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

PEX121

Make the most out of your validated program benefits

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Global Partner Benefits Product Manager
AWS

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Agenda

- Programs that help you differentiate your business
- Learn what benefits you unlock with these programs
- How to apply to the programs

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Programs to differentiate your business

Validated technical expertise and demonstrated customer success

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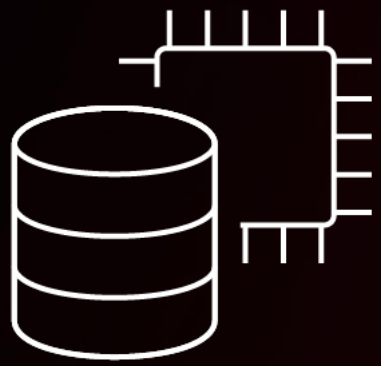
Differentiate and validate your expertise with AWS Partner Programs

PROGRAMS THAT VALIDATE AND PROMOTE AWS EXPERTISE AND CUSTOMER SUCCESS

Service Validation*



Competency



Managed Service Provider (MSP)



*: Service Validation includes Service Delivery and Service Ready Programs.

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What you deliver to AWS customers

Standardized high bar ensuring

- Technical expertise
- Customer success
- AWS best practices
- Performance and time efficiency



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AWS Partner Program benefits

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Benefits

DIFFERENTIATE YOUR BUSINESS FROM THE COMPETITION



Recognition



Early access



Expert engagement



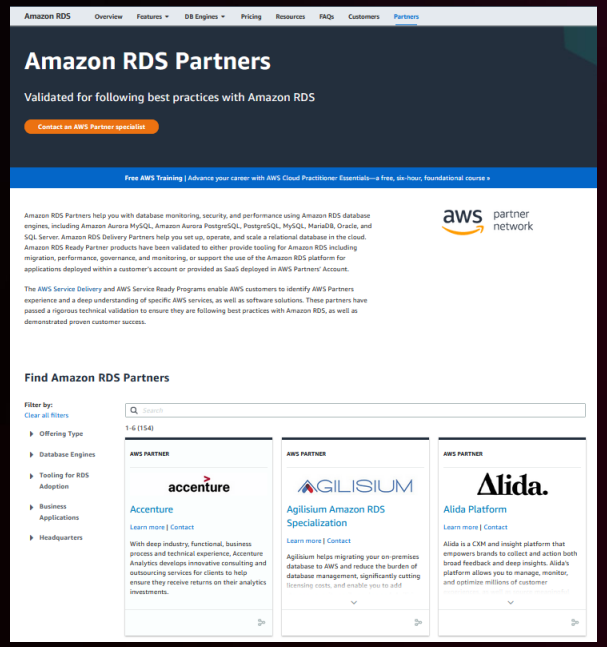
Financial incentives

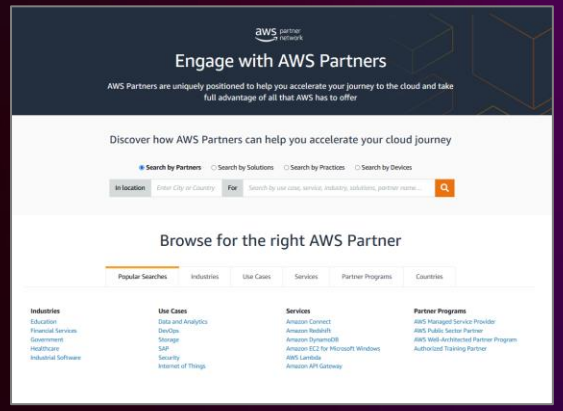
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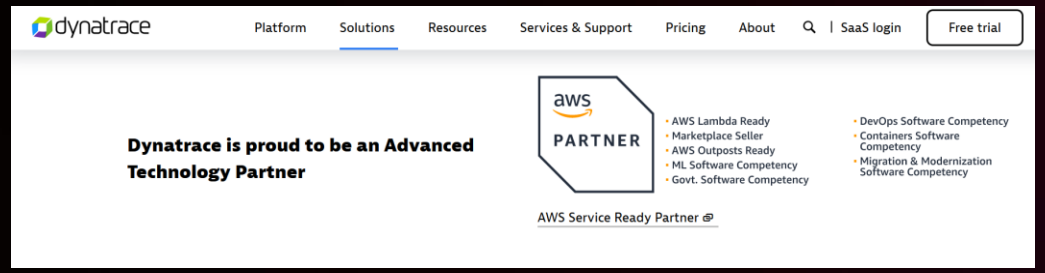
Recognition benefits

