
AWS
re:Invent
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PEX208

AWS ISV Accelerate co-sell checklist: Your guide for selling with AWS

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Objectives for this session

After this session you will be able to

1. Build or sharpen your plan to co-sell with AWS
2. Engage AWS resources for APN partners predictably
3. Leverage the right resources at every step

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Agenda

What is co-selling?

Conversation with Lacework

AWS ISV Accelerate co-sell checklist step by step

Q&A

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What is co-selling?

Co-selling is a sales motion where **AWS** and the **AWS Partner** work together on an **opportunity for an end customer**

AWS introduces the AWS Partner to a new business opportunity





AWS Partner requests AWS support on an opportunity

Co-selling does not mean AWS and the AWS Partner are selling services on behalf of the other party

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Conversation with Lacework

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Lacework



Lacework offers a SaaS multi-cloud infrastructure security platform that helps customers automate from build to runtime.

We partner with AWS to accelerate our sales cycles and more tightly integrate our solutions. We grew 3 times revenue year-over-year for the last 3 years. In 2021, Lacework received the largest funding round in history for a cybersecurity company: $1.3 billion with $525 million earlier the same year.*

*https://aws.amazon.com/partners/success/lacework/

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Know/leverage the 5 C's to shape your AWS Partner program

1. **Co-Build** – Integrations into core and managed services, competencies/ready and launches to shape future

2. **Co-Market** – Leverage resources and kits, scale with press, thematic activities, and launch activities

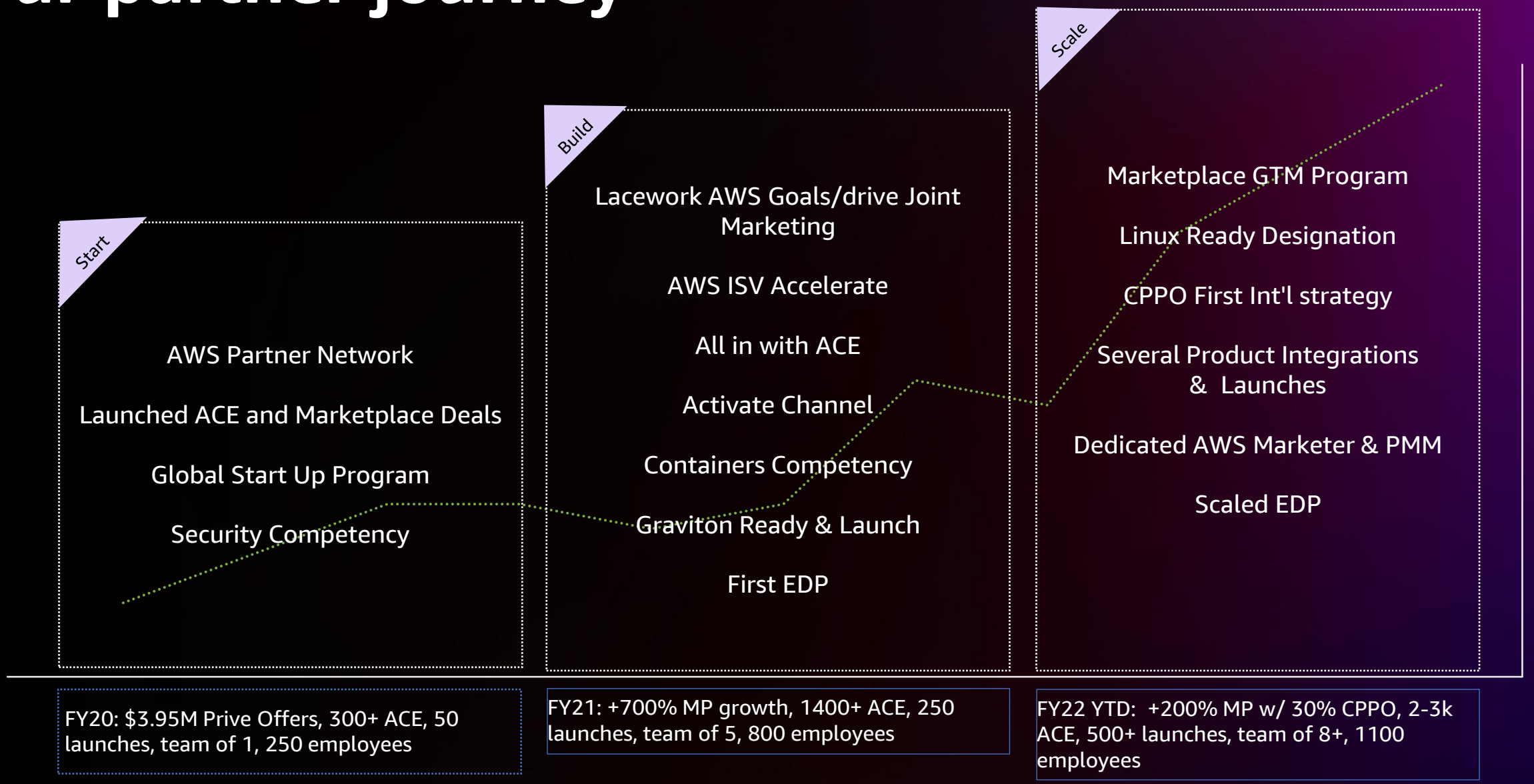
3. **Co-Sell** – Pipeline, marketplace revenue, and launched opportunities, know your "superpower"

