AWS Marketplace offers all these features to streamline the procurement process while offering an end-to-end supply chain that works to fit customers' specific needs.

The majority of the products on AWS Marketplace are available as self-service, allowing customers to purchase and start using their product in minutes with a few clicks. Customers can select from the deployment options detailed in **Question 1.6** and from various pricing options such as pay-as-you-go, monthly, annual, and multi-year—all billed from one source. AWS handles billing and payments, and charges appear on customers' AWS bill.

In a 2022 Total Economic Impact™ of AWS Marketplace by Forrester, respondents indicated time savings of 66% due to procurement efficiencies with AWS Marketplace and a 75% reduction in onboarding effort for new vendors.

Please also see this Technical Validation by the Enterprise Strategy Group (ESG), "AWS Marketplace Purchasing Efficiency," describing how AWS Marketplace improves purchasing efficiency by accelerating and simplifying the software procurement lifecycle.

1.9. Does your Marketplace offer features to enable governance and control of software procurement? If so, please describe the features.

Summary Response

Yes. AWS Marketplace can enable governance and control of software procurements through AWS governance tools, Private Marketplaces, Private Offers, and the SCMP. **These tools help customers simplify compliance with their internal procurement policies.**

Additional Details

AWS Marketplace offers several governance and control features, allowing customers to pick the features best suited to their needs. These features are designed with a balance of centralizing governance while enabling speed and innovation. Features include AWS Governance tools, Private Marketplace, Private Offers, and the SCMP.

AWS Governance Tools

For guardrails on users making AWS Marketplace purchases, customers can use AWS Identity and Access Management (IAM) and Private Marketplace or both. Using IAM, administrators can manage access to AWS Marketplace services securely. IAM policies allow the administrator to specify each action, including subscribing to products and managing their AWS accounts. Customers can use AWS managed policies to provide basic AWS Marketplace permissions or create their own policies. For spend management, customers can use AWS Budgets and Cost Explorer or AWS Marketplace e-procurement system integration, as described in **Question 1.3** and **Section 4.2**.

Use or disclosure of data contained on this sheet is subject to the restriction on the title page of this document
September 7, 2022

10

Private Marketplace

Private Marketplace enables administrators to build customized digital catalogs of approved products from AWS Marketplace, as shown in **Figure 5.** Administrators can create unique sets of vetted software available in AWS Marketplace for different AWS accounts within their organization to purchase. In addition to building and managing catalogs of approved products from AWS Marketplace that comply with an

Figure 5. Private Marketplace

organization's internal policies, administrators can also customize their Private Marketplace with an organization logo, color scheme, and messaging. By customizing the Private Marketplace interface, users know they are in an approved environment.

Users can easily find and deploy products that have been vetted for their use with Private Marketplace. Approved products are labeled as "Approved for Procurement" to quickly identify their organization's vetted products.

Private Offers

Private Offers are described in our response to **Question 1.1**. For granular governance and standardization on seller agreements, customers can use Private Offers.

SCMP

The SCMP is described in our response to **Question 1.1**. Buyers and sellers can use the SCMP to address the fundamental needs of both parties. Leading with common ground helps organizations alleviate the friction of negotiation and accelerate the sales cycle. With AWS Marketplace, buyers and sellers can transact using SCMP to govern software usage and define obligations of each party.

Standardized contracts can also be amended to support custom transaction requirements agreed upon between buyer and seller. AWS recently engaged sellers and buyers for feedback on the SCMP templates, including public sector buyers. The revised templates better align to government requirements and may reduce the need to negotiate the SCMP for our government and education customers. The updated SCMP will be launched later this year. If customers are interested in using the new template prior to launch, they can request sellers use the "SCMP 2022" template through Private Offers.

The Standard Contract Amendment template is available to capture agreed changes to the SCMP. It is extended to the buyer by the participating seller through Private Offers. AWS Marketplace also has the following two optional addenda for use in Private Offers:

- The Enhanced Security Addendum is designed to support heightened requirements of financial services organizations or transactions with sensitive data concerns.
- The Business Associate Addendum is designed to support heightened requirements associated with HIPAA compliance for the healthcare industry.

Customers can also continue to use the current versions of these documents, available at https://aws.amazon.com/marketplace/features/standardized-contracts.

Use or disclosure of data contained on this sheet is subject to the restriction on the title page of this document
September 7, 2022

11

1.10. Please describe any features your Marketplace offers to enable financing.

Summary Response

AWS Marketplace enables financing through select AWS Marketplace Consulting Partners and other third-party financing groups. We also enable flexible payments for Private Offers through our Flexible Payment Scheduler feature.

Additional Details

AWS Marketplace supports flexible options to help our customers maximize value on their most strategic software purchases. Customer financing is possible through select AWS Marketplace Consulting Partners and other third-party financing groups, such as Optiv, Presidio, and SHI. Financing is available for both Private Offers and Consulting Partner Private Offers and is available whether or not a consulting partner is part of the opportunity. Financing enables customers to negotiate favorable pricing through longer commitments while splitting payments over a financing agreement spanning one, two, or three years.

The Flexible Payment Scheduler, shown in **Figure 6**, is another popular AWS Marketplace feature that allows sellers to extend Private Offers to customers with a custom payment schedule. Similar to financing, with Flexible Payment Scheduler customers can reap the benefits of longer commitments, while spreading the payment schedule over the contract duration (up to five years). Flexible Payment Scheduler is available through most marketplace sellers for Private Offers on SaaS contracts and Amazon Machine Image (AMI) multi-year products.

Figure 6. Sample Flexible Payment Schedule

Use or disclosure of data contained on this sheet is subject to the restriction on the title page of this document
September 7, 2022

12

Payment schedules are displayed in Private Offers, allowing the customer to view and confirm the payment schedule prior to committing to the purchase. Once they are subscribed, the customer can see all the payments on the schedule and on their AWS invoice, helping them track their spending.

Customers must be on invoice terms to use this feature. For customers who pay their AWS bill using a credit card but who are interested in using Flexible Payment Scheduler (FPS) to switch to invoicing, AWS Account Managers can help.

1.11. Does your Marketplace include free trial listings?

Summary Response

Yes, free trial listings are included in AWS Marketplace.

Additional Details

AWS Marketplace currently offers over 3,400 free products spanning numerous categories like data products, infrastructure software, and business applications and delivery methods such as AWS Data Exchange, AMIs, and container images. No-cost products are offered from a wide range of sellers including Intel, Veeam, TIBCO Software, and Bitnami by VMware.

In May of 2022, AWS Marketplace introduced free trials for SaaS contract products so customers can try products before they buy them. Customers can discover SaaS contract products that offer free trials, review usage terms and trial duration, and start a free trial in a few clicks directly in AWS Marketplace. SaaS contract free trials do not require an upfront payment, allowing customers to evaluate software without a commitment. During the trial period a customer can choose to subscribe to the available public offer, or negotiate a Private Offer with the seller. SaaS contract free trials will not automatically convert into paid agreements, so if a customer decides that the product is not the right fit, they can simply let the free trial expire.

Popular ISVs like CrowdStrike, Okta, Sumo Logic, and Tanium are a few of the sellers that are early adopters of the program and are currently offering free trials.

Additionally, some sellers on AWS Marketplace offer a bring-your-own-license (BYOL) pricing model to customers, with over 750 BYOL products currently available. This lets customers migrate their existing product licenses to AWS, which is useful for customers migrating workloads to the cloud with their existing vendors. There is no license cost, as related billing is maintained with the external channel the customer used to purchase the licenses. Related AWS charges are limited to the infrastructure costs to deploy the licenses.

With the AWS Free Tier program, certain participating AWS services up to a specific maximum amount of usage each month are available free of charge. Applicable services and usage limits are defined at aws.amazon.com/free. With the AWS Free Tier program, customers can eliminate or reduce these infrastructure costs, depending on instance type and hours used. With Free Tier, Amazon Elastic Compute Cloud (Amazon EC2) compute charges for Micro Instances are free for up to 750 hours a month for qualifying customers.

1.12. Please describe the quality assurance process for new listings on your Marketplace.

Summary Response

Before their products are available on AWS Marketplace, sellers must meet specific listing and product requirements. To register as a seller, vendors must create a public profile and provide tax and banking information. Additional steps are required for sellers of certain regions to comply with local laws. Once the seller's registration is verified complete, they prepare their

Use or disclosure of data contained on this sheet is subject to the restriction on the title page of this document
September 7, 2022

13

products for publishing. Each product type has its own product guidelines that must be met. AWS Marketplace maintains these guidelines for products and offerings on AWS Marketplace to promote a safe, secure, and trustworthy platform for our customers. We also encourage sellers to review implementation of additional controls and protocols as applicable to meet the needs of their specific products.

Additional Details

Once a seller has prepared their product for listing on AWS Marketplace, they create a product request. The product request must follow AWS listing guidelines requiring transparency regarding product, seller, and pricing. The seller submits the product request for review by the AWS Marketplace team, which then reviews the products and related metadata to check they meet or exceed the listing guidelines.

The guidelines are focused on policy and security compliance, software vulnerabilities, and product usability. They are reviewed and adjusted to meet our evolving security requirements. If there are any questions or issues with a request, the AWS Marketplace team connects with the seller to resolve. Once approved, a mock-up of the product's page is created. After the seller reviews the page, they accept or reject the mock-up. Once approved and accepted, AWS adds the listing page to the AWS Marketplace. Products are also reviewed when updates or changes are made. Our QA process is depicted in **Figure 7.**
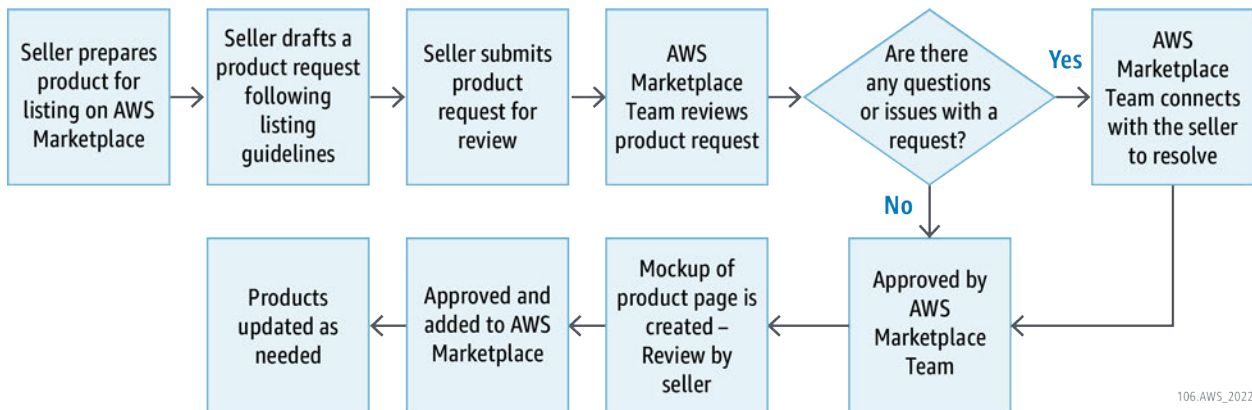
Figure 7. AWS's Quality Assurance Process Ensures Buyers Have Access to High-Quality Offerings

In addition, AWS Marketplace continuously reviews products to verify that they meet any changes to our guidelines. If products fall out of compliance, we might require that a seller update their product and in some cases a seller's product might temporarily be unavailable to new subscribers until issues are resolved.

1.13. Does your Marketplace allow for customers to deploy solutions in a restricted government public cloud?

Summary Response

Yes. AWS Marketplace allows customers to deploy solutions in AWS GovCloud (US), a restricted government public cloud.

Additional Details

AWS Marketplace makes it easy for customers to find, buy, and deploy solutions in AWS GovCloud (US) Regions. AWS GovCloud (US) gives government customers and their partners the flexibility to architect secure cloud solutions that comply with the FedRAMP High baseline; the DOJ's Criminal Justice Information Systems (CJIS) Security Policy; U.S. International Traffic in Arms Regulations (ITAR); Export Administration Regulations (EAR); Department of Defense (DoD) Cloud Computing Security Requirements Guide (SRG) for Impact Levels 2, 4, and 5; FIPS 140-2; IRS-1075; and other compliance regimes. AWS GovCloud (US-East) and (US-West) Regions are operated by US citizens on US soil.

The following links are to software available in AWS Marketplace for AWS GovCloud (US), with options for AMIs and CloudFormation templates, among others:

- [SaaS solutions available in AWS Marketplace for AWS GovCloud (US)](#)
- [AWS GovCloud (US-East) Region AMIs and CloudFormation Templates AWS Marketplace Catalog](#)
- [AWS GovCloud (US-West) Region AMIs and CloudFormation Templates AWS Marketplace Catalog.](#)

How AWS Marketplace Differs for AWS GovCloud (US)

Due to the security requirements, there are some differences in how AWS Marketplace functions for AWS GovCloud (US), including:

- The full catalog of solutions is currently not available for use.
- Product Support Connection is currently not available.
- Container products and Amazon Machine Learning products are not currently supported in AWS GovCloud (US).
- Launch from the AWS Marketplace website is not supported with GovCloud AWS accounts. GovCloud AWS accounts are a separate account than a customer's standard AWS account. Users must subscribe to software in AWS Marketplace using their AWS account. Once subscription is complete AMI and CloudFormation template products can be deployed from the EC2 console in the AWS GovCloud Regions. SaaS product access varies and depends on the product/vendor.
- Integration with AWS Service Catalog is currently not available.

While the full AWS Marketplace catalog of solutions is not currently available, we are actively working with AWS Marketplace sellers to offer their solutions in AWS GovCloud (US). AWS Marketplace currently offers over 2200 AMIs, CloudFormation templates, and SaaS solutions in the AWS GovCloud (US) Regions.

1.14. What's the average length of time for a customer to deploy a solution purchased from your Marketplace (from transaction to go-live)? Are professional services usually required to facilitate deployment?

Summary Response

Deployment time can vary based on solution type and customer technical capability. Professional services, while available if required by customers, are not usually required to facilitate deployment.

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September 7, 2022

15

Additional Details

Some AWS Marketplace offerings, such as AMIs, can be configured and go live in minutes, with more complex deployments taking more time. In 2020, AWS Marketplace surveyed 500 IT decisions makers at US companies. In addition to indications of high customer satisfaction, responses revealed that when purchasing cloud software and services on AWS Marketplace, respondents spent on average 49% less time finding, buying, and deploying solutions than when not using AWS Marketplace. This saved them an average of 25 hours of staff time, freeing up staff for other activities. Participants in this survey indicated the area AWS Marketplace saved the most time was deployment, accounting for over 44% of the total time saved.

While professional services are not typically needed, many of our sellers offer implementation services for purchase in AWS Marketplace in case a customer requires more in-depth deployment support. Most sellers include documentation in the listing, which provides deployment guidance. In addition, AWS provides resources to support customers deploying products, such as the AWS Marketplace Buyer Guide, implementation guides, AWS Quick Starts, and instructional videos.

1.15. What support, if any, do you offer customers to assist with Marketplace issues or questions?

Summary Response

To assist AWS Marketplace customers with issues or questions, we offer the AWS Marketplace Buyer Guide, implementation guides, quick starts, instructional videos, FAQ, a resource hub, access to an AWS account manager, and access to AWS Marketplace customer advisors. Additionally, sellers must include support and refund information in each product listing so buyers can easily contact the seller directly.

Additional Details

As demonstrated in **Question 1.14**, we have a vast collection of publicly available resources to help customers address their issues and questions. The AWS Marketplace Help and FAQ page addresses the most common questions we receive and the AWS Marketplace Resource Hub is includes more in-depth content categorized by role, solution type, and content type.

For issues or questions regarding a specific listing, each seller includes on the listing page at least one method to connect with the product's support channels, typically an email address or URL. We direct sellers to include information on the level of support a customer can expect and encourage them to include details for both pre-purchase questions and post-purchase issues, such as support for issues using the services, troubleshooting, and requesting refunds. All paid products, regardless of pricing model, must have a stated refund policy for software charges. The policy must include the terms of the refund and a method of contacting the seller to request a refund.

Customers can also contact their AWS account manager for assistance. If the issue or question is not one the account manager can resolve on their own, they can call upon numerous resources dedicated to AWS Marketplace for support, such as AWS Marketplace customer advisors. Customer advisors support specific customers and regions (e.g., education customers in the eastern part of the US) and work collaboratively with account managers, customers, and sellers to answer questions, resolve issues, and mitigate any potential friction in the buying process, especially for first-time users.

1.16. What support, if any, do you offer vendors to assist with listing their solutions in your Marketplace?

Summary Response

To assist vendors with listing their solutions in AWS Marketplace, we offer quick starts, an easy to navigate user interface, simple transactions, reporting, and extensive training including videos, webcasts, exercises, templates, and a self-service workshop. **These tools help vendors to offer AWS Marketplace customers solutions faster, with simpler transactions, and more flexible terms.**

> "Marketplace allows us to unlock further business with AWS down the stretch, whether that be through coselling or comarketing."
>
> —*Chief Growth Officer, Americas ISV*

Additional Details

A recent Forrester study (2022) found that by listing their products and including AWS Marketplace as a strategic part of their overall go-to-market strategy, ISVs realized 80% richer deal sizes, 27% higher win rates, and 40% faster sales cycles when using AWS Marketplace compared to outside of AWS Marketplace.

Beyond these business benefits, AWS is constantly innovating to provide an improved overall third-party seller experience, from beginning to end. This includes tools to speed up the listing process, training on transacting in AWS Marketplace, and visibility into sales through AWS Marketplace. In addition to the resources described below, AWS Marketplace sellers have access to category managers—subject matter experts who answer questions about listing within AWS Marketplace and help ISVs build AWS Marketplace pipeline.

Figure 8 shows a simplified process for selling software products on AWS Marketplace.

Figure 8. Selling Software Products on AWS Marketplace is Simple.

Sellers choose AWS Marketplace for a variety of reasons. These include a faster listing process and simple transactions compared to AWS Marketplace alternatives**.**

A Faster Listing Process

For SaaS listings, AWS has created a Quick Start to cut down on the effort required to list. Registered AWS Marketplace sellers can use it to deploy a lightweight serverless option for integrating new SaaS listings. The Quick Start fulfills the core capabilities required to integrate a vendor's SaaS solution with its corresponding listing on AWS Marketplace. These capabilities include accepting new customer registrations, granting and revoking customer access, updating customer entitlements, and reporting metered usage. With this Quick Start, software vendors can complete a listing within a few hours.

> "We've got a great partnership with AWS. It cuts the sales cycle down when we use the AWS Marketplace by almost 50%."
>
> —*George Kurtz, CEO, Crowdstrike*

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September 7, 2022

17

Simple Transactions and Comprehensive Training.

AWS Marketplace has an easy-to-navigate user interface for sellers to create and manage listings and Private Offers. In addition, AWS has created comprehensive documentation to cover all technical and operational aspects of transacting within AWS Marketplace and a YouTube playlist of operational how-to videos. For third-party marketing and sales organizations, AWS has built the 180 Day Go-to-Market (GTM) Academy—a portal with videos, webcasts, exercises, templates, and a self-service workshop that allows sellers to move through the materials at their own pace, and eventually become certified to execute on GTM campaigns in AWS Marketplace.

> "Training our sellers on AWS Marketplace was so much easier than training them to work with VARs because our integration with a cloud marketplace platform allows us to register a deal and get credit for it with the click of a button."
>
> —*Director of Technical Alliances, Global ISV*

Sellers can use the AWS Marketplace Management Portal (AMMP) to:

- Get listing information from AWS Marketplace, such as long and short product descriptions, marketplace categories, badges, media, pricing model/unit, information, publisher, reviews, and more
- Populate their website, platform, and Private Marketplace with AWS Marketplace listings
- Create a custom view of AWS Marketplace listings for customers where the seller shows offerings from other sellers and offers value-added functionality
- Gain visibility into Marketplace Sales.

AWS Marketplace sellers can set up a variety of automated reports depending on their visibility needs. AWS Marketplace provides reports that include information about product usage, buyers, billing, and payment information. Reports are available to all registered AWS Marketplace sellers and include the following options: daily business report, daily customer subscriber report, disbursement report, monthly billed revenue report, sales compensation report, and US sales and use tax report. The AWS Marketplace Notifications team also sends email notifications that verify the transaction for offers and agreements made in AWS Marketplace. The notifications are sent in real time based on the successful fulfillment of a customer subscription and include the following information: purchase date, time, and time zone; customer AWS account ID; product name; product identification; offer name; offer identification; agreement identification; service start date; service end date; and purchase amount (for contract and consulting partner).

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September 7, 2022

18

1.17. Signature Page

SIGNATURE PAGE

The undersigned hereby declares that he/she has carefully examined the general conditions and specifications and will provide an On-Line Marketplace for Cloud and Software Products/Services, as described herein for the prices set forth in this proposal. Any changes to the specifications and its impact on the final cost will be discussed and mutually agreed upon before the delivery of the services.

~~It is understood that all proposed prices shall remain in effect for at least one hundred twenty (120) days from the date of the proposal opening to allow for the award and that, if chosen the successful vendor, the prices will remain firm through invoice.~~

The proposer affirms that he/she is duly authorized to execute this proposal, that this company, corporation, firm, partnership or individual has not prepared this proposal in collusion with any other proposer and that the contents of this proposal as to prices, terms or conditions have not been communicated by the undersigned, nor by any employee or agent, to any competitor, and will not be, prior to the award and the proposer has full authority to execute any resulting contract awarded as the result of, or on the basis of the proposal.

By submission of a response, the Proposer agrees that at the time of submittal, he/she: (1) has no interest (including financial benefit, commission, finder's fee, or any other remuneration) and shall not acquire any interest, either direct or indirect, that would conflict in any manner or degree with the performance of Proposer's services, or (2) benefit from an award resulting in a "Conflict of Interest." A "Conflict of Interest" shall include holding or retaining membership, or employment, on a board, elected office, department, division or bureau, or committee sanctioned by and/or governed by the City of Rochester Hills. Proposers shall identify any interests, and the individuals involved, on separate paper with the response and shall understand that the City, at its discretion may reject their proposal.

Representative's Name: _Shannon Lowther_

Title: _Authorized Signatory_

Signature: _[signature]_

Dated: _8/8/22_

26 | P a g e

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2. Executive Summary

Public sector cooperative purchasing agreements make it easier for public sector institutions to procure the software they need in a cost-effective manner. The City and OMNIA Partners aim to establish a nationwide purchasing agreement to give state and local governments, educational institutions, and non-profits access to a cloud software marketplace. We provide a complete response to RFP-RH-22-026 and RFP-RH-22-026_OMNIA Solicitation Attachment, and a completed Attachment B Pricing Summary.

