



COPEBIT

From Legacy to **Modern SaaS** **Business Models**



Introduction – From Legacy to Modern SaaS Business Models

Independent Software Vendors (ISVs) are under immense pressure to evolve. Many face aging software, monolithic architectures, and rising operational costs. These rigid setups prevent the shift toward modular, purpose-built, or event-driven designs that enable faster iteration and resilient scaling. Teams are stretched thin, struggling to maintain legacy systems while customers demand cloud-native, secure, and always-available solutions. Traditional hosting models no longer meet expectations for agility, scalability, or predictable cost structures.

ISVs often grapple with several key challenges:

- Monolithic architectures that slow innovation and release cycles.
- Security gaps that expose risks and limit customer trust.
- Compliance challenges that hinder scalability across regulated markets.
- Manual operations and inconsistent cost control.
- Limited engineering capacity to execute modernization at speed.
- Difficulty identifying AI use cases and realizing tangible client benefits from AI integration.
- Billing and monetization complexity as well as scouting talent for an operations team when shifting to a SaaS model.

These constraints make it difficult to compete with born-in-the-cloud providers and to meet modern customer demands.



The Path Forward: Modernization on AWS

To remain competitive, ISVs must evolve from static systems to **elastic, cloud-native architectures** that scale effortlessly with demand. **AWS services** such as **ECS, EKS, Lambda, and RDS** provide automation, resilience, and agility—enabling faster innovation, lower operational effort, easy tenant isolation and state-of-the-art security.

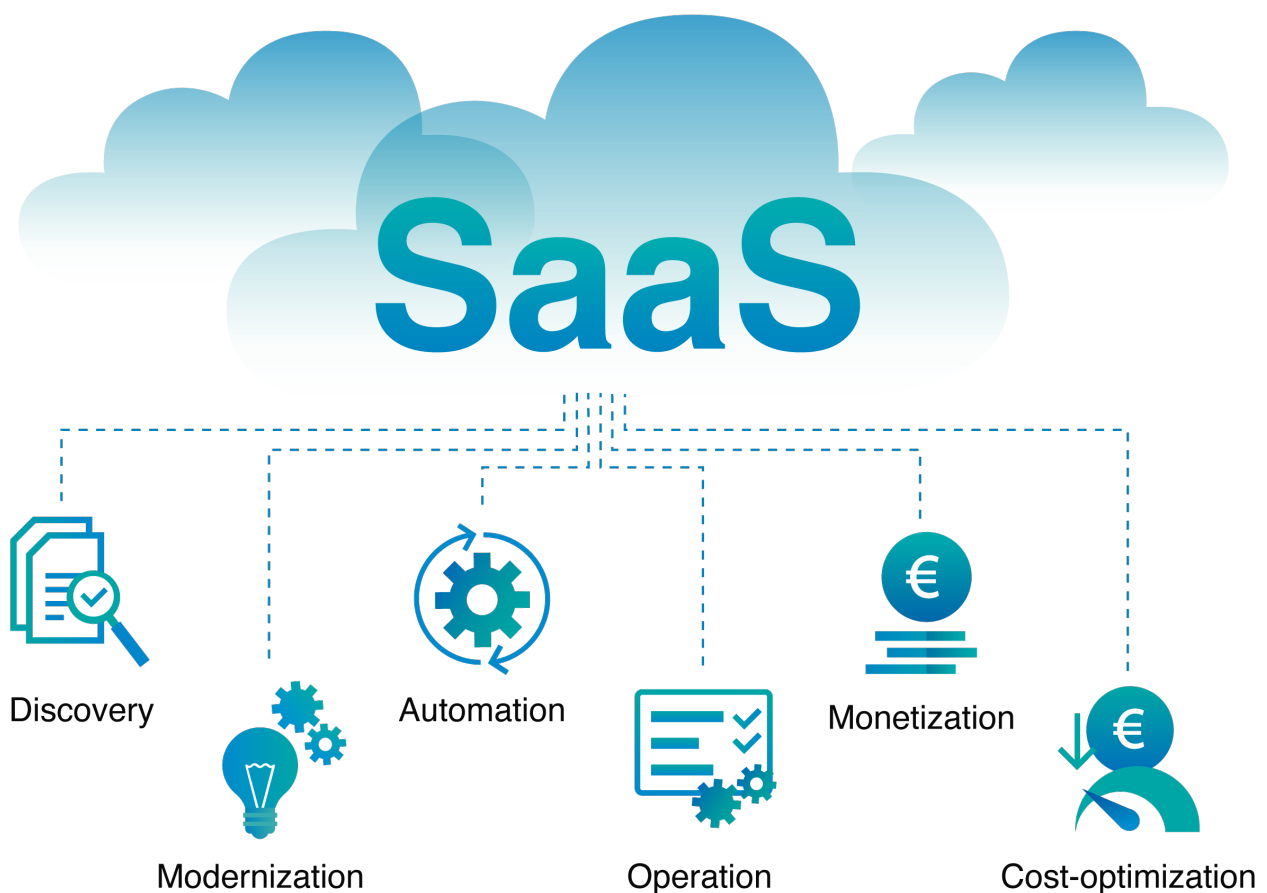
The **AWS Marketplace** extends this transformation beyond technology, offering ISVs a **global sales and monetization platform**. With automated billing, deployment, and subscription management, it simplifies go-to-market execution and opens direct access to customers worldwide—turning modernization into sustainable business growth.

