
AWS
re:Invent
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Pro tips for preparing AWS Partner Network differentiation programs

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Poll

Are you an AWS Partner?

Have you validated your domain(s) of specialization with AWS?

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AWS Partner Programs to validate what you're specialized in

AWS Service Validation

AWS service-specific expertise

AWS Competency Program

Specialized in specific AWS industries, use cases, or workloads

AWS Managed Service Provider

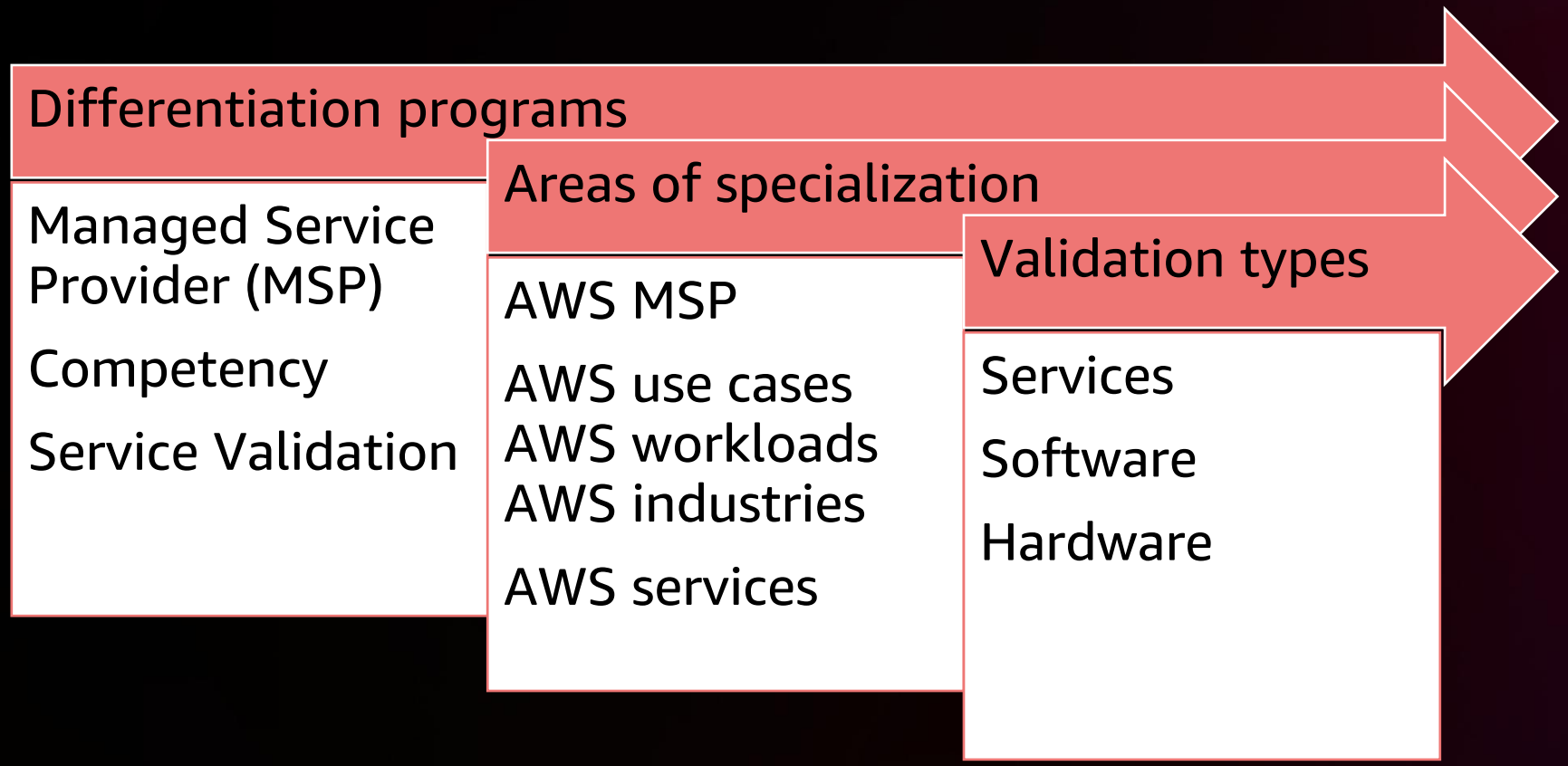
Specialized in full customer lifecycle support



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Program structure



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What does each program validate?