4. **Consumption** – The more you spend, the easier this gets (but also if your tech directly generates AWS infra aka "drag" = bonus points)

5. **Champions** – Friends helping friends

aws
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LACEWORK

Our partner journey



FY20: $3.95M Prive Offers, 300+ ACE, 50 launches, team of 1, 250 employees

FY21: +700% MP growth, 1400+ ACE, 250 launches, team of 5, 800 employees

FY22 YTD: +200% MP w/ 30% CPPO, 2-3k ACE, 500+ launches, team of 8+, 1100 employees

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Key best practices

- **Frame AWS correctly** to aim for proper CxO expectations and outcomes
- Plan ahead, build out **your vision** and roadmap 12-24 months out
- Hone in on the **metrics that matter**
- **Train your sales teams** to succeed, ask customer about **committed cloud spend**
- Drive **Operational Excellence**
- **Learn** from your peers and the great folks at AWS

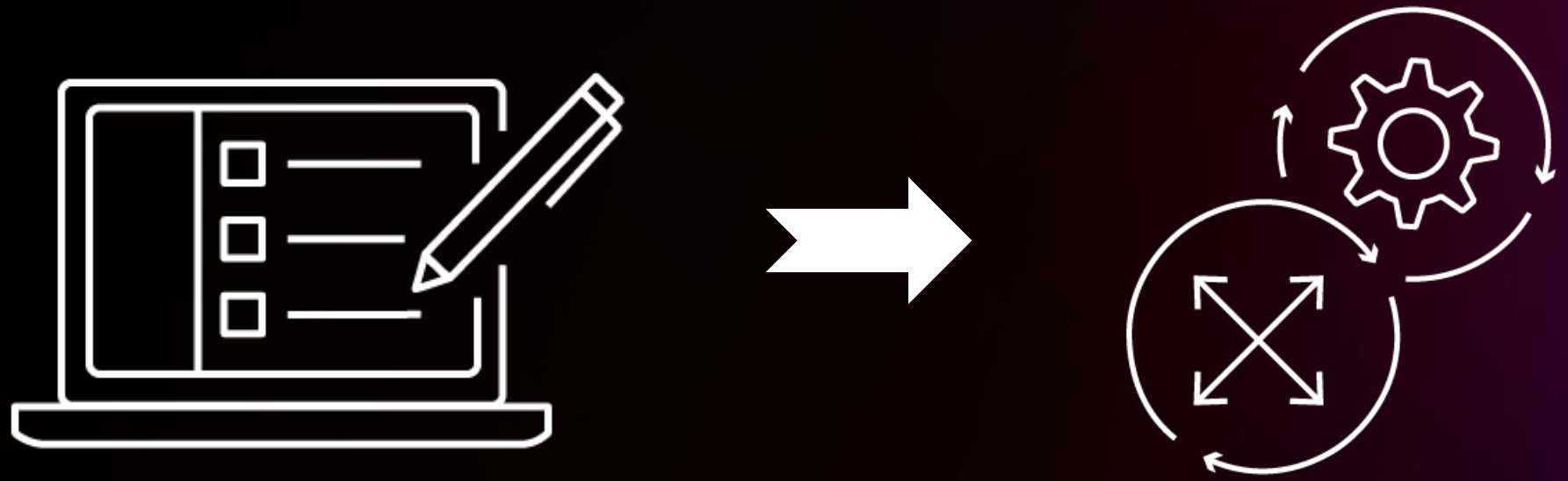
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LACEWORK

