
AWS
re:Invent
NOV. 28 – DEC. 2, 2022 | LAS VEGAS, NV

PEX101

AWS Partner Profitability Framework

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AWS

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Manager, Partner Journey
AWS

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Agenda

Business models and growth motions

Partner Profitability Framework

AWS offerings to support growth through the Framework

Selection of AWS offerings

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Who are our AWS Partners?

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Who are our AWS Partners?

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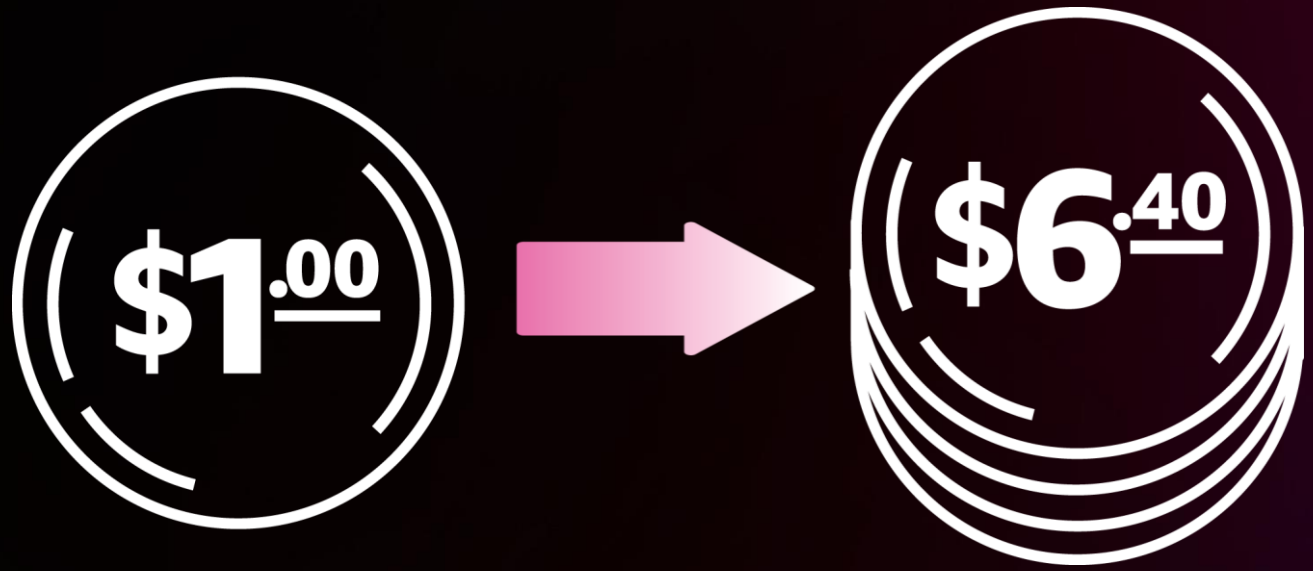
Who are our AWS Partners?

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Who are our AWS Partners?

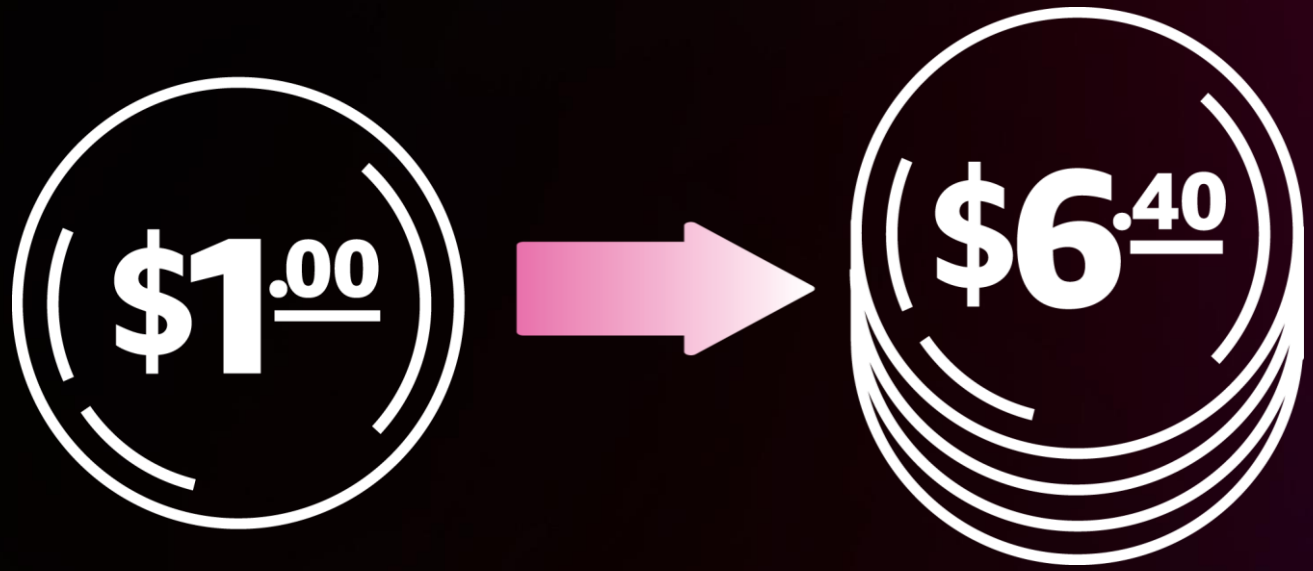
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Engaged Partners Earn $6.40 for every $1 spent on AWS Solutions