AWS offers comprehensive cloud services infrastructure. AWS Marketplace augments and extends the AWS Cloud through third-party software, services, and data. Throughout this proposal we highlight our innovative cloud software marketplace, our efforts to simplify procurement, and our ability to market the purchasing agreement to potential buyers. We also highlight the real benefits customers see today by using AWS Marketplace.

Project Methodology and Approach

AWS meets the City's requirements for a cloud marketplace with existing AWS Marketplace features and AWS services. However, to make the project a success, we identified three critical focus areas for additional attention and support: marketing, sales, and contract management.

We name AWS owners for each category. We also outline specific recommended activities within each category—these are actions AWS would perform according to the included timelines. To coordinate between AWS, the City, and OMNIA, we have named a primary point of contact, ▉▉▉▉▉▉▉▉.

Scope of Services and Product Categories

AWS Marketplace solutions cover all listed product categories, including security; infrastructure/DevOps/OS; database and data analytics; business apps; networking; storage, backup, and recovery; and miscellaneous/other category.

AWS Marketplace is the most extensive cloud software marketplace. We offer more than 12,000 solutions across every product category identified in this proposal. We are growing every year, with more than 2,000 new solutions added in the last year alone.

Value-Added Features

AWS offers tools to increase procurement efficiency and reduce risks. **AWS Marketplace simplifies software procurement.** Software procurement can be a time-consuming, expensive process for the public sector. For many, each procurement costs thousands of dollars in resources to release request for quotes, evaluate responses, and negotiate. This process is both costly and time-consuming, and can delay purchases by months.

With AWS Marketplace, the City and OMNIA Members will benefit from simplified licensing and pricing, and save on procurement-related administrative overhead. AWS Marketplace is the only cloud solution marketplace to offer end-to-end transactions for many solutions. Customers can purchase and deploy solutions without leaving AWS Marketplace.

AWS Marketplace also helps customers comply with their internal policies. We enable customers to build preapproved catalogs of software for their internal teams to choose from, we have standard terms that suit standard procurements, and customers can negotiate new terms and pricing, if required.

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September 7, 2022

20

Pricing Structure

Anyone with an AWS account can use AWS Marketplace at no charge. **A variety of pricing structures are available on AWS Marketplace** including consumption-based monthly, annual, or multi-year contracts; free or trial solutions; and BYOL. There are some AWS Marketplace listings, like BYOL and consumption-based models, that require the purchase of AWS infrastructure services to deploy the software in the customer's account. When the purchase of AWS infrastructure is required, the City and OMNIA Members benefit from periodic cost reductions in these underlying AWS services. We have reduced prices for AWS Services 115 times since AWS launched in 2006.

As an incentive to the City of Rochester Hills and OMNIA members, AWS will provide infrastructure credits to customers procuring through this Master Agreement. This credit incentive program is outlined in more detail in **Section 11 Attachment B—Price Proposal.**

Supplier Information and Marketing and Sales

To be successful, this purchasing agreement requires extensive marketing and sales support. We have outlined how AWS will work with OMNIA to meet these requirements. **AWS can raise awareness of the proposed purchasing agreement with other public sector agencies.** AWS has extensive experience working with state and local governments, educational institutions, and nonprofit organizations. We will drive the success of this purchasing agreement by:

- Training and enabling our sales teams
- Creating a customer-facing contract website
- Marketing the contract through webinars and blog posts.

We will also promote the agreement at national and regional conferences and trade shows.

In the years to come, the City and OMNIA Partners need a cloud marketplace provider that can keep pace with digital transformation. The continued success of this contract requires continuous innovation to remain an effective resource for state and local governments, non-profits, and educational organizations. Our proven experience innovating within our cloud marketplace makes AWS the right choice for a long-term provider.

AWS Marketplace benefits from our emphasis on creating new, customer-centered products and services. Our efforts to innovate have led to growth in our selection of quality offerings, simplified procurement, simplified compliance, and an expanding variety of pricing structures. We look forward to providing future innovations to customers of this agreement in partnership with the City and OMNIA Partners.

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September 7, 2022

21

3. Proposal Profile

Please see **Table 3** for a complete response to the proposal profile section questions. We have also provided a brief history of AWS as part of **Response A** in **Section 5.2.1**. Please note that because of the nature of AWS Marketplace offerings, providing a profile of all other companies that will be providing products and services through a dealer, distribution, or subcontractor arrangement with the offeror is not applicable.

Table 3. Proposal Profile Information

Requested Information	AWS Response
Name of Company Submitting Proposal	Amazon Web Services, Inc.
List Any Company DBA's	Amazon Web Services, Inc.
Main Office Address	410 Terry Avenue North Seattle, WA 98109-5210
If a Corporation, When and Where Incorporated	05/03/2006 – Delaware, USA
Number of Years in Business	16 years
Total Number of Employees	Amazon does not disclose AWS-specific employment statistics. According to the Q2 2022 report, Amazon employed approximately 1,523,000 full-time and part-time employees as of June 30, 2022. Note that employment levels fluctuate due to seasonal factors affecting our business.

4. Project Methodology and Approach

The City seeks to establish a nationwide purchasing agreement to give public sector organizations access to a cloud software marketplace. To do so, they need to work with a marketplace provider that can offer an extensive catalog of services, help to manage and promote a nationwide purchasing agreement, and continue to innovate throughout the term of the agreement.

Following the RFP evaluation criteria, including the Scope of Services, in this section we demonstrate our ability and willingness to satisfy the contract requirements by providing our prescribed project management methodology and approach, including:

- The approach for this agreement, including our approach to marketing, sales, and contract management
- How AWS Marketplace can address the Scope of Services and Product Categories
- Innovative value-added features unique to AWS Marketplace
- The pricing structures available on AWS Marketplace.

Because this section encompasses the requirements of three different RFP sections, we have included a compliance table in **Table 4**.

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September 7, 2022

22

Table 4. Project Methodology and Approach Compliance Table

RFP Requirement	Response Section
Requirement: 4. Project Methodology/Approach **Requirement Language:** Offeror shall provide a timeline and schedule for completion of this project, highlighting critical points in the process	**Section 4.1**
Requirement: 4. Project Methodology/Approach **Requirement Language:** Offeror shall provide a detailed description and explanation of products and services offered in response to each Product Category listed in the Scope of Services.	**Section 4.3**
Requirement: 4. Project Methodology/Approach **Requirement Language:** Information regarding innovative breakthroughs and any one-of-a-kind programs offered related to the On-Line Marketplace for the purchases of Cloud and Software Products is encouraged.	**Section 4.4**
Requirement: Evaluation Criteria, 2. **Requirement Language:** Methodology Used for Project How well does the methodology depict a logical approach to fulfilling the requirements of the RFP? How well does the methodology match and contribute to achieving the objectives set out in the RFP?	**Section 4.1.1**
Requirement: Evaluation Criteria, 3. **Requirement Language:** Management Plan for Project How well does the management plan support all the project requirements and logically lead to the deliverables required in the RFP? Is accountability completely and clearly defined? Is the organization of the project team clear? How well does the management plan illustrate the lines of authority and communication? To what extent does the Proposer already have the hardware, equipment, labor, etc. necessary to perform the contract? Does it appear the Proposer can meet the schedule set out in the RFP? Has the Proposer offered alternate deliverables and gone beyond minimum task necessary to meet the objectives of this RFP? Is the proposal practical and feasible? How well have any potential problems been identified? Is the proposal submitted responsive to all material requirements in the RFP?	**Section 4.1**
Requirement:	**Section 4.2**

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September 7, 2022

23

RFP Requirement	Response Section
Scope of Services, p. 7-8 **Requirement Language:** Offers shall provide the three key models for cloud computing as defined below and may include other related solutions and services.	
Requirement: Scope of Services, p. 8 **Requirement Language:** Given the cooperative nature of this RFP, it is expected that offerors shall offer a better value than what they would ordinarily offer to the public or to a single government entity.	**Section 4.4.1**
Requirement: Scope of Services, p. 8 **Requirement Language:** Vendors shall also offer value-added solutions to support cloud marketplace transactions, such as consumption and management tools and account support. Value-added features may include procurement system integration, consolidated billing, reporting, analytics and application programming interfaces (APIs) and tools for third-party software vendors to integrate with the cloud marketplace.	**Section 4.4.1**
Requirement: Scope of Services, p. 8 **Requirement Language:** The software marketplace and cloud solutions should offer a variety of pricing structures, such as consumption-based, monthly, annual or multi-year contracts, free or trial solutions, and bring your own license (BYOL). Due to varying pricing structures of cloud marketplaces available, the Lead Public Agency shall not define the contract price structure and instead vendors should provide pricing based on their marketplace model. The City anticipates that the market established best value and the City will not need to amend the contract when the market goes up or down.	**Section 4.5**
Requirement: Scope of Services, p. 8 **Requirement Language:** Given the highly innovative nature of cloud marketplaces and the solutions offered, the City anticipates future related solutions not specifically named in this solicitation. Vendors will be allowed to offer services via the contract that are directly related to the contract scope as "related services." The Principal Procurement Agency may also add to the Scope of Services or make changes in the Scope of Services for services of a similar nature to those specified in the Scope of Services as mutually agreed. The change must be approved by the Procurement	**Section 4.2.1**

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September 7, 2022

24

RFP Requirement	Response Section
Manager and a contract Modification issued by the Purchasing Division for any changes to the contract.	
Requirement: Scope of Services, p. 8 **Requirement Language:** The intent is for each offeror to submit their complete product line so that Participating Public Agencies may procure/order a wide array of products and services as appropriate for their needs.	**Section 4.3**
Requirement: Product Categories, p. 8-9 **Requirement Language:** Product Categories Category 1: Security Category 2: Infrastructure/DevOps/OS Category 3: Database and Data Analytics Category 4: Business Apps Category 5: Networking Category 6: Storage, Backup, and Recovery Category 7: Miscellaneous/Other Category Proposers are encouraged to provide product/service/solution categories that are purchased by public agencies.	**Section 4.3**

4.1. Project Management Approach and Timeline

The City needs a faster way to procure software—one that avoids time-intensive, costly solicitations while satisfying procurement rules and regulations. The City also wants to establish a national cooperative contract enabling broader access to a cloud marketplace.

With purpose-built features, AWS Marketplace satisfies the needs outlined throughout the RFP by providing procurement control and visibility, along with excellent product selection within each of the RFP's seven categories. To promote success of the contract, AWS has also assigned a highly experienced team to handle all major obligations—both to give the contract a strong launch and consistently excellent support over its term.

4.1.1. Project Management Methodology and Approach

AWS satisfies the requirements of this RFP through existing features of AWS Marketplace and other AWS services. In addition to matching features to needs in **Section 1**, we have identified the activities that are critical to this contract's success. These include marketing, sales, contract administration, and marketplace activities. In this section, we summarize those activities and assign a single-threaded owner for each category. To safeguard against possible delays caused by human error, we have added an escalation point for each major category owner.

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September 7, 2022

25

To maintain consistency, promote the contract, and support swift resolution of any action falling outside of the major categories, we have assigned a business development manager, ▉▉▉ ▉▉▉▉, to be OMNIA's primary point of contact (POC). ▉▉ will be responsible for ensuring AWS meets all commitments outlined in this proposal and that any required escalations receive prompt attention.

AWS's proposed approach to marketing, sales, and contract management are covered in depth in **Section 5.2.3**. In summary:

- **Marketing**—As outlined in **Response A** of **Section 5.2.3**, AWS will market this agreement through AWS-hosted webinars, blog posts, participation in trade shows and professional association conferences (such as NIGP), and a co-branded contract announcement. ▉▉▉▉▉ owns coordination and execution of these activities in collaboration with AWS and OMNIA Partners stakeholders.

- **Sales**—As outlined in **Response A** of **Section 5.2.3**, AWS Sales Leadership will promote this contract internally as a valuable path for AWS customers to satisfy their jurisdiction's procurement requirements. AWS Sales will receive internal training, both synchronously and asynchronously, as well as a playbook with templated customer-facing communications, call scripting, and FAQ. ▉▉▉▉▉▉▉ owns sales sponsorship.

- **Contract Management**—As outlined in **Response I** of **Section 5.2.3**, AWS Contract Management will comply with the reporting and administrative fee requirements as mutually agreed. ▉▉▉▉▉ owns contract management.

The AWS Marketplace team owns other critical aspects of the management approach, not covered in **Section 5.2.3**. The AWS Marketplace team will ensure that qualifying customers receive AWS infrastructure credits, as outlined in **Section 11**. The AWS Marketplace team will also educate AWS Marketplace software sellers on the benefits of the Master Agreement and perform live training for customers transacting using AWS Marketplace and the Master Agreement for the first time. ▉▉▉▉▉▉ is the primary point of contact for AWS Marketplace.

Please see **Figure 9** for an organizational chart describing how AWS will manage this contract.
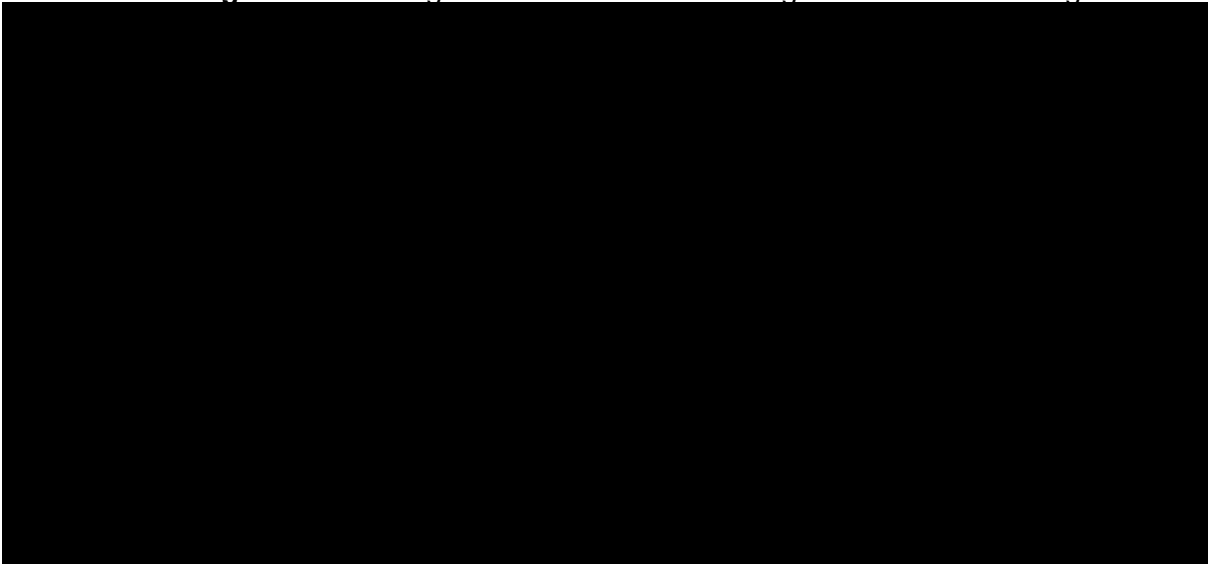
AWS has the hardware, labor and equipment to perform this contract. All AWS Marketplace features and capabilities described within this proposal are generally available. Any specific

individuals cited in this proposal are subject to change. Any substitutions will have similar levels of experience and capabilities.

4.1.2. Timeline and Schedule for Completion of Project, Including Critical Points in the Process

AWS is fully equipped to deliver on the commitments made within this proposal and has assigned an owner for each critical area. The primary OMNIA contact for the Master Agreement at AWS will hold AWS internal stakeholders accountable to ensure AWS hits all milestones to launch the contract and maintain sales, marketing, and business development activities throughout its term. The timeline shown in **Figure 10** depicts critical milestones and activities and the anticipated timeline for completion. The presumed start date is the effective date of the contract.

30 days
- Internal sales announcement from executive leader endorsing the contract as a go-to-market mechanism.
- Contract reporting and administrative fee payment mechanisms set up.
- Customer facing contract onboarding document completed.

60 days
- Contract customer first call deck created and provided to sales as a marketing tool.
- AWS Contract website created and URL shared with sales.
- Contract training delivered to all applicable internal sales teams.

90 days
- Prepare for an AWS webinar on modernizing procurement.
- Co-branded OMNIA/AWS Marketplace one-pager/leave behind created and provided to Sales and Marketing for distribution to individual customers and at trade shows and professional conferences.
- OMNIA business development teams are trained on AWS.
- Applicable sales teams receive knowledge refresh from initial training.
- OMNIA contract training is included in new employee onboarding for applicable teams and roles.
- AWS sales teams receive annual contract training with knowledge checks.
- National and regional trade show presence identified on an annual basis, at which AWS will promote the master agreement.
- Blogs featuring customer successes with newsletter and social promotion.

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Figure 10. Project Milestone and Activities

4.2. Scope of Services

AWS offers comprehensive cloud services infrastructure with compute power, storage, content delivery, and other functionality that organizations can use to deploy applications and services. AWS Marketplace augments and extends the AWS Cloud through third-party solutions.

In addition to the full functionality and offerings available through AWS Marketplace, AWS also offers the City of Rochester Hills and OMNIA members over 200 AWS Cloud services, encompassing IaaS, PaaS, and SaaS. The full list of services and their respective pricing is available at aws.amazon.com/pricing/. Please see **Section 4.4.1** for details on how AWS Marketplace helps customers manage their services and subscriptions.

Infrastructure as a Service (IaaS). IaaS offerings allow customers to move, modernize, and manage their IT infrastructure with AWS. To support the level of flexibility that customers require when transitioning their legacy systems to the cloud, AWS supports a wide variety of application, compute, and storage options to meet the needs of almost any OMNIA member's legacy or future workload.

Use or disclosure of data contained on this sheet is subject to the restriction on the title page of this document
September 7, 2022

27

With IaaS solutions, customers can migrate existing applications and architectures into the cloud rapidly while maturing their cloud practice and proving the business value of cloud migration. Among other benefits, this transition to the cloud lets customers shift their business focus (and associated costs) away from maintaining their own data centers and inherit security and compliance controls from cloud service provider (CSP) infrastructure.

Platform as a Service (PaaS): AWS PaaS offerings support application deployment and development through infrastructure management, DevOps, business intelligence (BI), database management, and other tools. With PaaS solutions, organizations do not need to worry about resource procurement, capacity planning, software maintenance, patching, or any of the other infrastructure management involved in running an application. In other words, AWS handles the tedious and often difficult tasks that do not add value to the mission of the organization.

Software as a Service (SaaS): AWS Marketplace includes thousands of SaaS-type software listings from popular categories including security, business applications, and data and analytics, and across industries, such as healthcare, financial services, and the public sector. AWS Marketplace simplifies SaaS procurement by making it easier to discover, buy, and launch SaaS products.

4.2.1. Additions to the Scope of Services

We consider all AWS services, including those that will be added over the term of the agreement, to be in scope of our response. If the City accepts that all AWS services, present and future, are in scope, changes to the Scope of Services during the term of the agreement should be minimal. AWS has more services, and more features within those services, than any other cloud provider. We have been continually expanding services to support virtually any cloud workload, and we now offer more than 200 fully featured services, including compute, storage, databases, networking, analytics, robotics, machine learning and artificial intelligence, Internet of Things (IoT), mobile, security, hybrid, virtual and augmented reality (VR and AR), media, application development, deployment, management, and much more.

AWS is also innovating faster than anyone else, and our portfolio continues to expand at the fastest rate. In 2011, AWS released over 80 new significant services and features, followed by nearly 160 in 2012; 280 in 2013; 516 in 2014; 722 in 2015; 1,017 in 2016; 1,430 in 2017; and 1,957 in 2018; 2,345 in 2019, 2,757 in 2020, and 3,084 in 2021.

As an AWS service, AWS Marketplace has experienced a similar pace of innovation. At the time AWS Marketplace launched 10 years ago, it was a novel innovation. As far as we know, there was no other website that allowed customers to rent hosted servers running commonly used software. In the decade since, our customers and sellers have asked us to do so much more. In addition to the machine images we started with, customers asked for more deployment options. Customers asked for SaaS solutions that sellers manage on their behalf, container images, machine-learning models, professional services to augment software purchases, and data via file-based data sets, APIs, and Redshift tables.

Customers also asked for different ways to buy. In addition to pay-as-you-go hourly billing, customers asked for BYOL, contract-based pricing, and privately negotiated rates—either direct from the seller or indirect through a reseller. And, last but not least, customers asked for governance capabilities to curate private catalogs, govern who spends what with whom, tie purchasing into existing approval and procurement systems, share entitlements across organizations, and more.

We listened. We launched all of the above and more over the last ten years, with the results detailed in the next section on product categories.

Use or disclosure of data contained on this sheet is subject to the restriction on the title page of this document
September 7, 2022

28

4.3. Product Categories

AWS Marketplace has over 12,000 listings and is rapidly expanding. In fact, we have gained 2,000 listings since the same time last year, all meeting and maintaining the product guidelines described in **Question 1.12**. AWS Marketplace Category Managers actively recruit software vendors to AWS Marketplace based on customer requests and market trends. The solutions that education, state and local government, and nonprofit customers want are available today in AWS Marketplace.

We understand that **Attachment B** is a small representative sample of the items the City expects to find in a marketplace. To showcase the depth and breadth of available products, we have taken an approximate snapshot of the number of product listings per category in **Table 5**. Please note that AWS Marketplace uses different product categories to those used by the City, so we have done our best to map the categories.

Table 5. AWS Product Catagories

Category	Number of Listings as of July 2022
Category 1: Security	2,571
Category 2: Infrastructure/DevOps/OS	6,532 Infrastructure/4,448 DevOps/1,378 OS
Category 3: Database and Data Analytics	2,197
Category 4: Business Apps	2,183
Category 5: Networking	1,111
Category 6: Storage, Backup, and Recovery	287 Storage, 231 Backup and Recovery
Category 7: Miscellaneous/Other Category	Over 12,000 AWS Marketplace listings and all other AWS services

4.3.1. Security

AWS Marketplace has 2,571 security listings, including CrowdStrike, Trend Micro, Palo Alto Networks, and Splunk. Whether securing endpoints, identifying vulnerabilities, or safeguarding sensitive data, customers can find the security software and security tools they need on AWS Marketplace.

4.3.2. Infrastructure/DevOps/OS

AWS Marketplace has 6,532 infrastructure listings, 4,448 DevOps listings, and 1,378 operating systems listings, including New Relic, Red Hat, and HashiCorp. We consider operating systems to be a sub-category of infrastructure. The infrastructure category also includes the following sub-categories: backup and recovery, data analytics, high performance computing, migration, network infrastructure, security, and storage.

4.3.3. Database and Data Analytics

AWS Marketplace has 2,197 database and data analytics listings, including Snowflake, MongoDB, Databricks, and Redis. Increasingly, organizations have stringent requirements regarding the elapsed time from when data is generated to when actionable insights are delivered to users. The solutions available in AWS Marketplace are comprehensive, secure,

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September 7, 2022

29

scalable, and cost-effective. These offers enable customers to manage their data in the cloud, provide effective data governance, and derive actionable insights.