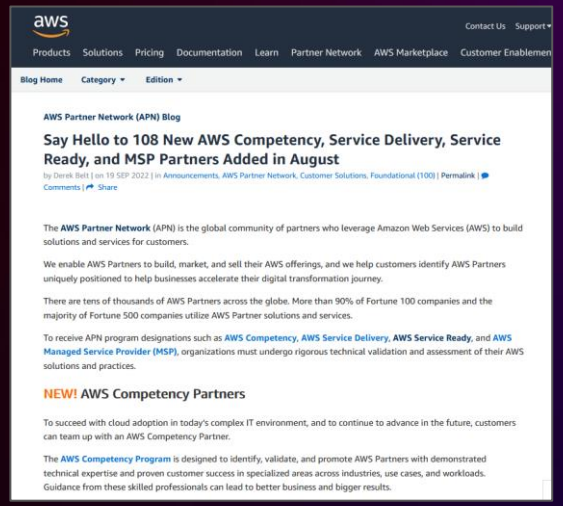
GENERATE DEMAND AND INCREASE YOUR VISIBILITY WITH CUSTOMERS AND AWS SALES

- AWS web page listing
- APN badge
- Partner Solution Finder priority ranking
- A welcome feature on the APN Blog









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Check out Partner Solution Finder

Benefits

DIFFERENTIATE YOUR BUSINESS FROM THE COMPETITION



Recognition



Early access



Expert engagement



Financial incentives

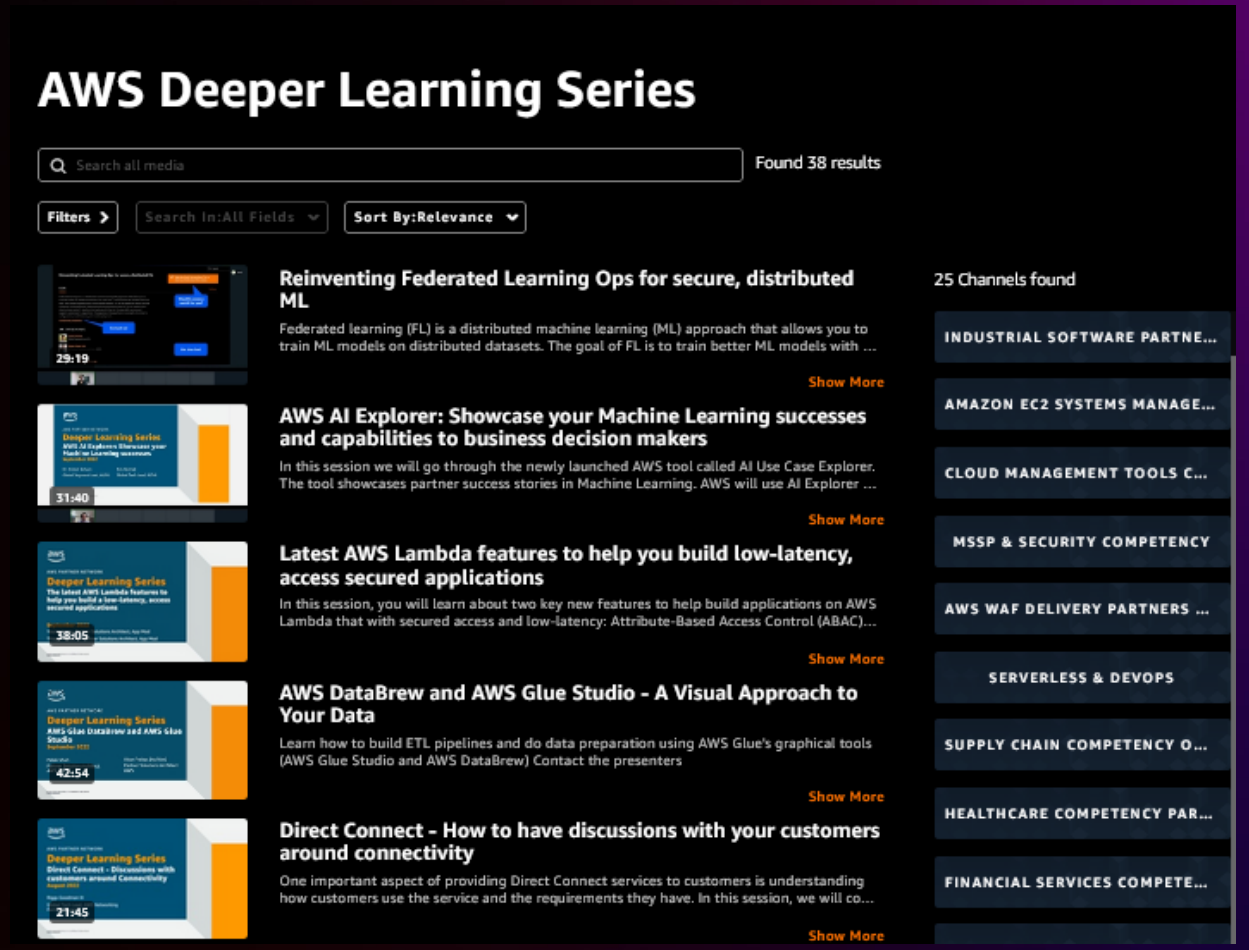
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Early access benefits