AWS Competency – Services, software, hardware partners

Partners validated for AWS use case, industry, and workload specific expertise

AWS MSP – Service partners

Partners validated for full customer lifecycle support

AWS Service Delivery – For services partners

Partners validated for expert native AWS service delivery

AWS Service Ready – For Software Partners

Software products validated as “ready” to work with native AWS services

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What these partners bring to customers

- Technical validation
- Customer references
- AWS best practices

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What these programs bring to partners

- AWS technical validation for domain expertise
- Increased visibility & trust with AWS customers and sales
- Differentiated access to AWS resources, insights, and teams

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Completing an AWS validation



80

200

12

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Validation criteria

Are you following best practices?

Do you have a track record of customer success?

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What are we looking for?

Software

- AWS resource configurations
- Technical architecture
- Operational processes

Services

- Standard methodologies
- Training and onboarding processes
- Repeatable mechanisms

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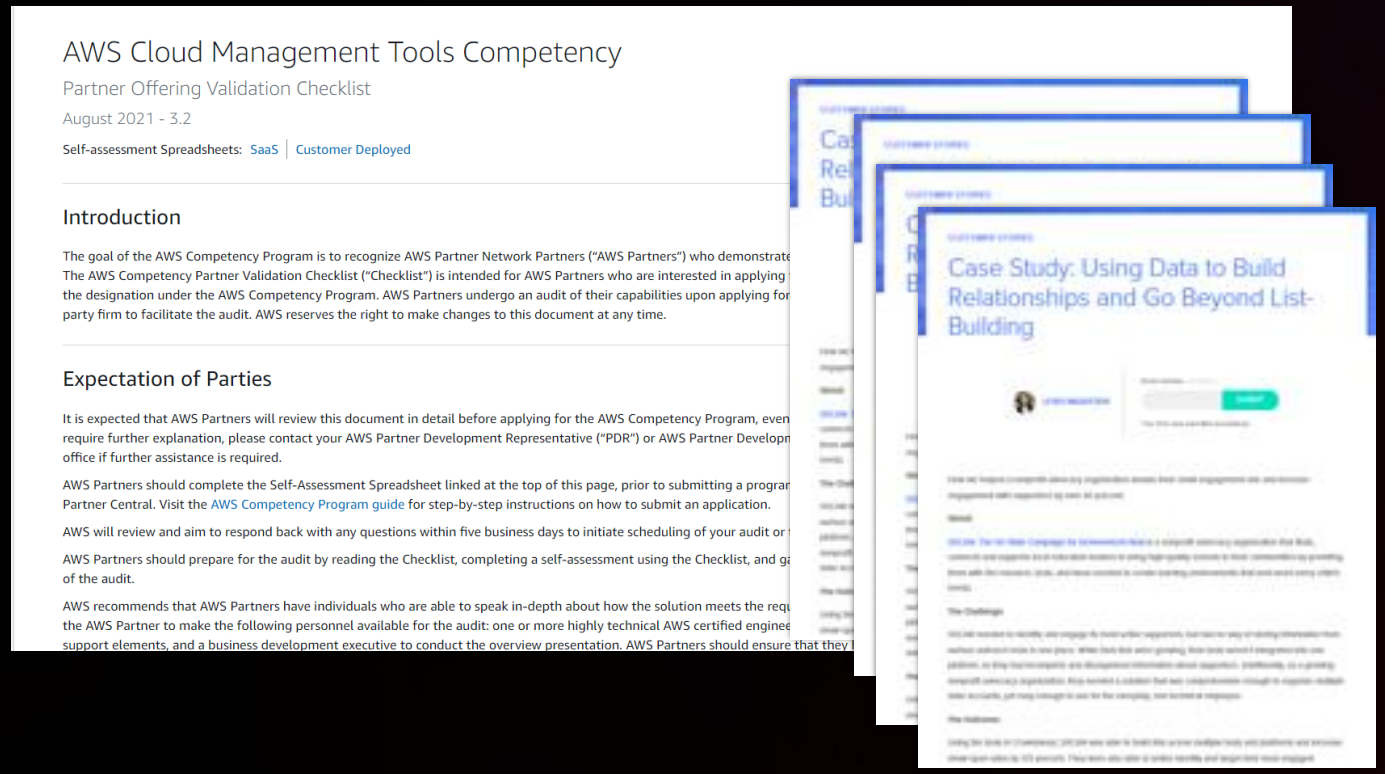
Program requirements

