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

PEX110

Unlock growth through the vastly improved AWS Partner Central experience

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AWS

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Agenda

AWS Partner Central vision

Key focus areas

Experience

Scale and automation

New capabilities

Early Bird program

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AWS Partner Central vision

Our products strive to deliver the best digital partner experience globally by making AWS the most secure, efficient, automated, and simple place for Partners to build, market, sell, and deliver for their customers with AWS and enable Partner growth and profitability

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Key focus areas



Experience

Scale and automation

New capabilities

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Experience driving simplicity



All new **navigation** that aligns with Partner Journey

New **design and styling** for improved look and feel

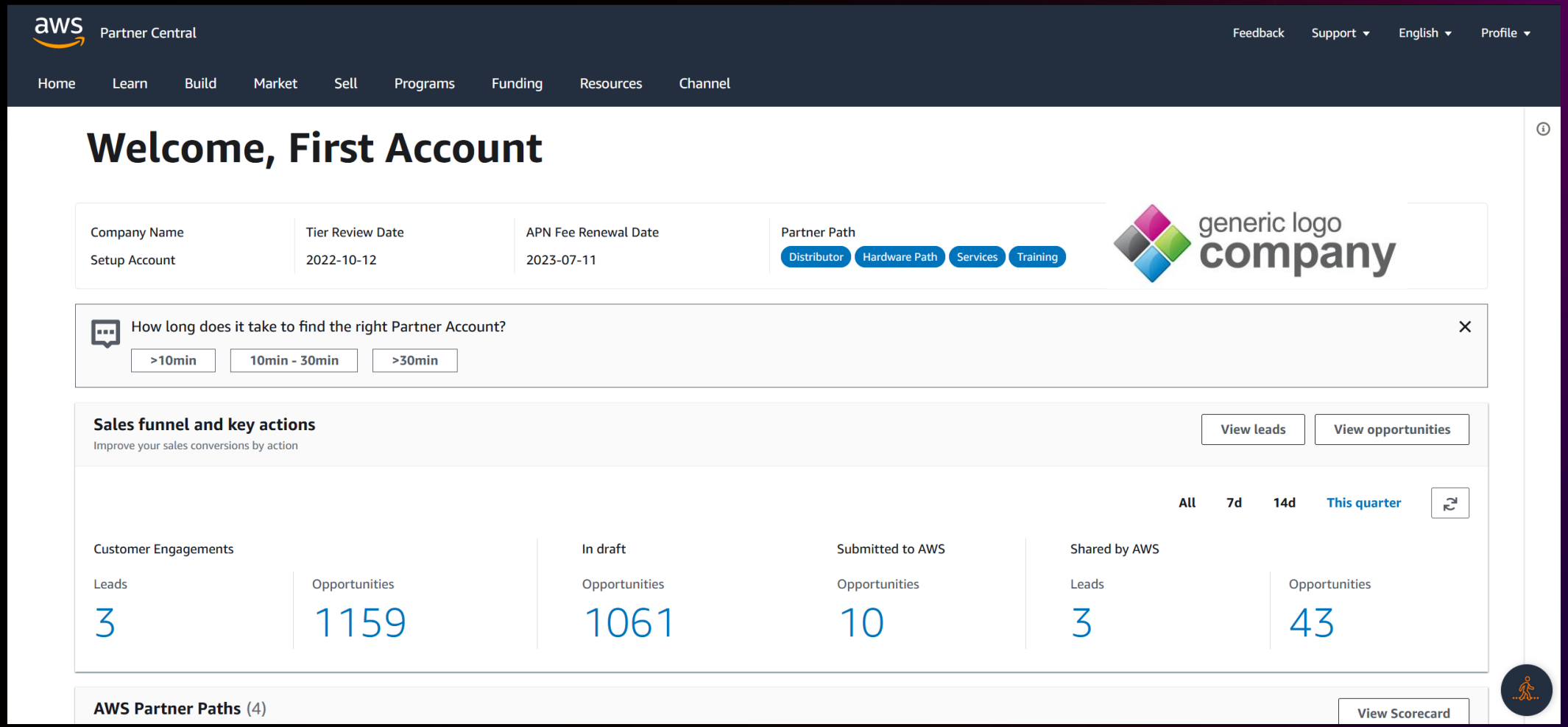
New **role-based** access for **personalized experience**

Interactive Walkthroughs for in-app onboarding and enablement

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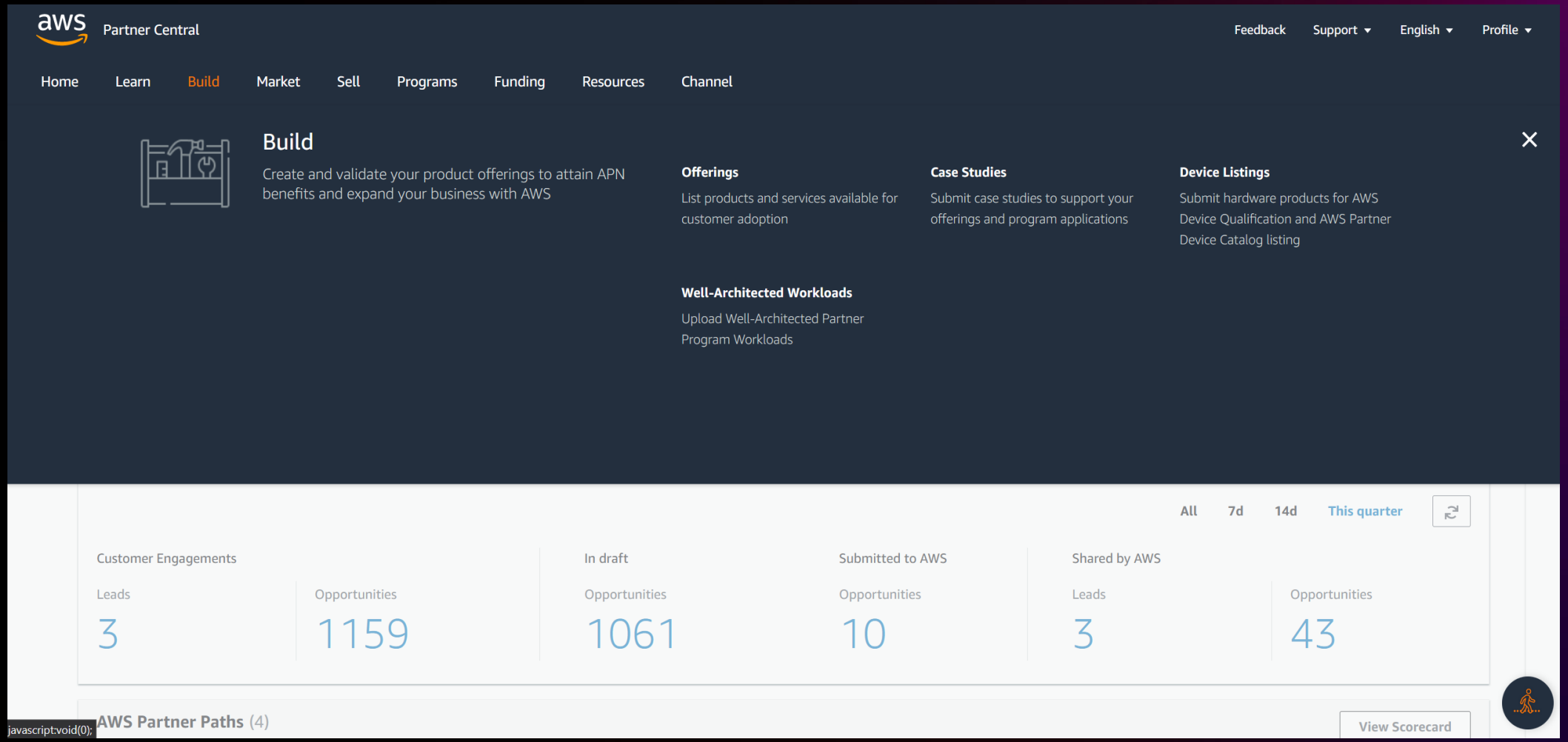
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Simplified homepage for key actions