The AWS ISV Accelerate co-sell checklist

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AWS ISV Accelerate co-sell checklist overview

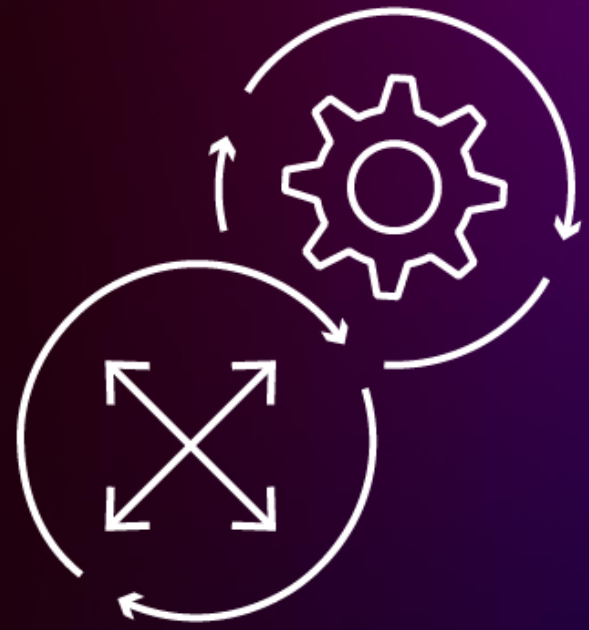
A SIMPLE GUIDE TO HELP ALLIANCE LEADERS BUILD AND ENGAGE THE CO-SELL MOTION WITH AWS



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The AWS ISV Accelerate co-sell checklist

- Build the plan
- Operationalize opportunity engagement
- List and activate private offers on AWS Marketplace
- Marketing and demand generation plan
- Publish sales plays
- Set goals and train sales team
- Engage AWS sales
- Establish performance review mechanisms



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Step 1 – Build the joint business plan

