

UNLOCKING SUCCESS:

THE MARKETPLACE SOLUTION



Computacenter



With organisations increasingly looking to transition to cloud, they're demanding ways to get far better value and accountability from the software they already own or intend to buy in the future.

At the heart of this sits the need for a joined-up software solution. Businesses need help because software is both complex and increasingly mission critical.

There is new thinking in the way organisations see how software is viewed, reviewed, specified, sourced, and purchased. Rapid business transformation, ever-changing customer needs and the drive for immediate results means getting the very best from an existing software estate, and, having the ability to buy, deploy and curate software against known needs within minutes rather than days.

Software marketplaces are already playing an increasingly important role. Customers are now looking to both leverage the value of investments in software already made and be proactive in accelerating business outcomes and mitigating risk through intelligent purchasing.

Clients are currently seeking to optimise their software infrastructure and adopting a more assertive stance in proactively managing their software assets, from how existing vendor contracts are viewed and renewed to licensing, renewals, and contract renegotiations.

What we are seeing are the beginnings of functional collaboration, most frequently with SAM and Procurement teams, as organisations are recognising the value of data-driven purchasing decisions to reduce and optimise spend.

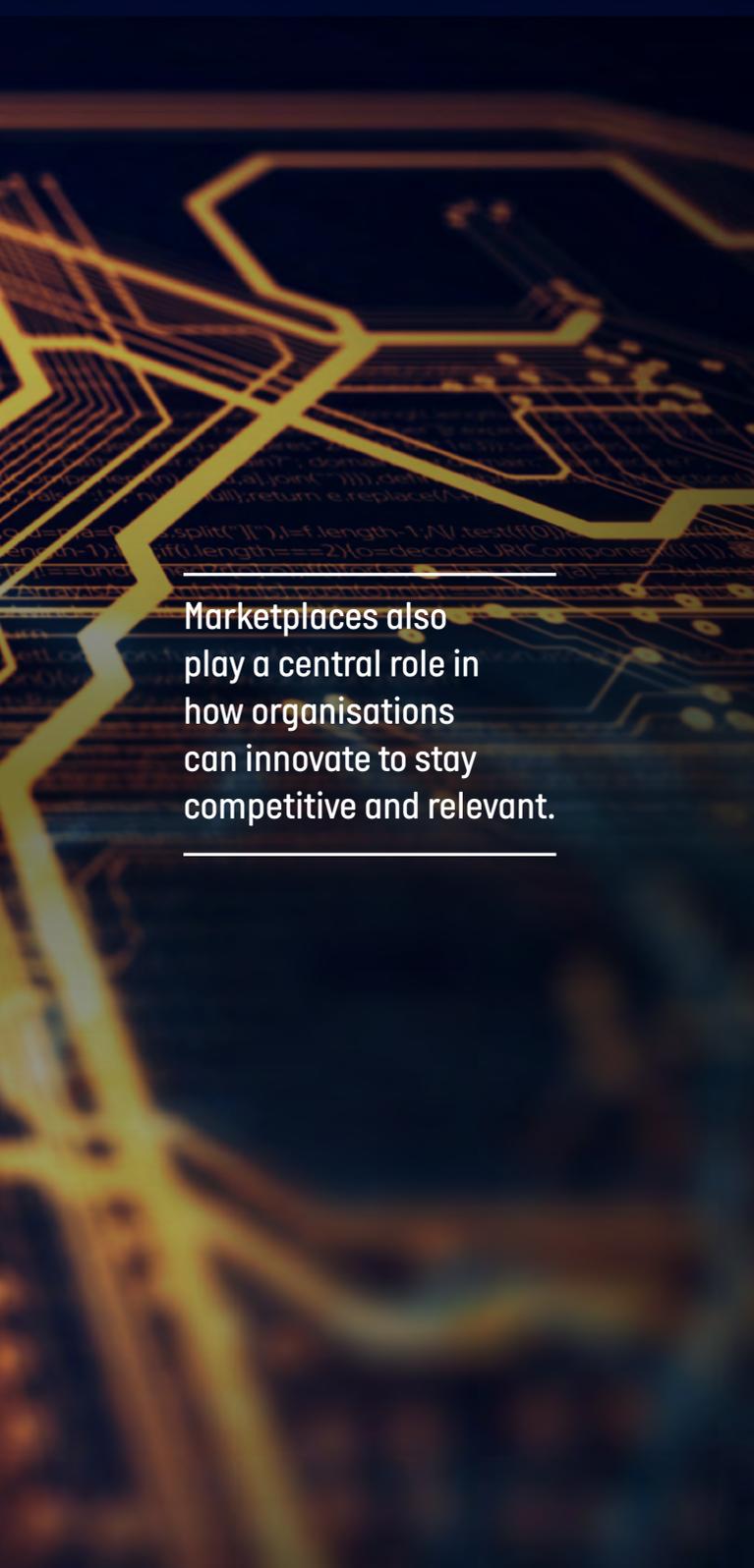
The ascendance of marketplace adoption

One solution is the emergence and adoption of cloud-based software marketplaces. Software marketplaces are in prime position to help modern enterprises make sense of cloud adoption as part of their business transformation, with software sitting at the heart of day-to-day operations and providing innovation for a business's future.

