

AWS re:Invent

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PEX105

A “better together” story: AWS Partners and AWS Distribution Partners

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Agenda

Why distribution

Global footprint

Distribution for enablement

Distribution for profitability

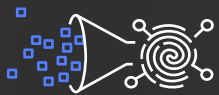
How can you engage?

Q & A



Why distribution

AWS Distributors onboard, enable, and accelerate AWS adoption for APN Partners. Service Path-enrolled partners can partner with authorized AWS Distributors to service their end customers as part of a solution. Software Path-enrolled partners may leverage distributors to develop design wins, acquire customer wins, and create a scalable channel co-sell motion.



Go-to-market support

Provide AWS Partners with business consultation, presales, post-sales, and marketing services



Programmatic support

Help AWS Partners leverage all available program benefits while meeting requirements



Enablement programs

Deliver a wide range of enablement programs to support AWS Partner training and education



Operational efficiency

Empower AWS Partners to do what they do best and offload billing and operations



Technical resources

Offer technical support resources for migrations, managed services, and cloud optimization

Distribution program: Global presence

Over 100 countries

NORTH AMERICA

- Carahsoft
- Ingram Micro
- Pax8
- TD SYNEX

EMEA

- Arrow ECS
- First Distribution
- Ingram Micro
- Logicom
- MONT GmbH
- Redington Gulf
- TD SYNEX

GCR & HONG KONG

- Digital China
- Ingram Micro
- Sinnet Cloud
- VSTECS

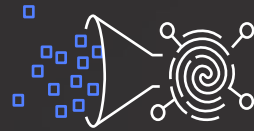
LATIN AMERICA

- Intcomex
- Ingram Micro
- TD SYNEX

APAC & JAPAN

- Crayon
- Daiwabo Information System
- Ingram Micro
- Nextgen
- Redington India
- TD SYNEX
- Youngwoo Digital

Distribution for enablement



Extension of AWS team

- AWS Partner Network (APN) program guidance
- APN Customer Engagements (ACE) navigation
- Partner portal access



Technical and professional services

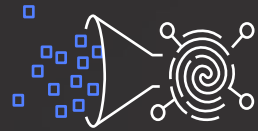
- Presales technical support
- Training and certification
- Cloud assessments and optimization



Marketing support

- Assets
- Campaigns
- Webinars
- GTM assistance

Distribution for profitability



Operational efficiency

- Empower AWS Partners to focus on their core business and offload billing and operations



Financial benefit

- Partners receive additional incentives
- Partner Originated Discount (POD)
- Partner Growth Rebate (PGR)
- Flexible financing options



Programmatic support

- Help AWS Partners leverage all available program benefits while meeting APN requirements

Engage with our global distribution partners

Global partners, reach out to your regional distributor or AWS distribution program or partner development manager:

EMEA: Jon Shortland, jsshortl@amazon.co.uk

Latin America: Omar Pons, omarpon@amazon.com

APAC: Rhys Shannon, rhysshan@amazon.com

North America: Pat O'Connor, patocon@amazon.com

Engage with your distributors quickly to increase profitability, practice buildout, and reduce time to market

Thank you!

Jeremiah Jenson

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