4.3.4. Business Apps

AWS Marketplace has 2,183 business applications listings, including Infor, Pluralsight, and Preservica. The business applications category includes the following sub-categories: blockchain, collaboration and productivity, contact center, content management, customer relationship management (CRM), ecommerce, e-learning, human resources, IT business management, and project management.

4.3.5. Networking

AWS Marketplace has 1,110 networking infrastructure listings, including Cisco, Citrix, and F5. Networking ISVs in AWS Marketplace bring feature and operational consistency to on-premises and AWS workloads. By using networking infrastructure solutions from popular vendors in AWS Marketplace, customers can take full advantage of existing investments in on-premises systems and the cloud to meet their unique business challenges.

4.3.6. Storage, Backup, and Recovery

AWS Marketplace has 287 storage listings and 231 backup and recovery listings, including Clumio, Druva, and Netapp. Public sector organizations need to ensure their systems are always available. AWS Marketplace provides solutions to protect customer data from physical and logical errors, such as system failure, application error, or accidental deletion.

4.3.7. Miscellaneous/Other Category

AWS Marketplace has a rapidly expanding portfolio of listings, including software, professional services, datasets, and Amazon Machine Images. AWS Marketplace can help local government customers quickly make the transition to smart cities with solutions like RUBICONSmartCity, which helps city governments run waste and recycling operations faster, smarter, and more effectively, and Esper, which allows for data driven research, collaborative policymaking, and public-facing engagement on the policies that impact citizens and employees. Public-safety customers appreciate the ability to quickly procure mission-critical applications like Scout PD, which streamlines investigation capabilities and evidence management into one application, and Guardian Alliance, which enables electronic gathering, management, automation, and evaluation of pre-employment law enforcement background investigations. Education customers will find Moodle Learning Management Systems from multiple sellers and products for virtual classrooms, lecture capture, webinars and live events, and student outreach, such as Kaltura.

Beyond AWS Marketplace, we are submitting all AWS Cloud services in scope of our proposal. Today, state and local customers are using AWS's database, storage, compute, AI/ML, and many other services to transform data to insights, modernize open source and Microsoft applications, engage constituents, and improve security and compliance. Education customers are using AWS to provide secure access to desktops and applications 24/7 from any device and to share data across platforms to get a comprehensive view of student performance and uncover insights.

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September 7, 2022

30

4.4. Value-Added Features

Software delivery has changed dramatically over the last 50 years—from physical delivery of highly configurable systems to off-the-shelf software delivered over the internet. However, software procurement has lagged, bogging public sector purchasers down in decades-old, time-consuming processes. These processes are intended to enforce security and governance but frequently have the opposite effect when departments opt for under-the-radar buying to speed the overall procurement. Until recently, software purchasers faced trade-offs between speed and convenience on one hand and security and compliance on the other.

According to Forrester, "AWS has broken new ground in areas that procurement cares about and offers a new way to streamline SaaS buying and thereby increase efficiency while lowering risk." Ever focused on our customers, AWS has continued to innovate with new and improved solutions designed to enhance the buyer and seller experience. Our pace of innovation is demonstrated in our What's New posts, which highlight AWS service, feature, and region expansion announcements as they are released.

4.4.1. AWS Marketplace Tools

AWS Marketplace benefits both customers and third-party sellers by making transacting simpler and faster with numerous value-added features. Sellers appreciate the ability to speed up their sales cycle; customers appreciate visibility into their purchases, eliminating waste, and saving money. AWS provides tools to help customers with governance, control, and visibility, and to third-party sellers to make listing and transacting via AWS Marketplace easy. **Section 8** describes the value AWS offers beyond what it would normally offer a single government entity.

> "Procuring in AWS Marketplace offered us the needed flexibility and helped us to realize massive cost savings—up to 50% compared to our classic procurement model."
>
> —*Alexander Schnelhardt*
> *Head of Cloud Service Operations,*
> *Software AG*

4.4.1.1. Customer Tools

In this section, we describe the value-added tools available to support cloud marketplace transactions in AWS Marketplace.

Manage AWS Marketplace Subscriptions

From the AWS Marketplace homepage, customers logged into their AWS account can view their subscriptions by selecting "Your Marketplace Software." From there they are taken to the Manage Subscriptions page. As shown in **Figure 11**, this page lists the customer's subscriptions to products. Customers can search to find products based on name, description, or other attributes, and filter based on the product type. Customers can view information about their current monthly charges by choosing an item from the Actions menu. The Actions menu includes shortcuts for customers to navigate directly to the subscriptions page. From the Actions menu, customers can also access Budgets and Cost Explorer to monitor and manage the costs of their subscriptions.

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September 7, 2022

31
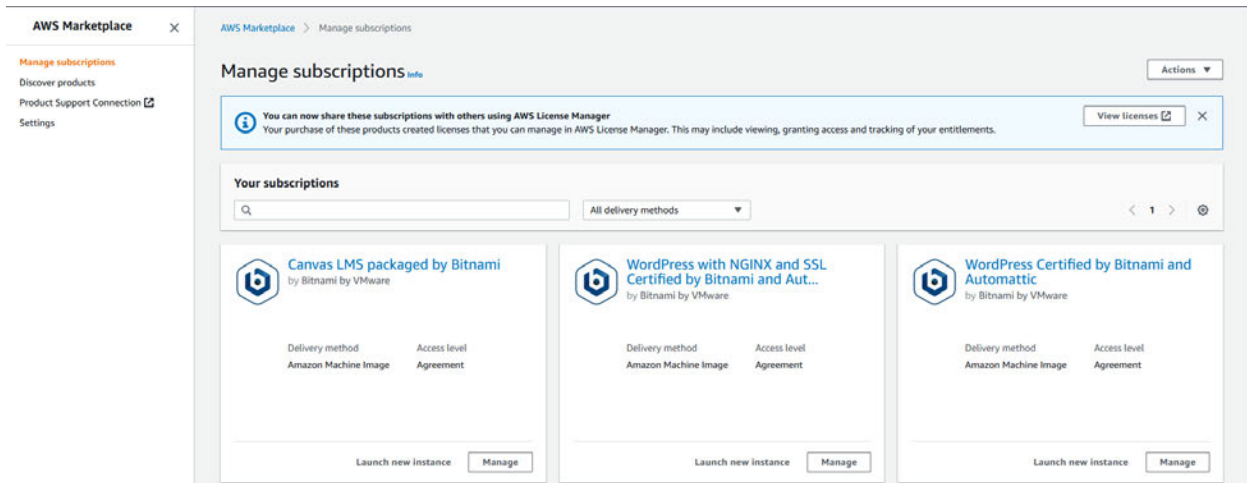
Figure 11. AWS Marketplace Manage Subscriptions Page.

The customer can also perform actions on a specific product by clicking on the subscription. Depending on the product type, they can:

- View current usage of the product
- Deploy or configure a product
- View the seller profile
- Go to the AWS Management Console to manage their instances
- View or share licenses for their subscriptions with other accounts in their AWS Organization
- Go to their current Amazon EC2 instances to configure their software
- Unsubscribe from a product.

From this page a customer can also use the shortcuts on the left of the page, including Discover Products which takes the user to the AWS Marketplace homepage. The Product Support Connection shortcut takes a customer to a site that provides the support contact details for any third-party software subscriptions they have. From the Settings shortcut a customer can configure integration with AWS Organizations and AWS Billing, two features that are described below.

Managed Entitlements Help Bring Third-Party Spend Under Procurement Discipline

Managed entitlements enable customers to distribute, activate, and track software license entitlements acquired in AWS Marketplace through AWS License Manager. Administrators can use AWS License Manager to automate the distribution and activation of software entitlements to end-users and workloads across accounts in their AWS organization. Managed entitlements also provide built-in controls that allow only approved users and workloads to consume licenses. Customers can subscribe to, track, and manage software licenses at scale, as third-party products purchased in AWS Marketplace create managed entitlements in AWS License Manager.

Manage Billing with the AWS Billing Console

The AWS Billing console is the portal for all AWS customers, from the smallest higher education institution to the largest state agencies. Customers can use the console to see the resources

that are running in their AWS accounts, manage billing preferences, and access billing artifacts that are needed to make payments to AWS. As shown in **Figure 12**, the AWS Billing console provides a high-level explanation of the spending for a customer's account, and serves as the entry point for enrolling in products in the AWS Cost Management products. Popular tools within the billing console include AWS Cost Categories, AWS Cost and Usage Reports, and AWS Purchase Order.
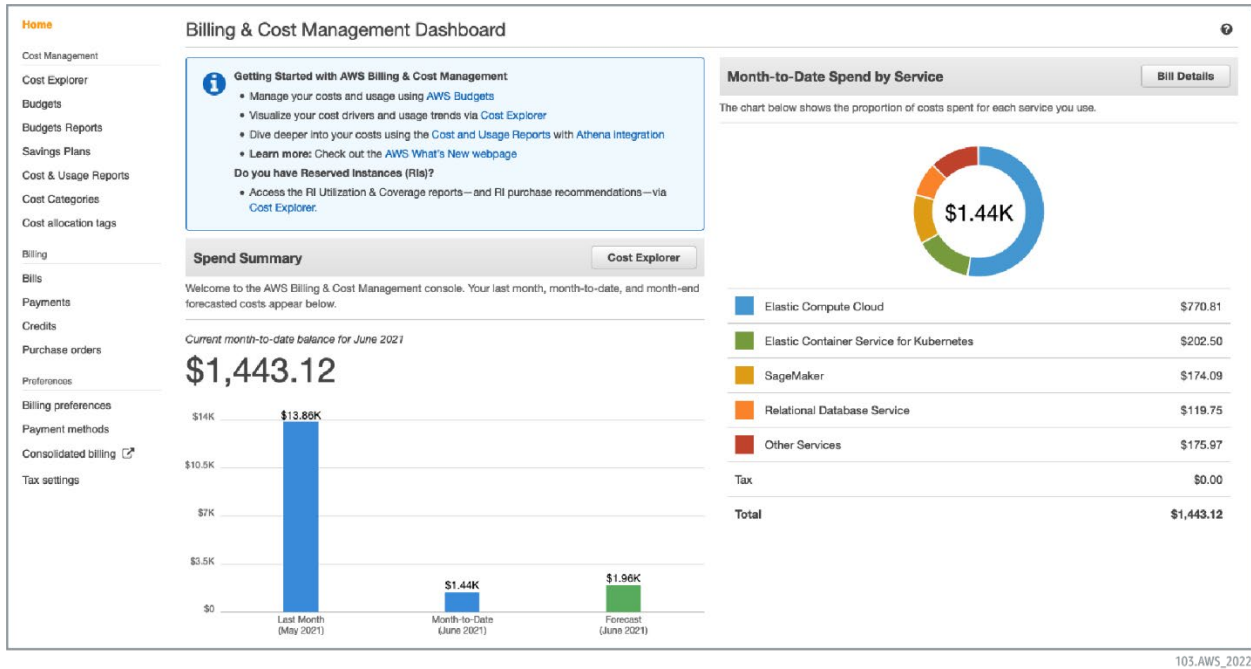
Figure 12. AWS Billing Console Billing and Usage Report.

Management and AWS Consolidated Billing

Consolidated billing is available to customers using AWS Organizations. Customers can use the consolidated billing feature to consolidate payments for agencies and institutions that use multiple AWS accounts. The designated management account has visibility into AWS charges that occur in member accounts and can pay the charges of all of the associated member accounts. Organizations receive one bill for the multiple accounts, providing better visibility into spend across departments and buyers. For further cost savings, customers can use the combined view to pinpoint potential areas where usage can be combined to share volume pricing discounts.

Manage Costs Using AWS Cost Explorer

Customers can use both the Billing console and the AWS Cost Management console for a holistic approach to managing costs. The Billing console contains resources to manage ongoing payments and payment methods registered to a customer's AWS account where the features in the AWS Cost Management console are used to optimize future costs. AWS Cost Explorer is a tool within the cost management console that enables customers to view and analyze costs and usage. Customers can explore their usage and costs using the main graph, the Cost Explorer cost and usage reports, or the Cost Explorer Reserved Instance (RI) reports. Cost Explorer also includes filters that allow customers to limit the report specifically to AWS Marketplace

expenses. **Figure 13** shows how AWS Cost Explorer can help customers visualize, understand, and manage their costs.
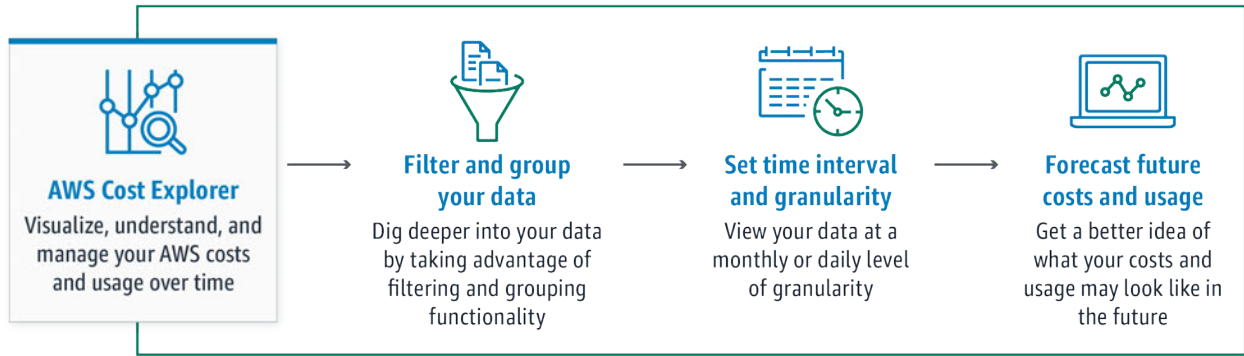
Figure 13. How OMNIA Members Benefit From AWS Cost Explorer.

Shown in **Figure 14**, Cost Explorer allows customers to view data for up to the last 12 months, forecast how much they are likely to spend for the next 12 months, and get recommendations for what RIs to purchase. AWS Cost Explorer can also be used to identify areas that need further inquiry and trends, such as spikes associated with "back to school" or end of fiscal year. AWS Cost Explorer provides preconfigured views that display at-a-glance information about cost trends and give customers a head start on customizing views that suit their specific needs.
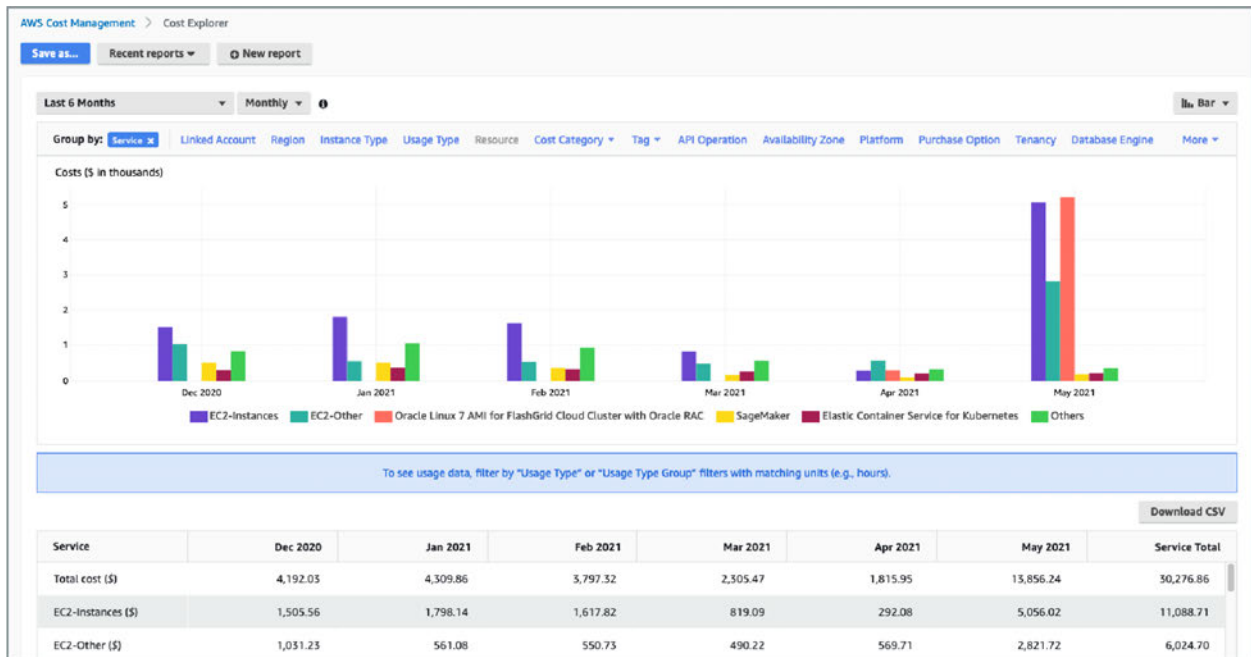
Figure 14. Cost Explorer Cost Trends Display.

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September 7, 2022

34

Simplify Procurement with Procurement System Integrations

Procurement System Integration allows organizations to integrate AWS Marketplace with procurement systems through an industry standard open communication protocol, Commerce XML (cXML). Integration is currently available with Coupa and SAP Ariba, allowing customers to use their existing procurement system and processes when transacting in AWS Marketplace. With this feature, builders can find, buy, and deploy from thousands of solutions quickly. IT administrators can streamline approvals and manage spend directly from their procurement system while purchasing teams maintain visibility and controls into the AWS Marketplace purchases made within their organization.

AWS offers the [Procurement System Integration User Guide](#) to assist IT administrators in getting started with their system integration. We have additional resources and subject matter experts to assist should a customer need further help with integration.

Find Help with Customer Advisors

AWS recognizes many customers may be unfamiliar with the benefits of cloud marketplaces and how to integrate these marketplaces into their current procurement processes. To assist, AWS introduced AWS Marketplace customer advisors. Customer advisors help customers transform their software procurement processes as they help customers find, buy, and deploy from AWS Marketplace. They collaborate with customers, AWS Account Managers, and AWS Marketplace sellers to guide the purchasing process and remove potential roadblocks caused by gaps in communication or understanding. Our public sector customer advisors are knowledgeable of the common procurement rules and processes of government, education, and nonprofit entities and help customers to understand how they can purchase through AWS Marketplace and meet their procurement requirements.

Find and Learn About New Technology with Curated Solution Pages

AWS understands that technology need and know-how can vary from customer to customer. To help customers navigate the many technology solutions available, AWS created curated solution pages for our public sector customers including [state and local government](#), [education](#), [healthcare](#), [justice and public safety](#), and [non-profit](#). **Figure 15** is a sample page. The pages can also be found on our [public-sector page](#). The industry-specific pages include a wealth of information such as common use cases, popular vendor solutions, customer testimonials, and resources focused on the relevant industry. For example, our state and local government solutions page highlights emergency response solutions, our healthcare solutions page includes available and upcoming webinars for healthcare professionals, and our education solutions page provides resources focused on remote learning.
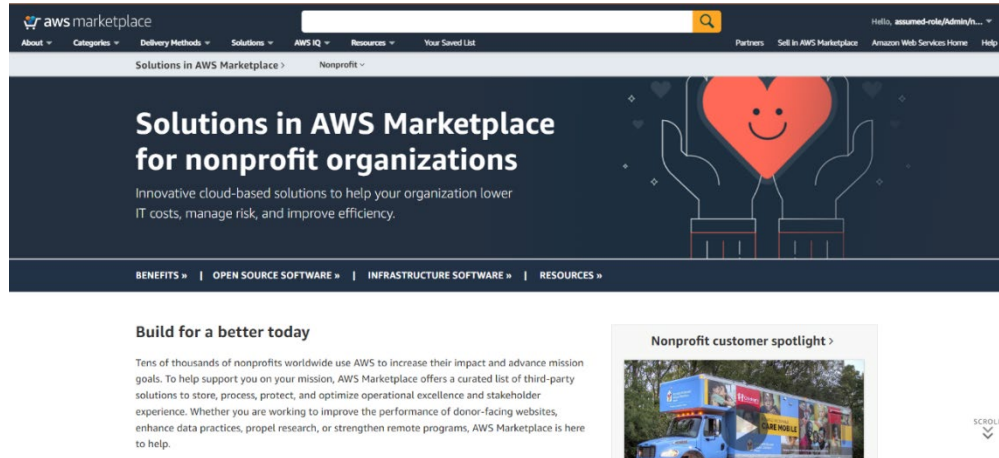
Figure 15. AWS Marketplace Solutions Page.

The solution pages are an example of the many resources we have available to support OMNIA members in selecting technology solutions for their needs. Members can always reach out to their AWS account manager for additional support and guidance, when needed.

4.4.1.2. Seller Resources

AWS has highlighted seller resources, including analytics, APIs, and tools, in our response to **Question 1.16**. Please see the follow subsections for additional information.

4.4.2. Innovative Efficiency

As mentioned in **Question 1.8**, AWS Marketplace reduces time to onboard new vendors by 75% and time to procure by 66%. Some of the features that contribute to these time savings are Private Offers, the SCMP, and AWS Cost Management services. With one-click deployment, we also help customers speed up transactions and deployment for many commercial offerings.

Private Offers

Please see **Question 1.1** for details on Private Offers. With Private Offers, buyers and sellers can easily negotiate custom pricing, payment schedules, and EULA terms for products in AWS Marketplace.

Standardized License Terms for Onboarding New Software Sellers

Please see **Questions 1.1** and **1.9** for more details on the SCMP. Through the SCMP, AWS Marketplace provides a set of well-balanced, scalable terms that address the fundamental requirements of both buyers and sellers for select products. Organizations can review the terms once, then use them across a broad set of sellers and digital solutions, eliminating the need to negotiate contracts for every purchase. They can easily find and deploy solutions enabled with the SCMP, request the terms to support custom Private Offers, and amend where necessary to support specific transaction requirements.

Consolidated Invoices with AWS Cost Management Services

Please see **Question 1.3** and **Section 4.2**. for details on AWS Cost Management services. In just a few simple steps customers can opt in to have all third-party software and services charged through AWS Marketplace consolidated into a single, detailed bill. AWS provides rich tooling for better visibility and control of costs. One of these tools is Cost Allocation Tagging, which enables customers to identify, gain visibility into, and track AWS Marketplace AMI

software usage and spend with user-defined tags. Customers can use tags to categorize, allocate, and perform cost reporting on AWS Marketplace usage-based AMI spend.

Another tool, AWS Budgets, allows customers to set custom budgets to track their cost and usage from the simplest to the most complex use cases. With AWS Budgets, customers can choose to be alerted by email or SNS notification when actual or forecasted cost and usage exceed their budget threshold, or when their actual RI and Savings Plans' utilization or coverage drops below their desired threshold.

One-Click Deployment to Procure Software, Amazon Machine Images, and Professional Services

Customers wanted to find and buy software and services in one place, and avoid punching out to vendor websites to make a purchase. In response, we built the only cloud marketplace with end-to-end transactability, and we support purchasing through both our website and the AWS console.