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Menus/sub-menus make navigation easy



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Opportunities: UX drives actions



aws Partner Central

Feedback | Support | English | Profile

Home | Learn | Build | Market | Sell | Programs | Funding | Resources | Channel

ACE pipeline manager

- Leads
- Opportunities
- Import Manager

Home > ACE pipeline manager

ACE pipeline manager

Opportunities overview Info

Last 7 days

All opportunities	Opportunities		Estimated pipeline revenue		WIN rate	Validation rate
	Shared by AWS	Submitted to AWS	Shared by AWS	Submitted to AWS		
4	4	0	$29.421K	$0	0%	0%

Opportunities (1283) Info

View Item | Remove Limited Visibility | Accept | Reject | Bulk actions | Create

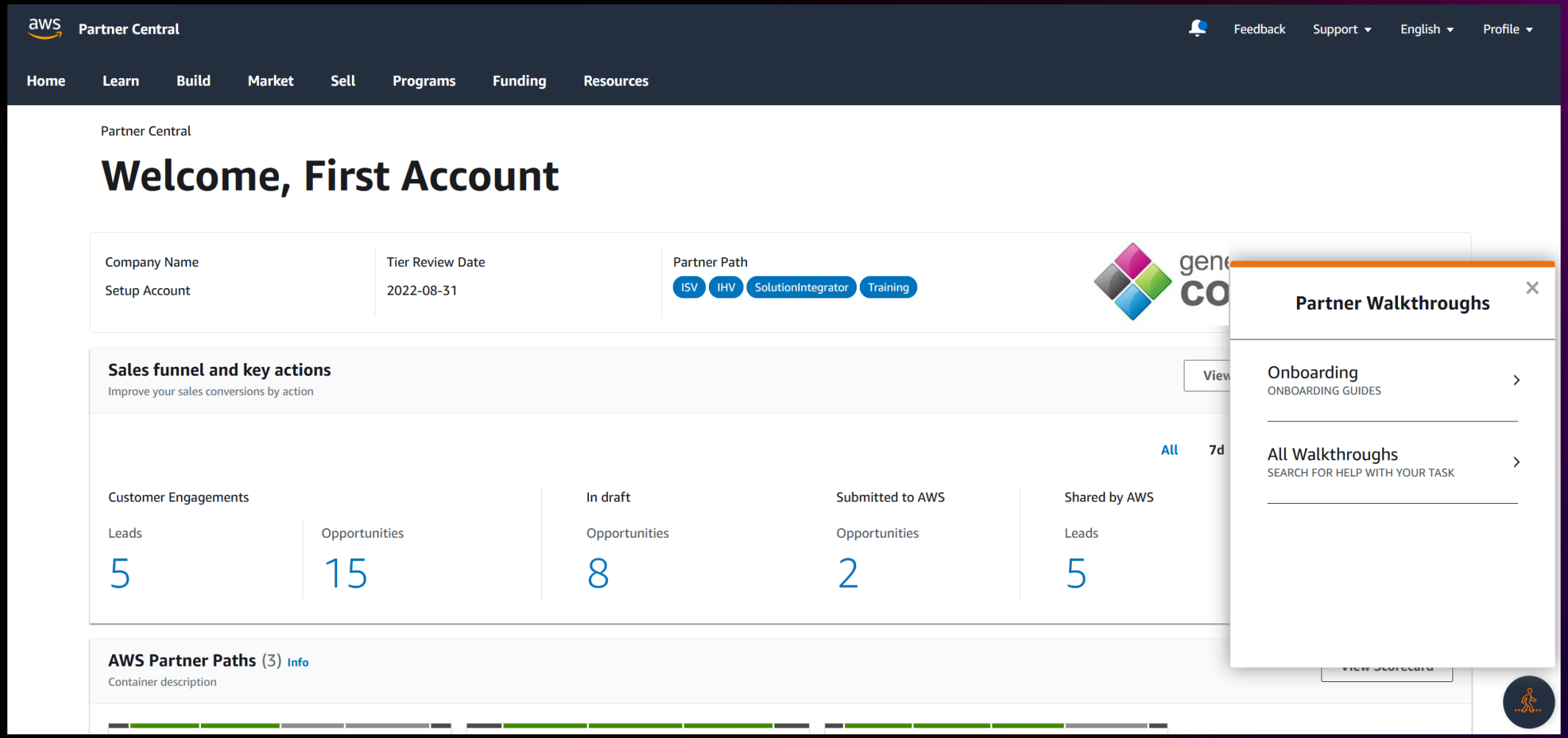
Find Opportunities | All Customer Engageme

< 1 2 3 4 5 ... 26 >

Flag	Status	Stage	Opportunity Id	Customer Company Name	Consent t...	Partner Project Title	Estimated ...	Cu
	Draft	Prospect	O1256218	TestOpty87 11.30CST	No	Project Description/Business Need	$34,223.00	
	Draft	Prospect	O1256130	TestOpty89	No			
	Draft	Prospect	O1256216	TestOpty40	No			
	Draft	Prospect	O1256215	TestOpty39	No			

