

**Software Marketplace including Cloud Solutions
RFP-RH-22-026**

	Amazon Web Services, Inc. (AWS) 410 Terry Avenue North Seattle, WA 98109-5210	Carahsoft Technology Corp. 11493 Sunset Hills Road, Suite 100 Reston, Virginia 20190	Vertosoft LLC 1602 Village Market Blvd. #215 Leesburg, VA 20175
Firm Established:	5/3/2006	10/22/1999	2016
Years in business:	16	18	6
Type of Organization	C. Corporation	Corporation	LLC
Describe tool or process customers use to negotiate end user license agreement terms or pricing with software vendors	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.	Each product listed within the AWS Marketplace has it's own EULA associated with it. These EULA's can be negotiated on a vendor-by-vendor basis and finalized in a private offer (virtual sales quote).	Many of the suppliers they work with have a Government end user license agreement. At the time of quote, these terms will be provided to the participating entity for review. If the participating entity has any modifications, they can redline the document and send back for review.
Provided third party analyst reports?	Yes		No
Does Marketplace integrate with 3rd party procurement systems?	Yes. This integration helps to simplify the procurement process and helps customers more easily comply with internal procurement policies.	No	No
How many products are listed within your marketplace?	More than 12,000 products listed.	12,000+	Manages 10s of thousands of different part numbers for several different software vendors. For this RFP, they have identified about 5000 different parts that would qualify as "cloud" product based on the RFP scope of services and have made those available through the contract.
How many customers are using your marketplace?	Currently have over 325,000 active customers that account for over two million active subscriptions.	410,000+	They take a different approach to the Marketplace concept than cloud infrastructure companies. They work directly with the participating entities to identify the challenges they are trying to address, and they provide them with a potential solution that is part of their catalog of products.
Other than Saas, what types of products are available in your 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.	Amazon Machine Images (AMIs), professional services.	Vertosoft is a Tier 1 Government reseller of Microsoft Azure. They can provide IaaS and PaaS offerings that are part of the Microsoft Azure stack

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<p>How can your Marketplace help us meet our supplier diversity goals?</p>	<p>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.</p>	<p>Utilizing the private offer motion, any partner who is enrolled with AWS Marketplace can supply you with the software/services you desire.</p>	<p>Maintains a broad partner network across the country that is comprised of companies that fall into a wide variety of disadvantaged categories such as women owned, service-disabled veterans, minority owned, etc.</p>
<p>Describe any features your Marketplace offers to streamline the software purchasing process.</p>	<p>Can help 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.</p>	<p>Private offer motion-Once your desired software is identified, a unique URL will be generated from your supplier that will give you access to your AWS Marketplace virtual sales quote. This represents the entirety of your purchase and will be billed directly from your AWS Account.</p>	<p>Can identify the need and provide a reasonable solution through one of the products in their catalog, they are able to bypass the traditional RFP process and allow the participating entity to use a competitively bid contract. Usual saves 3-9 months of time.</p>
<p>Does Marketplace offer features to enable governance and control of software procurement.</p>	<p>Can enable governance and control of software procurements through tools, private marketplaces, private offers, and the SCMP. These tools help customers simplify compliance with their internal procurement policies.</p>	<p>Yes</p>	<p>Feature does not exist today.</p>
<p>Describe any features your Marketplace offers to enable financing.</p>	<p>Enables financing through select AWS consulting partners and other third-party financing groups. Also enable flexible payments for private offer through their flexible payment scheduler feature.</p>	<p>New feature coming in Q4 '22.</p>	<p>Vertosoft can offer financing through a third-party partner.</p>
<p>Does your Marketplace include free trial listings?</p>	<p>Yes, free trial listings are included in AWS marketplace.</p>	<p>Yes</p>	<p>Some of their suppliers do offer free, or demo account type of offerings.</p>

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<p>Describe the quality assurance process for new listings on your marketplace.</p>	<p>Before their products are available on AWS 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 seller's registration is verified complete, they prepare their products for publishing. Each product has its own product guidelines that must be met.</p>	<p>Amazon web services tests and ensures all listings meet the AWS standards of functionality.</p>	<p>Depends on which 'Marketplace' the new listing will be deployed to. For AWS Marketplace, there is a submittal process that they follow to add new supplier offerings to the Vertosoft catalog that they manage through AWS Marketplace. For non-AWS marketplace, they have an internal partner on-boarding process that provides the necessary data such as pricing, and security information to help them understand the viability of the offering before they offer it to participating entities.</p>
<p>Does your Marketplace allow for customers to deploy solutions in a restricted government public cloud?</p>	<p>Yes, allows customers to deploy solutions in AWS GovCloud (US), a restricted government public cloud.</p>	<p>Yes</p>	<p>Can leverage AWS Marketplace for some software that requires AWS GovCloud. For other offerings, they provide single tenant managed services within Microsoft's GCC cloud.</p>
<p>What's the average length of time for a customer to deploy a solution purchased from your marketplace? Are professional services usually required to facilitate deployment?</p>	<p>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.</p>	<p>Product specific-this could be within 24 hours or up to month depending on which software you are looking to procure.</p>	<p>Depends on which solution that is being purchased. Most of their software suppliers have a 'Right Start' or, Enablement or Configuration package that is included as part of the first-year price. This will allow the participating entity to get experienced help directly from the software supplier, and to get the necessary training they need to be successful once everything is configured.</p>
<p>What support, if any, do you offer customers to assist with the Marketplace issues or questions?</p>	<p>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 customer advisors. Additionally sellers must include support and refund information in each product listing so buyers can easily contact the seller directly.</p>	<p>AWS Marketplace Customer Advisors are dedicated points of contact to help with any questions or concerns.</p>	<p>Takes a different approach to the Marketplace concept than cloud infrastructure companies. They work directly with participating entities to identify the challenges they are trying to address, and they provide them with a potential solution that is part of our catalog of products.</p>

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What support, if any, do you offer vendors to assist with listing their solutions in your marketplace?	To assist vendors with listings their solutions in AWS, they 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.	Carahsoft offers a fully managed services in developing product listings for vendors looking to list their solution(s) on the AWS Marketplace.	For any of their suppliers that want to leverage AWS Marketplace or Azure Marketplace, they help them with the process of getting the software in those Marketplaces.