AWS Partner Network
Fueling a legacy of transformation
The AWS Partner Network has fueled partner-driven innovation for more than 10 years

This global community has grown to include 100,000 partners from more than 150 countries, all taking advantage of Amazon Web Services (AWS) partner programs, expertise, and resources to build, market, and sell their customer offerings.

The AWS Partner Network (APN) has seen significant changes as cloud adoption has grown, and AWS Partners have sought to meet their customers’ demands for digital transformation. Since the APN's launch in 2012, seven key themes have emerged, highlighting the benefits that drive success for AWS and our partners:

1. Cloud adoption: Moving from customer resistance to acceptance
2. Transformation and growth
3. A shared customer obsession
4. Cloud enablement and modernization
5. Innovation and sustainability
6. Collaboration and learning
7. Security and compliance

In this eBook, we share how these themes are impacting some of our partners in their work with customers and AWS. We hope our partners’ experiences inspire your business and encourage you to engage with the AWS Partner Network.
Cloud adoption: Moving from customer resistance to acceptance

The global cloud technology market has grown substantially since the introduction of the AWS Partner Network in 2012. According to research from Statista, the worldwide cloud computing and hosting market increased by more than 600 percent from 2010 to 2020. Throughout that time, AWS Partners took advantage of this exciting new opportunity while also working to overcome initial customer resistance.
Cloud adoption: Moving from customer resistance to acceptance

As a whole new era of cloud computing emerged, we realized the traditional IT hosting infrastructure was going to be disrupted. This was the future and we wanted to get in at the beginning. There was a huge opportunity for consulting, because we knew there would be a large demand for services since few people had skills in this area.

Pavel Pragin
Chief Executive Officer

Cloud has totally changed the industry, both in terms of what’s possible and the access to cloud technologies. Many of the customers we work with today were born in the cloud (and might not exist without it)—just as many as those who are now migrating most or all of their IT operations to the cloud.

Today, there’s a greater awareness of the cloud and attitudes towards it have changed, particularly in our enterprise customers. As a result, the conversations we have with customers have changed too. Ten years ago—or even five years ago—the prevailing mindset was a distrust of cloud and a desire to control everything on-premises.

Aled Sage
Vice President of Engineering
Cloud adoption: Moving from customer resistance to acceptance

We have seen significant change—both in the industry and within our business. We have seen the evolution of compute power move from hardware to VMware, then from cloud instances to containers, and now to full serverless functions.

This rapid evolution in technology demanded change in the way we think, deliver, and manage solutions to ensure we keep pace and remain at the forefront. While the speed of change has been exciting to witness—and to be a part of—it’s also been overwhelming for customers trying to start their cloud journey.

It quickly became clear that cloud computing was the future, and as an IT services provider we knew that we needed to master the world of AWS to remain competitive. Becoming an AWS Partner allowed us to help our customers take steps into the cloud that were not independently available at the time.

Steve Sell
Director of Cloud Services

Nasstar is an AWS Premier Tier Services Partner and Managed Service Provider (MSP) that helps businesses design, implement, and manage multicloud environments across applications, data, and security.
Everything has changed—everything! As a consulting company, we’ve worked with clients across all industries. Initially, the cloud was only for pioneers, geeks, and visionaries; a niche technology spreading in a very wary market. It took years for companies to trust the cloud and understand its value, but today it is the new normal and the number of cloud enthusiasts continues to grow.

In the beginning, the cloud was the primary choice mainly for tech startups or enterprises with a particularly innovative soul. As time went on, more and more legacy companies started using the cloud, not only as a cheaper and easier alternative to on-premises data centers, but as an enabler for new business models and modernization.

**Simone Merlini**  
Chief Executive Officer and Co-Founder
Many AWS Partners have transformed their businesses by adopting emerging technologies such as artificial intelligence (AI) and machine learning (ML) and by leaning on automation to help their customers be more agile and efficient. This transformation has driven—and continues to drive—business growth and global expansion.
Transformation and growth

Appian has experienced tremendous growth in the last decade, initially as a leader in business process management, and today as a global leader in low-code. We’ve combined the key capabilities needed to get work done faster—process mining, workflow, and automation—in a unified low-code platform. As a result, Appian helps customers more rapidly discover, design, and automate crucial enterprise workflows.