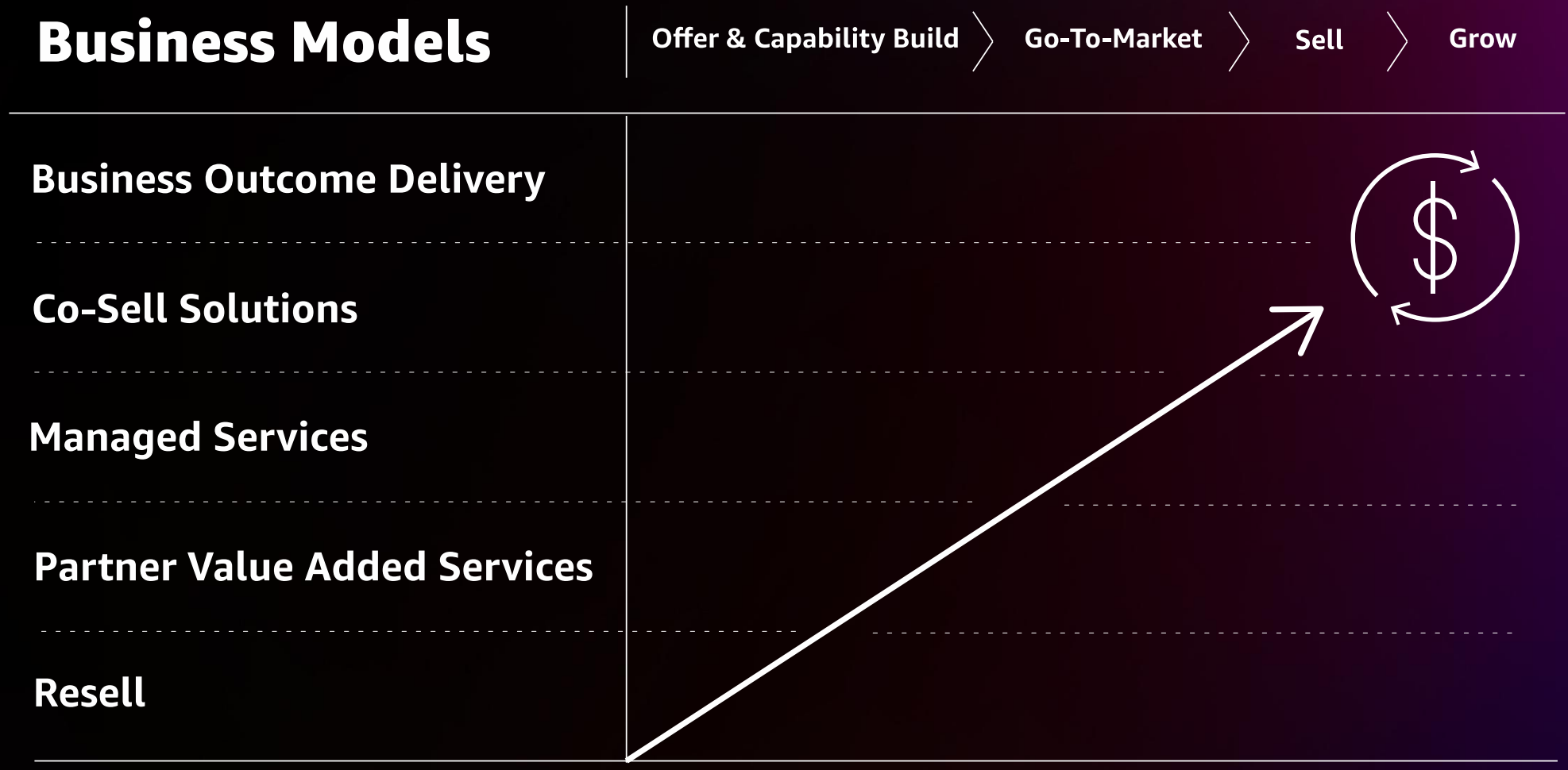
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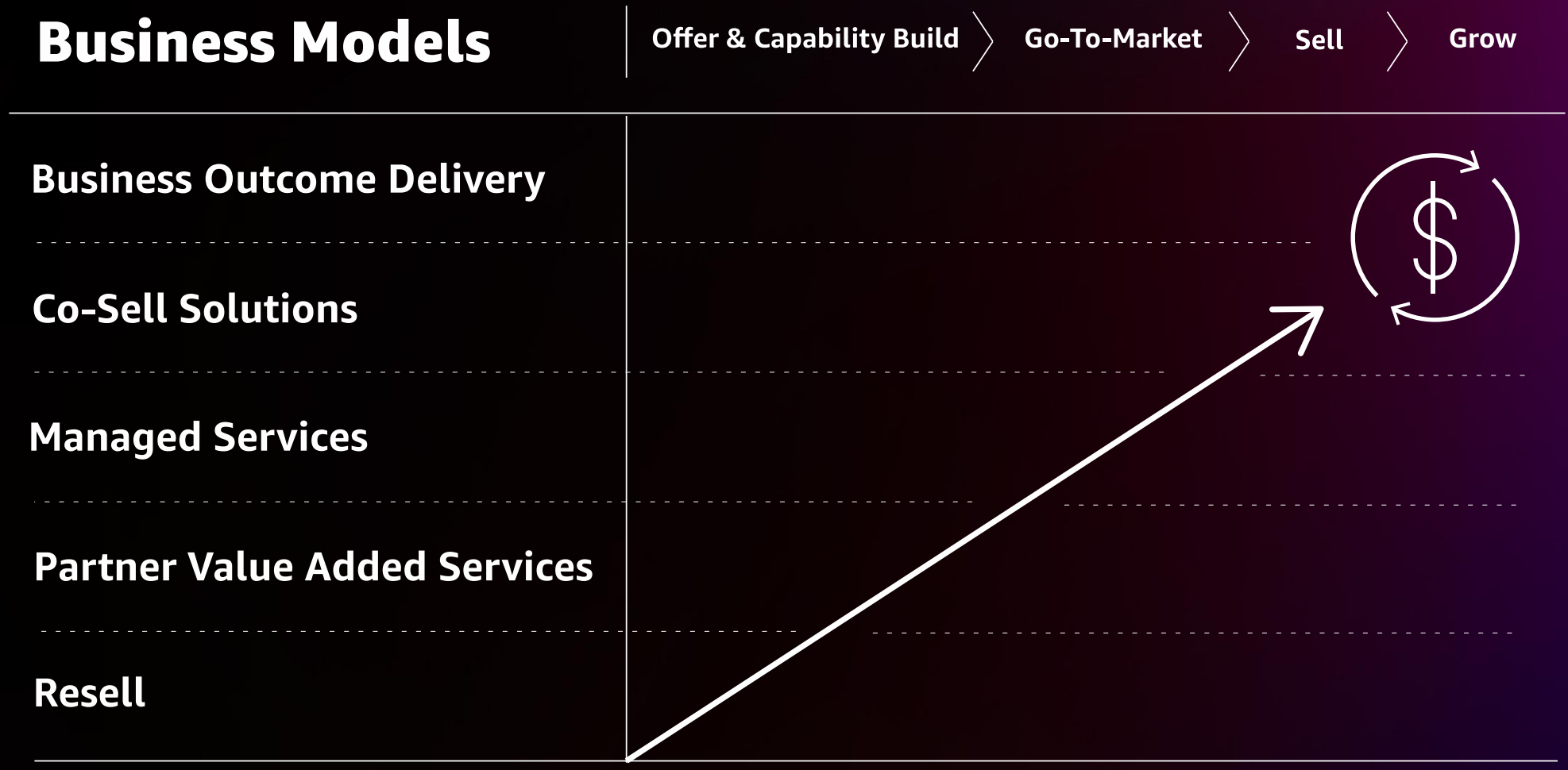
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Partner Profitability Framework



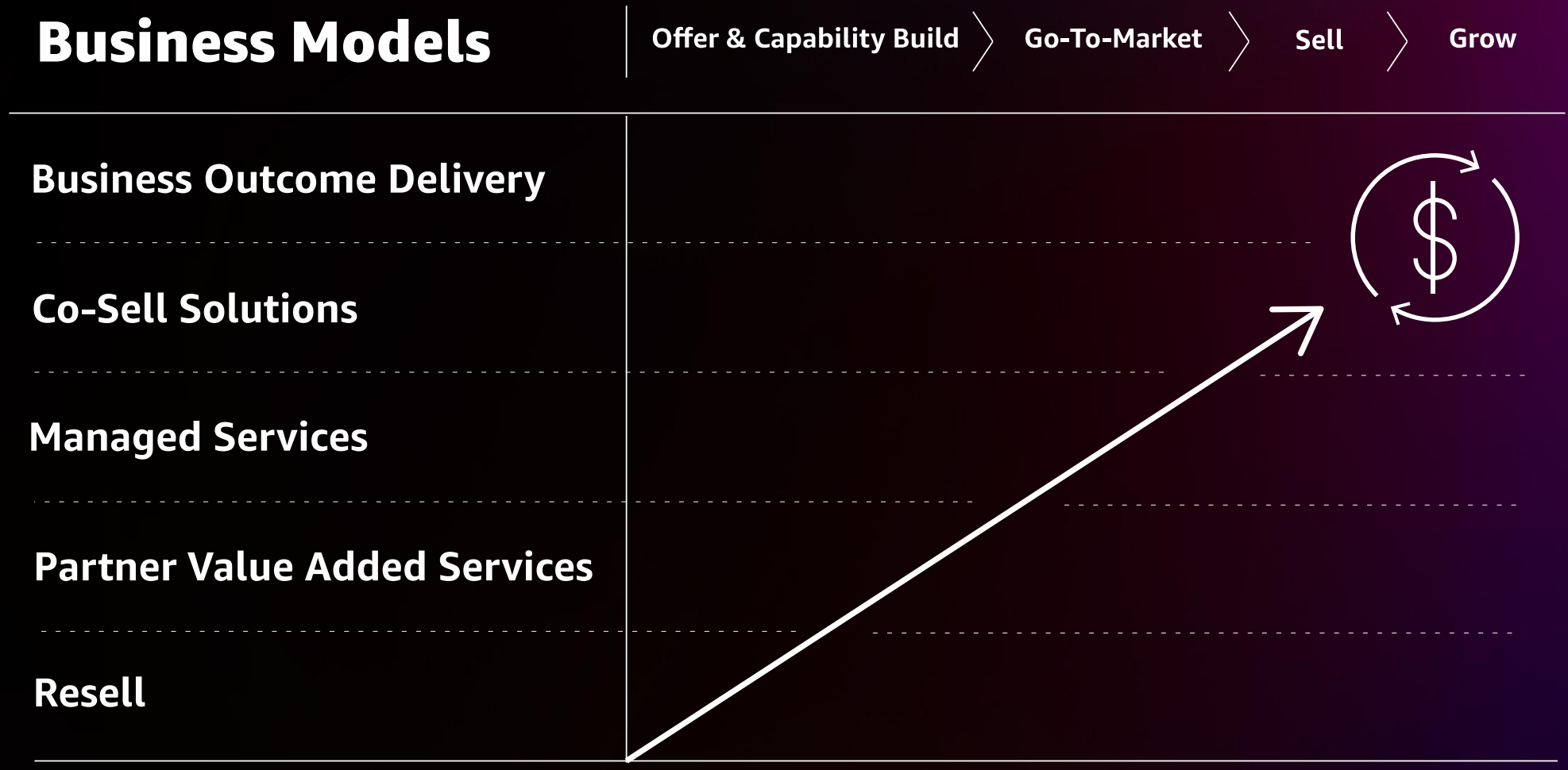
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Partner Profitability Framework