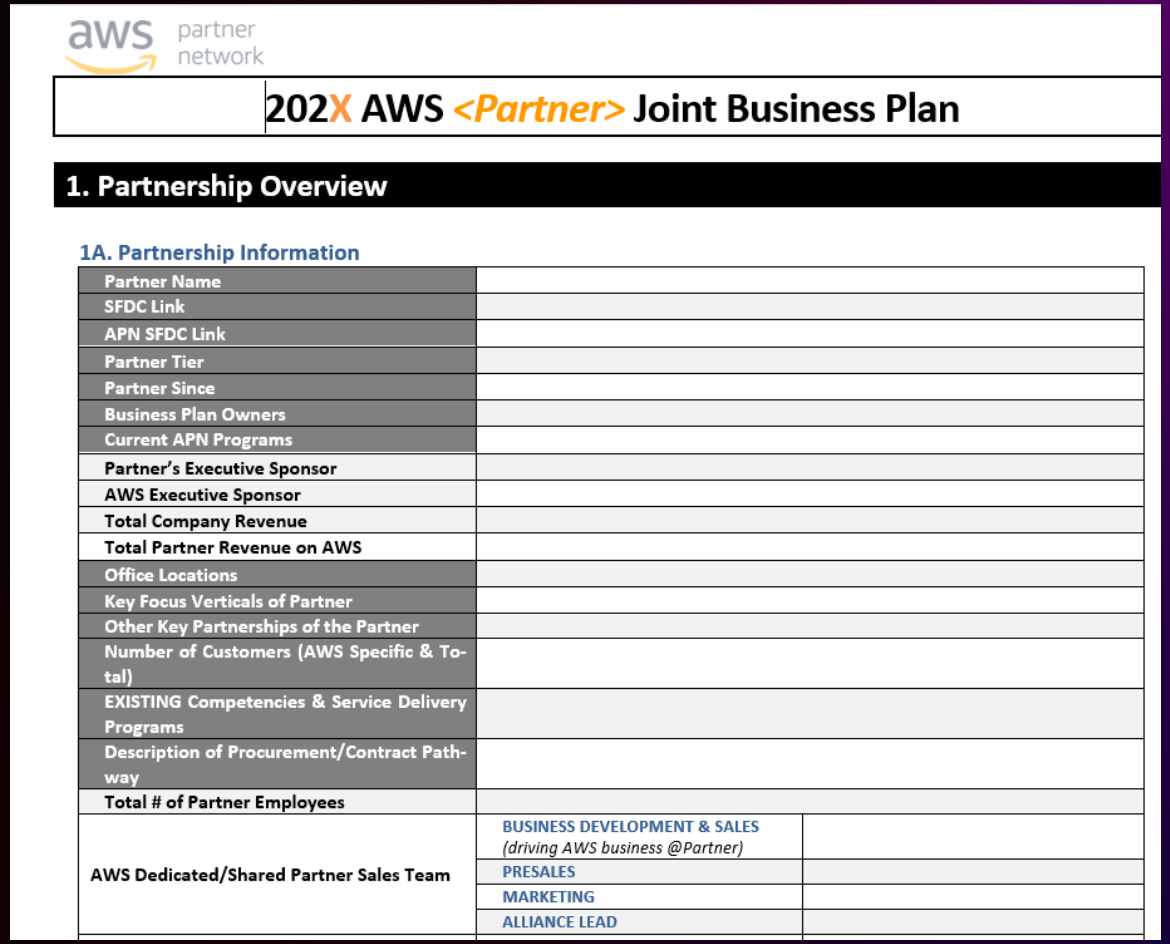
Outcome: Metrics for success

Action: Establish the plan

Resources:

AWS Partner joint business plan

Partner development manager or account manager



aws partner network

202X AWS <Partner> Joint Business Plan

1. Partnership Overview

1A. Partnership Information

Partner Name		
SFDC Link		
APN SFDC Link		
Partner Tier		
Partner Since		
Business Plan Owners		
Current APN Programs		
Partner's Executive Sponsor		
AWS Executive Sponsor		
Total Company Revenue		
Total Partner Revenue on AWS		
Office Locations		
Key Focus Verticals of Partner		
Other Key Partnerships of the Partner		
Number of Customers (AWS Specific & Total)		
EXISTING Competencies & Service Delivery Programs		
Description of Procurement/Contract Pathway		
Total # of Partner Employees		
AWS Dedicated/Shared Partner Sales Team	BUSINESS DEVELOPMENT & SALES *(driving AWS business @Partner)*	
	PRESALES	
	MARKETING	
	ALLIANCE LEAD	