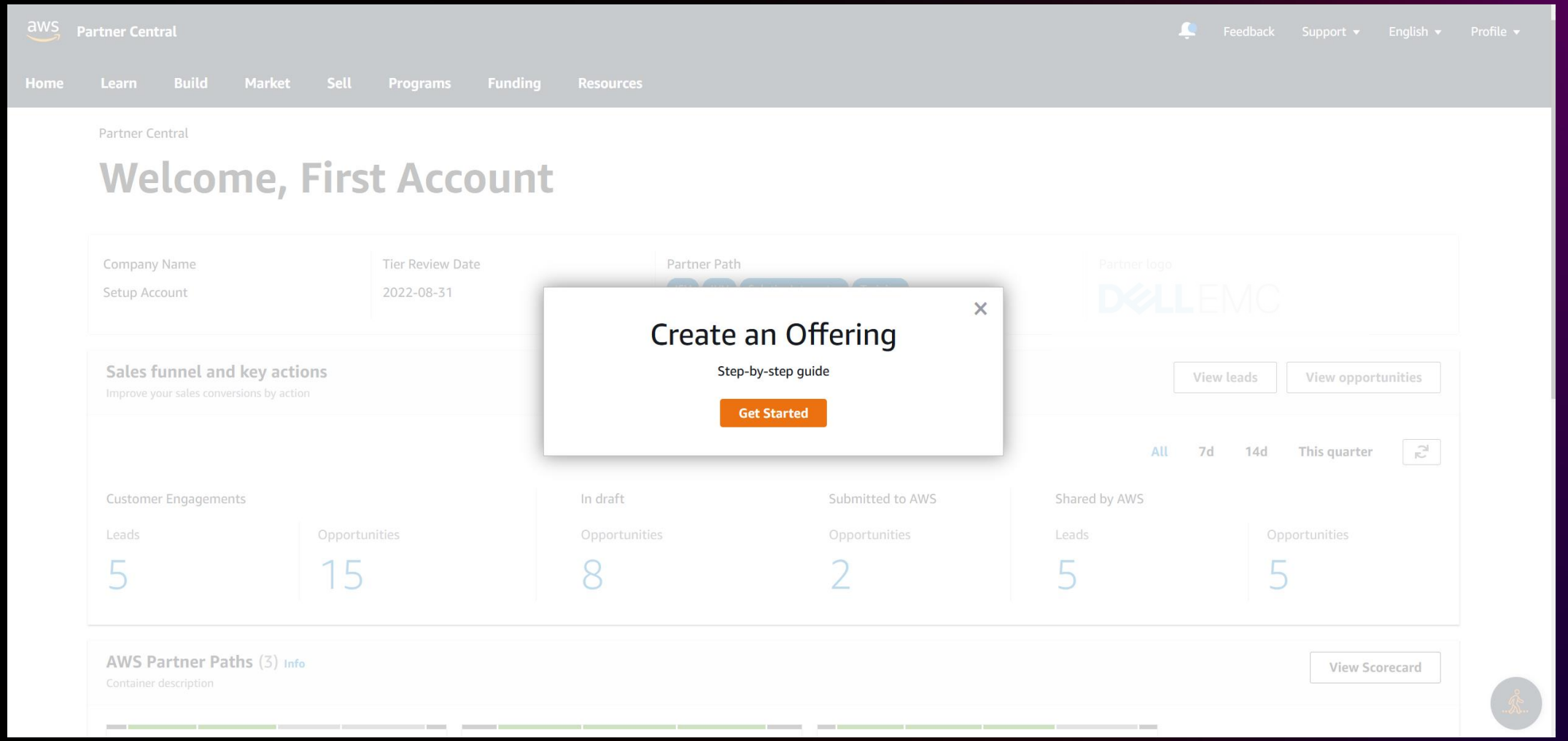
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Partner Walkthroughs to assist



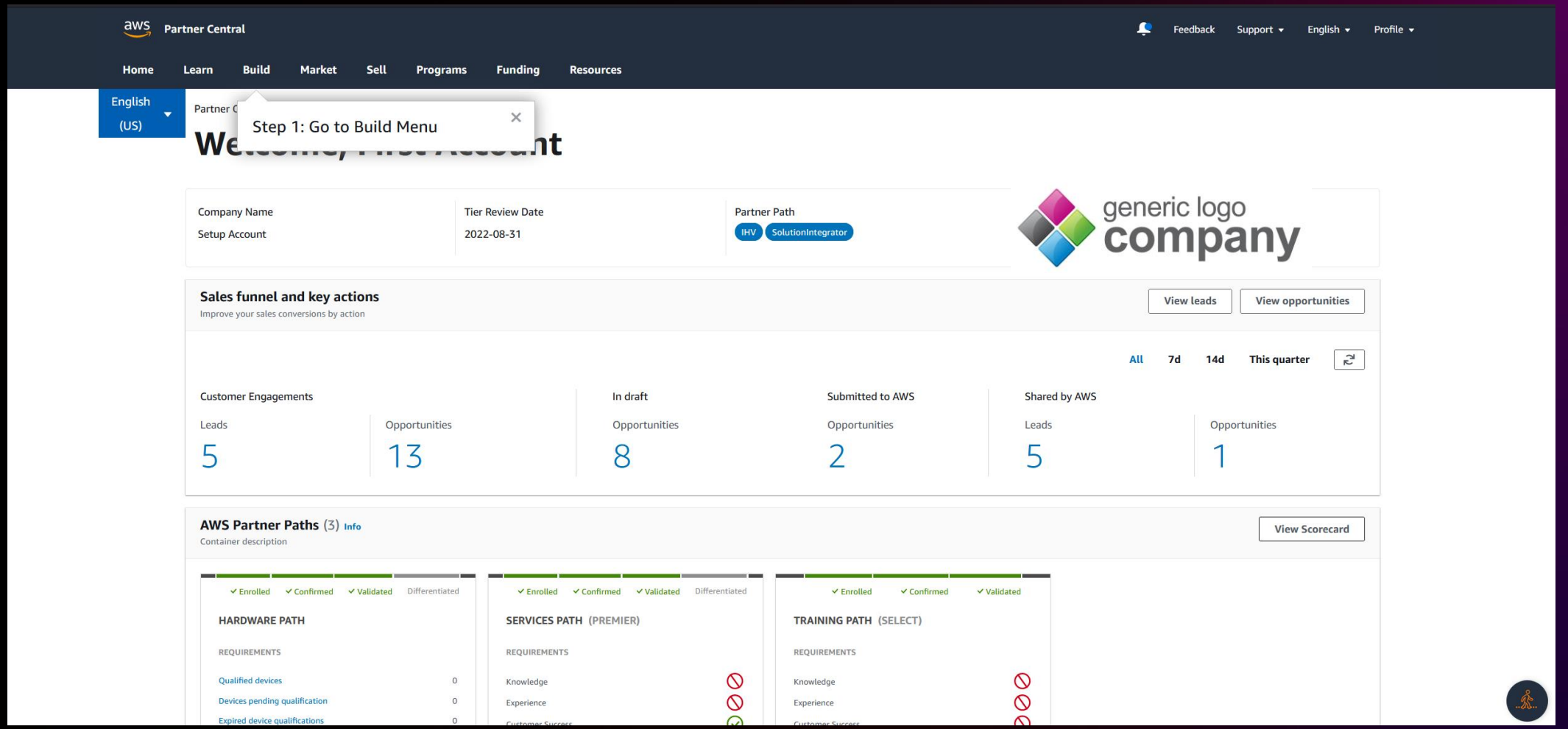
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Example: Create an Offering Walkthrough