In the next two years, Appian is forecasting 100 percent growth year-over-year in partner joint successes for our customers with AWS. Appian is shifting the relationship into high gear and investing more resources into global expansion and joint initiatives to support our customers’ environmental, social, and corporate governance goals.

Marc Wilson
Founder and Chief Partner Officer

AWS has made it very easy to integrate our solutions into its 1.5 million-plus strong and growing customer base to ensure that we are able to accomplish our shared customer security objectives. And technologically speaking, we’re able to execute our solutions in tandem with the AWS platform.

With AWS, we get better together. That is extraordinarily evident in the Alert Logic business, and it’s becoming more and more evident across the other Fortra brands as well.

Nick Franklin
Technology Alliance Director (AWS)
Transformation and growth

When we set out to develop our first in-house SaaS solution, it was clear we might benefit from some additional expertise from AWS. We were able to leverage the **AWS SaaS Factory Program** and engaged with AWS experts to follow best practices for SaaS go-to-market that helped shorten our time to launch by 12 months.

We worked closely with AWS SaaS Factory when we launched our first SaaS offering. Fast forward to a few years later, and we’ve acquired several companies and we still have that inherent SaaS best-practice knowledge.

**Dave Morrissey**  
Director, AWS Global Alliance

We’ve grown a lot! Since 2012, our software arm has secured major clients in the banking and defense industries. In 2018, we launched Cloudsoft Tempo, our AWS consulting arm, to share our expertise on cloud migration, modernization, and cost optimization. In 2021, we were named as a launch partner for **AWS Service Management Connectors for ServiceNow**. We continue to work with AWS on this.

With regards to Cloudsoft Tempo’s relationship with AWS, much of that growth has come in the last three years as demand for cloud skills has spiked. Since 2020, we’ve more than doubled the team to meet demand (from 15 to 36), with no signs of slowing down.

**Aled Sage**  
Vice President of Engineering
Transformation and growth

Once we joined the AWS Partner Network, we not only got the technical endorsement to promote our platform, but also increased visibility to potential customers and access to programs and resources to build go-to-market strategies that opened new regions and verticals. By leaning into the AWS Partner Network, Sumo Logic went from a small startup to a global SaaS company.

From the point of view of go-to-market, we leverage a lot of AWS Marketplace. That makes procurement for customers easier and faster. We have been growing our AWS Marketplace revenue by about 80 percent year-over-year, and it’s great for our customers because they just click through the offering that we create, and that’s it. You have everything ready to start using it.

Anselmo Barrero
Senior Director of Strategic Alliances

Sumo Logic is an AWS Partner with a leading AWS-native SaaS machine data analytics platform designed to deliver reliable and secure cloud-native applications.
A shared customer obsession

At AWS, customer obsession is one of the primary leadership principles. The same is true for AWS Partners. Like AWS, our partners always start with the customer and work backward during all phases of an engagement. This guiding principle ultimately leads to a better customer experience.
A shared customer obsession

"We all know customer obsession is part of the vision AWS has. It's not just about what we can get done today or how we can benefit. It's also about how we make a long-term relationship with a customer and continue to help them for a long time.

When we work with customers on projects, we keep that in mind. We're not sitting there saying, ‘What's the most money we can make off a customer today?’ That’s not the vision. The vision is, how do we partner with this enterprise customer to help their teams in different areas with various projects and become true long-term partners? When we can help make them successful, we benefit as well. And I think we try to work that into all our engagements.

Pavel Pragin
Chief Executive Officer

"The continuous release of services and enhancements from AWS, combined with great partner support, allowed Nasstar to translate these services into business opportunities and business challenges into cloud solutions—with fantastic results for our customers.