How copebit Accelerates this Journey

copebit partners with ISVs to turn these challenges into tangible outcomes. We bridge the gap between legacy software and modern cloud operations through a structured, end-to-end approach:

- **Discovery:** Assess technology, architecture, and business fit for cloud.
- **Modernization:** Refactor and containerize applications for AWS.
- **Automation:** Implement CI/CD and infrastructure as code for faster delivery.
- **Operation:** Enable secure, cost-efficient day-2 operations.
- **Cost-Optimization:** Using modern AWS managed, purpose built cloud services.
- **Monetization:** Integrate with AWS Marketplace and optimize pricing strategies.

Our mission is to empower ISVs to adopt a sustainable, automated SaaS business model that scales globally.



Methodology

In this chapter, learn how our proven **ISV-to-SaaS transformation methodology** enables you to overcome these challenges effectively.

Discovery

With years of experience, we pick you up at where you are. It doesn't matter if your application is monolithic, on-premises or already containerized and up to date. Together we uncover obvious and hidden cloud potential during multiple discovery session by creating a common understanding of your business and the power of AWS.

Modularity

We provide ready-to-use, production-grade and proven building blocks:

- **Landing Zone Offerings:** Secure, scalable AWS environments built to AWS best practices (Well-Architected Framework), ready for your workloads.
- **Infrastructure-as-Code:** Proven infrastructure components that speed up deployment and ensure consistency.
- **Marketplace:** Distribute your software globally through the AWS Marketplace.
- **Automation:** CI/CD Pipelines and automation scripts to increase productivity.

This foundation enables rapid and compliant cloud adoption.

SaaS Readiness

We prepare and modernize everything surrounding your application for a successful SaaS model adoption. Our services span from an initial architecture review to full multi-tenancy enablement, guiding the evolution of your existing software into a cloud-native, scalable solution that meets modern customer expectations. We offer support for day-two operations or can fully manage operations on your behalf, allowing your team to maintain focus on modernization and the development of new features. Our approach is both sensible and highly effective.

Migration

We guide the transition of your first customers to the cloud with minimal risk, ensure customer success while accelerating onboarding. Our experts plan and execute the migration process, ensuring performance, reliability, and cost efficiency from day one.

Distribution

We help you reach your end customers efficiently. Using AWS Marketplace and other proven channels, we simplify how your SaaS offering is distributed, billed, and scaled globally.

Automation

We enhance your operational maturity with modern CI/CD practices and infrastructure automation. This ensures fast, reliable releases, reduced human error, and greater developer productivity—all aligned with DevSecOps principles.

Offering

We guide you through each step – from assessment to marketplace launch – ensuring a predictable, transparent journey to the cloud.