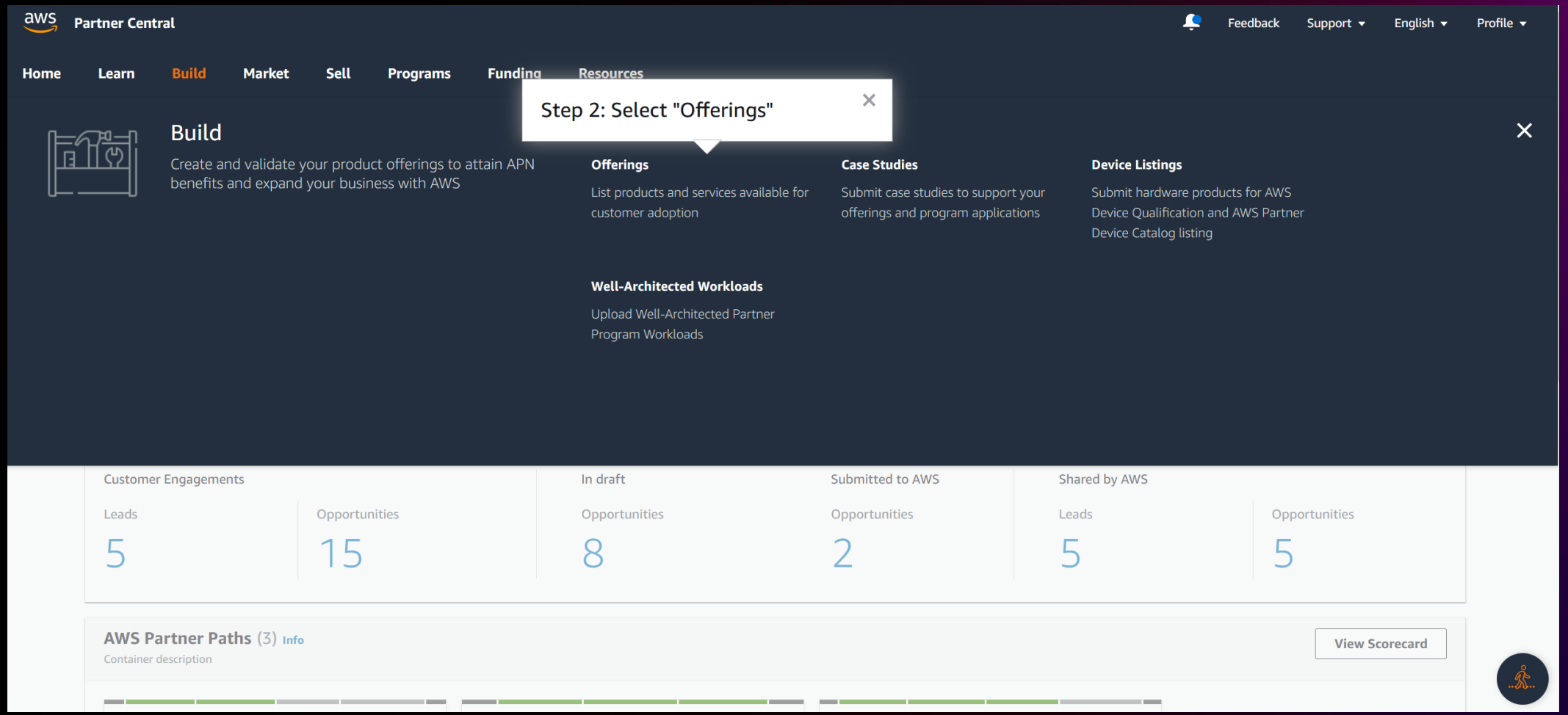
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Example: Create an Offering Walkthrough



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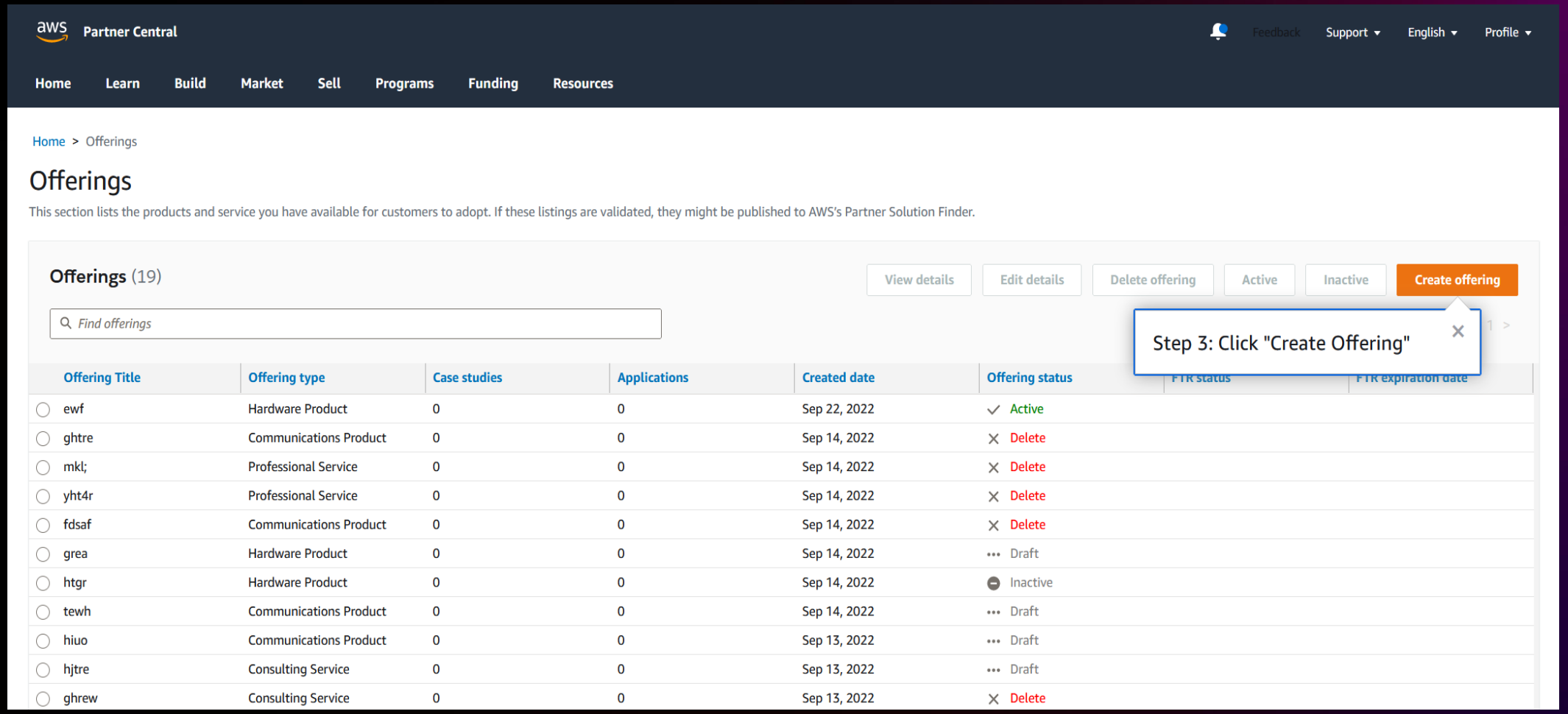
Example: Create an Offering Walkthrough



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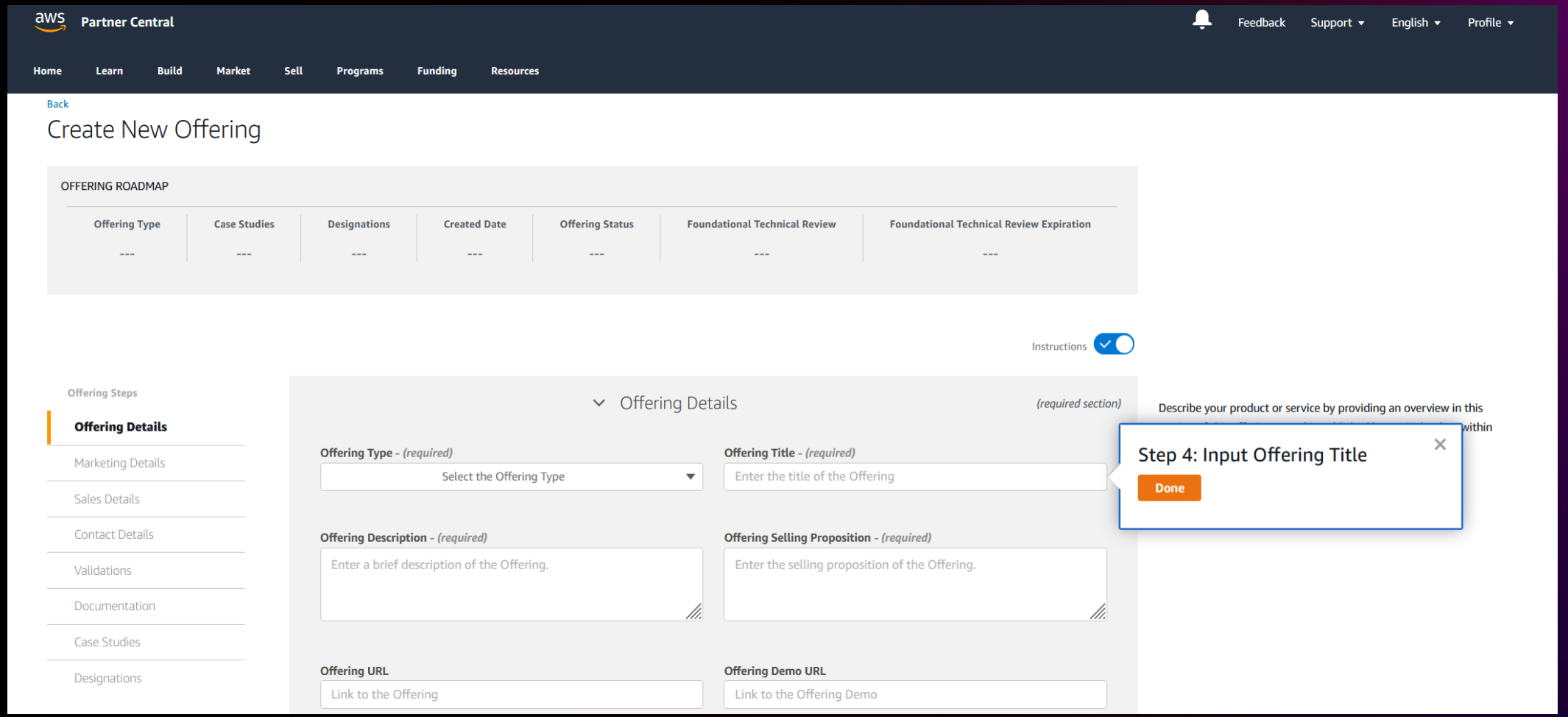
Example: Create an Offering Walkthrough