Customers can select commercial software from well-known sellers, as well as many widely used open source offerings. When customers find products they want, they can buy and deploy that software to their own Amazon virtual server instance with one click. Customers can simultaneously deploy software into the cloud with the underlying cloud-based servers and storage, freeing their IT team from hours of setup work.

4.4.3. Tools to Lower Risk

Decision-makers felt 2.4 times better about purchasing using AWS Marketplace compared to other sources, based on an online survey of 500 IT decision-makers and influencers in the US. AWS offers tools to help customers increase governance and compliance, while lowering their overall risk. AWS Marketplace customers can use Private Marketplace and AWS License Manager to bring more third-party spend under procurement discipline. They can use flexible payment schedule options and financing to negotiate lower annual costs in exchange for longer-term commitments. They can negotiate price, financing, and terms with their preferred seller to receive customized discounts and consolidated billing. For customers that use purchase orders to manage procurements, AWS Marketplace has a feature to tie subscriptions back to purchase orders.

Build a Preapproved Digital Catalog with Private Marketplace

Private Marketplace is described in our response to **Question 1.9.** Private Marketplace allows organizations to build customized digital catalogs of approved products from AWS Marketplace. This helps an organization's users easily find and deploy approved third-party software.

Managed Entitlements for AWS Marketplace

Many of the AWS services described in **Section 4.4.1.1** can help customers manage risks and lower costs. For example, managed entitlements for AWS Marketplace enable customers to distribute, activate, and track software license entitlements acquired in AWS Marketplace through AWS License Manager.

Flexible Payment Scheduling and Financing

Flexible Payment Scheduler, described in our response to **Question 1.10**, enables software sellers to offer custom payment schedules to customers. By allowing customers to pay in installments over time with custom dates, customers can purchase the product they need at a fair price, and pay in a way that aligns with their budget cycle.

Negotiated Pricing and Terms

Customers can meet their unique requirements with custom license terms, volume discounts, and flexible payment options. Customers can negotiate pricing and terms with the software seller or reseller, and they will create an offer for designated AWS accounts. Once the Private Offer is accepted, the negotiated price and terms will be accessible to the customer's users.

Poor procurement processes lead many organizations to acquire data and cloud software outside of the procurement department.

Nearly 60% of data and 45% of cloud software purchases are frequently routed outside of procurement; the overwhelming majority of organizations at least occasionally purchase these services outside the purview of their procurement processes. This shadow procurement only further exposes them to excessive risk.

Purchase Order Management

Purchase Order Management for SaaS contracts allows customers to add purchase order numbers to their AWS invoices for SaaS contracts purchased in AWS Marketplace. When set up, purchase order numbers entered in AWS Marketplace appear on corresponding invoices, easing software spend allocation to internal budgets. Customers can see the purchase order number entries in the Purchase Order Management system within AWS Billing, as well as on the AWS invoice generated for the SaaS transaction. Providing this level of granular control over budget allocation for AWS Marketplace transactions reduces the operational overhead associated with budgeting and spend chargeback calculations when purchasing from AWS Marketplace.

4.5. Pricing Structure

The City requests that respondents offer a variety of pricing structures, such as consumption-based monthly, annual, or multi-year contracts; free or trial solutions; and BYOL. We understand and comply with this requirement.

There is no charge to use AWS Marketplace. Customers are only charged for products purchased via AWS Marketplace and any underlying AWS usage. Sellers, such as software vendors that list software within AWS Marketplace, define the pricing for their product and service listings—AWS does not control seller pricing on AWS Marketplace. Sellers can offer discounts through a Private Offer (described in **Section 1.1**).

As shown in **Figure 16**, AWS Marketplace offers consumption-based, monthly, annual, or multi-year contracts; free trials; and BYOL delivery methods. The seller selects the delivery method when creating an AWS Marketplace listing. For BYOL and consumption-based models, customers will be billed for underlying AWS usage. With some delivery types, underlying AWS usage is billed to the ISV. In each case, the customer will be aware upon purchase whether they will be billed for AWS usage.

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September 7, 2022

38

Figure 16. Flexible Consumption and Contract Models

Underlying AWS Service Price Drops

For BYOL and consumption-based models, customers will be billed for underlying AWS usage. With other delivery types, underlying AWS usage is billed to the ISV. Periodic price reductions are a normal part of business for AWS. As of April 7, 2022, we have reduced prices 115 times since AWS launched in 2006. We expect to continue to lower prices this year and for many years to come. Our pricing philosophy is to work relentlessly to reduce our own operating costs and to pass those savings back to customers in the form of lower prices. When AWS drops its pricing, both customers and AWS Marketplace sellers benefit from cost savings.

5. Supplier Information

In this section we provide answers to the Supplier Qualifications and Supplier Information questionnaires presented in Attachment A-Exhibit A of the request.

5.1. Supplier Qualifications (Ref. Attachment A, Section 2.0)

AWS acknowledges and understands the Supplier Commitments listed in Exhibit A, Section 2.0 of Attachment A, Requirements for National Cooperative Contract to Be Administered by OMNIA Partners. Please refer to **Section 8 Exceptions** for a list of terms, conditions, and other requirements to which AWS cannot agree without modification.

5.2. Supplier Information (Ref. Attachment A, Section 3.0)

In the following section, AWS provides the requested supplier information.

5.2.1. Company

A. Brief history and description of Supplier to include experience providing similar products and services.

Amazon has a long history of using a decentralized IT infrastructure. This has enabled our development teams to access compute and storage resources on demand, and it has increased overall productivity and agility. By 2005, Amazon had spent over a decade and millions of dollars building and managing the large-scale, reliable, and efficient IT infrastructure that powers one of the world's largest online retail platforms. Amazon launched AWS so that other

organizations could benefit from Amazon's experience and investment in running a large-scale, distributed, transactional IT infrastructure. AWS has been operating since 2006 and now serves millions of active customers every month worldwide.

> Forrester, a leading industry analyst firm, named AWS Marketplace as a leader in SaaS cloud marketplaces in their _Forrester New Wave™: Marketplaces for SaaS Sourcing_, Q1 2022 report. Forrester rated AWS Marketplace as differentiated in buyer interface, contract terms, artificial intelligence and automation, roadmap, and go-to market approach. The report states that AWS Marketplace is "well suited to procurement and IT" and "provides advanced features relevant for procurement in areas such as contracting."

In 2012, AWS introduced AWS Marketplace, becoming the first CSP to offer an online store with products curated for the cloud. By 2014, we already had more than 500 listings from category-leading sellers such as Cisco, Palo Alto Networks, Trend Micro, and F5. In response to what they told us they wanted, we launched the first cloud infrastructure marketplace to offer annual subscriptions. This enables customers to get a discount on the hourly rate of metered third-party software by committing to a year of usage.

In 2017, we worked with Splunk and other customers to become the first cloud infrastructure marketplace to launch Private Offers, which enabled customers to pay a privately negotiated rate with sellers as they migrated those relationships to AWS.

Then, customers told us they often negotiate their contracts with resellers, distributors, and managed service providers. So, in 2018, we were the first cloud infrastructure marketplace to launch CPPO, described in **Question 1.1**. CPPO enables customers to transact using the channel partner of their choice. We now work with more than a thousand channel partners including Presidio, SHI, Rackspace, and GuidePoint Security.

Today, more than 325,000 customers use AWS Marketplace to find, buy, deploy, and govern more than 12,000 listings from more than 2,000 sellers.

B. Total number and location of salespersons employed by Supplier.

Amazon does not disclose AWS-specific employment statistics. According to the Amazon 2022 Q2 Quarterly Report, Amazon employed approximately 1,523,000 full-time and part-time employees as of June 30, 2022. Note that employment levels fluctuate due to seasonal factors affecting our business. AWS has state and local government, education, and nonprofit organization sales coverage across the United States.

C. Number and location of support centers (if applicable) and location of corporate office.

AWS's corporate office is located at 410 Terry Avenue North Seattle, WA 98109-5210. As related to customer support for this contract and referenced previously in **Question 1.15**, the AWS Marketplace Help page addresses the most common questions we receive from customers and our AWS Marketplace Resources Hub includes more in-depth categorized content. Customers can also directly contact their AWS account manager for assistance. We offer numerous options to connect directly with AWS support through our website at aws.amazon.com/contact-us.

D. Annual sales for the three previous fiscal years.

Annual sales for AWS (in millions):

- Fiscal Year 2019: $35,026

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September 7, 2022

40

- Fiscal Year 2020: $45,370
- Fiscal Year 2021: $62,202.

Please refer to https://ir.aboutamazon.com/quarterly-results for more information on AWS revenue.

a. Submit FEIN and Dun & Bradstreet report.

Our FEIN is 204938068. Our Dun & Bradstreet number is 965048981. Please see **Appendix B** for AWS's Dun & Bradstreet report.

E. Describe any green or environmental initiatives or policies

AWS is committed to running our business in the most environmentally friendly way possible and achieving 100% renewable energy usage for our global infrastructure. A study by 451 Research found that AWS infrastructure is 3.6 times more energy efficient than the median of surveyed enterprise data centers. More than two thirds of this advantage is attributable to running more energy efficient servers and higher server utilization—the latter a product of AWS's unique scale. AWS data centers are also more energy efficient than enterprise sites because of comprehensive efficiency programs that touch every facet of our facilities. For instance, when 451 Research factored in the carbon intensity of consumed electricity and renewable energy purchases (which reduce associated carbon emissions), they found that AWS performs the same task with an 88% lower carbon footprint.

By using the Customer Carbon Footprint Tool—a new AWS calculator for carbon footprint—customers can calculate the environmental impact of their AWS workloads. This tool uses easy-to-understand data visualizations to provide customers with their historical carbon emissions, evaluate emission trends as their use of AWS evolves, approximate the estimated carbon emissions they have avoided by using AWS instead of an on-premises data center, and review forecasted emissions based on current use.

The forecasted emissions are based on current usage, and show how a customer's carbon footprint will change as Amazon stays on path to powering its operations with 100% renewable energy by 2025, five years ahead of its original target of 2030, and drives toward net zero carbon by 2040 as part of The Climate Pledge.

In addition to the environmental benefits inherently associated with running applications in the cloud, Amazon is committed to powering our operations with 100% renewable energy by 2025, five years ahead of the original target. In 2020, Amazon became the world's largest corporate purchaser of renewable energy, reaching 65% renewable energy across our business.

Our push to use more renewable energy is one step on our path to net zero carbon by 2040 as part of Amazon's commitment to The Climate Pledge. To achieve this sustainability goals, Amazon focuses on four complementary areas:

- Increasing energy efficiency in facilities and equipment
- Continuous innovation in data centers
- Advocacy at the global, federal, and state levels to create a favorable environment for renewable energy
- Working with various power providers around the world to increase the availability of renewable energy.

To learn more about AWS renewable energy projects across the globe and AWS sustainability practices across Amazon, see the following resources:

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September 7, 2022

41

- **Amazon Around the Globe:** View an interactive map and other resources to see Amazon's sustainability efforts happening all around the globe.

- **Sustainability in the Cloud:** Learn how AWS is working to achieve Amazon's goal of 100% renewable energy.

- **Amazon Sustainability:** Learn about our ongoing efforts to fulfill our commitment to sustainability.

F. Describe any diversity programs or partners supplier does business with and how Participating Agencies may use diverse partners through the Master Agreement. Indicate how, if at all, pricing changes when using the diversity program. If there are any diversity programs, provide a list of diversity alliances and a copy of their certifications.

Supporting supplier diversity is a fundamental part of the work of Amazon—AWS's parent company—and an extension of Amazon's customer-centric culture. As a leading retailer, Amazon invests in the success of small- and medium-sized businesses (SMBs) by providing them with logistics services and technology support to thrive in the Amazon.com marketplace.

Amazon has contributed tens of billions in infrastructure and built hundreds of tools to help SMBs and Minority- and Women- Owned Business Enterprises (MWBEs) succeed, including data analytics that help independent sellers to better understand and reach customers. From 2019 to 2020, Amazon invested more than **$30 billion** in logistics, tools, services, and programs to foster the growth of SMB sellers. Amazon's 2020 Small and Medium Sized Business Impact Report summarizes how Amazon has helped a diverse pool of SMB sellers succeed.

AWS builds on Amazon's commitment to SMBs and MWBEs by helping hundreds of thousands of SMBs, startups, and partners launch and scale their businesses. SMBs today are adopting cloud-based working models and shifting to flexible IT platforms. This enables them to respond faster to customer needs and proactively improve products and services—all while reducing costs and freeing up resources for critical projects.

SMBs can achieve better outcomes faster by using the AWS Cloud and software from the AWS Marketplace. Our cloud solutions can help SMBs reach new customers, strengthen relationships with existing customers, gain audience insights, streamline operations, and make their IT environments more secure. We provide SMBs and MWBEs with free tools and resources to accelerate their growth and development on AWS, as highlighted by the programs below.

How Participating Agencies May Use Diverse Partners Through the Master Agreement

AWS Marketplace can help the City and OMNIA Members procure directly from sellers in a variety of categories that may help meet supplier diversity goals. Our search functionality can help the City and OMNIA Members find diverse APN Partners and track transactions with these AWS Marketplace sellers. Please see our response to **Question 1.7** for details on how AWS can help the City and OMNIA Members meet their diversity goals.

Please note that pricing is not affected by using these tools. Additionally, AWS is not a member of any diversity alliance. AWS Marketplace buyers should work with sellers directly to receive copies of their certifications where applicable.

G. Indicate if supplier holds any of the below certifications in any classified areas and include proof of such certification in the response:

a. **Minority Women Business Enterprise**

Yes **No**

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September 7, 2022

42

If yes, list certifying agency: _____

b. **Small Business Enterprise (SBE) or Disadvantaged Business Enterprise (DBE)**

Yes(No)

If yes, list certifying agency: _____

c. **Historically Underutilized Business (HUB)**

Yes(No)

If yes, list certifying agency: _____

d. **Historically Underutilized Business Zone Enterprise (HUBZone)**

Yes(No)

If yes, list certifying agency: _____

e. **Other recognized diversity certificate holder**

Yes(No)

If yes, list certifying agency: _____

No certifications held.

H. List any relationships with subcontractors or affiliates intended to be used when providing services and identify if subcontractors meet minority-owned standards. If any, list which certifications subcontractors hold and certifying agency.

AWS might decide to use subcontractors to meet some of its contractual obligations under the Agreement (for example, using subcontractors to provide certain services, such as support services, on AWS's behalf). If AWS decides to use a subcontractor, AWS will enter into an agreement with the subcontractor on terms that AWS considers appropriate in light of the subcontractor's role and duties.

I. Describe how supplier differentiates itself from its competitors.

AWS Marketplace makes it easy to find, test, buy, deploy, and manage third-party software that runs on AWS. AWS Marketplace helps you find the software and associated professional services you need to innovate all in one place, simplifying procurement. You can discover complete business solutions and curated service offerings from ISVs and consulting partners, and select payment options and contract terms that fit your needs. All charges are simplified onto your AWS bill. AWS Marketplace simplifies software licensing and procurement processes due to its flexible pricing options and multiple deployment methods. Customers can select commercial software from well-known vendors, as well as many widely used open source offerings. Procurement professionals can leverage AWS Marketplace to accelerate innovation and enable cloud users to rapidly and securely deploy solutions, while reducing TCO and improving operational oversight.

According to The Total Economic Impact of Using AWS Marketplace (an AWS-commissioned study by Forrester Consulting), customers who procure solutions via AWS Marketplace can benefit from:

- **Up to a 75% reduction in onboarding effort for new vendors**
- **66% time savings due to procurement efficiency**

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September 7, 2022

43

- Up to a **10% reduction in licensing costs**.

AWS Marketplace can help public sector customers drive efficiency throughout the procurement process, save on licensing fees by transitioning to more flexible licensing models, and vet and onboard new vendors with less effort than traditional practices.

The Forrester New Wave: Marketplaces for SaaS Sourcing report names AWS Marketplace as a leader in SaaS cloud marketplaces. The report reveals findings from Forrester's evaluation of marketplaces for SaaS sourcing and evaluates the 9 most significant providers across 10 criteria and where they stand in relation to one another. Vendors are scored as *differentiated*, *on par*, *needs improvement*, or *no capability* across the criteria.

Forrester rated AWS Marketplace as **differentiated** in buyer interface, contract terms, artificial intelligence and automation, roadmap, and market approach. The report states that AWS Marketplace is "well suited to procurement and IT" and "provides advanced features relevant for procurement in areas such as contracting." Forrester states that AWS "has invested significantly in its marketplace and continues to push the envelope in areas like standard contract terms; custom contract negotiation in its marketplace; and integration with leading procurement tools, such as Coupa. AWS has broken new ground in areas that procurement cares about and offers a new way to streamline SaaS buying and thereby increase efficiency while lowering risk."

J. Describe any present or past litigation, bankruptcy or reorganization involving supplier.

AWS is a multi-national company. Providing a substantive response to this question poses a significant burden. AWS can work with the City and OMNIA Partners to narrow the scope of this request if needed.

K. Felony Conviction Notice: Indicate if the supplier

a. **is a publicly held corporation and this reporting requirement is not applicable;**

b. **is not owned or operated by anyone who has been convicted of a felony; or**

c. **is owned or operated by and individual(s) who has been convicted of a felony and provide the names and convictions.**

AWS is a subsidiary of a publicly held corporation and this reporting requirement is not applicable.

L. Describe any debarment or suspension actions taken against supplier

To the best of our knowledge and belief, AWS is not currently debarred or suspended from doing business with any US entities.

5.2.2. Distribution and Logistics

A. Each offeror awarded an item under this solicitation may offer their complete product and service offering/a balance of line. Describe the full line of products and services offered by supplier.

Please refer to **Section 4.2** for a detailed overview of our approach to the Scope of Services, and a description of the full line of products and services offered through AWS Marketplace. At a high level, AWS offers comprehensive cloud services infrastructure with compute power, storage, content delivery, and other functionality that organizations can use to deploy

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September 7, 2022

44

applications and services cost effectively. AWS Marketplace augments and extends the AWS Cloud through third-party solutions.

AWS Marketplace solutions are built on and for AWS, offering compatibility and security AWS customers have grown to trust. Currently AWS Marketplace offers over 12,000 listings from 2,000 ISVs and 1,000 consulting partners offering solutions across 65 categories and numerous pricing and deployment models.

We consider all AWS services, including those that will be added or removed over the term of the agreement, to be in scope of our response. AWS has more than 200 fully featured services, including compute, storage, databases, networking, analytics, robotics, machine learning and AI, IoT, mobile, security, hybrid, VR, AR, media, application development, deployment, management, and much more.

B. Describe how supplier proposes to distribute the products/service nationwide. Include any states where products and services will not be offered under the Master Agreement, including U.S. Territories and Outlying Areas.

Nationwide distribution of the products and services outlined in this proposal will occur through AWS Marketplace. Solutions in AWS Marketplace offer multiple deployment options including Amazon Machine Image (AMI), SaaS, containers, Amazon SageMaker, and CloudFormation. Customers can choose to purchase directly through AWS Marketplace's self-service option or via Private Offers, either directly with the ISV or through a consulting partner. To simplify procurement further, AWS Marketplace offers end-to-end transactability for public listings— customers do not need to visit the ISV's website to complete transactions.

Launch and distribution of the solution is dependent on the deployment option selected. For our most popular option, SaaS, customers can use the Amazon EC2 console to choose Region and instance type to launch or use or "1-click" launch. For software products, the seller chooses which AWS Regions to make their software available in, as well as the instance types. 1-click launch helps customers launch quickly with recommended default options such as security groups and instance types. With 1-click launch, customers can also see an estimated monthly bill.

Product availability is based on supported AWS Regions. The AWS Marketplace website is available in all seven North American Regions, including our two AWS GovCloud Regions, and 24 Regions worldwide. All sellers offering paid products must be from eligible jurisdictions, which currently include United States (US), Australia, Bahrain, European Union (EU) member states, Hong Kong SAR, Israel, Japan, New Zealand, Norway, Qatar, Switzerland, United Arab Emirates (UAE), and United Kingdom (UK).

C. Describe how Participating Agencies are ensured they will receive the Master Agreement pricing; include all distribution channels such as direct ordering, retail or in-store locations, through distributors, etc. Describe how Participating Agencies verify and audit pricing to ensure its compliance with the Master Agreement.

AWS offers the City of Rochester Hills and OMNIA Partners members all AWS services at publicly available pricing (found at aws.amazon.com/pricing/). We additionally offer an infrastructure credit incentive program, described in **Section 11,** to customers procuring through this Master Agreement. Customers can negotiate pricing with AWS Marketplace sellers using the Private Offer and CPPO functionalities. Customers can verify negotiated pricing of their Private Offer or CPPO prior to accepting the offer.

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September 7, 2022

45

Customers can use AWS Cost Explorer to monitor and analyze costs and usage for data up to the last 12 months.

D. Identify all other companies that will be involved in processing, handling or shipping the products/service to the end user.

Customers can access software they know and trust from over 2,000 ISVs; 1,000 AWS Marketplace Consulting Partners; and 250 Data Providers. Due to the nature of an online cloud marketplace and third-party vendors, AWS recommends the City and OMNIA Members reference aws.amazon.com/marketplace for an up-to-date list of companies involved in processing, handling, or shipping the products and services to end users for purchases made through AWS Marketplace.

With AWS Marketplace purchases, the supplier of the product listed is the seller of record in AWS Marketplace transactions. Each seller's name is detailed on the invoice to assist in verification. AWS Marketplace provides an automated way for ISVs and Channel Partners to sell to customers. When the seller submits a product in AWS Marketplace, they define the price of the product, and the terms and conditions of use. When a customer purchases from the seller, they are agreeing to the pricing and terms and conditions set for the offer by the seller, which can be directly negotiated via a Private Offer and Consulting Partner Private Offers. Customers can meet their software procurement needs with custom terms, volume pricing, and flexible payment options negotiated privately with their preferred ISV or consulting partner.

While AWS Marketplace is agnostic in the process and merely providing billing and invoicing for transactions, it enables customers to procure many solutions directly from AWS Marketplace sellers, including ISVs and channel partners, and provides billing and invoicing for transactions we enable.

E. Provide the number, size and location of Supplier's distribution facilities, warehouses and retail network as applicable.

For software products, the seller chooses which AWS Regions to make their software available in, as well as the instance types. AWS encourages sellers to make products available in all available Regions and on all instance types that make sense. As mentioned in **Response B** of **Section 5.2.2**, AWS Marketplace website is available in 24 Regions worldwide and all seven North American Regions, including our two AWS GovCloud Regions.