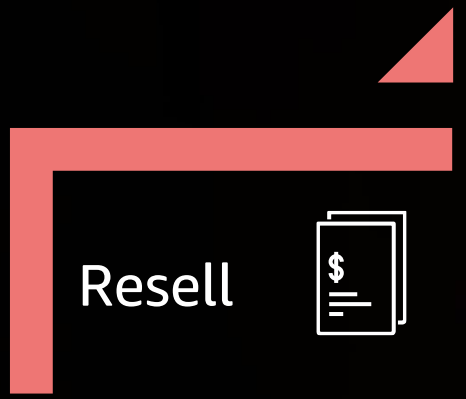
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Partner Profitability Framework



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Business models



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Business models



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Business models



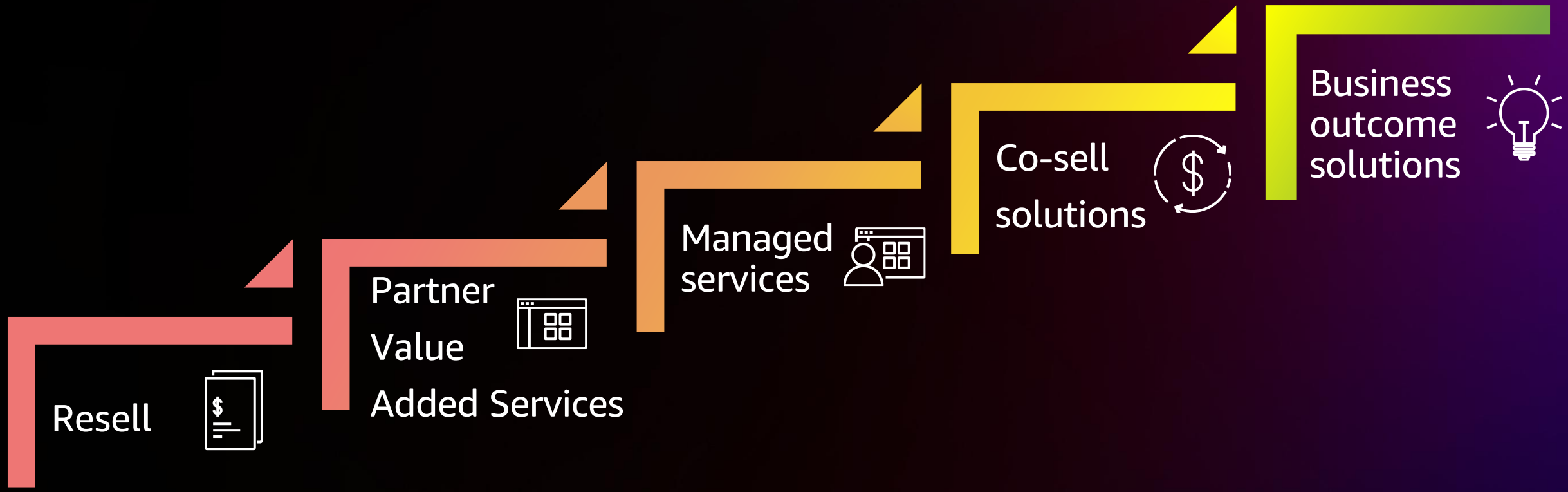
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Business models



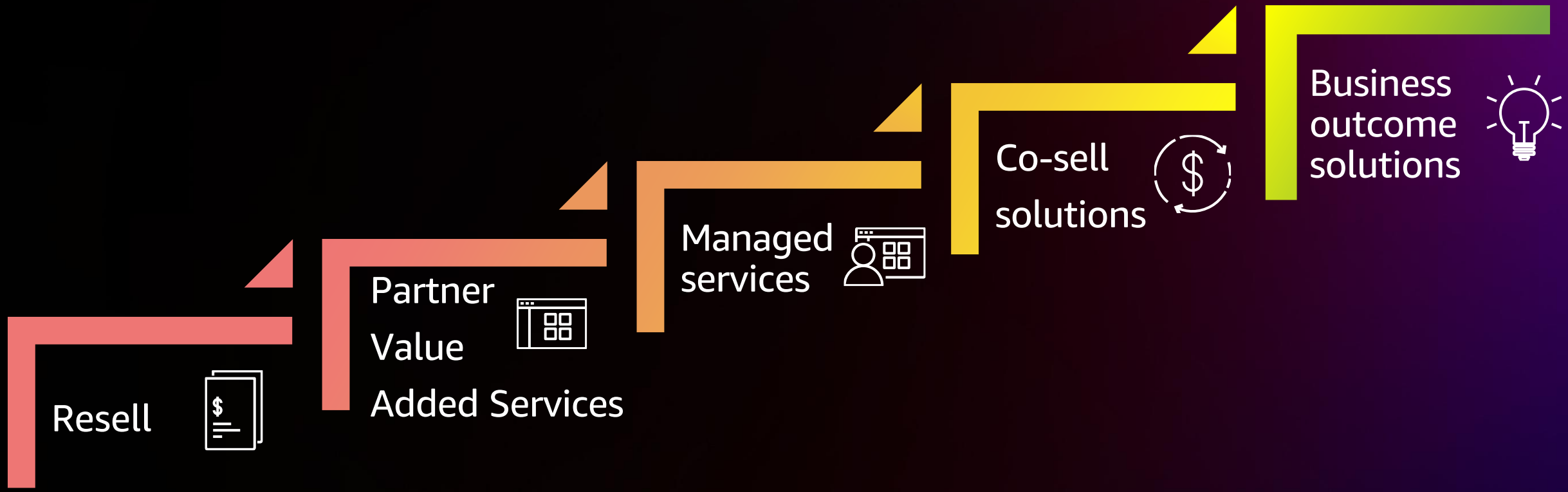
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Business models



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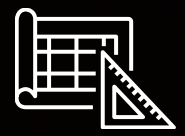
Business models