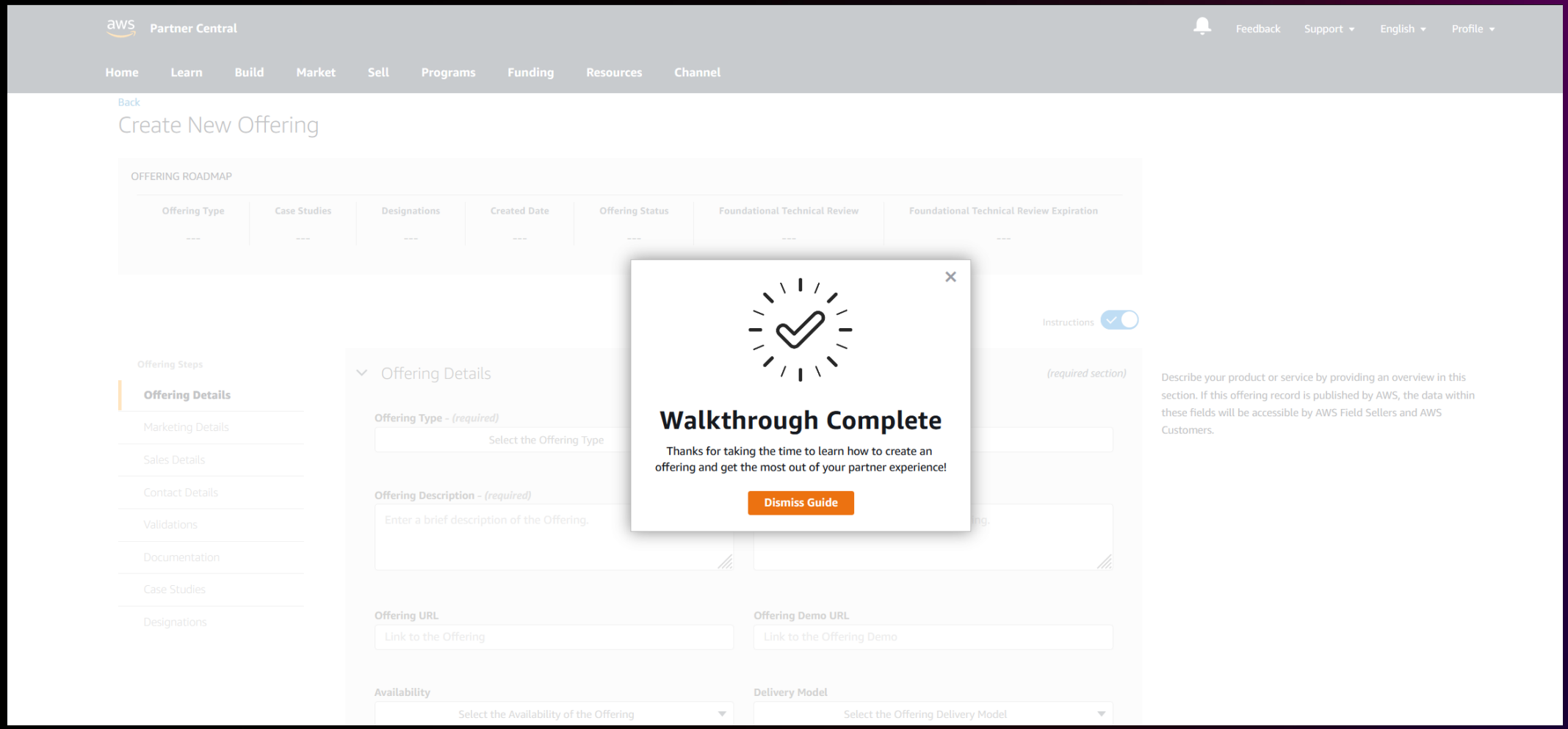
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Example: Create an Offering Walkthrough



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Example: Create an Offering Walkthrough



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Partner Central experience updates



March 31st 2023
Sunset legacy

Stage 3
(Feb 2nd 2023)

Partners in “Differentiated” stage on Paths

Stage 2
(Jan 19th 2023)

Partners in “Validated” stage on Paths

Stage 1
(Jan 5th 2023)

Partners in “Confirmed” stage or lower on Paths

Beta launch
(Dec 5th 2022)

Limited set of partners (invite-only)

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Scale and automation



AWS Partner CRM Connector: Low-code connectors for Partner CRM to AWS integrations to scale co-marketing and co-selling

Improved performance for faster response time

Ongoing **improvements** to bulk operations such as opportunity submissions on AWS Partner Central

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AWS Partner CRM Connector



- Integrate your CRM with AWS Partner Central
- New feature release will have Salesforce connectors, that make this integration possible in weeks [in Beta with limited set of Partners]
- Get your sales teams to directly interact with AWS through this integration without the manual heavy lifting of data transfers
- Secure offering trusted by tens of partners

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Partners benefitting from the integration