5.2.3. Marketing and Sales

A. Provide a detailed ninety-day plan beginning from award date of the Master Agreement describing the strategy to immediately implement the Master Agreement as supplier's primary go to market strategy for Public Agencies to supplier's teams nationwide, to include, but not limited to:

i. Executive leadership endorsement and sponsorship of the award as the public sector go-to-market strategy within first 10 days

In the first 10 business days from award, AWS executive leadership will distribute internal communication via email announcing the award and describing upcoming training materials. The audience for this communication will be our relevant sales teams—including teams covering state and local government, education, and non-profits—and the teams covering the ISVs selling to these customers—EdTechs and GovTechs.

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September 7, 2022

46

ii. Training and education of Supplier's national sales force with participation from the Supplier's executive leadership, along with the OMNIA Partners team within first 90 days

In the first 30 days, the OMNIA primary point of contact will conduct a live sales kick-off training that will be recorded. Executive sales leadership will make an introduction. During the live kick-off, all elements of **Response F** will be addressed, as well as:

- How to set up an AWS account
- Credits available to OMNIA AWS customers
- How to check if a prospective customer is already an OMNIA member
- Talk track on OMNIA's scope and benefits.

The live kick-off will be followed by a knowledge check. We will create an internal OMNIA resource hub within our communication tool to accompany this training. This resource hub will also address all elements of **Response F** and contain FAQ. An internal Slack channel will be established to answer OMNIA questions as they arise.

From days 30 through 60, business development managers will attend each individual sales team meeting to refresh knowledge from the kick-off training and answer questions about OMNIA.

From 60 through 90 days and beyond, OMNIA training will be included in onboarding (required new hire training) and annual refreshers for tenured employees. This training will be accompanied by knowledge checks.

B. Provide a detailed ninety-day plan beginning from award date of the Master Agreement describing the strategy to market the Master Agreement to current Participating Public Agencies, existing Public Agency customers of Supplier, as well as to prospective Public Agencies nationwide immediately upon award, to include, but not limited to:

> **i. Creation and distribution of a co-branded press release to trade publications**
>
> **ii. Announcement, Master Agreement details and contact information published on the Supplier's website within first 90 days**
>
> **iii. Design, publication and distribution of co-branded marketing materials within first 90 days**
>
> **iv. Commitment to attendance and participation with OMNIA Partners at national (i.e. NIGP Annual Forum, NPI Conference, etc.), regional (i.e. Regional NIGP Chapter Meetings, Regional Cooperative Summits, etc.) and supplier-specific trade shows, conferences and meetings throughout the term of the Master Agreement**
>
> **v. Commitment to attend, exhibit and participate at the NIGP Annual Forum. in an area reserved by OMNIA Partners for partner suppliers. Booth space Version October 19, 2021 will be purchased and staffed by Supplier. In addition, Supplier commits to provide reasonable assistance to the overall promotion and marketing efforts for the NIGP Annual Forum, as directed by OMNIA Partners.**
>
> **vi. Design and publication of national and regional advertising in trade publications throughout the term of the Master Agreement**
>
> **vii. Ongoing marketing and promotion of the Master Agreement throughout its term**

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September 7, 2022

47

viii. Dedicated OMNIA Partners internet web-based homepage on Supplier's website with:

- **OMNIA Partners standard logo;**
- **Copy of original Request for Proposal;**
- **Copy of Master Agreement and amendments between Principal**
- **Procurement Agency and Supplier;**
- **Summary of Products and pricing;**
- **Marketing Materials**
- **Electronic link to OMNIA Partners' website including the online registration page;**
- **A dedicated toll-free number and email address for OMNIA Partners**

AWS recognizes the value of a coordinated marketing effort with OMNIA Partners. We are committed to continued dialogue with OMNIA Partners to plan and help drive customer awareness of the award. Any items that AWS cannot comply with are noted in **Section 8**. Within 90 days of award, AWS aims to:

- Review our tentative 2023 calendar of national, regional, and supplier-specific trade shows, conferences, and meetings with OMNIA Partners. While we expect to identify events of mutual interest, creation of a complete list of events may exceed ninety days depending on team-specific planning guidelines. At the agreed upon events, AWS to promote the agreement through marketing collateral distributed at the event. Examples of events we have attended in the past include:
  - National Association of Counties (NACo) Annual Conference
  - EDUCAUSE Annual Conference for Higher Education
  - E.Repbulic/Government Technology Digital Government Summits for State and Local Government
  - National Association of State Chief Information Officers (NASCIO) Annual Conference
  - Consortium for School Networking (CoSN) Annual Conference for K-12 Education

- Host a webinar on modernizing software procurement featuring speakers from AWS and OMNIA Partners. If AWS is unable to conduct a webinar in the first 90 days, we commit to having the abstract complete, AWS speakers onboard, and a target date planned during the first 90 days. The webinar will be recorded and available on demand for continuous consumption and promotion.

- Publish a blog post (for example, on the [AWS Public Sector Blog](#)) announcing the Master Agreement and explaining "Why OMNIA Partners and AWS" with newsletter and social promotion.

- Review OMNIA's press release of the Master Agreement details and contact information. OMNIA will provide the initial draft, and the AWS Public Relations team will review, provide edits, and approve for distribution.

- Create a dedicated OMNIA Partners page on an AWS website with OMNIA Partners standard logo; copy of original Request for Proposal; copy of Master Agreement and amendments between Principal, procurement agency, and supplier; summary of products and pricing; marketing materials; electronic link to OMNIA Partners' website including the online registration page; and a dedicated toll-free number and email address for OMNIA Partners.

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September 7, 2022

48

- Plan to produce additional co-branded sales materials. AWS cannot guarantee completion of all materials within the first 90 days but will begin planning all such materials during this timeframe. Co-branded sales materials include:
  - A customer-facing contract website detailing how to use the contract.
  - An AWS Marketplace hosted landing page with featured software vendors. See **Figure 17** for a sample landing page.
  - A "Why OMNIA and AWS" one-pager. This collateral will demonstrate the benefits of the agreement. It will be used by AWS public sector field sales and business development teams.
  - A co-branded customer-facing first call deck. This will be available for use by AWS public sector field sales and business development teams for use, as well as OMNIA business development teams.

Figure 17. Sample AWS Marketplace Hosted Landing Page.

Beyond the first 90 days, AWS will promote the agreement through expanded marketing efforts, such as:

- AWS to promote OMNIA Partners-hosted events with public sector sales personnel who wish to attend OMNIA Partners-hosted events tailored specifically to information technology suppliers each year the Master Agreement is in effect.
- AWS to design and distribute national and regional advertising in trade publications throughout the term of the Master Agreement. AWS reserves the right to select publications based on existing relationships and sponsorships.
- AWS to attend and participate as an exhibitor in the NIGP Annual Forum.
- AWS to incorporate OMNIA Partners into AWS Marketplace webinars focused on the public sector audience.
- AWS to work with OMNIA Partners on nominating a joint speaking engagement session based on the list of mutual public sector events.
- AWS to plan blog posts featuring customer success stories for shared customers.

Use or disclosure of data contained on this sheet is subject to the restriction on the title page of this document
September 7, 2022

49

C. Describe how Supplier will transition any existing Public Agency customers' accounts to the Master Agreement available nationally through OMNIA Partners. Include a list of current cooperative contracts (regional and national) Supplier holds and describe how the Master Agreement will be positioned among the other cooperative agreements.

Customer usage of this contract or any other managed contracts held by AWS or our AWS partners is entirely the customer's decision. AWS does not dictate which cooperative agreement its customers use.

AWS will market the agreement to small and medium sized government and educational customers. We will make this agreement available to any OMNIA member that wishes to use it for any AWS service. Due to its scope, this agreement is particularly suited to AWS Marketplace customers. At the time of this submission, AWS does not directly hold any nationwide government or educational cooperative agreements with AWS Marketplace in scope.

A list of current cooperative contracts available via APN Partners is provided on the following site: https://aws.amazon.com/contract-center/state-local-edu-contracts/.

D. Acknowledge Supplier agrees to provide its logo(s) to OMNIA Partners and agrees to provide permission for reproduction of such logo in marketing communications and promotions. Acknowledge that use of OMNIA Partners logo will require permission for reproduction, as well.

AWS acknowledges that use of the OMNIA Partners logo will require permission for reproduction.

Within 90 days of award, AWS Sales will initiate an internal approval request for third-party usage of the AWS logo and provide OMNIA Partners with a Limited Logo Usage Agreement for execution.

E. Confirm Supplier will be proactive in direct sales of Supplier's goods and services to Public Agencies nationwide and the timely follow up to leads established by OMNIA Partners. All sales materials are to use the OMNIA Partners logo. At a minimum, the Supplier's sales initiatives should communicate:

  i.   **Master Agreement was competitively solicited and publicly awarded by a Principal Procurement Agency**

  ii.   **Best government pricing**

  iii.   **No cost to participate**

  iv.   **Non-exclusive**

AWS will create an OMNIA customer onboarding document, a customer-facing website, a customer-facing first call deck, and a one-page leave behind. Please see **Response A** for details. Where possible, we will comply with items requested in **Response E**. However, we cannot agree to: *ii. Best government pricing*.

F. Confirm Supplier will train its national sales force on the Master Agreement. At a minimum, sales training should include:

  i.   **Key features of Master Agreement**

  ii.   **Working knowledge of the solicitation process**

> iii. **Awareness of the range of Public Agencies that can utilize the Master Agreement through OMNIA Partners**

> iv. **Knowledge of benefits of the use of cooperative contracts**

AWS will provide sales training material. We will comply with the items requested in **Response F**. We will provide training in live and recorded formats, as well as through an internal resource hub. Our internal resource hub will contain comprehensive material covering key features of the Master Agreement, the solicitation process, public agency types that can use the OMNIA Master Agreement, and overall benefits of cooperative contracts. Please see **Response A** for more details.

G. Provide the name, title, email and phone number for the person(s), who will be responsible for:

> i. **Executive Support**

> ii. **Marketing**

> iii. **Sales**

> iv. **Sales Support**

> v. **Financial Reporting**

> vi. **Accounts Payable**

> vii. **Contracts**

One of AWS's core values is hiring, recognizing, and developing exceptional talent. We have hand selected leaders to provide an exceptional experience for OMNIA members at every level. **Table 6** provides a brief professional biography for key personnel. To protect employee privacy, AWS does not provide employee emails and phone numbers in proposals.

Table 6. AWS Key Personnel

Name	Role	Professional Biography
██████████	Executive Support and Sales Lead	████████████████████
█████	Marketing	████████████████████
██████	Sales Support	████████████████████

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September 7, 2022

51

Name	Role	Professional Biography
███████	Financial Reporting and Contracts	████████████████
███████	Accounts Payable	████████████████

H. Describe in detail how Supplier's national sales force is structured, including contact information for the highest-level executive in charge of the sales team.

Like everything at AWS, we start with the customer and work backwards from the core customer needs. The structure we describe here is peculiar to state and local government, and education customer segments. ██

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I. Explain in detail how the sales teams will work with the OMNIA Partners team to implement, grow and service the national program.

Beyond the marketing, training, and go-to-market plans, as described in **Response A**, AWS small and medium public sector sales will maintain a consistent focus on enabling customers on OMNIA. These efforts will include in-person call blitz days, cross-training with the OMNIA business development teams, account management enablement on OMNIA, establishing lead-sharing mechanisms, and setting up rep-to-rep meetings between AWS sellers and their OMNIA counterparts.

"One of the lesser known facts about innovative companies like Amazon is that they are relentlessly debating, re-defining, tinkering, iterating, and experimenting to take the seed of a big idea and make it into something that resonates with customers and meaningfully changes their customer experience over a long period of time."

—Andy Jassy

I. Explain in detail how Supplier will manage the overall national program throughout the term of the Master Agreement, including

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September 7, 2022

52

ongoing coordination of marketing and sales efforts, timely new Participating Public Agency account setup, timely contract administration, etc.

AWS manages multiple statewide and national contract agreements. Through these engagements, we have developed tools, processes, and practices that can help customers easily access the benefits of the agreement. In this response, we highlight some tools we will use to manage the national program throughout the term of the agreement.

Coordination of Marketing and Sales

AWS will manage ongoing coordination of marketing and sales efforts as described in **Response A** of **Section 5.2.3**.

Account Setup

Customers using the agreement can set up an AWS account through our website, www.aws.amazon.com. From there:

1. Users select "Sign in to the Console." They will see a sign-in form, underneath which is a "Create a new AWS account" button.

2. Users select the "Create a new AWS account" button and click through. They will be prompted to provide the information and verifications required to set up an AWS account. Users should have an original email address and chosen AWS account nickname ready. They should also be prepared to retrieve a verification code from the associated email address.

3. After this, users will provide either business or personal identification information covering name, address, and phone number. Please note that customers do not need to provide credit card or other payment information at this stage. Instead, they can return to the sign-in page and enter their email address and password.

Account Onboarding

AWS manages multiple agreements that require customer onboarding. When the agreement is in place, AWS will create a step-by-step guide for customers to get set up to purchase services through the agreement. At a high level, the process for onboarding to the agreement is as follows:

1. Customers create an AWS account. This can be accomplished through the process described above. AWS also offers direct account manager support to help customers with this step.

2. Customers wishing to purchase through the agreement will register their account. This is done by emailing their Payer Account ID(s) to aws-omnia-partners@amazon.com. The AWS Contract Management team will provide the customer with an acceptance email, confirming that they have been added under the terms of the agreement. A customer must receive acceptance from AWS that it has been onboarded to the contract, at which point a customer may start using the contract's terms and conditions and will also earn incentive credits as outlined in **Section 11**.

Contract Management

The AWS Contract Management team will comply with the reporting and administrative fee requirements as mutually agreed. AWS will pay the administrative fee and submit reporting by the 25th calendar day of the second month following the date of the reported sale. For example, AWS reports January sales and submits administrative fees for January sales by March 25. AWS Contract Management will also collaborate with AWS Marketing to create an AWS-hosted

OMNIA contract webpage featuring the Master Agreement (please see **Response A** of **Section 5.2.3** for details). Finally, AWS Contract Management will create a customer onboarding document with detailed instructions for OMNIA members to open or transfer AWS accounts under the OMNIA terms of the Master Agreement.

J. State the amount of Supplier's Public Agency sales for the previous fiscal year. Provide a list of Supplier's top 10 Public Agency customers, the total purchases for each for the previous fiscal year along with a key contact for each.

AWS does not share specific details about individual customers unless publicly detailed by the customers themselves. Millions of active customers a month (including tens of thousands of government agencies, education institutions, and nonprofit organizations) are already using AWS to address a diverse set of use cases, from simple website hosting all the way up to mission-critical intelligence projects dealing with large volumes of sensitive data. Refer to https://aws.amazon.com/solutions/case-studies to learn more about how customers are currently using AWS Cloud services.

K. Describe Supplier's information systems capabilities and limitations regarding order management through receipt of payment, including description of multiple platforms that may be used for any of these functions.

After onboarding to the contract, customers will begin subscriptions or using services through the AWS Management Console and AWS Marketplace. The majority of the products on AWS Marketplace are available as self-service, allowing customers to purchase and start using their product in minutes with a few clicks. Customers can select from the deployment options detailed above and from various pricing options such as pay-as-you-go (seconds/hour), monthly, annual, and multi-year. Please also refer to our description of Private Offers available in **Section 1.1**.

Section 4.2.1.1 describes the systems AWS offers to enable customers to manage AWS Marketplace subscriptions, manage overall AWS billing, consolidate billing between multiple departments, view potential savings, and integrate customer procurement systems with Marketplace.

AWS standard invoices, as shown in **Figure 18**, provide a breakdown of all services used, account ID used, ordering period, customer name, and customer address. Customers can provide payment through EFT or check.

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September 7, 2022

54

Figure 18. Sample Invoice.

L. Provide the Contract Sales (as defined in Section 12 of the OMNIA Partners Administration Agreement) that Supplier will guarantee each year under the Master Agreement for the initial three years of the Master Agreement ("Guaranteed Contract Sales").

Version October 19, 2021

$_____.00 in year one

$_____.00 in year two

$_____.00 in year three

To the extent Supplier guarantees minimum Contract Sales, the Administrative

Fee shall be calculated based on the greater of the actual Contract Sales and the Guaranteed Contract Sales.

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September 7, 2022

55

AWS cannot guarantee Contract Sales and we will not publicly report any kind of financial projection at this level.

M. Even though it is anticipated many Public Agencies will be able to utilize the Master Agreement without further formal solicitation, there may be circumstances where Public Agencies will issue their own solicitations. The following options are available when responding to a solicitation for Products covered under the Master Agreement.

> **i. Respond with Master Agreement pricing (Contract Sales reported to OMNIA Partners).**

> **ii. If competitive conditions require pricing lower than the standard Master Agreement not-to-exceed pricing, Supplier may respond with lower pricing through the Master Agreement. If Supplier is awarded the contract, the sales are reported as Contract Sales to OMNIA Partners under the Master Agreement.**

> **iii. Respond with pricing higher than Master Agreement only in the unlikely event that the Public Agency refuses to utilize Master Agreement (Contract Sales are not reported to OMNIA Partners).**

> **iv. If alternative or multiple proposals are permitted, respond with pricing higher than Master Agreement, and include Master Agreement as the alternate or additional proposal.**

We cannot make commitments in **Response M**, other than carefully considering each unique solicitation and responding (or not) accordingly. In AWS Marketplace, software vendors control how their products are priced, not AWS. Please see **Section 4.5** for details on the pricing structures available in AWS Marketplace.

6. References

Our below references provide points of contact who can provide historical information and details on our performance aligned to the scope of work in the RFP.

Reference #1: ███████████

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September 7, 2022

56

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7. Proprietary Information

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September 7, 2022

57

Use or disclosure of data contained on this sheet is subject to the restriction on the title page of this document
September 7, 2022

58

Use or disclosure of data contained on this sheet is subject to the restriction on the title page of this document
September 7, 2022

59

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September 7, 2022

60

8. Exceptions

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September 7, 2022

61

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September 7, 2022

62

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September 7, 2022

63

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September 7, 2022

64

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September 7, 2022

65

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September 7, 2022

66

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September 7, 2022

67

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September 7, 2022

68

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September 7, 2022

69

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September 7, 2022

70

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71

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September 7, 2022

72

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September 7, 2022

73

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74

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75

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September 7, 2022

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September 7, 2022

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September 7, 2022

82

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September 7, 2022

87

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September 7, 2022

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September 7, 2022

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September 7, 2022

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September 7, 2022

96

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September 7, 2022

99

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September 7, 2022

100

9. Other Information

In the following subsections, we provide additional information covering cost management tools and product delivery information in order for The City to garner a better understanding of the topics discussed in our response.

9.1. AWS Cost Management and Billing Console Tools

AWS Cost Management and Billing console tools allow users to manage costs and billing through AWS. **Table 9** describes common use cases and how the AWS Cost Management and Billing consoles can help customers address them.

Table 9. AWS Cost Management and Billing Console Tools

Use Cases	Description	AWS Cost Management Feature Names	Billing Console Feature Names
Organize	Construct cost allocation and governance foundation with a custom own tagging strategy.		AWS Cost Categories AWS Cost Allocation Tags
Report	Raise awareness and accountability of cloud spend with the detailed, allocable cost data.	AWS Cost Explorer	AWS Cost and Usage Reports
Access	Track billing information across the organization in one consolidated view.		AWS Consolidated Billing AWS Purchase Order Management AWS Credits
Control	Establish effective governance mechanisms with the right guardrails in place.	AWS Cost Anomaly Detection	
Forecast	Estimate resource utilization and spend with forecast dashboards that customers can create.	AWS Cost Explorer AWS Budgets	
Budget	Keep spend in check with custom budget threshold and auto alert notification.	AWS Budgets AWS Budgets Actions	
Purchase	Use free trials and programmatic discounts based on workload pattern and needs.	Savings Plans AWS Reserved Instances	AWS Free Tier

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September 7, 2022

101

Use Cases	Description	AWS Cost Management Feature Names	Billing Console Feature Names
Rightsize	Align service allocation size to actual workload demand.	Rightsizing Recommendations	
Inspect	Stay up to date with resource deployment and cost optimization opportunities.	AWS Cost Explorer	

9.2. Product Delivery

Table 10 details the available product delivery methods and how AWS Marketplace buyers can find each type of deliverable in the AWS Marketplace console.

Table 10. Product Delivery Methods

Product Delivery Method	Delivery Method Filter on the Console	Description
Single AMI	**AMI**	Sellers deliver a single custom AMI for the product. The AMI provides the information required to launch an Amazon EC2 instance. Buyers can use the single AMI to create Amazon EC2 instances with the seller's product already installed and ready to use.
AMI delivered using AWS CloudFormation templates	**CloudFormation Template**	Sellers can list AMI-based products that are delivered to AWS Marketplace buyers by using CloudFormation templates. Buyers can purchase a single solution that entitles them to all of the AMIs in that product.
Private image build	**Private Image Build**	Sellers offer products in a way that lets buyers install the seller's product on a base gold image that meets their internal standards for operating system configuration.
Container-based product or application	**Container**	Sellers deliver products packaged in container images. Container products consist of options, which are a set of container images and deployment templates that work together.
Data products	**AWS Data Exchange**	Sellers use AWS Data Exchange to create data products.
Machine learning algorithms and model packages	**SageMaker Model**	Sellers use Amazon SageMaker to create the algorithm or model package, and then publish it on AWS Marketplace.
Software as a service (SaaS)	**SaaS**	Sellers can offer SaaS products with subscription-based, contract-based, or contract with consumption pricing models.

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September 7, 2022

102

Product Delivery Method	Delivery Method Filter on the Console	Description
Professional services	**Professional Services**	Sellers can offer professional services that support or work with other AWS Marketplace products and building on AWS.

10. Attachment A—OMNIA Partners Administrative Agreement

Please see sections 10.1, 10.2, 10.3, and 10.4 for AWS's Attachment A – Exhibits A, B, F, and G.

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September 7, 2022

103

10.1. Exhibit A

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Exhibit A
Response for National Cooperative Contract

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1.0 Scope of National Cooperative Contract

Capitalized terms not otherwise defined herein shall have the meanings given to them in the Master Agreement or in the Administration Agreement between Supplier and OMNIA Partners.

1.1 Requirement

The City of Rochester Hills, MI (hereinafter defined and referred to as "Principal Procurement Agency"), on behalf of itself and the National Intergovernmental Purchasing Alliance Company, a Delaware corporation d/b/a OMNIA Partners, Public Sector ("OMNIA Partners"), is requesting proposals for Software Marketplace including Cloud Solutions . The intent of this Request for Proposal is any contract between Principal Procurement Agency and Supplier resulting from this Request for Proposal ("Master Agreement") be made available to other public agencies nationally, including state and local governmental entities, public and private primary, secondary and higher education entities, non-profit entities, and agencies for the public benefit ("Public Agencies"), through OMNIA Partners' cooperative purchasing program. The Principal Procurement Agency has executed a Principal Procurement Agency Certificate with OMNIA Partners, an example of which is included as Exhibit D, and has agreed to pursue the Master Agreement. Use of the Master Agreement by any Public Agency is preceded by their registration with OMNIA Partners as a Participating Public Agency in OMNIA Partners' cooperative purchasing program. Registration with OMNIA Partners as a Participating Public Agency is accomplished by Public Agencies entering into a Master Intergovernmental Cooperative Purchasing Agreement, an example of which is attached as Exhibit C, and by using the Master Agreement, any such Participating Public Agency agrees that it is registered with OMNIA Partners, whether pursuant to the terms of the Master Intergovernmental Purchasing Cooperative Agreement or as otherwise agreed to. The terms and pricing established in the resulting Master Agreement between the Supplier and the Principal Procurement Agency will be the same as that available to Participating Public Agencies through OMNIA Partners.