Marketplaces enable a different approach to software discovery, procurement, entitlement, provisioning, and governance. Streamlining the traditional supply chain and enabling digital transformation. It gives our customers the ability to find, test, source and manage third party software, services, and the data that they need to build solutions and run their businesses almost instantly.

Marketplaces also play a central role in how organisations can innovate to stay competitive and relevant by dramatically reducing the time it takes to plan, develop, and deploy applications and services to get them to market sooner. Buyers from software marketplaces will benefit from greater 'eyes-on' control and management of their purchases – including user permissions.

In addition, there is the reassurance that software available to purchase in this way will most likely have been vetted for usability, reliability, and compliance. Customers will also have financial options available to them to help them only consume and pay for the software they need, often in flexible payment models that work best for their business.



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Sales Director Technology Solutions Sales, UK

Empowering you: how we can assist

Software marketplaces compliment Computacenter's development in software provision. Software sourcing complexity is caused by the need for governed agility, price assurance with compliance, yet remaining mindful of a necessity to optimise legacy investments technically and commercially in the face of rapidly emerging technologies that require testing and integration.

Our customers are looking for simplification and innovation in the way they procure software. They want to buy more relevant software from fewer providers or places. They also want advice as to how to migrate software, know what can be moved and what can't, control user access on the cloud and manage it. Importantly they're looking to simplify and streamline purchasing, licensing, and invoicing – which includes a shift to subscriptions and SaaS.

Pete Groushko, Sales Director Technology Solutions Sales, UK states “The challenges are very real. There are more vendors, more products and less money to invest. Companies are struggling to find the skills to manage all of this and yet remain relevant and competitive. All these issues are pulling organisations in different directions for the want of a better answer.”

Computacenter believes that software marketplaces offer enterprise customers, both in the private and public sectors, an ability to address large elements of these challenges when procuring software by offering governed agility.

Forging resilient bonds: our robust partnerships

Computacenter's relationship with participating independent software vendors (ISVs) is often long-standing, with a proven go-to-market and large-scale investment in capability and deliverables. It is a partnership that has complimented the ISV's offerings, through customer proximity, commercial and technical assurance, and professional and managed services.

The development of the "Consulting Partner" private offers within marketplaces, has allowed the embracement of the partnerships between the channel and the ISVs. These partnerships continue to show value to the customers. Our customers can have all the benefits of the simplicity and engagement of the marketplace experience, but with the additional advantage of Computacenter's supporting technical and commercial knowledge.

This engagement model with AWS Google [GCP] and Azure also allows Computacenter the opportunity to aggregate product lines and add complimentary services that deliver outcomes – differing from straight resell to system integrator and service partner whilst allowing a draw down against the customer's committed spend. As such, marketplaces complement Computacenter's revised software procurement go-to-market, which is based on being able to offer end-to-end strategic consultancy, professional and managed services right across the technology lifecycle, with an emphasis on cost optimisation.

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Navigating tomorrow: embracing the future

Customers are looking for partners who are experts in offering a range of licensing advisory services, software and asset management, and technical professional services. Customers need the support of companies that can also offer managed services including design, development, migration, integration, and configuration. There is also a demonstrable alignment between sizeable cloud adoption and increased utilisation of marketplace usage in our customer base, where Computacenter are seeing rapid cloud expansion.

The use of marketplaces offers customers a quick, efficient platform to access the relevant software needed to aid the accelerated transformation. Recognising this direction of travel, Computacenter have embraced and developed our marketplaces capability to ensure we leverage the platform to increase customer penetration. We also recognise that although our customers may want to transact via this route, they don't always have the necessary resources available to assure and adopt the prospective technology acquisition.

In summary

Computacenter can support customers in a governed route to procure , leveraging hyperscaler marketplaces to enable agile, controlled and managed software spend that can contribute to the draw down on a customers cloud commit.

Please contact the Computacenter Software team to discuss further: software.sales@computacenter.com

About Computacenter

Computacenter is a leading independent technology and services provider, trusted by large corporate and public sector organisations. We are a responsible business that believes in winning together for our people and our planet. We help our customers to Source, Transform and Manage their technology infrastructure to deliver digital transformation, enabling people and their business. Computacenter is a public company quoted on the London FTSE 250 (CCC.L) and employs over 20,000 people worldwide.



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