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

PEX106

The top 10 plays: How to engage programs in the public sector

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Today’s agenda

Who we are

AWS Partner programs and resources – Build, market, sell

The top 10 plays

Engage with us

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The worldwide leader(s)



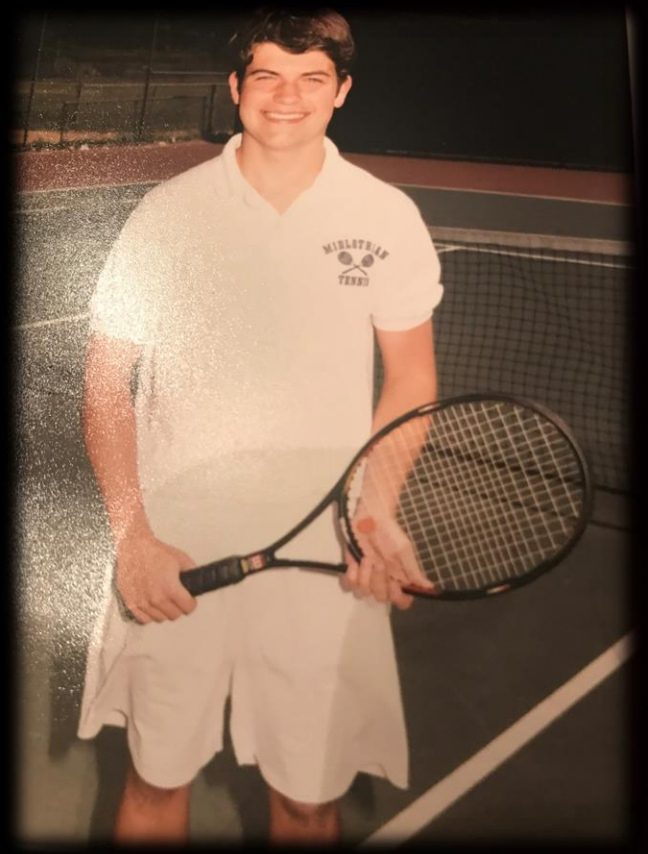




TOP PLAYS

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Who we are





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What is public sector?



GOVERNMENT



NONPROFITS



AEROSPACE & SATELLITE



HEALTHCARE



EDUCATION

Partner resources

Build it right

- Partner Transformation Program
- APN Navigate tracks
- AWS Marketplace
- Solution Spark for Public Sector Partners
- SaaS Factory
- Rapid Adoption Assistance

Market to sell

- Public Sector Partner Program (PSP)
- Global Security and Compliance Acceleration (formerly ATO)
- ProServe Ready
- AWS Competency
- Think Big for Small Business
- Service Validation

Sell to customers

- ISV Accelerate
- ISV Workload Migration
- Solution Provider Program
- APN Customer Engagements (ACE)

Funding (MAP, MDF, Innovation Sandbox), Distribution Program, Global Startup Program

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Build it right

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A true builder



Serena Williams

Professional tennis player since 1995. Many consider her to be the best of all time.

Won more Grand Slam singles titles (23) than any other woman or man during the open era in tennis.

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Partner resources

Build it right

- **Partner Transformation Program**
- **APN Navigate tracks**
- **AWS Marketplace**
- **Solution Spark for Public Sector**
- **SaaS Factory**
- **Rapid Adoption Assistance**

Market to Sell

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BUILD

Partner Transformation Program

Build your cloud practice in 100 days

Partner Transformation Program top play



Grew business by 100%, achieved AWS Government Competency, and accelerated into new markets

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BUILD

AWS Solution Spark

Develop revenue streams on top of open-source solutions built on AWS

Solution Spark top play



$100k+ ARR in net-new opportunities for healthcare solutions since March

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BUILD

SaaS Factory

Your place for all things SaaS on AWS

SaaS Factory top plays



Reduced time to market by 50%

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Market to sell

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The ultimate marketer



Cristiano Ronaldo

Portuguese footballer (professional since 2002)

32 trophies for club and country, including:

7x league titles (3 different major leagues)
5x UEFA Champions Leagues
1x UEFA European Championship

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- **ProServe Ready**
- **AWS Competency**
- **Think Big for Small Business**
- **Service Validation**

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Market

Global Security and Compliance Acceleration

(formerly ATO)

Accelerate your customers' security and compliance authorizations

GSCA top plays



"Leveraging GSCA and our compliance jumpstarts give our customers a better and faster way to build on AWS."

- Kion

DuploCloud

3x increase in compliance certifications

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Market

AWS Competency

Highlight your AWS technical expertise and specialization to differentiate your business

Supporting critical public-sector verticals and initiatives, such as smart cities

Smart City Competency top play



Empowering more than 17,000 municipalities in 50 countries with a smart-city focus

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Market

Think Big for Small Business

Supporting small or minority-owned public-sector organizations

Software and services tracks

Think Big for Small Business top plays

WPH
Enabling E-Maturity

150% increase in cloud-based opportunities

30% increase in public sector revenue



Grew sales in AWS services by 50%

Grew own services by 30%

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Sell to customers

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A generational seller



LeBron “King” James

American basketball player in the NBA (professional since 2003)

Widely considered the most complete player of all time, alongside Michael Jordan

4x NBA Championships
4x NBA MVP awards
4x NBA Finals MVP awards
3x All-Star MVP awards
2x Olympic gold medals

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Sell

ISV Accelerate

Co-sell with AWS

ISV Accelerate top play



Grew AWS-associated sales pipeline
from 1% to 30%

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Sell

Public-sector funding

Increase, build, accelerate, develop

Top plays – Public-sector funding

DataHouse

Utilized $15k in MDF to generate opportunities >$1M ARR

libnova
the most advanced digital preservation platform

Leveraged Innovation Sandbox to fund a solution expected to generate 80x the initial investment



Supported a disaster-recovery solution with POC funding expected to return 15x the initial investment in one year

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Don’t miss the partner experience public sector breakout session!

Building a profitable AWS Public Sector Partner business

Presenter: John Newson, Head of UKI Public Sector Partners
Thursday, 12/1 from 2:45 – 3:45 PM PST
MGM, Chairman's Ballroom #364

SCAN ME

Stop by the partner kiosks between sessions to learn more!

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Thank you!

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