Steve Sell
Director of Cloud Services
A shared customer obsession

We have a solution called Appian Connected Claims. It leverages AWS services and functions on demand for a variety of customer use cases that allow Appian to have a much more robust go-to-market solution.

If I look at the total experience, the one thing that comes to my mind is customer obsession, because it’s truly about being obsessed with your customers and what they need. Appian delivers that total experience. By engaging them across multiple platforms in one seamless way called Appian, organizations can better understand their users, better design superior shared experiences, and increase employee and customer satisfaction. I can’t think of a better way to talk about customer obsession than speaking about the total experience component of Appian.

Marc Wilson
Founder and Chief Partner Officer

We are all in on AWS. All the data that we collect, regardless of where you are collecting from, we store and analyze that on AWS. That puts us in a very interesting position because we are an AWS customer but, at the same time, we are an AWS Partner. As an AWS customer, we need to understand AWS services very well to build our multi-tenant SaaS solution. That gives an edge, because it helps us understand the reliability and security challenges companies face when they build cloud applications. That, in turn, helps us deliver the right solutions as an AWS Partner.

Anselmo Barrero
Senior Director of Strategic Alliances
Cloud enablement and modernization

As enterprises across the globe seek to migrate legacy environments to the cloud and modernize their IT infrastructures, AWS Partners are uniquely positioned to help. Whether it’s analyzing and architecting environments, leading migrations, or implementing automated workflows, our partners are helping customers accelerate cloud enablement and modernization initiatives.
We started seeing a new wave of companies, including marketing tech, health tech, and FinTech firms looking for digital transformation. Our customers that migrated in the early days of the cloud are now doing more modernizations than migrations. In addition, enterprises are moving past lift-and-shift migrations. Instead, they want consulting partners that can help with cloud-native development. This is one of our strengths at ClearScale. What organizations need today is a cloud consulting company that can be a strategic partner, rather than just a point-in-time, tactical service provider.

We’ve facilitated and led several large-scale migrations to AWS, which usually result in a long-term partnership with the customer. The shift to cloud and AWS is not only a shift in technology; it also drives new ways of thinking about security, compliance, organization, development methodology, and more. With a wide range of expertise, we guide customers in many of these areas. Should we not have all the answers, then we leverage our relationship with AWS to provide support.

Pavel Pragin
Chief Executive Officer
Cloud enablement and modernization

There’s sometimes a customer learning gap about cloud-native services. We help them make that cloud shift quicker because they already have the inherent F5 knowledge in-house that is consistent in the cloud or on-premises, so they don’t have to learn anything new. They can then learn about AWS services at a slower rate of learning, but they can get into the cloud faster.

Dave Morrissey
Director, AWS Global Alliance

We’re also seeing huge demand for cloud-native modernization and cost optimization from both customers who are relatively mature in their AWS usage and those new to AWS. Established customers are seeking to optimize applications they migrated previously to take advantage of managed services that didn’t exist when they first started out.

Aled Sage
Vice President of Engineering
As a cloud-first company, we will continue striving to help new and existing customers evolve and migrate on-premises and private cloud solutions to the cloud. Working closely with AWS, we aim to grow our portfolio of customers looking for a trusted partner in cloud consultancy, adoption, and modernization.

We will also continue our work as an innovation partner of choice as we focus more and more on the world of application modernization and business transformation. By placing the customer at the heart of everything we do—and through the continued enhancement of our next-generation managed services—we will continue to add value and help customers accelerate their journey to the cloud.

Steve Sell
Director of Cloud Services
Innovation and sustainability

Throughout the past decade, companies of all sizes have increasingly focused on innovation and sustainability to differentiate their businesses and be more environmentally conscious. In response, AWS and our partners have helped implement technologies and best practices to support these goals.
Innovation and sustainability

Sumo Logic

Sumo Logic is an AWS Partner with a leading AWS-native SaaS machine data analytics platform designed to deliver reliable and secure cloud-native applications.

