

How NEXTGEN Group Helped Accelerate Cogniss's AWS Journey

Executive Summary

Amazon Web Services (AWS) is the global leader in public cloud services. The AWS Partner Program, designed to support partners in delivering services and building platforms for customers, is comprised of dozens of programs, resources, and certifications. This complexity, combined with the challenges of managing an AWS environment, means partners often struggle to effectively manage costs and fully capitalise on the available programs to support their growth.

Cogniss, a pioneering health tech startup initially identified by the AWS Accelerated Development Team, strategically partnered with NEXTGEN Group to accelerate their AWS partnership.

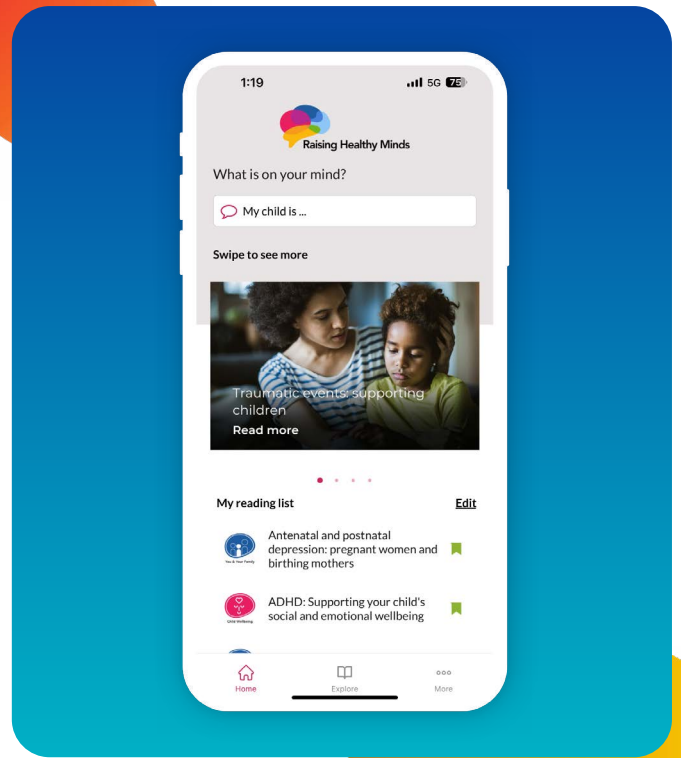
Like many 'born in the cloud' AWS Independent Software Vendor (ISV) partners, Cogniss battled with escalating AWS costs, navigating the complexities of the AWS partner program, and launching their product on AWS Marketplace.

In close collaboration with the AWS partner team, NEXTGEN provided Cogniss with augmented support. This support enabled Cogniss to unlock AWS funding and credits, reduce its cloud bill by 10 percent within the first 12 months of the partnership and expand its market reach by completing the FTR and launching onto AWS marketplace.

Introduction

Cogniss is dedicated to creating digital solutions that can change people's lives for the better. The UK-based health tech startup offers a highly accessible and affordable pathway to create health, research and behaviour change solutions. Cogniss's platform is used for the rapid development of highly sophisticated health applications with no requirement for specialised technical knowledge or software developers. Applications developed on the Cogniss platform have delivered significant social impact in gambling addiction, childhood depression, weight loss and healthcare worker support.

Cogniss has been recognised as a leader in no code application development, Cogniss no-code platform is being used by blue-chip enterprises to startups, government departments and major not-for-profits. The company chose to build its platform on AWS to benefit from its secure and scalable infrastructure.



The Challenge

Like many fast-growing 'born in the cloud' software partners, Cogniss faced challenges effectively managing its AWS environment and capitalising on the benefits of their AWS partnership. By 2022, the AWS bill had grown considerably, in line with the company's growth. With their internal resources dedicated to product servicing and customer support, Cogniss encountered challenges managing the increasing cloud costs.

Cogniss with limited resources was finding it challenging to navigate the various AWS programs and funding support, including getting on Marketplace.

Emma Davidson, Director of Cloud at NEXTGEN said "As a partner considering AWS and embarking on their partner journey, it can be overwhelming to navigate the AWS Partner Program (APN). With numerous program benefits and support aimed at accelerating customer opportunities for partners, it is our role to serve as subject matter experts across all the relevant partner programs and funding mechanisms. Our goal is to help drive partner success and achieve the right outcomes for our partners leveraging the programs AWS offers and the capability and services NEXTGEN provide to accelerate partners GTM readiness."

However, Cogniss was committed to launch its product on AWS Marketplace. "Both public sector partners and AWS customers like to procure through the AWS Marketplace."

“ Customers are making significant software purchases through the cloud marketplace, in fact, it's often a requirement that they make the actual procurement through there.