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Growth motions

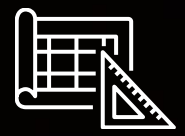
Offer and capability build



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Growth motions

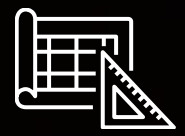
Offer and capability build



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Growth motions

Offer and capability build



Go-To-Market



aws

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Growth motions



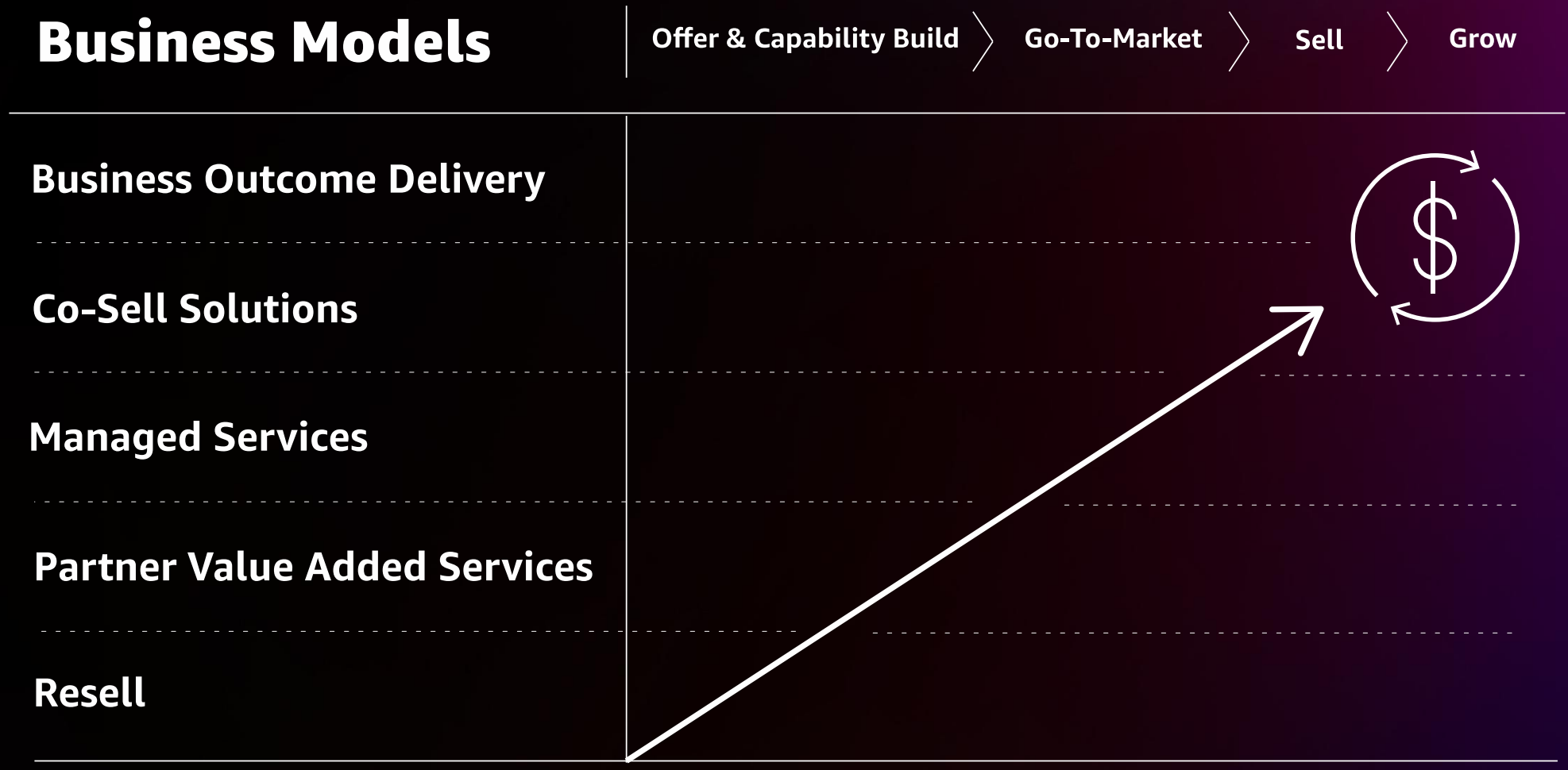
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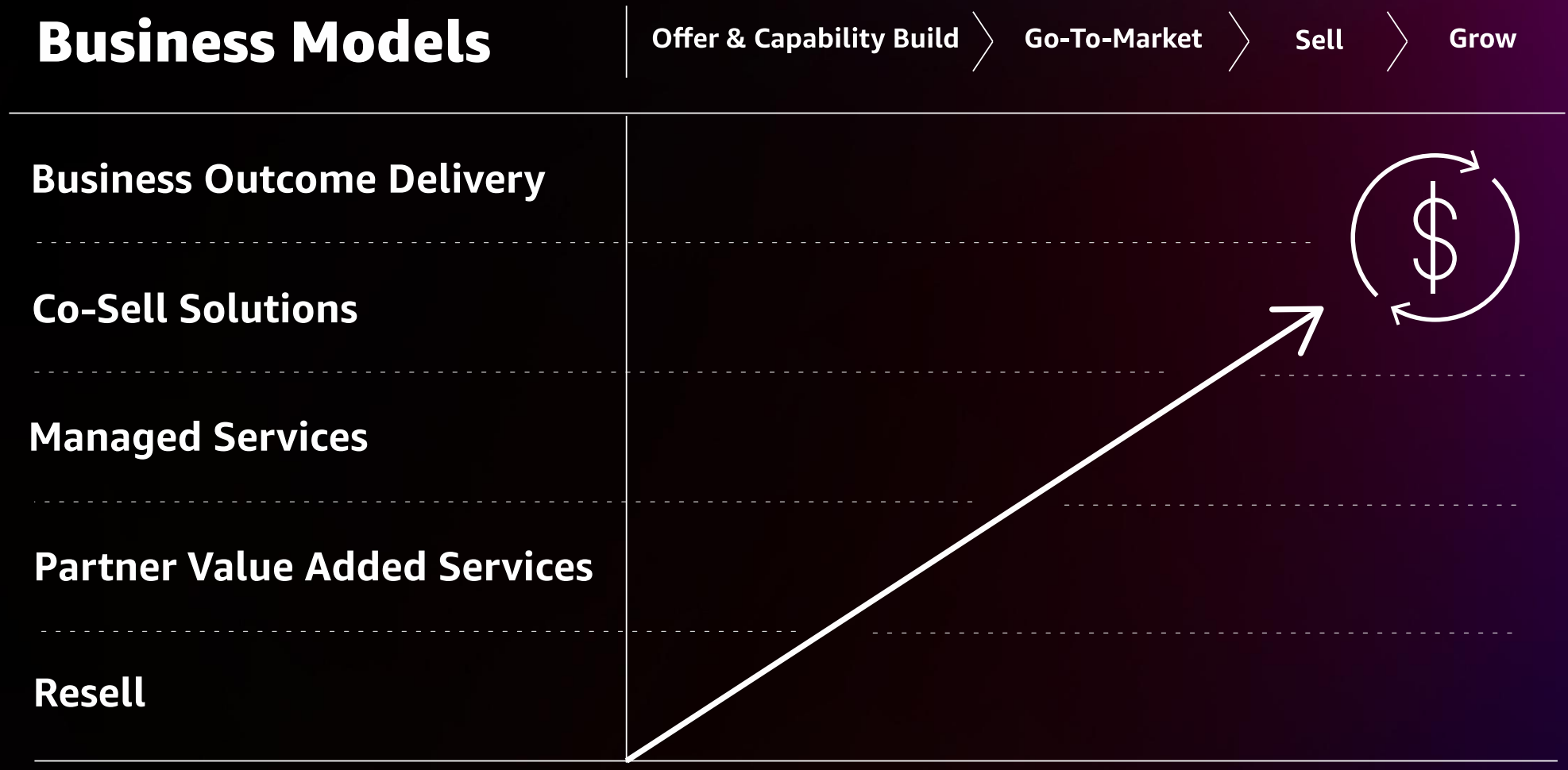
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Partner Profitability Framework