"Sumo Logic and AWS are deeply aligned and kindred spirits in the shift to cloud computing. We are fearless in our innovation and share a culture for learning and collaboration. A key element in our relationship is the willingness to explore and experiment, which allows us to produce outcomes that serve the broader community, and ultimately creates a roadmap for joint customer success building innovative cloud-native applications or accelerating migrations to AWS.

We love the pace of innovation at AWS and the dedication of our AWS account team, who help us make sure those innovations align with our business goals. Having an account team that looks after our business is critical. They help us get plugged into AWS innovations early on and channel our feedback to the AWS services team, allowing us to optimize our usage of AWS.

Anselmo Barrero
Senior Director of Strategic Alliances
Innovation and sustainability

Sustainability is also in the plans for the next few years. It’s great to see so many companies taking this seriously, and we welcomed the introduction of the Sustainability Pillar to the AWS Well-Architected Framework in 2021. It sparked great conversations with customers about their practices. This is an evolving space and we’re excited to see how we can continue to contribute.

Aled Sage  
Vice President of Engineering

Having the ability to deliver reduced costs and risks with true pay-as-you-go scalability, as well as drive sustainability by cutting our carbon footprint, are just a few reasons why it’s exciting to work with AWS. We feel that our relationship helps us deliver long-term business value and social impact.

Steve Sell  
Director of Cloud Services
Innovation and sustainability

Our customers need to modernize to be able to innovate, be cost-effective, and create new products for their customers using AWS services, which can make them very competitive in the market. However, many enterprises don’t have the technical teams to do this kind of work. We spend a lot of time training and helping them get the work done, bringing them into the journey, and really helping them go to the next level as an organization.

“One trend we’ve seen is around data. Once a customer is on AWS and storing data in Amazon Redshift, for example, how do we help them get the most value out of that data so they can continue to innovate? By taking advantage of our data competency, customers can get more out of their data once it’s on AWS, whether it’s using business intelligence or machine learning.

Pavel Pragin  
Chief Executive Officer

ClearScale is an AWS Premier Tier Services Partner that helps customers design, build, deploy, and manage complex cloud architectures on time and on budget.
Collaboration and learning

Collaboration is one of the hallmarks of the AWS Partner Network. AWS works side by side with our partners to help them gain expertise, earn new competencies, and build their businesses. In addition, AWS Partners have the opportunity to upskill their team members to ensure they are up to speed on the latest AWS technologies and services.
Collaboration and learning

Fortra, formerly known as Alert Logic and HelpSystems, is a leading-edge cybersecurity company, creating a stronger line of defense from a single provider by helping organizations increase security maturity while lowering operational burden.

"The support that we receive from our account managers, customer-facing account executives, and all the other program leaders at AWS really results in an invitation to innovation.

Nick Franklin
Technology Alliance Director (AWS)

ClearScale has leveraged various funding benefits available to AWS Partners for new go-to-market activities, enabling us to reach new customers and differentiate our business. We’ve attained 11 Competencies, which helps validate and promote our offerings with demonstrated AWS technical expertise and proven customer success.

Pavel Pragin
Chief Executive Officer

ClearScale is an AWS Premier Tier Services Partner that helps customers design, build, deploy, and manage complex cloud architectures on time and on budget.
Collaboration and learning

Our positioning and strategy are 100 percent AWS-based, so every AWS Partner Network achievement drives value for our business. AWS Competencies, AWS Certifications, and AWS Service Delivery specializations—including AWS Lambda, Amazon API Gateway, and Amazon DynamoDB—have been crucial and given us the opportunity to improve our expertise and differentiate our offering.

Today, our team has achieved more than 100 AWS Certifications. We have many achievements covering topics from DevOps and SaaS to migration and serverless—with more in the pipeline. This reflects our commitment to continuous improvement. We will also surely continue the evangelization we started more than 10 years ago, not for direct business profit but as a model for innovation. We plan to continuously support and contribute to the AWS user group in Italy to share ideas, best practices, and benefits of the cloud.