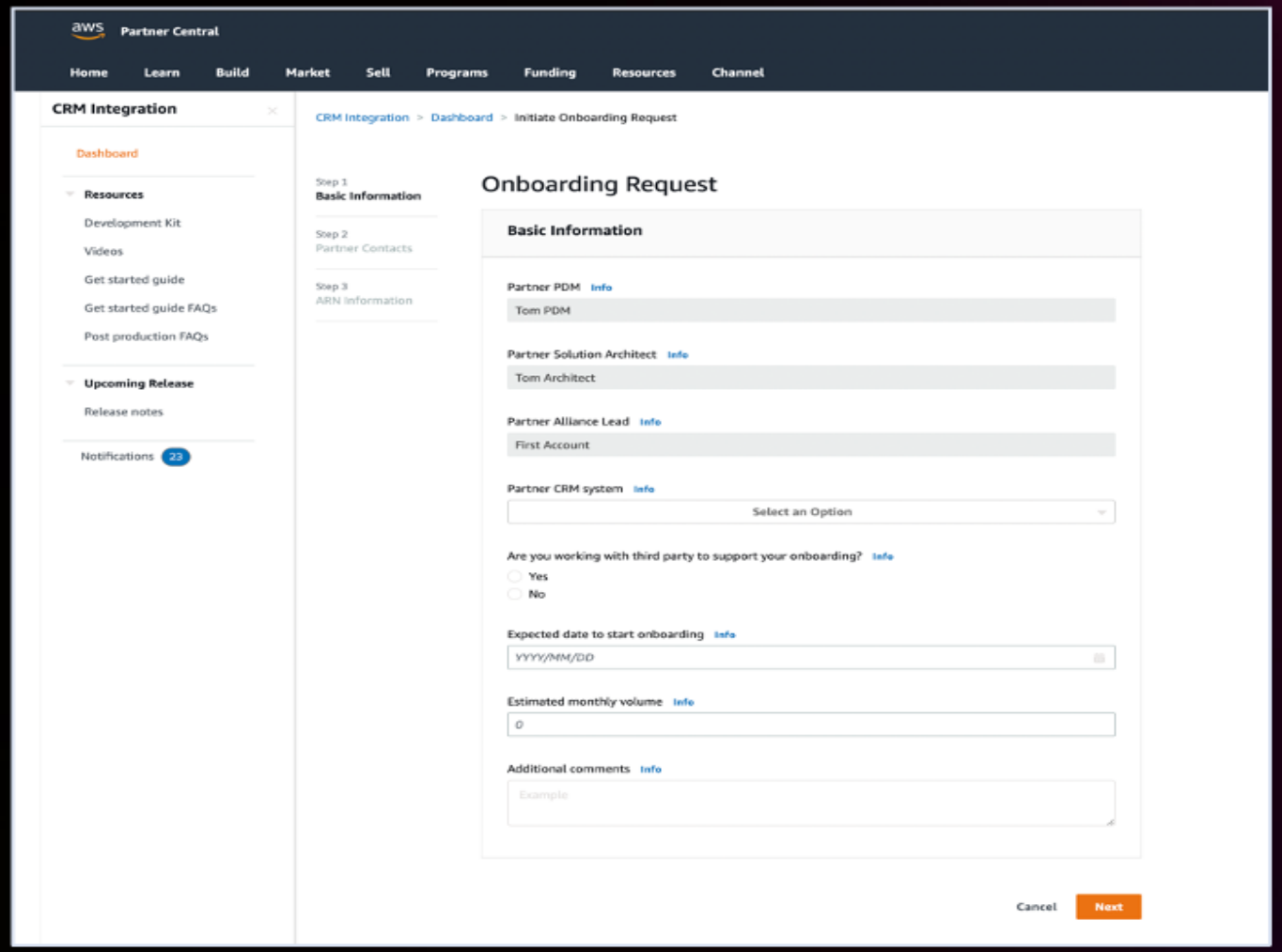


"The ACE CRM integration has been a strategic initiative enabling OutSystems to programmatically share over 1,200 opportunities this year with AWS, forming the foundation of our GTM efforts and achieving over a 60 percent co-sell win rate."

Jörgen Simon
Global Technology Alliances Manager, OutSystems

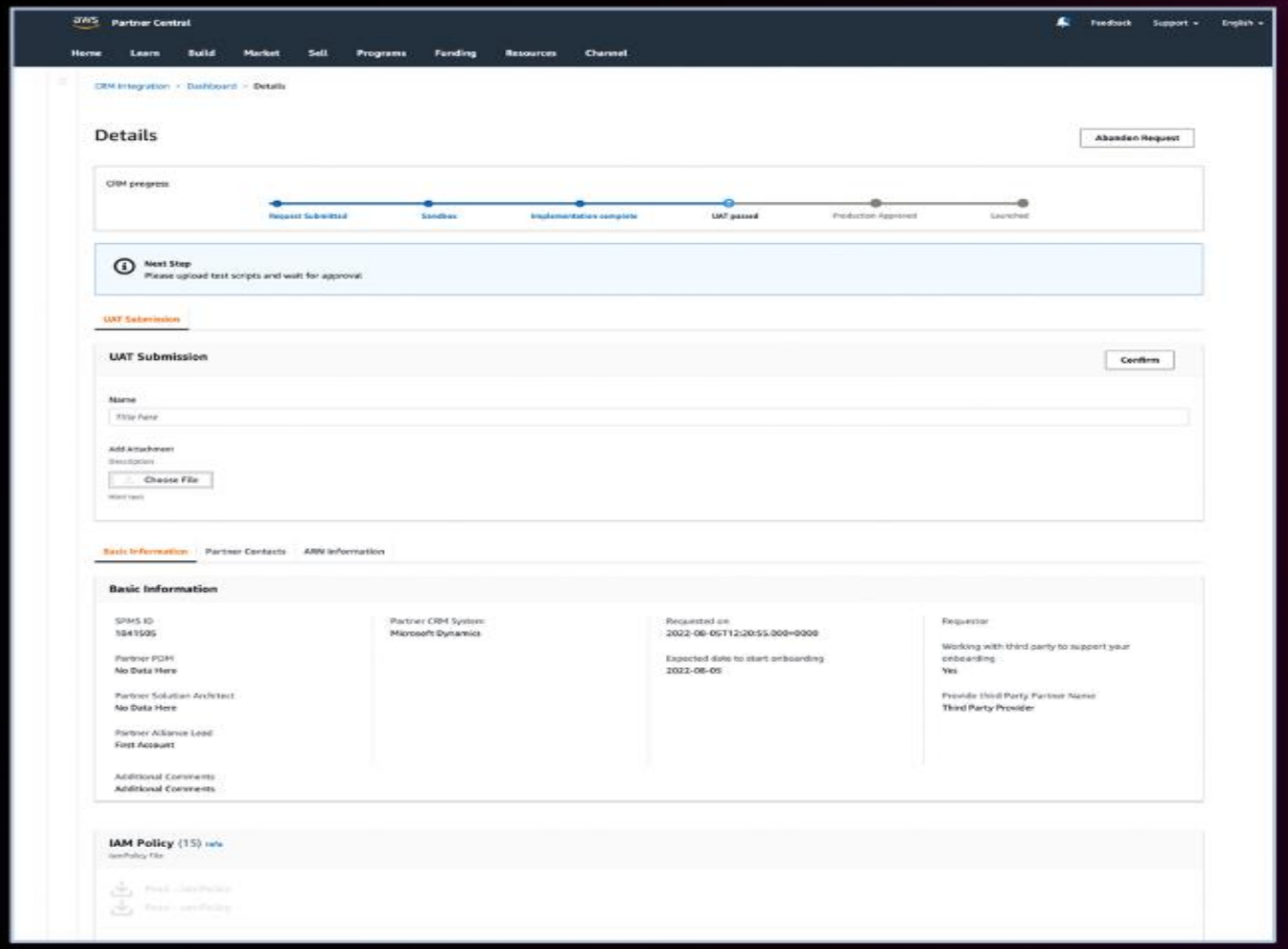
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Submit CRM integration requests