	Service-ready products	Service delivery partners	Competency partners		MSP partners
Partner Path	Software	Services	Software	Services	Services
Foundational Technical Review	√	n/a	√	n/a	n/a
Validation checklist	√	√	√		√
Offering in Partner Central	√	√	√		n/a
Customer case studies	2 Private or public	2 Private or public	4 Two must be public		4 Two must be public

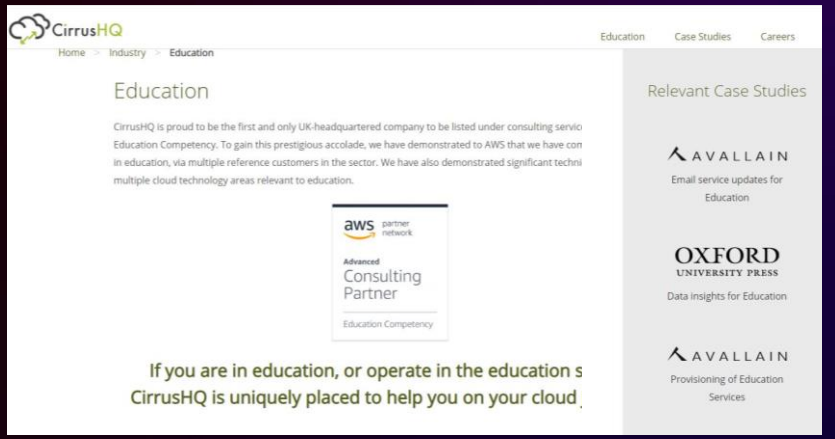
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Program application must include







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Preparing to apply and streamlining for efficiency

- ❑ What AWS industries are we experienced and focused in?
- ❑ What AWS service we specialized in?
- ❑ What use cases are we specialized and focused in?
- ❑ Do we have 4+ customer success examples in that/those domains?
- ❑ Which customer success examples capture the intersections of these specializations?



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Map your areas of expertise

Industry


Government

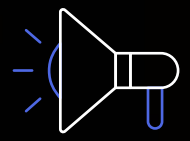

Education

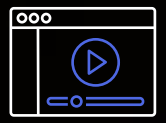

Non-profit


Life sciences


Healthcare


Financial services


Digital customer experience


Digital media


Industry software

Use case


IoT


Storage

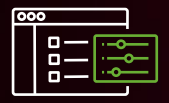

Security


Media


Networking


DevOps


Big data


Cloud management tools

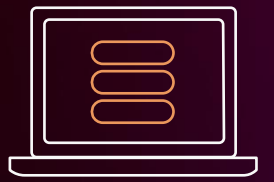

Container

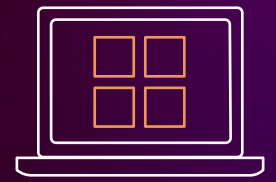

Machine learning


Migration


End-user computing

Services


AWS Lambda ready


Amazon Linux ready


Amazon Connect

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Preparing multiple applications