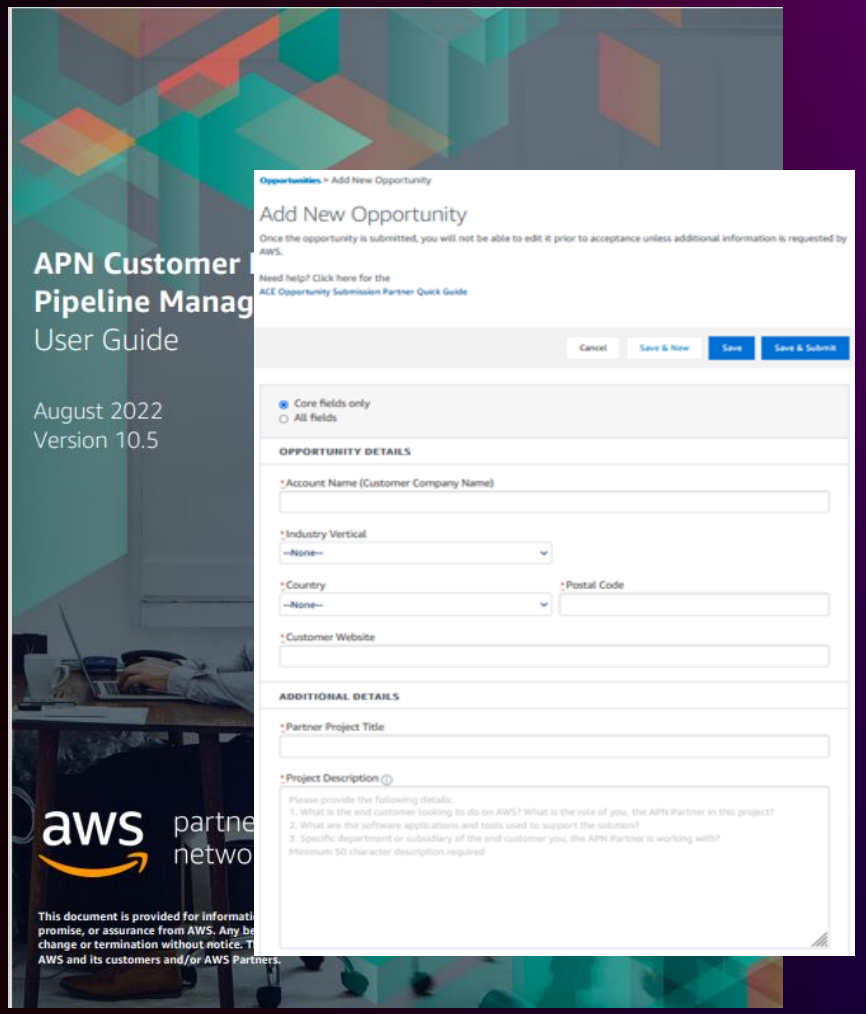
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Step 2 – Operationalize opportunity engagement