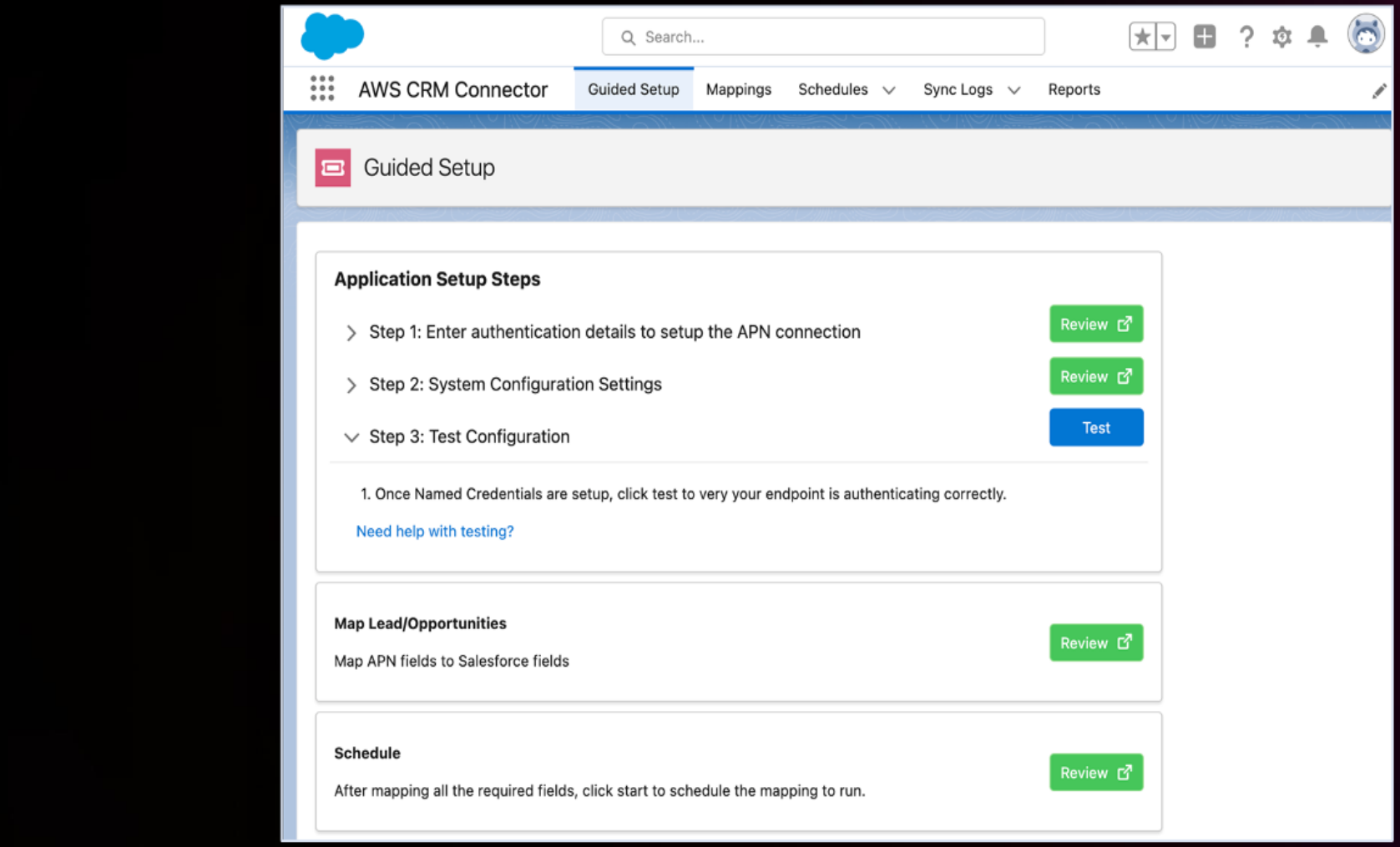
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Track CRM integration onboarding



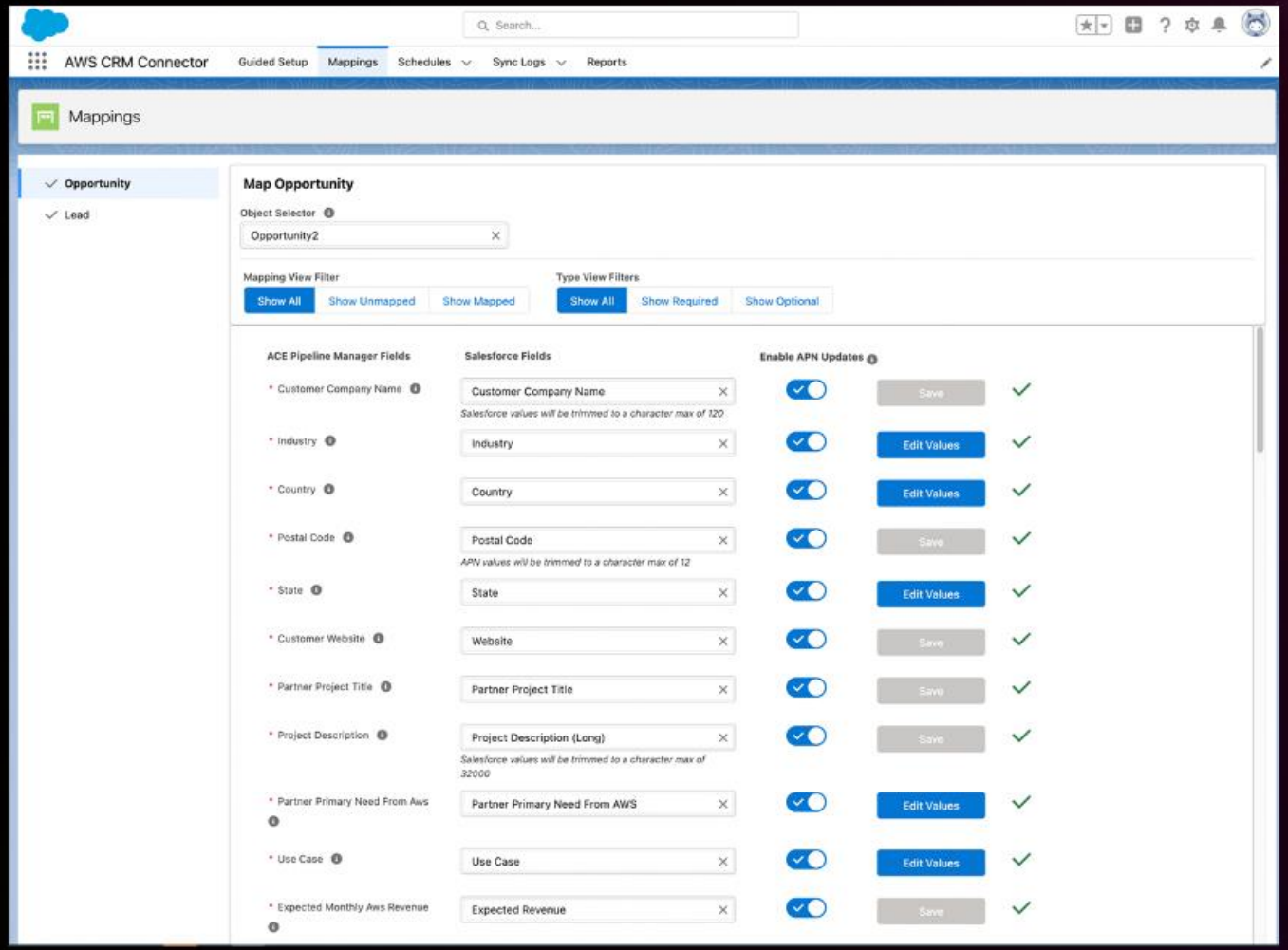
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Guided click-based setup in Partner CRMs