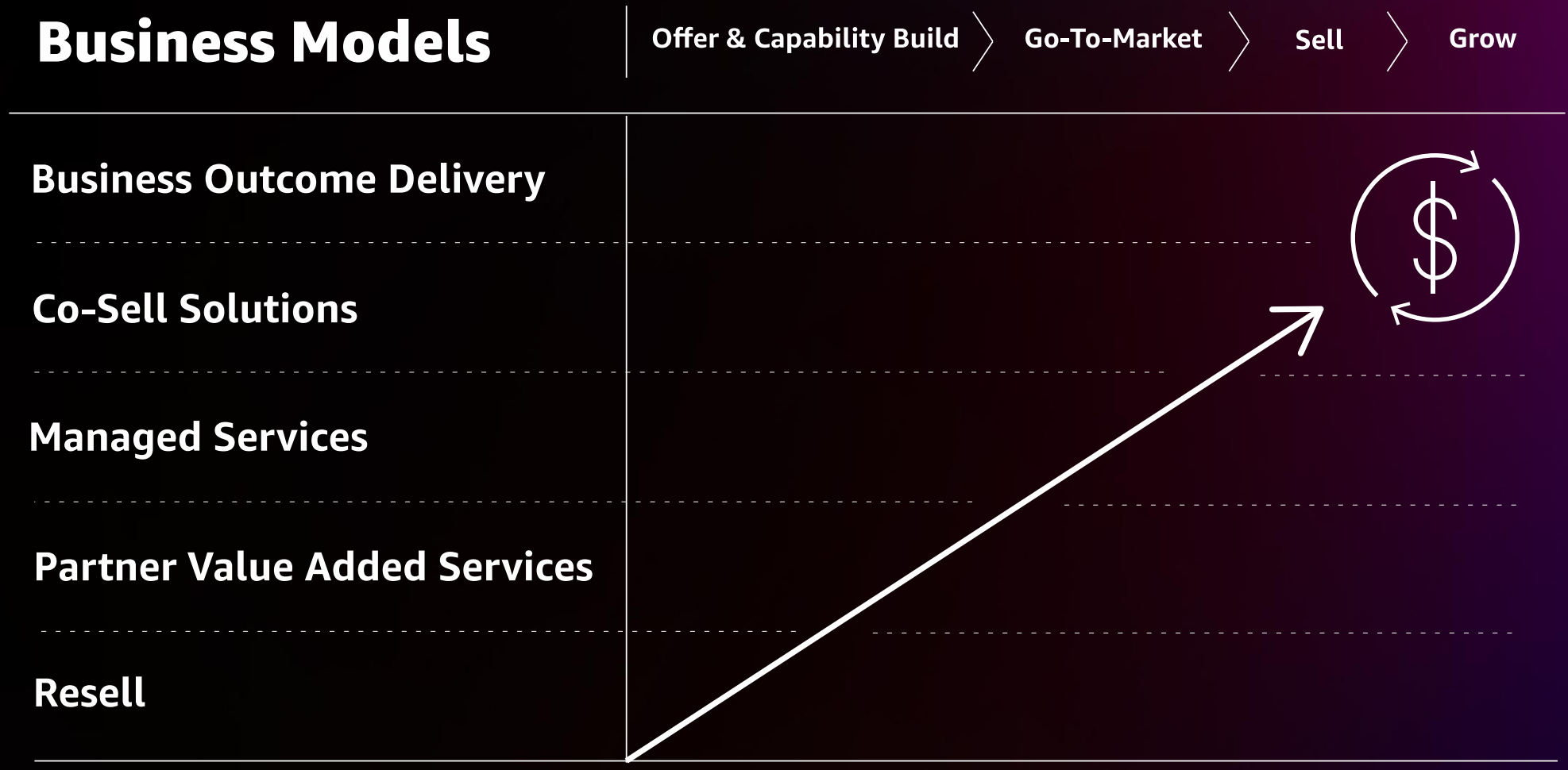
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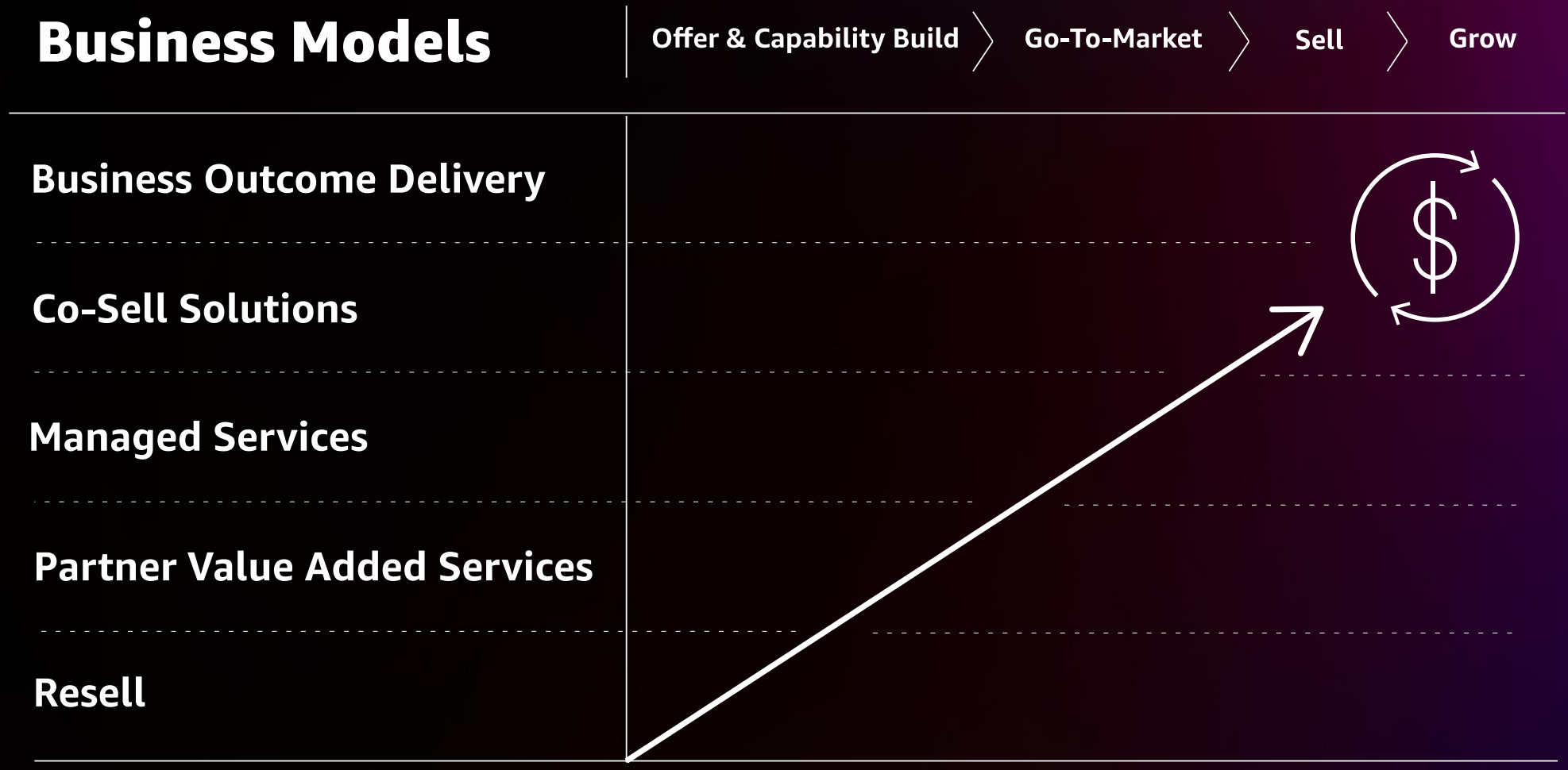
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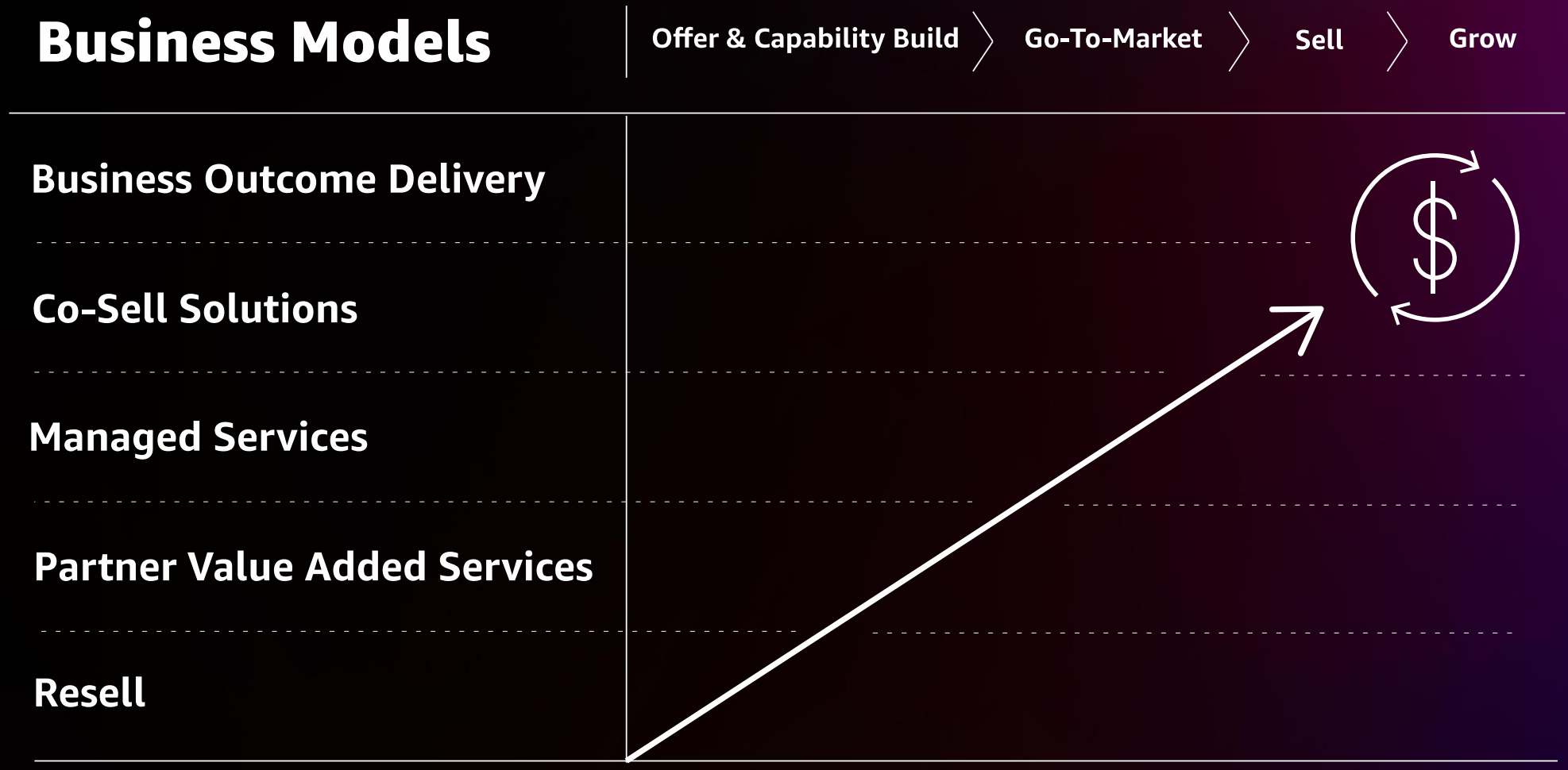