All transactions, purchase orders, invoices, payments etc., will occur directly between the Supplier and each Participating Public Agency individually, and neither OMNIA Partners, any Principal Procurement Agency nor any Participating Public Agency, including their respective agents, directors, employees or representatives, shall be liable to Supplier for any acts, liabilities, damages, etc., incurred by any other Participating Public Agency. Supplier is responsible for knowing the tax laws in each state.

This Exhibit A defines the expectations for qualifying Suppliers based on OMNIA Partners' requirements to market the resulting Master Agreement nationally to Public Agencies. Each section in this Exhibit A refers to the capabilities, requirements, obligations, and prohibitions of competing Suppliers on a national level in order to serve Participating Public Agencies through OMNIA Partners.

Version April 12, 2022

These requirements are incorporated into and are considered an integral part of this RFP. OMNIA Partners reserves the right to determine whether to make the Master Agreement awarded by the Principal Procurement Agency available to Participating Public Agencies, in its sole and absolute discretion, and any party submitting a response to this RFP acknowledges that any award by the Principal Procurement Agency does not obligate OMNIA Partners to make the Master Agreement available to Participating Procurement Agencies.

1.2   Marketing, Sales and Administrative Support

During the term of the Master Agreement OMNIA Partners intends to provide marketing, sales, partnership development and administrative support for Supplier pursuant to this section that directly promotes the Supplier's products and services to Participating Public Agencies through multiple channels, each designed to promote specific products and services to Public Agencies on a national basis.

OMNIA Partners will assign the Supplier a Director of Partner Development who will serve as the main point of contact for the Supplier and will be responsible for managing the overall relationship between the Supplier and OMNIA Partners. The Director of Partner Development will work with the Supplier to develop a comprehensive strategy to promote the Master Agreement and will connect the Supplier with appropriate stakeholders within OMNIA Partners including, Sales, Marketing, Contracting, Training, and Operations & Support.

The OMNIA Partners marketing team will work in conjunction with Supplier to promote the Master Agreement to both existing Participating Public Agencies and prospective Public Agencies through channels that may include:

A. Marketing collateral (print, electronic, email, presentations)
B. Website
C. Trade shows/conferences/meetings
D. Advertising
E. Social Media

The OMNIA Partners sales teams will work in conjunction with Supplier to promote the Master Agreement to both existing Participating Public Agencies and prospective Public Agencies through initiatives that may include:

A. Individual sales calls
B. Joint sales calls
C. Communications/customer service
D. Training sessions for Public Agency teams
E. Training sessions for Supplier teams

Version April 12, 2022

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September 7, 2022

105

The OMNIA Partners contracting teams will work in conjunction with Supplier to promote the Master Agreement to both existing Participating Public Agencies and prospective Public Agencies through:

A. Serving as the subject matter expert for questions regarding joint powers authority and state statutes and regulations for cooperative purchasing

B. Training sessions for Public Agency teams

C. Training sessions for Supplier teams

D. Regular business reviews to monitor program success

E. General contract administration

Suppliers are required to pay an Administrative Fee of 3% of the greater of the Contract Sales under the Master Agreement and Guaranteed Contract Sales under this Request for Proposal. Supplier will be required to execute the OMNIA Partners Administration Agreement (Exhibit B).

1.3   Estimated Volume

The dollar volume purchased under the Master Agreement is estimated to be approximately $500 million annually. While no minimum volume is guaranteed to Supplier, the estimated annual volume is projected based on the current annual volumes among the Principal Procurement Agency, other Participating Public Agencies that are anticipated to utilize the resulting Master Agreement to be made available to them through OMNIA Partners, and volume growth into other Public Agencies through a coordinated marketing approach between Supplier and OMNIA Partners.

1.4   Award Basis

The basis of any contract award resulting from this RFP made by Principal Procurement Agency will, at OMNIA Partners' option, be the basis of award on a national level through OMNIA Partners. If multiple Suppliers are awarded by Principal Procurement Agency under the Master Agreement, those same Suppliers will be required to extend the Master Agreement to Participating Public Agencies through OMNIA Partners. Utilization of the Master Agreement by Participating Public Agencies will be at the discretion of the individual Participating Public Agency. Certain terms of the Master Agreement specifically applicable to the Principal Procurement Agency (e.g., governing law) are subject to modification for each Participating Public Agency as Supplier and such Participating Public Agency may agree without being in conflict with the Master Agreement as a condition of the Participating Agency's purchase and not a modification of the Master Agreement applicable to all Participating Agencies. Participating Agencies may request to enter into a separate supplemental agreement to further define the level of service requirements over and above the minimum defined in the Master Agreement (e.g., governing law, invoice requirements, order requirements, specialized delivery, diversity requirements such as minority and woman owned businesses, historically underutilized business, etc.) ("Supplemental Agreement"). It shall be the

Version April 12, 2022

responsibility of the Supplier to comply, when applicable, with the prevailing wage legislation in effect in the jurisdiction of the Participating Agency. It shall further be the responsibility of the Supplier to monitor the prevailing wage rates as established by the appropriate department of labor for any increase in rates during the term of the Master Agreement and adjust wage rates accordingly. In instances where supplemental terms and conditions create additional risk and cost for Supplier, Supplier and Participating Public Agency may negotiate additional pricing above and beyond the stated contract not-to-exceed pricing so long as the added price is commensurate with the additional cost incurred by the Supplier. Any supplemental agreement developed as a result of the Master Agreement is exclusively between the Participating Agency and the Supplier (Contract Sales are reported to OMNIA Partners).

All signed Supplemental Agreements and purchase orders issued and accepted by the Supplier may survive expiration or termination of the Master Agreement. Participating Agencies' purchase orders may exceed the term of the Master Agreement if the purchase order is issued prior to the expiration of the Master Agreement. Supplier is responsible for reporting all sales and paying the applicable Administrative Fee for sales that use the Master Agreement as the basis for the purchase order, even though Master Agreement may have expired.

1.5   Objectives of Cooperative Program

This RFP is intended to achieve the following objectives regarding availability through OMNIA Partners' cooperative program:

A. Provide a comprehensive competitively solicited and awarded national agreement offering the Products covered by this solicitation to Participating Public Agencies;

B. Establish the Master Agreement as the Supplier's primary go to market strategy to Public Agencies nationwide;

C. Achieve cost savings for Supplier and Public Agencies through a single solicitation process that will reduce the Supplier's need to respond to multiple solicitations and Public Agencies need to conduct their own solicitation process;

D. Combine the aggregate purchasing volumes of Participating Public Agencies to achieve cost effective pricing.

2.0   REPRESENTATIONS AND COVENANTS

As a condition to Supplier entering into the Master Agreement, which would be available to all Public Agencies, Supplier must make certain representations, warranties and covenants to both the Principal Procurement Agency and OMNIA Partners designed to ensure the success of the Master Agreement for all Participating Public Agencies as well as the Supplier.

2.1   Corporate Commitment

Supplier commits that (1) the Master Agreement has received all necessary corporate authorizations and support of the Supplier's executive management, (2) the Master Agreement is Supplier's primary "go to market" strategy for Public Agencies, (3) the

Version April 12, 2022

Master Agreement will be promoted to all Public Agencies, including any existing customers, and Supplier will transition existing customers, upon their request, to the Master Agreement, and (4) that the Supplier has read and agrees to the terms and conditions of the Administration Agreement with OMNIA Partners and will execute such agreement concurrent with and as a condition of its execution of the Master Agreement with the Principal Procurement Agency. Supplier will identify an executive corporate sponsor and a separate national account manager within the RFP response that will be responsible for the overall management of the Master Agreement.

2.2   Pricing Commitment

Supplier commits the not-to-exceed pricing provided under the Master Agreement pricing is its lowest available (net to buyer) to Public Agencies nationwide and further commits that if a Participating Public Agency is eligible for lower pricing through a national, state, regional or local or cooperative contract, the Supplier will match such lower pricing to that Participating Public Agency under the Master Agreement.

2.3   Sales Commitment

Supplier commits to aggressively market the Master Agreement as its go to market strategy in this defined sector and that its sales force will be trained, engaged and committed to offering the Master Agreement to Public Agencies through OMNIA Partners nationwide. Supplier commits that all Master Agreement sales will be accurately and timely reported to OMNIA Partners in accordance with the OMNIA Partners Administration Agreement. Supplier also commits its sales force will be compensated, including sales incentives, for sales to Public Agencies under the Master Agreement in a consistent or better manner compared to sales to Public Agencies if the Supplier were not awarded the Master Agreement.

3.0   SUPPLIER RESPONSE

Supplier must supply the following information for the Principal Procurement Agency to determine Supplier's qualifications to extend the resulting Master Agreement to Participating Public Agencies through OMNIA Partners.

3.1   Company

A. Brief history and description of Supplier to include experience providing similar products and services.

B. Total number and location of salespersons employed by Supplier.

C. Number and location of support centers (if applicable) and location of corporate office.

D. Annual sales for the three previous fiscal years.

   a.   Submit FEIN and Dunn & Bradstreet report.

E. Describe any green or environmental initiatives or policies.

F. Describe any diversity programs or partners supplier does business with and how Participating Agencies may use diverse partners through the Master Agreement. Indicate how, if at all, pricing changes when using the diversity program. If there

Version April 12, 2022

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September 7, 2022

108

are any diversity programs, provide a list of diversity alliances and a copy of their certifications.

G. Indicate if supplier holds any of the below certifications in any classified areas and include proof of such certification in the response:

    a. Minority Women Business Enterprise

       ☐ Yes   ☐ No

       If yes, list certifying agency: _____

    b. Small Business Enterprise (SBE) or Disadvantaged Business Enterprise (DBE)
       ☐ Yes   ☐ No

       If yes, list certifying agency: _____

    c. Historically Underutilized Business (HUB)
       ☐ Yes   ☐ No
       If yes, list certifying agency: _____

    d. Historically Underutilized Business Zone Enterprise (HUBZone)

       ☐ Yes   ☐ No
       If yes, list certifying agency: _____

    e. Other recognized diversity certificate holder

       ☐ Yes   ☐ No

       If yes, list certifying agency: _____

H. List any relationships with subcontractors or affiliates intended to be used when providing services and identify if subcontractors meet minority-owned standards. If any, list which certifications subcontractors hold and certifying agency.

I. Describe how supplier differentiates itself from its competitors.

J. Describe any present or past litigation, bankruptcy or reorganization involving supplier.

K. Felony Conviction Notice: Indicate if the supplier

    a. is a publicly held corporation and this reporting requirement is not applicable;

    b. is not owned or operated by anyone who has been convicted of a felony; or

    c. is owned or operated by and individual(s) who has been convicted of a felony and provide the names and convictions.

L. Describe any debarment or suspension actions taken against supplier

3.2   Distribution, Logistics

A. Each offeror awarded an item under this solicitation may offer their complete product and service offering/a balance of line. Describe the full line of products and services offered by supplier.

Version April 12, 2022

B. Describe how supplier proposes to distribute the products/service nationwide. Include any states where products and services will not be offered under the Master Agreement, including U.S. Territories and Outlying Areas.

C. Describe how Participating Agencies are ensured they will receive the Master Agreement pricing; include all distribution channels such as direct ordering, retail or in-store locations, through distributors, etc. Describe how Participating Agencies verify and audit pricing to ensure its compliance with the Master Agreement.

D. Identify all other companies that will be involved in processing, handling or shipping the products/service to the end user.

E. Provide the number, size and location of Supplier's distribution facilities, warehouses and retail network as applicable.

3.3 Marketing and Sales

A. Provide a detailed ninety-day plan beginning from award date of the Master Agreement describing the strategy to immediately implement the Master Agreement as supplier's primary go to market strategy for Public Agencies to supplier's teams nationwide, to include, but not limited to:

    i. Executive leadership endorsement and sponsorship of the award as the public sector go-to-market strategy within first 10 days

    ii. Training and education of Supplier's national sales force with participation from the Supplier's executive leadership, along with the OMNIA Partners team within first 90 days

B. Provide a detailed ninety-day plan beginning from award date of the Master Agreement describing the strategy to market the Master Agreement to current Participating Public Agencies, existing Public Agency customers of Supplier, as well as to prospective Public Agencies nationwide immediately upon award, to include, but not limited to:

    i. Creation and distribution of a co-branded press release to trade publications

    ii. Announcement, Master Agreement details and contact information published on the Supplier's website within first 90 days

    iii. Design, publication and distribution of co-branded marketing materials within first 90 days

    iv. Commitment to attendance and participation with OMNIA Partners at national (i.e. NIGP Annual Forum, NPI Conference, etc.), regional (i.e. Regional NIGP Chapter Meetings, Regional Cooperative Summits, etc.) and supplier-specific trade shows, conferences and meetings throughout the term of the Master Agreement

    v. Commitment to attend, exhibit and participate at the NIGP Annual Forum in an area reserved by OMNIA Partners for partner suppliers. Booth space

Version April 12, 2022

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September 7, 2022

110

will be purchased and staffed by Supplier. In addition, Supplier commits to provide reasonable assistance to the overall promotion and marketing efforts for the NIGP Annual Forum, as directed by OMNIA Partners.

vi. Design and publication of national and regional advertising in trade publications throughout the term of the Master Agreement

vii. Ongoing marketing and promotion of the Master Agreement throughout its term (case studies, collateral pieces, presentations, promotions, etc.)

viii. Dedicated OMNIA Partners internet web-based homepage on Supplier's website with:

- OMNIA Partners standard logo;

- Copy of original Request for Proposal;

- Copy of Master Agreement and amendments between Principal Procurement Agency and Supplier;

- Summary of Products and pricing;

- Marketing Materials

- Electronic link to OMNIA Partners' website including the online registration page;

- A dedicated toll-free number and email address for OMNIA Partners

C. Describe how Supplier will transition any existing Public Agency customers' accounts to the Master Agreement available nationally through OMNIA Partners. Include a list of current cooperative contracts (regional and national) Supplier holds and describe how the Master Agreement will be positioned among the other cooperative agreements.

D. Acknowledge Supplier agrees to provide its logo(s) to OMNIA Partners and agrees to provide permission for reproduction of such logo in marketing communications and promotions. Acknowledge that use of OMNIA Partners logo will require permission for reproduction, as well.

E. Confirm Supplier will be proactive in direct sales of Supplier's goods and services to Public Agencies nationwide and the timely follow up to leads established by OMNIA Partners. All sales materials are to use the OMNIA Partners logo. At a minimum, the Supplier's sales initiatives should communicate:

i. Master Agreement was competitively solicited and publicly awarded by a Principal Procurement Agency

ii. Best government pricing

iii. No cost to participate

iv. Non-exclusive

F. Confirm Supplier will train its national sales force on the Master Agreement. At a minimum, sales training should include:

Version April 12, 2022

    i.   Key features of Master Agreement

    ii.   Working knowledge of the solicitation process

    iii.   Awareness of the range of Public Agencies that can utilize the Master Agreement through OMNIA Partners

    iv.   Knowledge of benefits of the use of cooperative contracts

G. Provide the name, title, email and phone number for the person(s), who will be responsible for:

    i.   Executive Support
    ii.   Marketing
    iii.   Sales
    iv.   Sales Support
    v.   Financial Reporting
    vi.   Accounts Payable
    vii.   Contracts

H. Describe in detail how Supplier's national sales force is structured, including contact information for the highest-level executive in charge of the sales team.

I. Explain in detail how the sales teams will work with the OMNIA Partners team to implement, grow and service the national program.

I. Explain in detail how Supplier will manage the overall national program throughout the term of the Master Agreement, including ongoing coordination of marketing and sales efforts, timely new Participating Public Agency account set-up, timely contract administration, etc.

J. State the amount of Supplier's Public Agency sales for the previous fiscal year. Provide a list of Supplier's top 10 Public Agency customers, the total purchases for each for the previous fiscal year along with a key contact for each.

K. Describe Supplier's information systems capabilities and limitations regarding order management through receipt of payment, including description of multiple platforms that may be used for any of these functions.

Version April 12, 2022

L. Provide the Contract Sales (as defined in Section 12 of the OMNIA Partners Administration Agreement) that Supplier will guarantee each year under the Master Agreement for the initial three years of the Master Agreement ("Guaranteed Contract Sales").

$_____.00 in year one
$_____.00 in year two
$_____.00 in year three

To the extent Supplier guarantees minimum Contract Sales, the Administrative Fee shall be calculated based on the greater of the actual Contract Sales and the Guaranteed Contract Sales.

M. Even though it is anticipated many Public Agencies will be able to utilize the Master Agreement without further formal solicitation, there may be circumstances where Public Agencies will issue their own solicitations. The following options are available when responding to a solicitation for Products covered under the Master Agreement.

    i.   Respond with Master Agreement pricing (Contract Sales reported to OMNIA Partners).

    ii.   If competitive conditions require pricing lower than the standard Master Agreement not-to-exceed pricing, Supplier may respond with lower pricing through the Master Agreement. If Supplier is awarded the contract, the sales are reported as Contract Sales to OMNIA Partners under the Master Agreement.

    iii.   Respond with pricing higher than Master Agreement only in the unlikely event that the Public Agency refuses to utilize Master Agreement (Contract Sales are not reported to OMNIA Partners).

    iv.   If alternative or multiple proposals are permitted, respond with pricing higher than Master Agreement, and include Master Agreement as the alternate or additional proposal.

Detail Supplier's strategies under these options when responding to a solicitation.

Version April 12, 2022

10.1.1. Supplier Qualifications (Ref. Attachment A, Section 2.0)

AWS acknowledges and understands the Supplier Commitments listed in Exhibit A, Section 2.0 of Attachment A, Requirements for National Cooperative Contract To Be Administered by OMNIA Partners. Please refer to **Section 8 Exceptions** for a list of terms, conditions, and other requirements to which AWS cannot agree without modification.

10.1.2. Supplier Information (Ref. Attachment A, Section 3.0)

In the following section, AWS provides the requested supplier information.

10.1.2.1. Company

A. Brief history and description of Supplier to include experience providing similar products and services.

A. Brief history and description of Supplier to include experience providing similar products and services.

Amazon has a long history of using a decentralized IT infrastructure. This has enabled our development teams to access compute and storage resources on demand, and it has increased overall productivity and agility. By 2005, Amazon had spent over a decade and millions of dollars building and managing the large-scale, reliable, and efficient IT infrastructure that powers one of the world's largest online retail platforms. Amazon launched AWS so that other organizations could benefit from Amazon's experience and investment in running a large-scale, distributed, transactional IT infrastructure. AWS has been operating since 2006 and now serves millions of active customers every month worldwide.

> Forrester, a leading industry analyst firm, named AWS Marketplace as a leader in SaaS cloud marketplaces in their _Forrester New Wave™: Marketplaces for SaaS Sourcing_, Q1 2022 report. Forrester rated AWS Marketplace as differentiated in buyer interface, contract terms, artificial intelligence and automation, roadmap, and go-to market approach. The report states that AWS Marketplace is "well suited to procurement and IT" and "provides advanced features relevant for procurement in areas such as contracting."

In 2012, AWS introduced AWS Marketplace, becoming the first CSP to offer an online store with products curated for the cloud. By 2014, we already had more than 500 listings from category-leading sellers such as Cisco, Palo Alto Networks, Trend Micro, and F5. In response to what they told us they wanted, we launched the first cloud infrastructure marketplace to offer annual subscriptions. This enables customers to get a discount on the hourly rate of metered third-party software by committing to a year of usage.

In 2017, we worked with Splunk and other customers to become the first cloud infrastructure marketplace to launch Private Offers, which enabled customers to pay a privately negotiated rate with sellers as they migrated those relationships to AWS.

Then, customers told us they often negotiate their contracts with resellers, distributors, and managed service providers. So, in 2018, we were the first cloud infrastructure marketplace to launch CPPO, described in **Question 1.1**. CPPO enables customers to transact using the channel partner of their choice. We now work with more than a thousand channel partners including Presidio, SHI, Rackspace, and GuidePoint Security.

Today, more than 325,000 customers use AWS Marketplace to find, buy, deploy, and govern more than 12,000 listings from more than 2,000 sellers.

B. Total number and location of salespersons employed by Supplier.

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September 7, 2022

114

Amazon does not disclose AWS-specific employment statistics. According to the Amazon 2022 Q2 Quarterly Report, Amazon employed approximately 1,523,000 full-time and part-time employees as of June 30, 2022. Note that employment levels fluctuate due to seasonal factors affecting our business. AWS has state and local government, education, and nonprofit organization sales coverage across the United States.

C. Number and location of support centers (if applicable) and location of corporate office.

AWS's corporate office is located at 410 Terry Avenue North Seattle, WA 98109-5210. As related to customer support for this contract and referenced previously in **Question 1.15**, the AWS Marketplace Help page addresses the most common questions we receive from customers and our AWS Marketplace Resources Hub includes more in-depth categorized content. Customers can also directly contact their AWS account manager for assistance. We offer numerous options to connect directly with AWS support through our website at aws.amazon.com/contact-us.

D. Annual sales for the three previous fiscal years.

Annual sales for AWS (in millions):

- Fiscal Year 2019: $35,026
- Fiscal Year 2020: $45,370
- Fiscal Year 2021: $62,202.

Please refer to https://ir.aboutamazon.com/quarterly-results for more information on AWS revenue.

a. Submit FEIN and Dun & Bradstreet report.

Our FEIN is 204938068. Our Dun & Bradstreet number is 965048981. Please see **Appendix B** for AWS's Dun & Bradstreet report.

E. Describe any green or environmental initiatives or policies

AWS is committed to running our business in the most environmentally friendly way possible and achieving 100% renewable energy usage for our global infrastructure. A study by 451 Research found that AWS infrastructure is 3.6 times more energy efficient than the median of surveyed enterprise data centers. More than two thirds of this advantage is attributable to running more energy efficient servers and higher server utilization—the latter a product of AWS's unique scale. AWS data centers are also more energy efficient than enterprise sites because of comprehensive efficiency programs that touch every facet of our facilities. For instance, when 451 Research factored in the carbon intensity of consumed electricity and renewable energy purchases (which reduce associated carbon emissions), they found that AWS performs the same task with an 88% lower carbon footprint.