- Joseph Barry, Chief Commercial Officer of Cogniss

Launching a product onto AWS Marketplace requires a considerable investment of time and resources. Software partners must undergo a Foundational Technical Review (FTR) along with strategic go-to-market planning to ensure customer awareness and engagement.

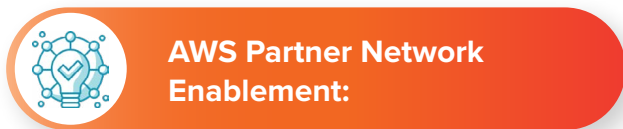
The Solution

When it became clear that Cogniss would benefit from accelerated support, AWS introduced it to its distribution partners. In February 2023, Cogniss chose NEXTGEN. The NEXTGEN partner development team, working closely with the AWS partner team, leverage a repeatable framework to specifically support ISVs like Cogniss.

This framework sets out four milestones that are designed to accelerate partners' growth.



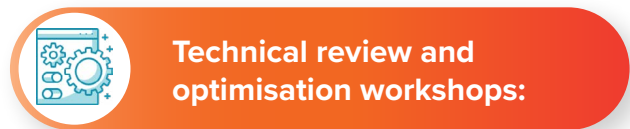
Focuses on the creation and execution of a joint go-to-market plan. This milestone identifies the partners superpower and sees the creation of assets that demonstrates the partners expertise to AWS sellers. Additionally, partners gain access to oSpace, NEXTGEN's sales and marketing platform. oSpace seamlessly integrates data intelligence, demand generation, account-based marketing, and sales support, empowering partners to proactively drive net-new business opportunities.



With the support of a dedicated Partner Development Manager, partners are guided to fully capitalize on the benefits offered by the AWS Partner Program. This extends to assisting partners in applying for any funding mechanisms and programs they are eligible for including; Innovation Sandbox credits, Partner Opportunity Acceleration Funding, and Marketing Development Funds. Partners are also taught how to effectively use the Amazon Customer Engagements tool (ACE) to increase collaboration and co-selling with AWS.



Here, the NEXTGEN team provides experienced guidance, assisting partners in navigating the Foundational Technical Review. As an approved 'Well Architected Partner' NEXTGEN supports delivery of a well-architected review and unlocks associated credits. Following this, the team offers strategic guidance for partners listing their products and driving customer awareness.

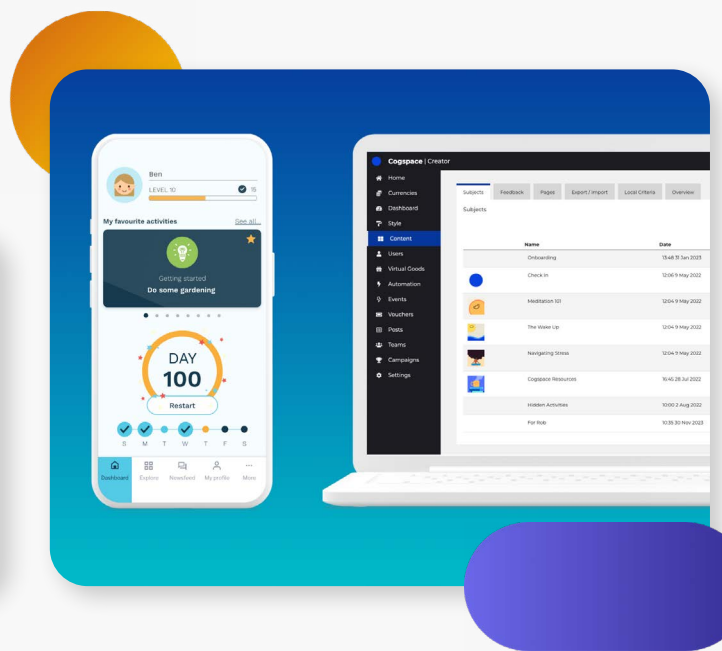


The NEXTGEN technical team of certified AWS Solutions Architects lead a series of technical workshops. These workshops aim to assess the state of the ISVs AWS environment and provide recommendations for cost optimisation and best practices.

NEXTGENs software partner framework and the comprehensive technical support gave Cogniss confidence that NEXTGEN was the distribution partner of choice.

“ For a company like ours with limited internal resources, being able to leverage a partner that can help us optimise our costs, can help increase our commercial reach and provide strategic advice on future AWS interaction, is extremely valuable.

- Joseph Barry, Chief Commercial Officer of Cogniss



Outcome

Through cost optimisation workshops and integrating with NEXTGEN's cloud management platform, Cogniss achieved a 10% reduction in their AWS bill in the first 12 months of the partnership. The platform provided Cogniss's engineers with a single pane of glass view of their cloud environment enabling ongoing optimisation to maximise profitability. The platform's insights also empowered Cogniss to make informed decisions on product pricing with clear breakdowns of consumption costs per customer.