Prepare ahead → Prioritize your roadmap → Streamline your assets → Apply

Program roadmap for Example Corp

1. AWS Nonprofit Competency
2. AWS Connect Service Validation
3. AWS Networking Competency

Example: 3 specializations

Pre-reqs	Service	Industry	Use case
Service Partner Path	Validated +	Validated +	Validated +
Customer case studies	**2 AWS Connect examples with nonprofits**	**4 nonprofit networking examples**	**4 nonprofit networking examples**
Architectural diagrams	4 total, reused 3x for different designations		
AWS microsite	**Highlight AWS practice on one page featuring multiple specializations**		

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Program benefits

Differentiate your business for your unique specializations

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Program benefits

AWS MSP, COMPETENCY, AND SERVICE VALIDATION PROGRAMS

Recognition	Early access and expert engagement	Financial incentives	Additional benefits by designation
AWS webpage listing AWS Partner badge Partner Solution Finder priority ranking APN Blog Welcome Post feature	**GameDay Partner benefits** ▪ Partner League ▪ Quest Development Kit ▪ Beta previews **Deeper Learning Series** ▪ NDA product roadmaps ▪ Technical deep dives ▪ Business development ▪ Go-to-market content ▪ Q&A with AWS experts	**Marketing Development Funds (MDF) cash** ▪ $5K per service validation ▪ $10K per MSP, Competency **4% Technical Capability Discount** for MSP and Competency Partners ▪ Solution Provider ▪ Distributor Programs **Access to Specialized Migration Acceleration Program (MAP) funding** ▪ 30+ designations qualify	**Additional funding, credits, and discounts for select designations** ▪ Amazon CloudFront Delivery discount ▪ Custom co-selling courses ▪ AWS supported webinars ▪ Private strategy sessions ▪ And more!

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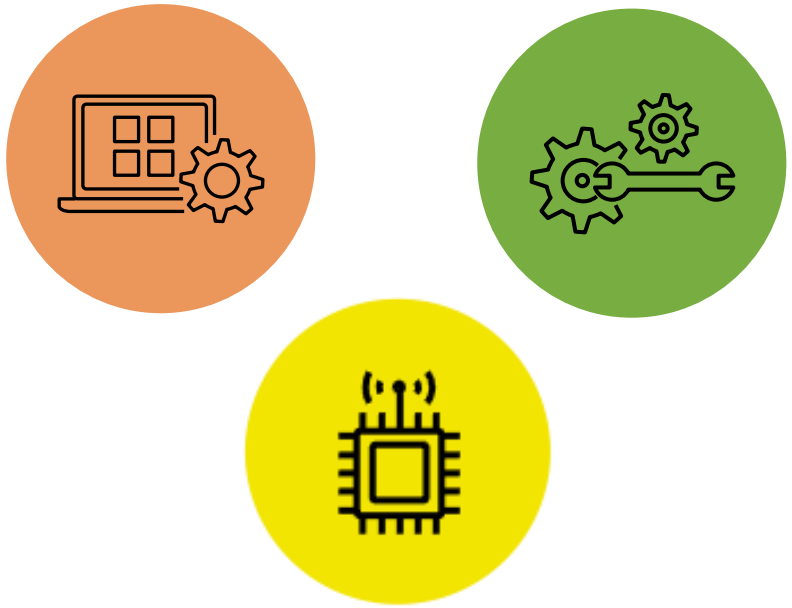
Getting started

Resources to get you started with your application

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Prepare to apply

Enroll in the Services, Software, or Hardware Path



Download the designation- or competency-specific technical validation checklist



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Apply in Partner Central

1. Start an application under “View My APN Account”
2. Select a designation
3. Attach an offering
4. Attach case studies
5. Designate a point of contact and attach documentation
6. Submit and track your application

AWS Partner Central
https://partnercentral.awspartner.com/login

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Getting started – Differentiation program resources

AWS Competency Program

https://aws.amazon.com/partners/programs/competencies/

AWS Service Validation Program

https://aws.amazon.com/partners/programs/service-delivery

AWS Managed Service Provider Program

https://aws.amazon.com/partners/programs/msp/

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Thank you!



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