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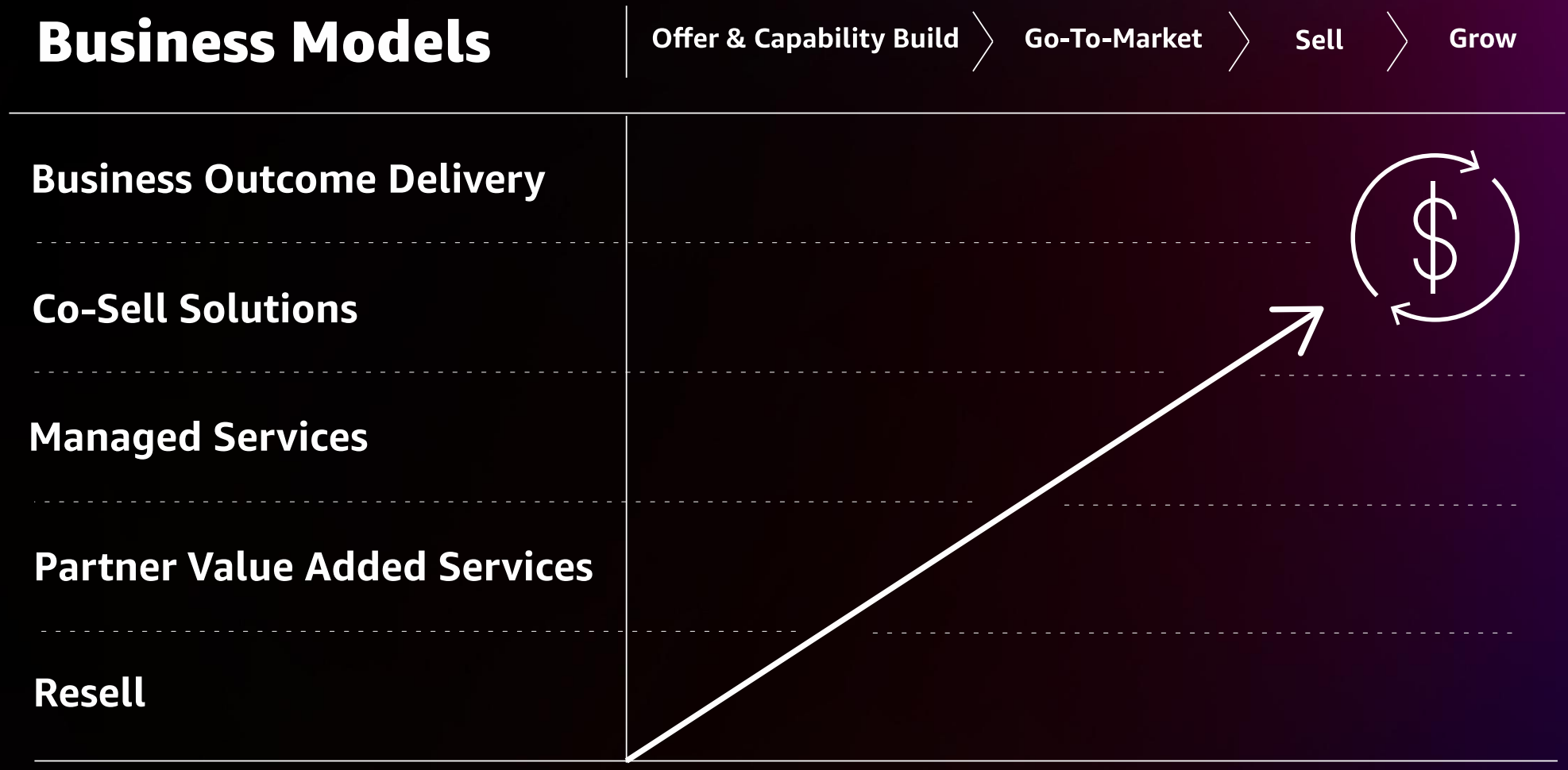
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Partner Profitability Framework