“ Our team values the ability to view and optimise ongoing AWS costs in a single consolidated dashboard.

- Joseph Barry, Chief Commercial Officer of Cogniss

After partnering with NEXTGEN, Cogniss has also been able to unlock and utilise both innovation sandbox credits and marketing development funds.

Looking Forward

Cogniss is now empowered to scale its mission to create digital solutions that can change people's lives for the better. It is now working with NEXTGEN to achieve the next partnership tier and sustaining momentum by identifying the next level of partner programs, including ISV Accelerate. “AWS and Nextgen have enabled us to accelerate our growth.” Joseph said. “They see the potential and the impact of what we're doing – and give us the tools and the mechanisms to scale...from both a technical and commercial perspective, we look forward to continuing the partnership”.

Cogniss is also currently also expanding into the global market, starting with Singapore. NEXTGEN specialises as a growth engine for ISVs expanding into APAC, and is playing an integral role in this too.

“ We're really looking forward to NEXTGEN being a partner in our growth as we scale up here in Australia and in Asia.

- Joseph Barry, Chief Commercial Officer of Cogniss

Additionally, Cogniss has been enabled to increase direct engagement with AWS sellers. In collaboration with the AWS partner team, NEXTGEN supported Cogniss with introductions to AWS public sector account executives and booked in partner spotlight sessions.

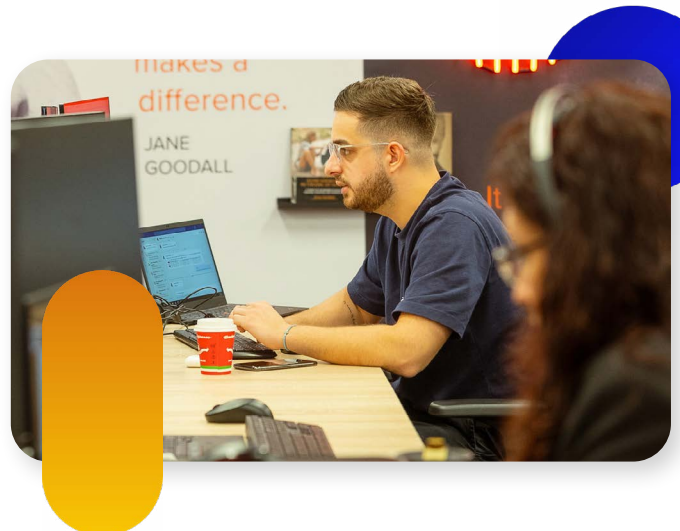
“NEXTGEN has been really strong in activating their partners with AWS” Danielle Hill, a Partner Development Manager at AWS, said. “This is specifically in terms of accessing and effectively utilising funding,”

Completing the Procurement Pathway Strategy milestone, NEXTGEN supported Cogniss to ease procurement for their customers through the AWS Marketplace. Together, they successfully navigated the Foundational Technical Review, and took the necessary steps to list their product on the Marketplace.

“The accounts team are some of the best I've been involved with,” Joseph said. “Emma and her team have been exceptional to deal with, professional, collaborative, strategic and commercial as well”.

NEXTGEN's ability to support organisations like Cogniss is drawing global recognition. Jeffery Kratz, VP Worldwide Public Sector Channels and Alliances, said “NEXTGEN are very thoughtfully looking at helping solution providers and ISVs that would like to simplify the process of doing business with government and they're helping to accelerate their business in particular,”

Looking forward, NEXTGEN team are excited to collaborate with the next generation of high-potential ISVs.



Why ISVs Choose NEXTGEN

When partnering with NEXTGEN, ISVs receive strategic support from a dedicated AWS Partner Development Manager and technical support from a dedicated team of AWS Solutions Architects.

“Building trust is critical in the partnership” Emma Davidson, NEXTGEN’s Director of Cloud, said. “We don’t work with a huge number of partners. We just go very deep with strategic partners in our AWS practice”.

As part of its sales offering, NEXTGEN partners can access oSpace NEXTGEN’s digital sales marketing platform. oSpace has a proven ‘ISV Incubator’ program that supports ISVs to scale their business across the region using a three-tiered approach.



Using audience intent and engagement data to understand the addressable market and the demand.



Leveraging assets built with NEXTGEN’s marketing agency, Elastic Digital, to execute digital outreach.



Leveraging sales as a service with its inside sales team.

“ Distribution can be an accelerator for smaller software start-ups that want to do business in the government vertical because given a regulated industry, they don’t have the expertise. NEXTGEN Group is a great example.

I think there’s some distributors around the globe that could learn some things from NEXTGEN.

- Jeff Kratz, VP
Worldwide Public Sector Channels
and Alliances

Ready to elevate your AWS partnership?

Book a consultation with the NEXTGEN Partner Development team today.



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