By using the Customer Carbon Footprint Tool—a new AWS calculator for carbon footprint—customers can calculate the environmental impact of their AWS workloads. This tool uses easy-to-understand data visualizations to provide customers with their historical carbon emissions, evaluate emission trends as their use of AWS evolves, approximate the estimated carbon emissions they have avoided by using AWS instead of an on-premises data center, and review forecasted emissions based on current use.

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September 7, 2022

115

The forecasted emissions are based on current usage, and show how a customer's carbon footprint will change as Amazon stays on path to powering its operations with 100% renewable energy by 2025, five years ahead of its original target of 2030, and drives toward net zero carbon by 2040 as part of The Climate Pledge.

In addition to the environmental benefits inherently associated with running applications in the cloud, Amazon is committed to powering our operations with 100% renewable energy by 2025, five years ahead of the original target. In 2020, Amazon became the world's largest corporate purchaser of renewable energy, reaching 65% renewable energy across our business.

Our push to use more renewable energy is one step on our path to net zero carbon by 2040 as part of Amazon's commitment to The Climate Pledge. To achieve this sustainability goals, Amazon focuses on four complementary areas:

- Increasing energy efficiency in facilities and equipment
- Continuous innovation in data centers
- Advocacy at the global, federal, and state levels to create a favorable environment for renewable energy
- Working with various power providers around the world to increase the availability of renewable energy.

To learn more about AWS renewable energy projects across the globe and AWS sustainability practices across Amazon, see the following resources:

- Amazon Around the Globe: View an interactive map and other resources to see Amazon's sustainability efforts happening all around the globe.
- Sustainability in the Cloud: Learn how AWS is working to achieve Amazon's goal of 100% renewable energy.
- Amazon Sustainability: Learn about our ongoing efforts to fulfill our commitment to sustainability.

F. Describe any diversity programs or partners supplier does business with and how Participating Agencies may use diverse partners through the Master Agreement. Indicate how, if at all, pricing changes when using the diversity program. If there are any diversity programs, provide a list of diversity alliances and a copy of their certifications.

Supporting supplier diversity is a fundamental part of the work of Amazon—AWS's parent company—and an extension of Amazon's customer-centric culture. As a leading retailer, Amazon invests in the success of small- and medium-sized businesses (SMBs) by providing them with logistics services and technology support to thrive in the Amazon.com marketplace.

Amazon has contributed tens of billions in infrastructure and built hundreds of tools to help SMBs and Minority- and Women- Owned Business Enterprises (MWBEs) succeed, including data analytics that help independent sellers to better understand and reach customers. From 2019 to 2020, Amazon invested more than **$30 billion** in logistics, tools, services, and programs to foster the growth of SMB sellers. Amazon's 2020 Small and Medium Sized Business Impact Report summarizes how Amazon has helped a diverse pool of SMB sellers succeed.

AWS builds on Amazon's commitment to SMBs and MWBEs by helping hundreds of thousands of SMBs, startups, and partners launch and scale their businesses. SMBs today are adopting cloud-based working models and shifting to flexible IT platforms. This enables them to respond

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September 7, 2022

116

faster to customer needs and proactively improve products and services—all while reducing costs and freeing up resources for critical projects.

SMBs can achieve better outcomes faster by using the AWS Cloud and software from the [AWS Marketplace](). Our [cloud solutions]() can help SMBs reach new customers, strengthen relationships with existing customers, gain audience insights, streamline operations, and make their IT environments more secure. We provide SMBs and MWBEs with free tools and resources to accelerate their growth and development on AWS, as highlighted by the programs below.

How Participating Agencies May Use Diverse Partners Through the Master Agreement

AWS Marketplace can help the City and OMNIA Members procure directly from sellers in a variety of categories that may help meet supplier diversity goals. Our search functionality can help the City and OMNIA Members find diverse APN Partners and track transactions with these AWS Marketplace sellers. Please see our response to **Question 1.7** for details on how AWS can help the City and OMNIA Members meet their diversity goals.

Please note that pricing is not affected by using these tools. Additionally, AWS is not a member of any diversity alliance. AWS Marketplace buyers should work with sellers directly to receive copies of their certifications where applicable.

G. Indicate if supplier holds any of the below certifications in any classified areas and include proof of such certification in the response:

  a. **Minority Women Business Enterprise**

  Yes **No**

  If yes, list certifying agency: _____

  b. **Small Business Enterprise (SBE) or Disadvantaged Business Enterprise (DBE)**

  Yes **No**

  If yes, list certifying agency: _____

  c. **Historically Underutilized Business (HUB)**

  Yes **No**

  If yes, list certifying agency: _____

  d. **Historically Underutilized Business Zone Enterprise (HUBZone)**

  Yes **No**

  If yes, list certifying agency: _____

  e. **Other recognized diversity certificate holder**

  Yes **No**

  If yes, list certifying agency: _____

No certifications held.

H. List any relationships with subcontractors or affiliates intended to be used when providing services and identify if subcontractors meet minority-owned standards. If any, list which certifications subcontractors hold and certifying agency.

Use or disclosure of data contained on this sheet is subject to the restriction on the title page of this document
September 7, 2022

117

AWS might decide to use subcontractors to meet some of its contractual obligations under the Agreement (for example, using subcontractors to provide certain services, such as support services, on AWS's behalf). If AWS decides to use a subcontractor, AWS will enter into an agreement with the subcontractor on terms that AWS considers appropriate in light of the subcontractor's role and duties.

I. Describe how supplier differentiates itself from its competitors.

AWS Marketplace makes it easy to find, test, buy, deploy, and manage third-party software that runs on AWS. AWS Marketplace helps you find the software and associated professional services you need to innovate all in one place, simplifying procurement. You can discover complete business solutions and curated service offerings from ISVs and consulting partners, and select payment options and contract terms that fit your needs. All charges are simplified onto your AWS bill. AWS Marketplace simplifies software licensing and procurement processes due to its flexible pricing options and multiple deployment methods. Customers can select commercial software from well-known vendors, as well as many widely used open source offerings. Procurement professionals can leverage AWS Marketplace to accelerate innovation and enable cloud users to rapidly and securely deploy solutions, while reducing TCO and improving operational oversight.

According to The Total Economic Impact of Using AWS Marketplace (an AWS-commissioned study by Forrester Consulting), customers who procure solutions via AWS Marketplace can benefit from:

- **Up to a 75% reduction in onboarding effort for new vendors**
- **66% time savings due to procurement efficiency**
- **Up to a 10% reduction in licensing costs**.

AWS Marketplace can help public sector customers drive efficiency throughout the procurement process, save on licensing fees by transitioning to more flexible licensing models, and vet and onboard new vendors with less effort than traditional practices.

The Forrester New Wave: Marketplaces for SaaS Sourcing report names AWS Marketplace as a leader in SaaS cloud marketplaces. The report reveals findings from Forrester's evaluation of marketplaces for SaaS sourcing and evaluates the 9 most significant providers across 10 criteria and where they stand in relation to one another. Vendors are scored as *differentiated*, *on par*, *needs improvement*, or *no capability* across the criteria.

Forrester rated AWS Marketplace as **differentiated** in buyer interface, contract terms, artificial intelligence and automation, roadmap, and market approach. The report states that AWS Marketplace is "well suited to procurement and IT" and "provides advanced features relevant for procurement in areas such as contracting." Forrester states that AWS "has invested significantly in its marketplace and continues to push the envelope in areas like standard contract terms; custom contract negotiation in its marketplace; and integration with leading procurement tools, such as Coupa. AWS has broken new ground in areas that procurement cares about and offers a new way to streamline SaaS buying and thereby increase efficiency while lowering risk."

J. Describe any present or past litigation, bankruptcy or reorganization involving supplier.

AWS is a multi-national company. Providing a substantive response to this question poses a significant burden. AWS can work with the City and OMNIA Partners to narrow the scope of this request if needed.

K. Felony Conviction Notice: Indicate if the supplier

a. **is a publicly held corporation and this reporting requirement is not applicable;**

b. **is not owned or operated by anyone who has been convicted of a felony; or**

c. **is owned or operated by and individual(s) who has been convicted of a felony and provide the names and convictions.**

AWS is a subsidiary of a publicly held corporation and this reporting requirement is not applicable.

L. Describe any debarment or suspension actions taken against supplier

To the best of our knowledge and belief, AWS is not currently debarred or suspended from doing business with any US entities.

10.1.2.2. Distribution and Logistics

A. Each offeror awarded an item under this solicitation may offer their complete product and service offering/a balance of line. Describe the full line of products and services offered by supplier.

Please refer to **Section 4.2** for a detailed overview of our approach to the Scope of Services, and a description of the full line of products and services offered through AWS Marketplace. At a high level, AWS offers comprehensive cloud services infrastructure with compute power, storage, content delivery, and other functionality that organizations can use to deploy applications and services cost effectively. AWS Marketplace augments and extends the AWS Cloud through third-party solutions.

AWS Marketplace solutions are built on and for AWS, offering compatibility and security AWS customers have grown to trust. Currently AWS Marketplace offers over 12,000 listings from 2,000 ISVs and 1,000 consulting partners offering solutions across 65 categories and numerous pricing and deployment models.

We consider all AWS services, including those that will be added or removed over the term of the agreement, to be in scope of our response. AWS has more than 200 fully featured services, including compute, storage, databases, networking, analytics, robotics, machine learning and AI, IoT, mobile, security, hybrid, VR, AR, media, application development, deployment, management, and much more.

B. Describe how supplier proposes to distribute the products/service nationwide. Include any states where products and services will not be offered under the Master Agreement, including U.S. Territories and Outlying Areas.

Nationwide distribution of the products and services outlined in this proposal will occur through AWS Marketplace. Solutions in AWS Marketplace offer multiple deployment options including Amazon Machine Image (AMI), SaaS, containers, Amazon SageMaker, and CloudFormation. Customers can choose to purchase directly through AWS Marketplace's self-service option or via Private Offers, either directly with the ISV or through a consulting partner. To simplify procurement further, AWS Marketplace offers end-to-end transactability for public listings—customers do not need to visit the ISV's website to complete transactions.

Launch and distribution of the solution is dependent on the deployment option selected. For our most popular option, SaaS, customers can use the Amazon EC2 console to choose Region and instance type to launch or use or "1-click" launch. For software products, the seller chooses which AWS Regions to make their software available in, as well as the instance types. 1-click

launch helps customers launch quickly with recommended default options such as security groups and instance types. With 1-click launch, customers can also see an estimated monthly bill.

Product availability is based on supported AWS Regions. The AWS Marketplace website is available in all seven North American Regions, including our two AWS GovCloud Regions, and 24 Regions worldwide. All sellers offering paid products must be from eligible jurisdictions, which currently include United States (US), Australia, Bahrain, European Union (EU) member states, Hong Kong SAR, Israel, Japan, New Zealand, Norway, Qatar, Switzerland, United Arab Emirates (UAE), and United Kingdom (UK).

C. Describe how Participating Agencies are ensured they will receive the Master Agreement pricing; include all distribution channels such as direct ordering, retail or in-store locations, through distributors, etc. Describe how Participating Agencies verify and audit pricing to ensure its compliance with the Master Agreement.

AWS offers the City of Rochester Hills and OMNIA Partners members all AWS services at publicly available pricing (found at aws.amazon.com/pricing/). We additionally offer an infrastructure credit incentive program, described in **Section 11,** to customers procuring through this Master Agreement. Customers can negotiate pricing with AWS Marketplace sellers using the Private Offer and CPPO functionalities. Customers can verify negotiated pricing of their Private Offer or CPPO prior to accepting the offer.

Customers can use AWS Cost Explorer to monitor and analyze costs and usage for data up to the last 12 months.

D. Identify all other companies that will be involved in processing, handling or shipping the products/service to the end user.

Customers can access software they know and trust from over 2,000 ISVs; 1,000 AWS Marketplace Consulting Partners; and 250 Data Providers. Due to the nature of an online cloud marketplace and third-party vendors, AWS recommends the City and OMNIA Members reference aws.amazon.com/marketplace for an up-to-date list of companies involved in processing, handling, or shipping the products and services to end users for purchases made through AWS Marketplace.

With AWS Marketplace purchases, the supplier of the product listed is the seller of record in AWS Marketplace transactions. Each seller's name is detailed on the invoice to assist in verification. AWS Marketplace provides an automated way for ISVs and Channel Partners to sell to customers. When the seller submits a product in AWS Marketplace, they define the price of the product, and the terms and conditions of use. When a customer purchases from the seller, they are agreeing to the pricing and terms and conditions set for the offer by the seller, which can be directly negotiated via a Private Offer and Consulting Partner Private Offers. Customers can meet their software procurement needs with custom terms, volume pricing, and flexible payment options negotiated privately with their preferred ISV or consulting partner.

While AWS Marketplace is agnostic in the process and merely providing billing and invoicing for transactions, it enables customers to procure many solutions directly from AWS Marketplace sellers, including ISVs and channel partners, and provides billing and invoicing for transactions we enable.

E. Provide the number, size and location of Supplier's distribution facilities, warehouses and retail network as applicable.

Use or disclosure of data contained on this sheet is subject to the restriction on the title page of this document
September 7, 2022

120

For software products, the seller chooses which AWS Regions to make their software available in, as well as the instance types. AWS encourages sellers to make products available in all available Regions and on all instance types that make sense. As mentioned in **Response B** of **Section 10.1.2.2**, AWS Marketplace website is available in 24 Regions worldwide and all seven North American Regions, including our two AWS GovCloud Regions.

10.1.2.3. Marketing and Sales

A. Provide a detailed ninety-day plan beginning from award date of the Master Agreement describing the strategy to immediately implement the Master Agreement as supplier's primary go to market strategy for Public Agencies to supplier's teams nationwide, to include, but not limited to:

i. Executive leadership endorsement and sponsorship of the award as the public sector go-to-market strategy within first 10 days

In the first 10 business days from award, AWS executive leadership will distribute internal communication via email announcing the award and describing upcoming training materials. The audience for this communication will be our relevant sales teams—including teams covering state and local government, education, and non-profits—and the teams covering the ISVs selling to these customers—EdTechs and GovTechs.

ii. Training and education of Supplier's national sales force with participation from the Supplier's executive leadership, along with the OMNIA Partners team within first 90 days

In the first 30 days, the OMNIA primary point of contact will conduct a live sales kick-off training that will be recorded. Executive sales leadership will make an introduction. During the live kick-off, all elements of **Response F** will be addressed, as well as:

- How to set up an AWS account
- Credits available to OMNIA AWS customers
- How to check if a prospective customer is already an OMNIA member
- Talk track on OMNIA's scope and benefits.

The live kick-off will be followed by a knowledge check. We will create an internal OMNIA resource hub within our communication tool to accompany this training. This resource hub will also address all elements of **Response F** and contain FAQ. An internal Slack channel will be established to answer OMNIA questions as they arise.

From days 30 through 60, business development managers will attend each individual sales team meeting to refresh knowledge from the kick-off training and answer questions about OMNIA.

From 60 through 90 days and beyond, OMNIA training will be included in onboarding (required new hire training) and annual refreshers for tenured employees. This training will be accompanied by knowledge checks.

B. Provide a detailed ninety-day plan beginning from award date of the Master Agreement describing the strategy to market the Master Agreement to current Participating Public Agencies, existing Public Agency customers of Supplier, as well as to prospective Public Agencies nationwide immediately upon award, to include, but not limited to:

i. Creation and distribution of a co-branded press release to trade publications

ii. Announcement, Master Agreement details and contact information published on the Supplier's website within first 90 days

iii. Design, publication and distribution of co-branded marketing materials within first 90 days

iv. Commitment to attendance and participation with OMNIA Partners at national (i.e. NIGP Annual Forum, NPI Conference, etc.), regional (i.e. Regional NIGP Chapter Meetings, Regional Cooperative Summits, etc.) and supplier-specific trade shows, conferences and meetings throughout the term of the Master Agreement

v. Commitment to attend, exhibit and participate at the NIGP Annual Forum. in an area reserved by OMNIA Partners for partner suppliers. Booth space Version October 19, 2021 will be purchased and staffed by Supplier. In addition, Supplier commits to provide reasonable assistance to the overall promotion and marketing efforts for the NIGP Annual Forum, as directed by OMNIA Partners.

vi. Design and publication of national and regional advertising in trade publications throughout the term of the Master Agreement

vii. Ongoing marketing and promotion of the Master Agreement throughout its term

viii. Dedicated OMNIA Partners internet web-based homepage on Supplier's website with:

- **OMNIA Partners standard logo;**
- **Copy of original Request for Proposal;**
- **Copy of Master Agreement and amendments between Principal**
- **Procurement Agency and Supplier;**
- **Summary of Products and pricing;**
- **Marketing Materials**
- **Electronic link to OMNIA Partners' website including the online registration page;**
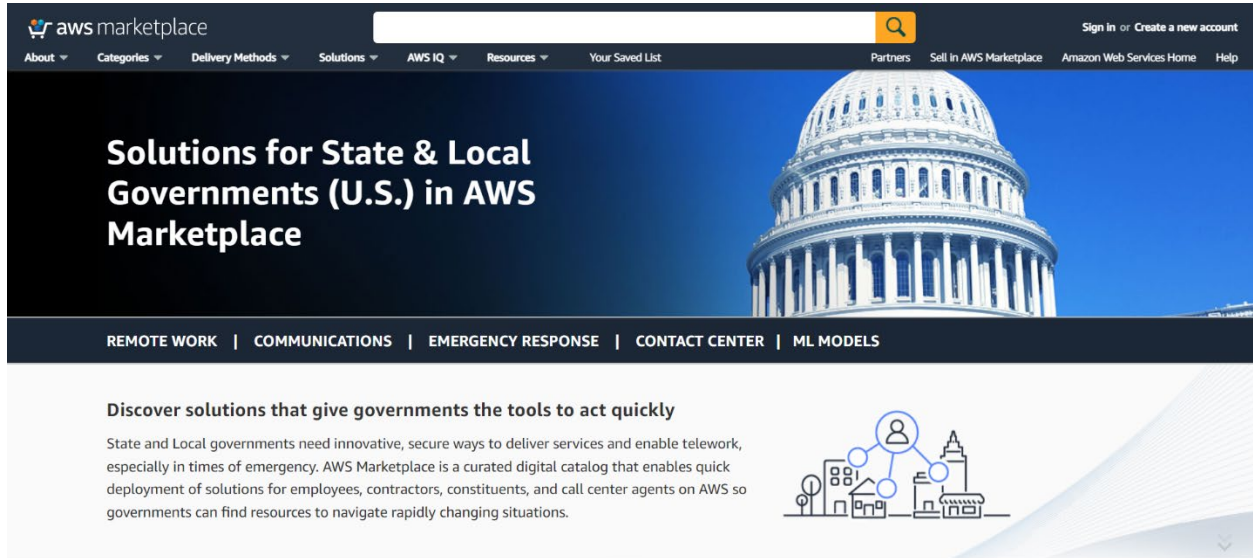- **A dedicated toll-free number and email address for OMNIA Partners**

AWS recognizes the value of a coordinated marketing effort with OMNIA Partners. We are committed to continued dialogue with OMNIA Partners to plan and help drive customer awareness of the award. Any items that AWS cannot comply with are noted in **Section 8**. Within 90 days of award, AWS aims to:

- Review our tentative 2023 calendar of national, regional, and supplier-specific trade shows, conferences, and meetings with OMNIA Partners. While we expect to identify events of mutual interest, creation of a complete list of events may exceed ninety days depending on team-specific planning guidelines. At the agreed upon events, AWS to promote the agreement through marketing collateral distributed at the event. Examples of events we have attended in the past include:
  - National Association of Counties (NACo) Annual Conference
  - EDUCAUSE Annual Conference for Higher Education
  - E.Repbulic/Government Technology Digital Government Summits for State and Local Government

- o National Association of State Chief Information Officers (NASCIO) Annual Conference
  - o Consortium for School Networking (CoSN) Annual Conference for K-12 Education
- Host a webinar on modernizing software procurement featuring speakers from AWS and OMNIA Partners. If AWS is unable to conduct a webinar in the first 90 days, we commit to having the abstract complete, AWS speakers onboard, and a target date planned during the first 90 days. The webinar will be recorded and available on demand for continuous consumption and promotion.
- Publish a blog post (for example, on the [AWS Public Sector Blog](#)) announcing the Master Agreement and explaining "Why OMNIA Partners and AWS" with newsletter and social promotion.
- Review OMNIA's press release of the Master Agreement details and contact information. OMNIA will provide the initial draft, and the AWS Public Relations team will review, provide edits, and approve for distribution.
- Create a dedicated OMNIA Partners page on an AWS website with OMNIA Partners standard logo; copy of original Request for Proposal; copy of Master Agreement and amendments between Principal, procurement agency, and supplier; summary of products and pricing; marketing materials; electronic link to OMNIA Partners' website including the online registration page; and a dedicated toll-free number and email address for OMNIA Partners.
- Plan to produce additional co-branded sales materials. AWS cannot guarantee completion of all materials within the first 90 days but will begin planning all such materials during this timeframe. Co-branded sales materials include:
  - o A customer-facing contract website detailing how to use the contract.
  - o An AWS Marketplace hosted landing page with featured software vendors. See **Figure 19** for a sample landing page.
  - o A "Why OMNIA and AWS" one-pager. This collateral will demonstrate the benefits of the agreement. It will be used by AWS public sector field sales and business development teams.
  - o A co-branded customer-facing first call deck. This will be available for use by AWS public sector field sales and business development teams for use, as well as OMNIA business development teams.

Figure 19. Sample AWS Marketplace Hosted Landing Page.

Beyond the first 90 days, AWS will promote the agreement through expanded marketing efforts, such as:

- AWS to promote OMNIA Partners-hosted events with public sector sales personnel who wish to attend OMNIA Partners-hosted events tailored specifically to information technology suppliers each year the Master Agreement is in effect.

- AWS to design and distribute national and regional advertising in trade publications throughout the term of the Master Agreement. AWS reserves the right to select publications based on existing relationships and sponsorships.

- AWS to attend and participate as an exhibitor in the NIGP Annual Forum.

- AWS to incorporate OMNIA Partners into AWS Marketplace webinars focused on the public sector audience.

- AWS to work with OMNIA Partners on nominating a joint speaking engagement session based on the list of mutual public sector events.

- AWS to plan blog posts featuring customer success stories for shared customers.

C. Describe how Supplier will transition any existing Public Agency customers' accounts to the Master Agreement available nationally through OMNIA Partners. Include a list of current cooperative contracts (regional and national) Supplier holds and describe how the Master Agreement will be positioned among the other cooperative agreements.

Customer usage of this contract or any other managed contracts held by AWS or our AWS partners is entirely the customer's decision. AWS does not dictate which cooperative agreement its customers use.

AWS will market the agreement to small and medium sized government and educational customers. We will make this agreement available to any OMNIA member that wishes to use it for any AWS service. Due to its scope, this agreement is particularly suited to AWS Marketplace customers. At the time of this submission, AWS does not directly hold any nationwide government or educational cooperative agreements with AWS Marketplace in scope.