GAIN MARKET EDGE WITH STRATEGIC PRODUCT AND INDUSTRY INSIGHTS, EVENTS, AND LAUNCHES

- Gain access to strategic information prior to general availability with ***Deeper Learning Series***
- Connect with AWS experts globally
- Invitations to advanced bootcamps and private launches



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Deeper Learning Series drives growth



"We have been able to access Deeper Learning through service demos and roadmap discussions enabling us to win the trust of our customers earlier in the sales engagement. The AWS Service Delivery Program has helped the Belle Fleur team close 75% more opportunities than we closed last year without the Program."

Tia Dubuisson

President, Belle Fleur Technologies

Belle Fleur TECHNOLOGIES®

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Benefits

DIFFERENTIATE YOUR BUSINESS FROM THE COMPETITION



Recognition



Early access



Expert engagement



Financial incentives

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Expert engagement benefits

ENHANCE TECHNICAL CAPABILITIES AND BUILD CO-SELL STRATEGY FOR YOUR SPECIALIZATIONS



- Upskill and co-sell with AWS GameDay partner benefits
- Increase chances to receive referrals through APN Customer Engagements
- GTM Acceleration Workshop (for MSP Partners)
- Invitations to account mapping sessions and customized co-selling courses

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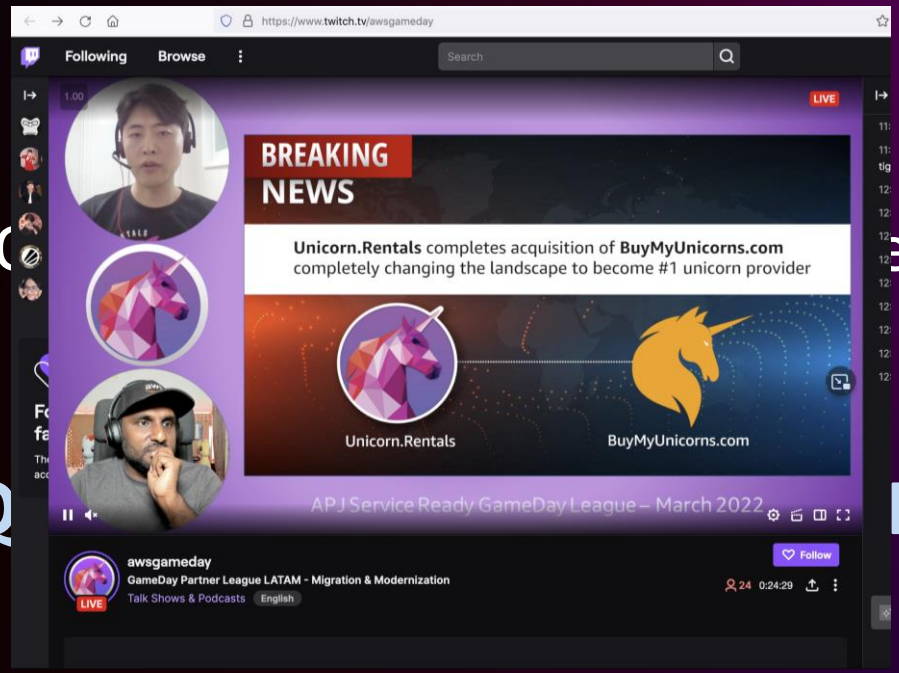
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GameDay Partner Benefits

UPSKILL ON AWS, CONNECT WITH AWS EXPERTS, AND GENERATE QUALITY LEADS





"This exercise made a fairly daunting task easy to accomplish. **I'd love to provide similar exercises to my customers** as interactive demos."

AWS Customer, participated to a partner-led GameDay

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Fans can follow APN Twitter @AWS_Partners

awsgamedaybenefits@amazon.com

Compete against AWS expert partners globally



"GameDay League put us up against other companies, which was more fun (than a GameDay among our own team) as it makes it that much more competitive and challenging to compare our strengths and weaknesses against other teams."