Stage	Focus	Key Deliverables	Indicative Effort
Discovery	Understand your current state and modernization potential	Workshops, assessment report, roadmap	~ 50h
Landing Zone	Establish secure AWS foundation	Well-Architected Landing Zone, IAM, networking, governance setup	~ 60h
Build Elastic Infrastructure	Modular, automated infra components	Terraform modules, CI/CD integration	~ 100h
SaaS Readiness	Modernize and enable multi-tenancy	Architecture review, modernization plan, security & identity proposal	~ 40h
Migration & Customer Onboarding	Transition first customers	Migration planning, execution, testing	~ 40h
Marketplace Onboarding	Enable distribution through AWS Marketplace	Listing creation, private offering, order & billing integration	~ 70h
CI/CD & Automation	Improve release velocity and quality	CI/CD pipelines, IaC automation	~ 100h
Day2 Ops & Continuous Improvement	Operational excellence	Monitoring, cost optimization, SRE practices	~ 60h

Thanks to our status as an Advanced AWS Partner, up to two-thirds of your project costs may be covered through AWS funding programs such as the Migration Acceleration Program (MAP). The exact funding level depends on your workload and migration scope, but participation in these programs is straightforward and designed to minimize financial risk.

Total Effort 520h

Estimated Total Costs CHF 120'000.-

Your Estimated Contribution CHF 40'000.-

Reference Case – ues.io From Cloud Vision to AI-Powered SaaS

Turning Modernization into Reality

When ues.io set out to make application development faster and more collaborative, the team partnered with copebit AG to transform the idea into a scalable SaaS business on AWS. Every step described in copebit's modernization approach—from **Discovery** to **Modernization**, **Automation**, **Operation**, and **Monetization**—was applied directly in this project.

Within months, copebit helped move from a prototype to a fully operational, multi-tenant SaaS platform. The architecture was built according to the **AWS Well-Architected Framework** and validated through the **AWS Foundational Technical Review (FTR)**, ensuring performance, security, and cost efficiency from day one.

Cloud-Native and Market-Ready

The solution was containerized, automated, and integrated with AWS Marketplace for global reach.

Key results include:

- **Elastic container runtime** for flexible scaling.
- **Automated CI/CD pipelines** reducing deployment to seconds.
- **Multi-tenant design** ensuring secure data separation.
- **Centralized monitoring** via CloudWatch and GuardDuty.

Infusing AI into the Platform

Together, we brought AI into the core of ues.io's offering. Using AWS Bedrock, ues.io's AI Kit now generates data models, fields, and interfaces directly from natural-language prompts—bridging the gap between no-code and pro-code. This innovation accelerates delivery, improves usability, and opens new opportunities for enterprise automation.

“copebit has elevated our infrastructure to a new level of efficiency. We run faster, more automated, and can continuously drive new releases.”

— **Gregg Baxter**, CEO, ues.io



Business Impact

Through close collaboration with copebit, ues.io evolved from a local startup to a cloud-native SaaS provider combining automation, scalability, and AI. Its service now operates securely, scales effortlessly, and is accessible worldwide through AWS Marketplace—demonstrating the power of a well-executed SaaS-transformation.

Discover more ISV success stories such as **NIS**, **ITSENSE**, and others on our website at [copebit.ch](https://www.copebit.ch).

Getting Started – Your SaaS Journey Begins Here

copebit is specialized in helping Independent Software Vendors transform into modern SaaS providers on AWS. Over the past nine years, we've guided more than twenty ISVs through this journey—modernizing, securing, and scaling their applications globally. As an **AWS Migration Acceleration Program (MAP)** partner, we unlock generous AWS funding to accelerate transformation while keeping costs predictable. Our agile and experienced teams move fast, combining technical excellence with a pragmatic, hands-on approach that delivers results.

Whether you are modernizing a monolith, automating operations, or enabling SaaS billing via **AWS Marketplace**, copebit provides a seamless, end-to-end experience. We make the transition simple, cost-effective, and fully aligned with your business goals. Our experts are ready to move quickly and help you turn your software into a globally scalable SaaS offering.

A graphic featuring the word "saas" in a large, blue, sans-serif font. The text is centered and overlaid on a background of stylized blue clouds and a network of blue circuit lines. Above the text, there is a blue cloud icon with three concentric arcs above it, resembling a Wi-Fi signal. The overall design is modern and tech-oriented.

saas

Start your SaaS journey today.

Fill out the form at copebit.ch and let's shape
your cloud future together.

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