Simone Merlini
Chief Executive Officer and Co-Founder

beSharp is an AWS Premier Tier Services Partner that helps customers design, implement, and manage complex cloud infrastructures.
As our relationship with AWS has evolved, we now also embrace AWS best practices and cloud-native services within the management, monitoring, security, and optimization of solutions. This ensures we continuously grow and deliver value to our customers through our next-generation cloud managed service.

As the demand for cloud technologies increases, so does the demand for skills and experienced resources, which has been another challenge for us. As a result, we evolved our processes to embed continuous learning and opportunities into our culture. This not only benefits our cloud professionals looking for a rewarding and diverse career, but also helps customers continue evolving in line with the latest innovations.

**Steve Sell**
Director of Cloud Services

---

**Nasstar** is an AWS Premier Tier Services Partner and Managed Service Provider (MSP) that helps businesses design, implement, and manage multicloud environments across applications, data, and security.
Security and compliance

According to a 2022 Gartner report, cybersecurity is a bigger challenge than ever. Companies worldwide have recently experienced an increase in ransomware attacks, vulnerabilities, and identity systems attacks. For many companies, securing IT systems is also a critical part of staying in compliance with global standards and regulatory requirements. AWS Partners offer solutions that meet customers’ evolving security and compliance needs.
Customers who partner with Fortra are desperate to understand where they’re vulnerable, and to close those gaps swiftly and permanently. Fortra is changing how customers do cybersecurity by offering customers a single and centralized security ally to partner with for nearly all their cybersecurity needs. Fortra’s vision is to help lower the operational burden of our customers so they can maintain a robust security posture.

The direct result is that our customers can focus and invest their limited resources more on business outcomes than on maintaining security tools. This can take the form of creating automation within their alerts and incident response to deliver united solution deployments, performing ongoing security posture reviews, and ensuring our threat intelligence feeds are on the leading edge of emerging threats.

Nick Franklin
Technology Alliance Director (AWS)

Cloud security is a much more comfortable place for people than it was five years ago. A lot of work and education has been done by AWS Partners and everybody to get customers comfortable with cloud security, to help them understand that it can be much more secure and manageable than on-premises infrastructure.

Pavel Pragin
Chief Executive Officer

Fortra, formerly known as Alert Logic and HelpSystems, is a leading-edge cybersecurity company, creating a stronger line of defense from a single provider by helping organizations increase security maturity while lowering operational burden.

ClearScale is an AWS Premier Tier Services Partner that helps customers design, build, deploy, and manage complex cloud architectures on time and on budget.
Security and compliance

**sumo logic**

*Sumo Logic* is an AWS Partner with a leading AWS-native SaaS machine data analytics platform designed to deliver reliable and secure cloud-native applications.

”The biggest problem with compliance is that it takes a long time because you need to go and search for all the information to meet a compliance requirement. For example, one of our customers was going into the production servers to access their logs to figure out if they are compliant or not, and that’s not something they should be doing. You’re breaking your own security policies because of that.

We centralize all that information, so once we collect the logs, the information is immutable. We help customers satisfy Payment Card Industry (PCI) requirements and other compliance because they can use Sumo Logic’s dashboard and reports to demonstrate that they meet compliance requirements.

*Anselmo Barrero*
Senior Director of Strategic Alliances

**F5**

*F5* is an industry leader in cloud security and application services with more than 25 years of experience helping businesses accelerate and simplify cloud migration.

”F5 secures and optimizes the applications and APIs that fuel our customers’ business—on premises, on the cloud, and at the edge. Our customers value us because we secure what matters most, simplify operations, and help our customers maximize their business outcomes to grow with confidence.

*Dave Morrissey*
Director, AWS Global Alliance
Since the launch of the AWS Partner Network (APN), over 100,000 AWS Partners have grown their businesses and helped lead digital transformation and IT modernization for customers in all industries. Together with our partners, AWS will continue to help organizations worldwide accelerate their journeys to the cloud and fuel innovation in the years ahead.