Alfred Macaraeg

Senior Systems Engineer at DOMA Technologies

DOMA TECHNOLOGIES

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Benefits

DIFFERENTIATE YOUR BUSINESS FROM THE COMPETITION



Recognition



Early access



Expert engagement



Financial incentives

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Financial incentive benefits

UNLOCK ADDITIONAL FUNDING, CREDITS, AND DISCOUNTS BASED ON YOUR SPECIALIZATION

- Marketing Development Funds (MDF) per specialization
- Specialized Migration Acceleration Program (MAP) funding
- 4% additional technical capability discount for AWS Distributors and AWS Solution Providers



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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 web page 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** ▪ CloudFront Delivery discount ▪ Custom co-selling courses ▪ AWS supported webinars ▪ Private strategy sessions ▪ And more!

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Program requirements

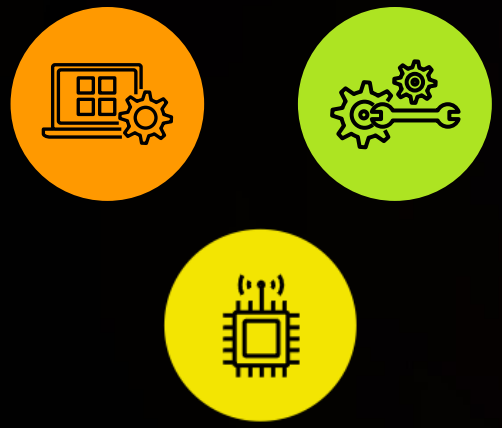
How to apply

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Prepare to apply

Step 1

Enroll in the Services, Software, or Hardware Path



Step 2

Meet the minimum criteria for your path



Step 3

Download a unique, designation-specific Validation Checklist in Partner Central



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Program requirements

UNLOCK PARTNER BENEFITS WITH SERVICE VALIDATION, MSP AND COMPETENCY PROGRAMS

	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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Recap

- AWS Partners can validate their expertise to differentiate themselves
- Partners receive additional benefits with these programs

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Apply today, and leverage program benefits

https://aws.amazon.com/partners/programs/specialization-benefits/

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Thank you!

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