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Map CRM data through simple clicks



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New capabilities



Partner **support** for case reporting and tracking

New **analytics** for data insights

New **resources** for simplified content discovery

New **voice of partner** feedback service to improve our ability to understand and better your experience

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Data-driven partnership through analytics

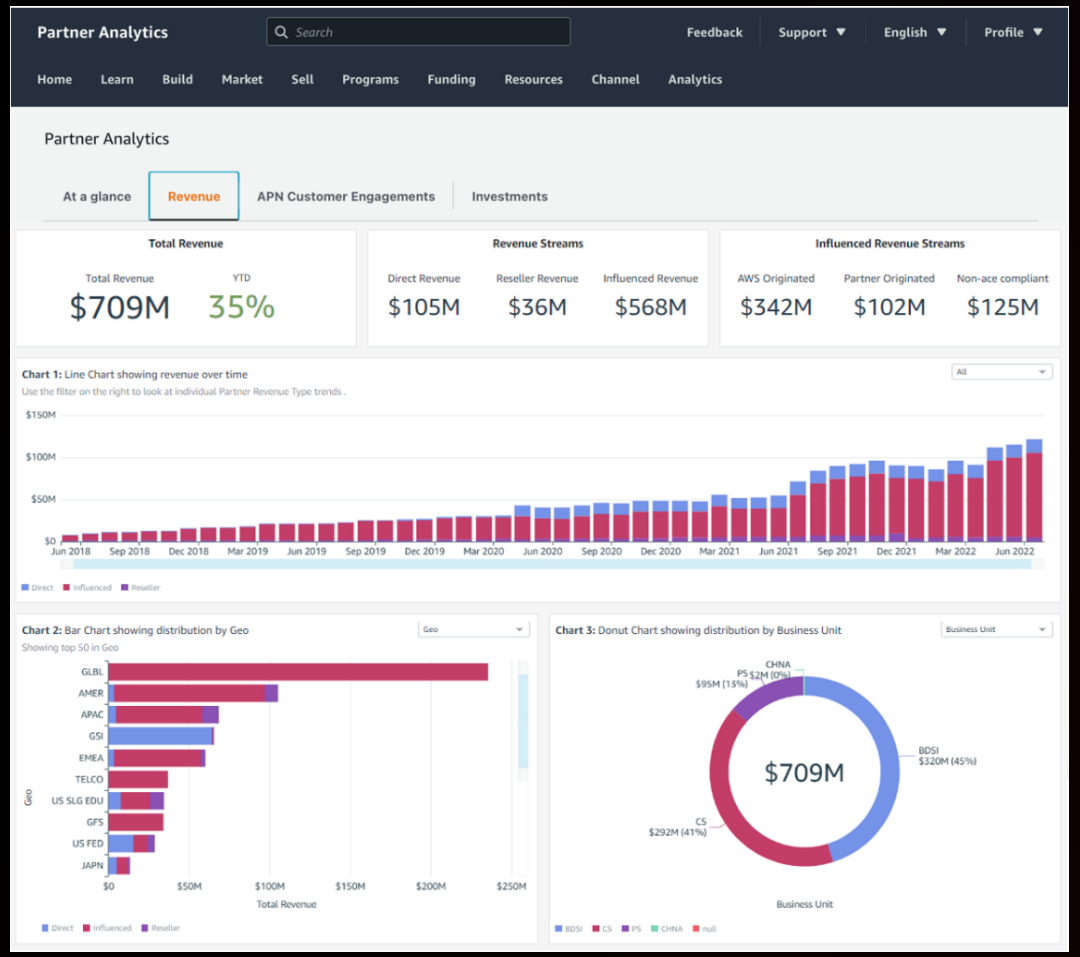


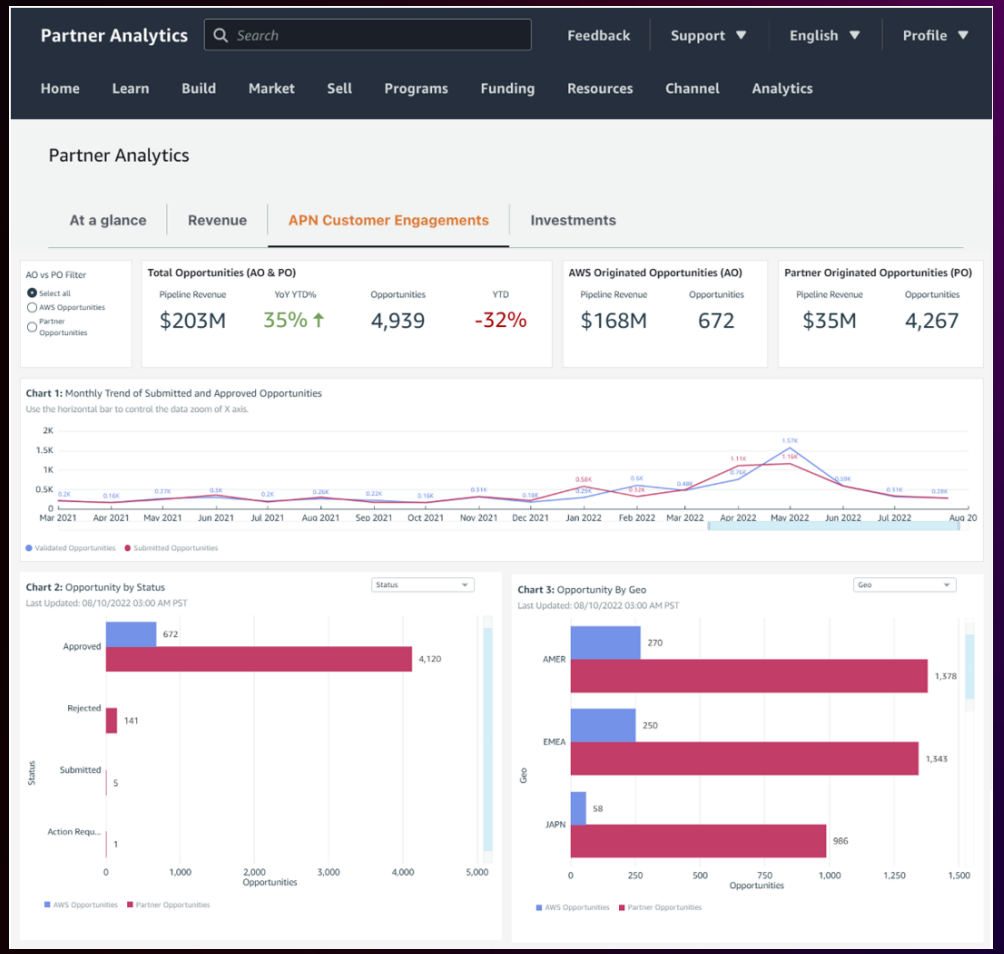
- Dashboards on AWS display revenue contributions and pipeline information
- Run your MBR and QBRs more efficiently : Drill-down capabilities to understand partnership outcomes by time, geos, segments, industries, and many more
- In Beta with a limited set of Partners

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Analytics dashboards to understand partnership





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Are you interested in onboarding earlier?

Early Bird program

Reach out to your PDM for inclusion in Beta

Starting Jan 5, 2023, Partners can self-opt to onboard onto the new experience from within AWS Partner Central

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Q&A

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Thank you!

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