Outcome: Share leads and opportunities

Action: Operationalize ACE

Resource: APN Customer Engagements Pipeline Manager User Guide



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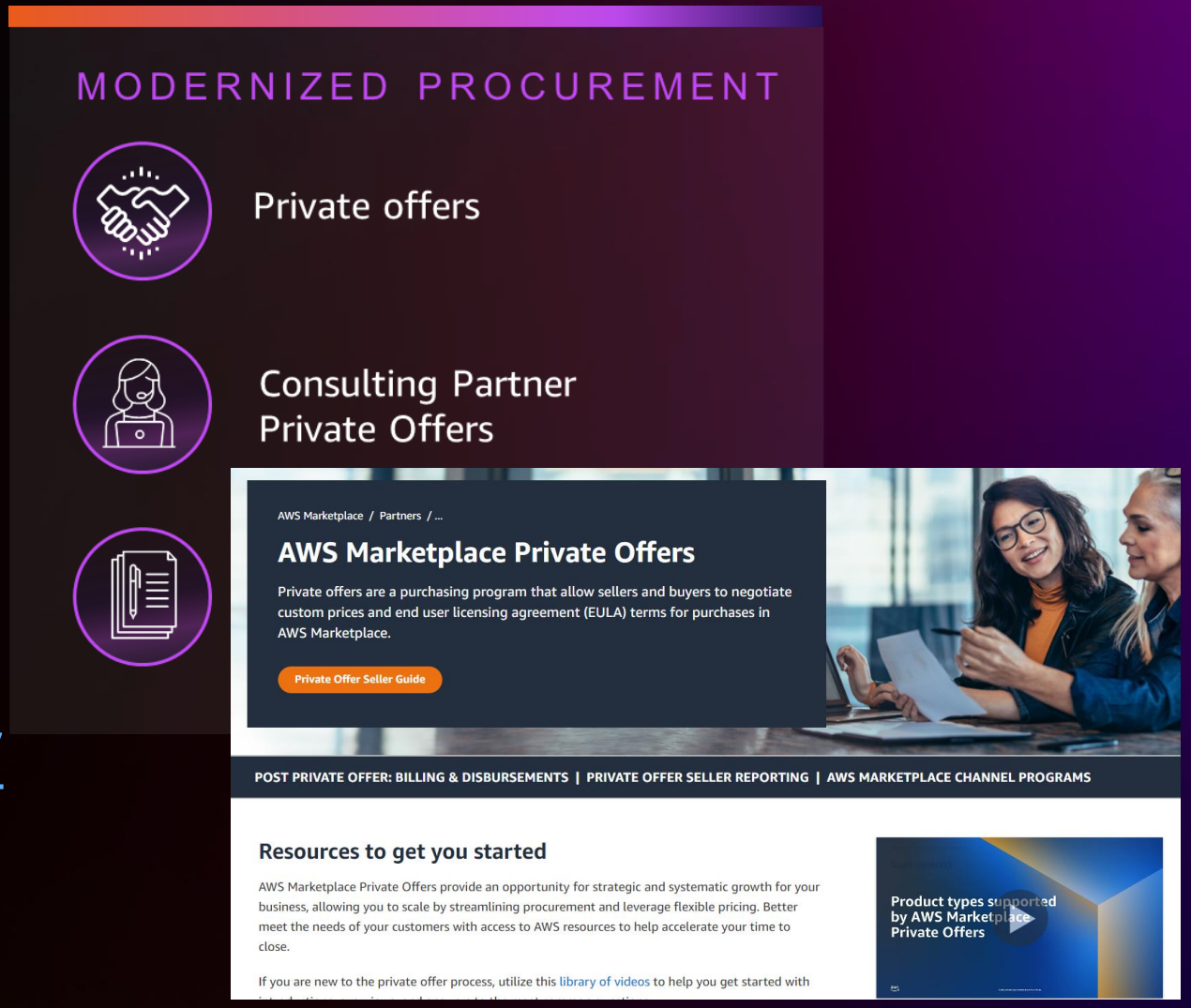
Step 3 – AWS Marketplace private offers

Outcome: Transactions with AWS customers

Action: List on AWS Marketplace, activate private offers

Resources:

Private offers (Amazon.com) https://aws.amazon.com/marketplace/partners/private-offers



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Step 4 – Marketing and demand gen plan