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Partner Profitability Framework



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APN offerings that drive success



Digital experience

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APN offerings that drive success



Digital experience



Benefits

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APN offerings that drive success



Digital experience



Benefits

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APN offerings that drive success



Digital experience



Benefits



Programs

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APN offerings that drive success



Digital experience



Benefits



Programs



Tooling

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APN offerings that drive success



Digital experience



Benefits



Programs



Tooling



Training

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APN offerings that drive success



Digital experience



Benefits



Programs



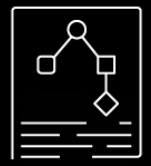
Tooling



Training

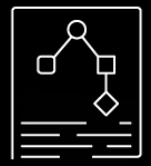
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Resell

	Offer and capability build	Go-To-Market	Sell	Grow
 **Programs**	Distributor network			
	AWS Solution Provider Program (SPP)		SP private offers	
 **Tooling**	AWS Skill Builder			
			ACE	
			Partner Solution Finder & AWS Marketplace	
 **Benefits**	Margins & incentives			
	Training			
	Badges			

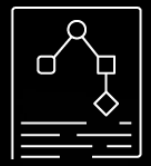
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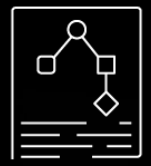
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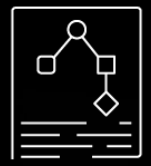
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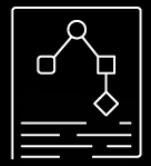
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Partner value added services

	Offer and capability build	Go-To-Market	Sell	Grow
Programs	AWS Partner Transformation Program			
	Competencies & Service Delivery			CP private offers
			MAP	
Tooling	AWS Skill Builder			
		Solutions libraries		
			ACE	
			Partner Solution Finder & AWS Marketplace	
Benefits	Funding			
	Training and Resources			
	PDM/PSA support			
	Badging			

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Partner value added services

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			ACE	
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Benefits	Funding			
	Training and Resources			
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	Badging			

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Benefits	Funding			
	Training and Resources			
	PDM/PSA support			
	Badging			

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Managed services

	Offer and capability build	Go-To-Market	Sell	Grow
Programs	AWS Partner Transformation Program			
	AWS MSP Program, Competencies, Service Ready			SP private offers
			MAP	
Tooling	AWS Skill Builder			
			Solutions Library	
			ACE	
			Partner Solution Finder & AWS Marketplace	
Benefits	Credits			
	Training and Resources			
	PDM/PSA support			
	Badging			

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Benefits	Credits			
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Benefits	Credits			
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Co-sell solutions

	Offer and capability build	Go-To-Market	Sell	Grow
Programs	AWS SaaS Factory Program	ISV WMP		
	Competencies & Service Ready			
			AWS ISV-Accelerate	
Tooling	AWS Skill Builder			
		Solutions Library		
			ACE	
			Partner Solution Finder & AWS Marketplace	
Benefits	Credits			
	Training and Resources			
	PDM/PSA support			
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Programs	AWS SaaS Factory Program	ISV WMP		
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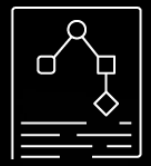
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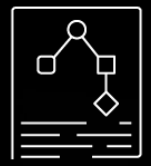
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Business outcome delivery

	Offer and capability build	Go-To-Market	Sell	Grow
 **Programs**	AWS Partner Solution Factory			
		Outcome Based Engagement Program		
			TriParty	
 **Tooling**	AWS Skill Builder			
		Solutions libraries		
			ACE	
 **Benefits**	Funding			
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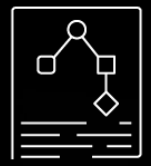
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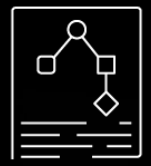
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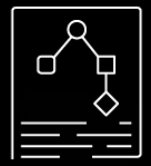
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			ACE	
 **Benefits**	Funding			
	Training and Resources			
	PDM/PSA support			

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What does this all look like together?

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Programs

		Offer and Capability Build	Go-To-Market	Sell	Grow
5	**Business outcome delivery**	AWS Partner Solution Factory Project Magellan (Select Partners)	Re:Stack (Select Partners) Project Rainer (Select Partners)	Project Unlock (Select Partners) Project Rainer (Select Partners)	Tri-Party (Confluence) Outcome Based Engagement Program*
4	**Co-sell Solutions**	Service adoption programs Catalyst (select Partners) AWS SaaS Factory Program Differentiation programs	Differentiation programs AWS Global Startup Program ATO (PubSec)	ACE eligible ISV-A AWS Solutions Library Service adoption programs AWS Marketplace private offer ISV WMP	ISV-A AWS Marketplace AWS Solutions Library Tri-Party
3	**Managed services**	Catalyst (select Partners) Partner Transformation Program Differentiation programs	Differentiation programs ATO(PubSec) SPP MSP Program	MAP ACE eligible CPPO SPPO	Solution Provider Private Offers (SPPO) Tri-Party
2	**Partner Value Added Services**	Catalyst (select Partners) Partner Transformation Program Differentiation programs	Differentiation programs AWS Supercharge (ProServe) ATO (PubSec)	MAP ACE eligible Consulting Partner Private Offers (CPPO) AWS Marketplace private offer Service adoption programs	Consulting Partner Private Offers (CPPO) MAP Tri-Party
1	**Resell**	Distributors/SPP	Distributors/SPP	SPPO //Greenfield Partner Incentive	Solution Provider Private Offers (SPPO)
		Tiers and stages			

aws

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Tooling

		Offer and Capability Build	Go-To-Market	Sell	Grow
5	**Business outcome delivery**			AWS Marketplace Partner Solution Finder AWS Solutions Library Partner Funding Portal ACE program	
4	**Co-sell**	AWS Well-Architected Framework SaaS Lens AWS SaaS Factory Program AWS SaaS Boost AWS Skill Builder Amazon Solution Factory	Marketing Central Amazon Solution Factory AWS SaaS Factory Program AWS SaaS Boost AWS Skill Builder		AWS Marketplace AWS Solutions Library (Push)
3	**Managed services**	AWS Skill Builder	Marketing Central AWS Prescriptive Guidance Library AWS Solutions Library AWS Skill Builder Amazon Solution Factory	AWS Marketplace Partner Solution Finder AWS Solutions Library Partner Funding Portal ACE program EUR (End User Reporting Tool)	AWS Marketplace AWS Solutions Library (Pull)
2	**Partner Value Added Services**				
1	**Resell**				AWS Marketplace

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Benefits

		Offer and Capability Build	Go-To-Market	Sell	Grow
5	**Business outcome delivery**	Partner Development Support McKinsey Consultation		Partner Development Support Account manager engagement	
4	**Co-sell**	• Innovation Sandbox Credits • Vouchers (training and certification) • AWS Expert Engagement (Service Acceleration, PSA, PDM) • Game Days • Immersion Days	• Partner Development Support • Service and rapid adoption assistance • Early access to insights • AWS expert engagement (PDM, PSA, VPMM, AM) • APN Ambassador access and recognition • Advanced training (BlackBelt, bootcamps)	• Financial incentives (MDF, proof of concept, migration acceleration funding) • AWS expert engagement (PDM, PSM, VPMM, AM) • Recognition (badging, webpages, priority ranking in search tools) • Technical capability discounts	
3	**Managed services**				
2	**Partner Value Added Services**				
1	**Resell**	• Innovation Sandbox Credits • Vouchers (training and certification) • Distributor access and visibility	• Partner Development Support • Distributor access and visibility • APN Ambassador access and recognition • Advanced Training (BlackBelt, bootcamps)	• Partner Development Support • Financial Incentives (MDF) • Webpage listing • Distributor access and visibility • Technical capability discounts	