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September 7, 2022

124

A list of current cooperative contracts available via APN Partners is provided on the following site: https://aws.amazon.com/contract-center/state-local-edu-contracts/.

D. Acknowledge Supplier agrees to provide its logo(s) to OMNIA Partners and agrees to provide permission for reproduction of such logo in marketing communications and promotions. Acknowledge that use of OMNIA Partners logo will require permission for reproduction, as well.

AWS acknowledges that use of the OMNIA Partners logo will require permission for reproduction.

Within 90 days of award, AWS Sales will initiate an internal approval request for third-party usage of the AWS logo and provide OMNIA Partners with a Limited Logo Usage Agreement for execution.

E. Confirm Supplier will be proactive in direct sales of Supplier's goods and services to Public Agencies nationwide and the timely follow up to leads established by OMNIA Partners. All sales materials are to use the OMNIA Partners logo. At a minimum, the Supplier's sales initiatives should communicate:

    i.   **Master Agreement was competitively solicited and publicly awarded by a Principal Procurement Agency**

    ii.   **Best government pricing**

    iii.   **No cost to participate**

    iv.   **Non-exclusive**

AWS will create an OMNIA customer onboarding document, a customer-facing website, a customer-facing first call deck, and a one-page leave behind. Please see **Response A** for details. Where possible, we will comply with items requested in **Response E**. However, we cannot agree to: *ii. Best government pricing*.

F. Confirm Supplier will train its national sales force on the Master Agreement. At a minimum, sales training should include:

    i.   **Key features of Master Agreement**

    ii.   **Working knowledge of the solicitation process**

    iii.   **Awareness of the range of Public Agencies that can utilize the Master Agreement through OMNIA Partners**

    iv.   **Knowledge of benefits of the use of cooperative contracts**

AWS will provide sales training material. We will comply with the items requested in **Response F**. We will provide training in live and recorded formats, as well as through an internal resource hub. Our internal resource hub will contain comprehensive material covering key features of the Master Agreement, the solicitation process, public agency types that can use the OMNIA Master Agreement, and overall benefits of cooperative contracts. Please see **Response A** for more details.

G. Provide the name, title, email and phone number for the person(s), who will be responsible for:

    i.   **Executive Support**

    ii.   **Marketing**

iii. **Sales**

iv. **Sales Support**

v. **Financial Reporting**

vi. **Accounts Payable**

vii. **Contracts**

One of AWS's core values is hiring, recognizing, and developing exceptional talent. We have hand selected leaders to provide an exceptional experience for OMNIA members at every level. **Table 11** provides a brief professional biography for key personnel. To protect employee privacy, AWS does not provide employee emails and phone numbers in proposals.

Table 11. AWS Key Personnel

Name	Role	Professional Biography
███████████	Executive Support and Sales Lead	████████████████████
██████	Marketing	████████████████████
████████	Sales Support	████████████████████
████████	Financial Reporting and Contracts	████████████████████
████████	Accounts Payable	████████████████████

H. Describe in detail how Supplier's national sales force is structured, including contact information for the highest-level executive in charge of the sales team.

Use or disclosure of data contained on this sheet is subject to the restriction on the title page of this document
September 7, 2022

126

Like everything at AWS, we start with the customer and work backwards from the core customer needs. The structure we describe here is peculiar to state and local government, and education customer segments.

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I. Explain in detail how the sales teams will work with the OMNIA Partners team to implement, grow and service the national program.

Beyond the marketing, training, and go-to-market plans, as described in **Response A**, AWS small and medium public sector sales will maintain a consistent focus on enabling customers on OMNIA. These efforts will include in-person call blitz days, cross-training with the OMNIA business development teams, account management enablement on OMNIA, establishing lead-sharing mechanisms, and setting up rep-to-rep meetings between AWS sellers and their OMNIA counterparts.

> "One of the lesser known facts about innovative companies like Amazon is that they are relentlessly debating, re-defining, tinkering, iterating, and experimenting to take the seed of a big idea and make it into something that resonates with customers and meaningfully changes their customer experience over a long period of time."
>
> —*Andy Jassy*

I. Explain in detail how Supplier will manage the overall national program throughout the term of the Master Agreement, including ongoing coordination of marketing and sales efforts, timely new Participating Public Agency account setup, timely contract administration, etc.

AWS manages multiple statewide and national contract agreements. Through these engagements, we have developed tools, processes, and practices that can help customers easily access the benefits of the agreement. In this response, we highlight some tools we will use to manage the national program throughout the term of the agreement.

Coordination of Marketing and Sales

AWS will manage ongoing coordination of marketing and sales efforts as described in **Response A** of **Section 10.1.2.3**

Account Setup

Customers using the agreement can set up an AWS account through our website, www.aws.amazon.com. From there:

1. Users select "Sign in to the Console." They will see a sign-in form, underneath which is a "Create a new AWS account" button.

2. Users select the "Create a new AWS account" button and click through. They will be prompted to provide the information and verifications required to set up an AWS account. Users should have an original email address and chosen AWS account nickname ready. They should also be prepared to retrieve a verification code from the associated email address.

3. After this, users will provide either business or personal identification information covering name, address, and phone number. Please note that customers do not need to provide credit card or other payment information at this stage. Instead, they can return to the sign-in page and enter their email address and password.

Account Onboarding

AWS manages multiple agreements that require customer onboarding. When the agreement is in place, AWS will create a step-by-step guide for customers to get set up to purchase services through the agreement. At a high level, the process for onboarding to the agreement is as follows:

1. Customers create an AWS account. This can be accomplished through the process described above. AWS also offers direct account manager support to help customers with this step.

2. Customers wishing to purchase through the agreement will register their account. This is done by emailing their Payer Account ID(s) to aws-omnia-partners@amazon.com. The AWS Contract Management team will provide the customer with an acceptance email, confirming that they have been added under the terms of the agreement. A customer must receive acceptance from AWS that it has been onboarded to the contract, at which point a customer may start using the contract's terms and conditions and will also earn incentive credits as outlined in **Section 11**.

Contract Management

The AWS Contract Management team will comply with the reporting and administrative fee requirements as mutually agreed. AWS will pay the administrative fee and submit reporting by the 25th calendar day of the second month following the date of the reported sale. For example, AWS reports January sales and submits administrative fees for January sales by March 25. AWS Contract Management will also collaborate with AWS Marketing to create an AWS-hosted OMNIA contract webpage featuring the Master Agreement (please see **Response A** of **Section 10.1.2.3** for details). Finally, AWS Contract Management will create a customer onboarding document with detailed instructions for OMNIA members to open or transfer AWS accounts under the OMNIA terms of the Master Agreement.

J. State the amount of Supplier's Public Agency sales for the previous fiscal year. Provide a list of Supplier's top 10 Public Agency customers, the total purchases for each for the previous fiscal year along with a key contact for each.

AWS does not share specific details about individual customers unless publicly detailed by the customers themselves. Millions of active customers a month (including tens of thousands of government agencies, education institutions, and nonprofit organizations) are already using AWS to address a diverse set of use cases, from simple website hosting all the way up to mission-critical intelligence projects dealing with large volumes of sensitive data. Refer to https://aws.amazon.com/solutions/case-studies to learn more about how customers are currently using AWS Cloud services.

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September 7, 2022

128

K. Describe Supplier's information systems capabilities and limitations regarding order management through receipt of payment, including description of multiple platforms that may be used for any of these functions.

After onboarding to the contract, customers will begin subscriptions or using services through the AWS Management Console and AWS Marketplace. The majority of the products on AWS Marketplace are available as self-service, allowing customers to purchase and start using their product in minutes with a few clicks. Customers can select from the deployment options detailed above and from various pricing options such as pay-as-you-go (seconds/hour), monthly, annual, and multi-year. Please also refer to our description of Private Offers available in **Section 1.1**.

Section 4.2.1.1 describes the systems AWS offers to enable customers to manage AWS Marketplace subscriptions, manage overall AWS billing, consolidate billing between multiple departments, view potential savings, and integrate customer procurement systems with Marketplace.

AWS standard invoices, as shown in **Figure 20**, provide a breakdown of all services used, account ID used, ordering period, customer name, and customer address. Customers can provide payment through EFT or check.

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September 7, 2022

129

Figure 20. Sample Invoice.

L. Provide the Contract Sales (as defined in Section 12 of the OMNIA Partners Administration Agreement) that Supplier will guarantee each year under the Master Agreement for the initial three years of the Master Agreement ("Guaranteed Contract Sales").

Version October 19, 2021

$_____.00 in year one

$_____.00 in year two

$_____.00 in year three

To the extent Supplier guarantees minimum Contract Sales, the Administrative

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September 7, 2022

130

Fee shall be calculated based on the greater of the actual Contract Sales and the Guaranteed Contract Sales.

AWS cannot guarantee Contract Sales and we will not publicly report any kind of financial projection at this level.
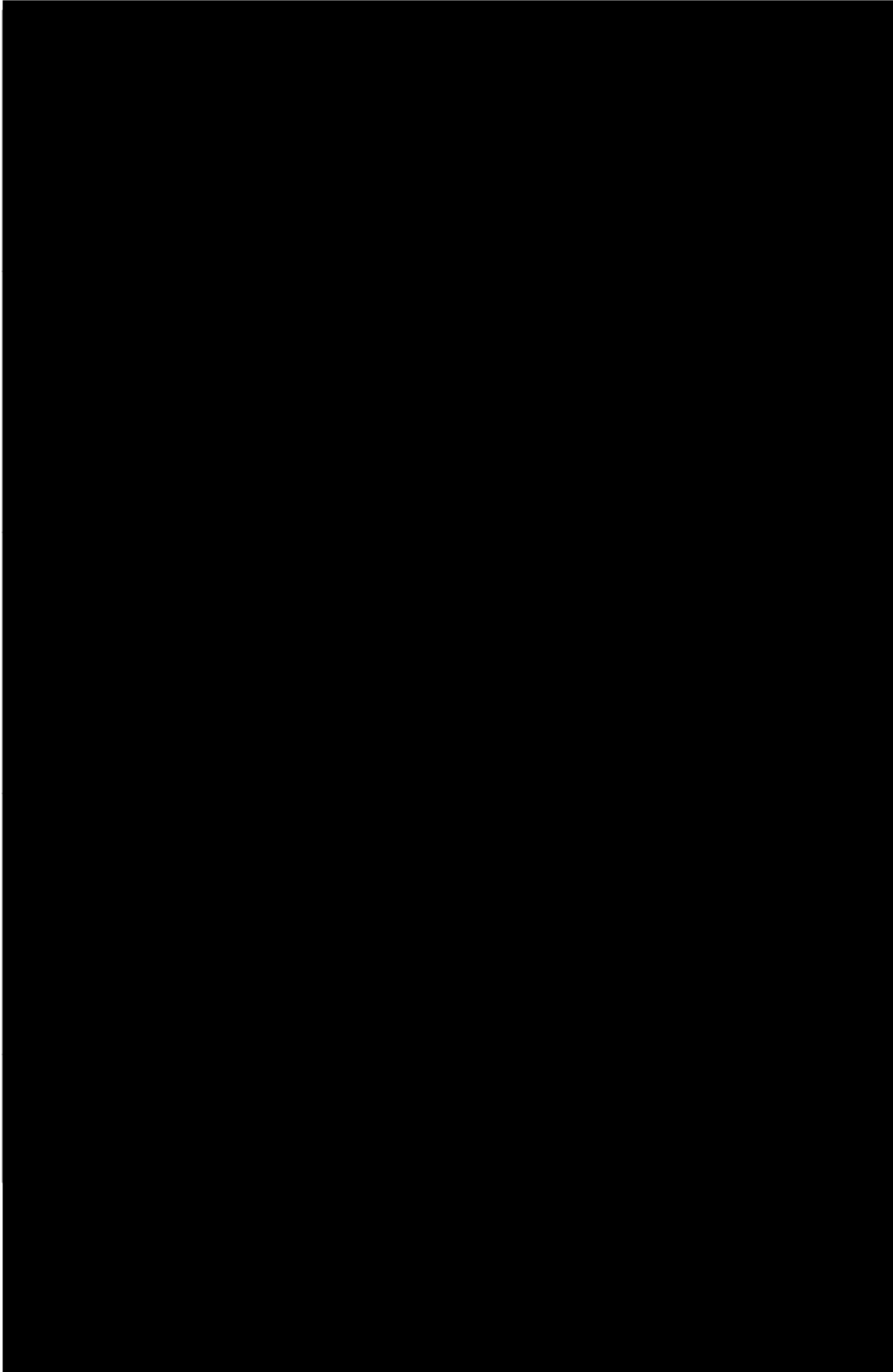
M. Even though it is anticipated many Public Agencies will be able to utilize the Master Agreement without further formal solicitation, there may be circumstances where Public Agencies will issue their own solicitations. The following options are available when responding to a solicitation for Products covered under the Master Agreement.

i. Respond with Master Agreement pricing (Contract Sales reported to OMNIA Partners).

ii. If competitive conditions require pricing lower than the standard Master Agreement not-to-exceed pricing, Supplier may respond with lower pricing through the Master Agreement. If Supplier is awarded the contract, the sales are reported as Contract Sales to OMNIA Partners under the Master Agreement.

iii. Respond with pricing higher than Master Agreement only in the unlikely event that the Public Agency refuses to utilize Master Agreement (Contract Sales are not reported to OMNIA Partners).

iv. If alternative or multiple proposals are permitted, respond with pricing higher than Master Agreement, and include Master Agreement as the alternate or additional proposal.

We cannot make commitments in **Response M**, other than carefully considering each unique solicitation and responding (or not) accordingly. In AWS Marketplace, software vendors control how their products are priced, not AWS. Please see **Section 4.5** for details on the pricing structures available in AWS Marketplace.

10.2. Exhibit B

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September 7, 2022

131

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September 7, 2022

132

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September 7, 2022

133

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September 7, 2022

136

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September 7, 2022

137

10.3. Exhibit F

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September 7, 2022

138

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September 7, 2022

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September 7, 2022

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September 7, 2022

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September 7, 2022

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September 7, 2022

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September 7, 2022

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September 7, 2022

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September 7, 2022

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September 7, 2022

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September 7, 2022

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September 7, 2022

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September 7, 2022

160

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September 7, 2022

162

10.4. Exhibit G

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September 7, 2022

163

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September 7, 2022

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September 7, 2022

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September 7, 2022

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September 7, 2022

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September 7, 2022

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September 7, 2022

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September 7, 2022

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September 7, 2022

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September 7, 2022

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September 7, 2022

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September 7, 2022

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September 7, 2022

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September 7, 2022

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September 7, 2022

177

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September 7, 2022

178

11. Attachment B—Price Proposal

In addition to the completion of Attachment B, provided under separate cover, ███████████ ████████████████████████████████████ Customers are only charged for products purchased from sellers via AWS Marketplace. Sellers, such as ISVs that list software within AWS Marketplace, define the pricing for their product and service listings. Sellers can offer discounts via a Private Offer (described in **Section 1.1**). When a customer accepts a Private Offer from an AWS Marketplace seller or subscribes to a listing via AWS Marketplace self-service, the charge becomes part of their AWS bill. After the customer pays AWS, AWS Marketplace pays the seller.

There are some AWS Marketplace listings that require the purchase of AWS infrastructure services to deploy the software in the customer's account. AWS offers the City of Rochester Hills and OMNIA Partners members all AWS services, which include more than 200 global cloud-based products, including compute, storage, databases, analytics, networking, mobile, developer tools, management tools, IoT, security and enterprise applications. These services help organizations move faster, lower IT costs, and scale. Please review the full list of services and their respective pricing at aws.amazon.com/pricing. **Figure 21** illustrates the breadth and depth of AWS Cloud services.

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September 7, 2022

179

Figure 21. High-Level View of AWS Cloud Solutions.

We offer "pay-as-you-go" pricing for AWS Cloud services. This means customers pay only for the individual services they use when they use them, without requiring long-term contracts or complex licensing. AWS pricing is based on a consumption-based model, similar to how customers pay for utilities like water and electricity. Customers pay for the services they consume and when they stop using them, there are no additional costs or termination fees.

In addition to our pay-as-you-go pricing model, customers can also take advantage of the following:

- **Pay Less When You Reserve**: For certain AWS products, customers can pay a low upfront fee to receive a discount. This results in overall savings of up to **75%** (depending on the type of instance reserved) over equivalent on-demand capacity.

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September 7, 2022

180

- **Pay Less per Unit by Using More**: AWS pricing is tiered for storage and data transfer—the more customers use, the less they pay per gigabyte.

- **Pay Less as AWS Grows**: Through innovation and economies of scale, we continue to reduce our data center hardware costs, improve our operational efficiencies, and lower our power consumption. This lowers costs, which we pass on to customers with price reductions. We have reduced prices for AWS Services **115 times** since AWS launched in 2006.

For more information about pricing at AWS, see AWS Pricing. More tools and resources are provided on our Pricing Resources page.

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September 7, 2022

181

Appendix A. Glossary of Terms

Term	Description	Further Information
Amazon Elastic Compute Cloud (Amazon EC2)	Provides scalable computing capacity in the AWS Cloud, eliminating the need for customers to invest in hardware up front. Amazon EC2 integrates with AWS Marketplace, allowing customers to launch applications on EC2 instances direct from Marketplace.	https://docs.aws.amazon.com/AWSEC2/latest/UserGuide/concepts.html
Amazon Machine Image (AMI)	An image of a server, including an operating system and often additional software, which runs on AWS. The software listed in AWS Marketplace is only available to run on Amazon EC2. It is not available for download.	https://docs.aws.amazon.com/marketplace/latest/buyerguide/buyer-server-products.html
AWS Partner Network (APN)	A global community of AWS partners that use programs, expertise, and resources to build, market, and sell customer offerings.	https://aws.amazon.com/partners/?nc=sn&loc=0
AWS Budgets	Service that allows customers to set custom budgets to track costs and usage, set alert notifications, and configure spend-based actions.	https://aws.amazon.com/aws-cost-management/aws-budgets/
AWS Cost Explorer	Service that provides dashboards and reporting that enables customers to analyze cost and usage data.	https://aws.amazon.com/aws-cost-management/aws-cost-explorer/
AWS Data Exchange (ADX)	Portfolio of cloud-based third-party data sets available for purchase and no cost in AWS Marketplace.	https://aws.amazon.com/data-exchange/
AWS Free Tier	Program that provides a free tier of EC2 to eligible customers. AWS Free Tier customers are eligible to use free AWS Marketplace software for up to 750 hours EC2 usage each month for one year.	https://docs.aws.amazon.com/marketplace/latest/buyerguide/buyer-aws-free-tier.html
AWS GovCloud (US)	Secure AWS Regions that are operated by employees who are US citizens on US soil. The Regions are only accessible to US entities and root account holders who pass a screening process.	https://aws.amazon.com/govcloud-us
AWS License Manager	Console to automate the distribution and activation of software entitlements to end-users and workloads across accounts in their AWS organization.	https://aws.amazon.com/license-manager/

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September 7, 2022

182

Term	Description	Further Information
AWS Marketplace Management Portal (AMMP)	Tool used to register as an AWS Marketplace seller. Sellers use the portal to manage their listings and offers.	https://docs.aws.amazon.com/marketplace/latest/userguide/user-guide-for-sellers.html
AWS Organizations	Service that helps customers pragmatically manage and govern their AWS environment with a centralized approach.	https://aws.amazon.com/organizations/
AWS Purchase Order Management	An AWS Billing Console service that enables self-service management of a customer's AWS purchase orders (POs).	https://aws.amazon.com/aws-cost-management/aws-purchase-order-management/
AWS Regions	Physical location around the world where AWS clusters data centers. Each group of logical data centers is an Availability Zone, with each AWS Region consisting of a minimum of three isolated and physically separate Availability Zones within a geographic area.	https://aws.amazon.com/about-aws/global-infrastructure/regions_az/
AWS Service Catalog	Service that allows organizations to create and manage catalogs of IT services that are approved for use on AWS, such as virtual machine images, servers, software, and databases.	https://docs.aws.amazon.com/servicecatalog/latest/adminguide/what-is_concepts.html
CloudFormation Template	Enables customers to create a template that describes all the needed AWS resources and CloudFormation handles provisioning and configuring those resources. Removes the need for customers to individually create and configure AWS resources and determine dependencies.	https://docs.aws.amazon.com/AWSCloudFormation/latest/UserGuide/Welcome.html
Consulting Partner Private Offer (CPPO)	A type of Private Offer that allows consulting partners to resell ISV products on AWS Marketplace.	https://docs.aws.amazon.com/marketplace/latest/userguide/consulting-partner-offers.html
Container Products	Standalone products fulfilled as container images. Container products can either be free or must be paid for using a seller-provided pricing option.	https://docs.aws.amazon.com/marketplace/latest/buyerguide/buyer-what-is-aws-marketplace-for-containers.html
Flexible Payment Scheduler (FPS)	Seller feature available for AMI multi-year and SaaS contracts Private Offers that enables the seller to offer a custom payment schedule.	https://docs.aws.amazon.com/marketplace/latest/userguide/flexible-payment-scheduler.html
Identity and Access	Service that allows administrators to specify who or what can access services and	https://aws.amazon.com/iam/

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September 7, 2022

183

Term	Description	Further Information
Management (IAM)	resources in AWS, manage permissions, and analyze access across AWS.	
Managed Entitlements	Feature that enables customers to distribute, activate, and track software license entitlements acquired in AWS Marketplace through AWS License Manager.	https://aws.amazon.com/marketplace/features/managed-entitlements/
Micro Instance	A low-cost EC2 instance type designed for less demanding applications that require lower throughput.	https://aws.amazon.com/about-aws/whats-new/2010/09/09/announcing-micro-instances-for-amazon-ec2/
Private Marketplace	A feature that controls which products users in an AWS account can procure from AWS Marketplace. Administrators can create and customize curated digital catalogs of products.	https://docs.aws.amazon.com/marketplace/latest/buyerguide/private-marketplace.html
Private Offer	A purchasing program that allows sellers and buyers to negotiate custom pricing, payment schedules, and terms in AWS Marketplace.	https://docs.aws.amazon.com/marketplace/latest/buyerguide/buyer-private-offers.html
Reserved Instance (RI)	Provides a discounted hourly rate and an optional capacity reservation for EC2 instances.	https://aws.amazon.com/ec2/pricing/reserved-instances/
Savings Plan	A flexible pricing model offering lower prices compared to on-demand pricing, in exchange for a specific usage commitment.	https://aws.amazon.com/savingsplans/
Seller of Record	The supplier of the AWS Marketplace product, typically the ISV or consulting partner.	https://docs.aws.amazon.com/marketplace/latest/userguide/user-guide-for-sellers.html

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September 7, 2022

184

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September 7, 2022

209

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September 7, 2022

210