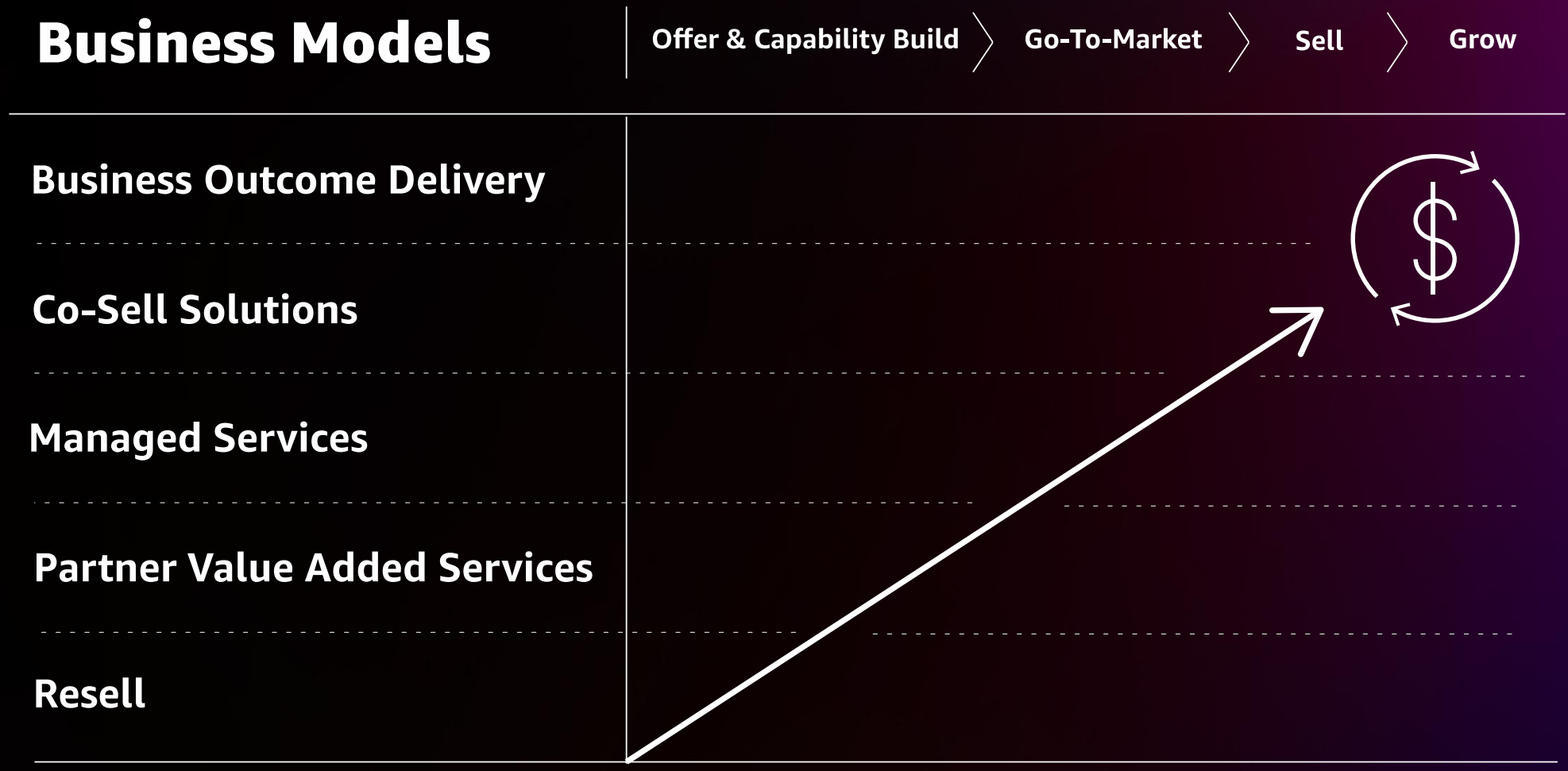
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How are we making it easier?

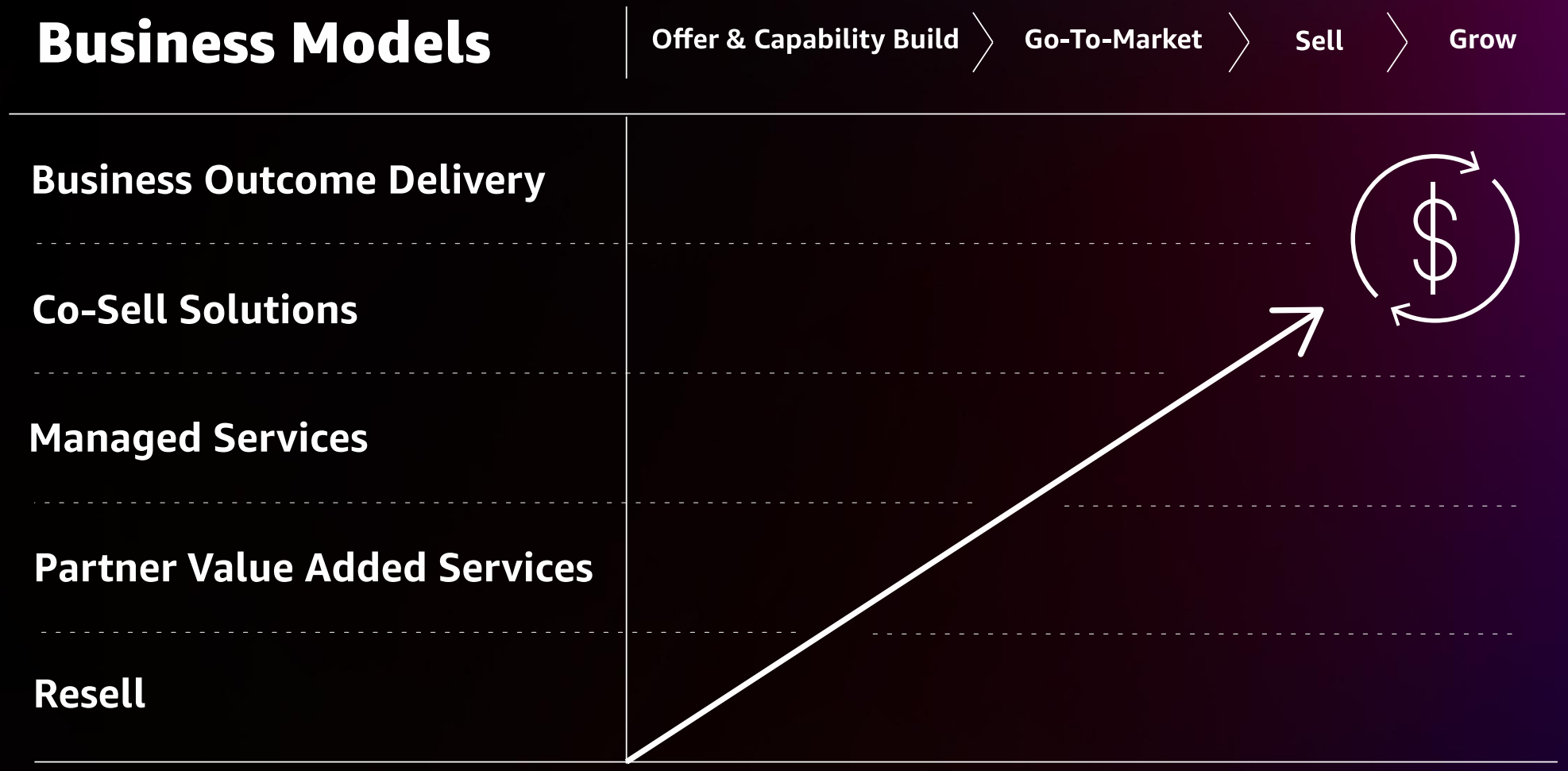
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So What Should You Do Next?

See Canalys Study on the APN Blog



Check out our APN Partner Programs



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Thank you!

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