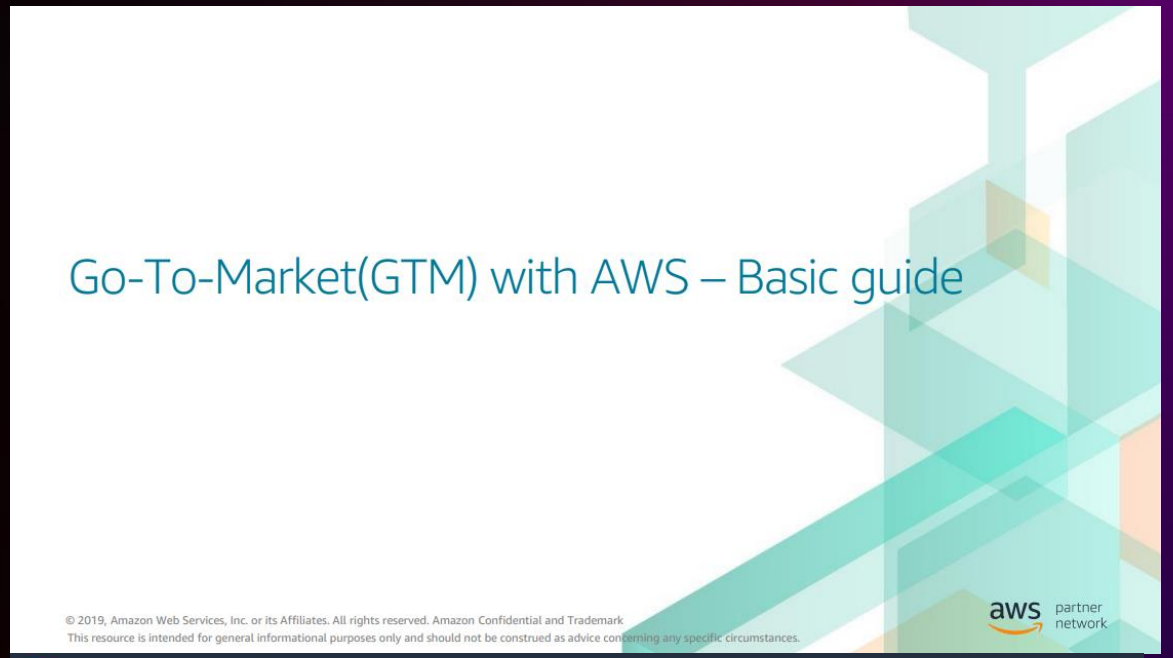
Outcome: Increase exposure of solutions to AWS customers

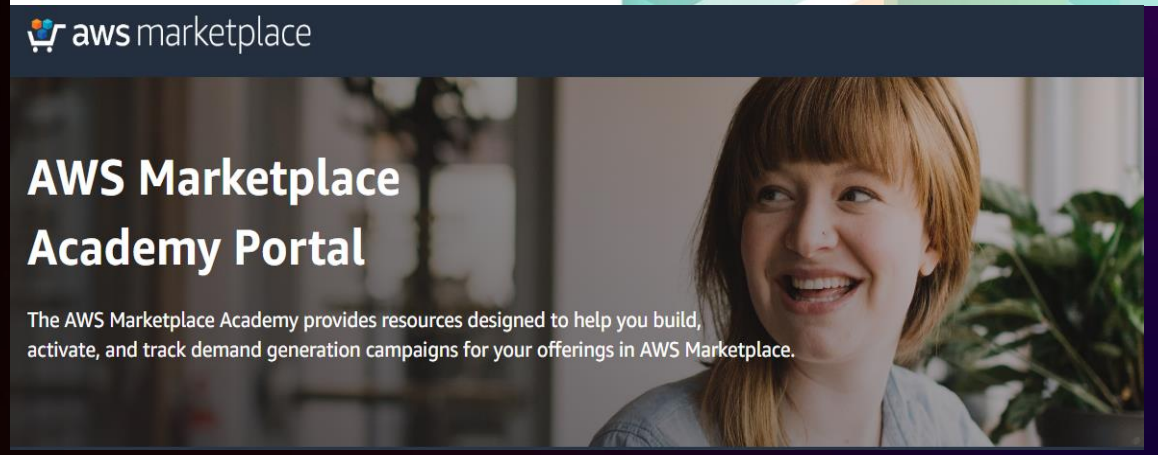
Action: Build the plan

Resources:

Go-To-Market with AWS Basic Guide

AWS Marketplace Academy Portal





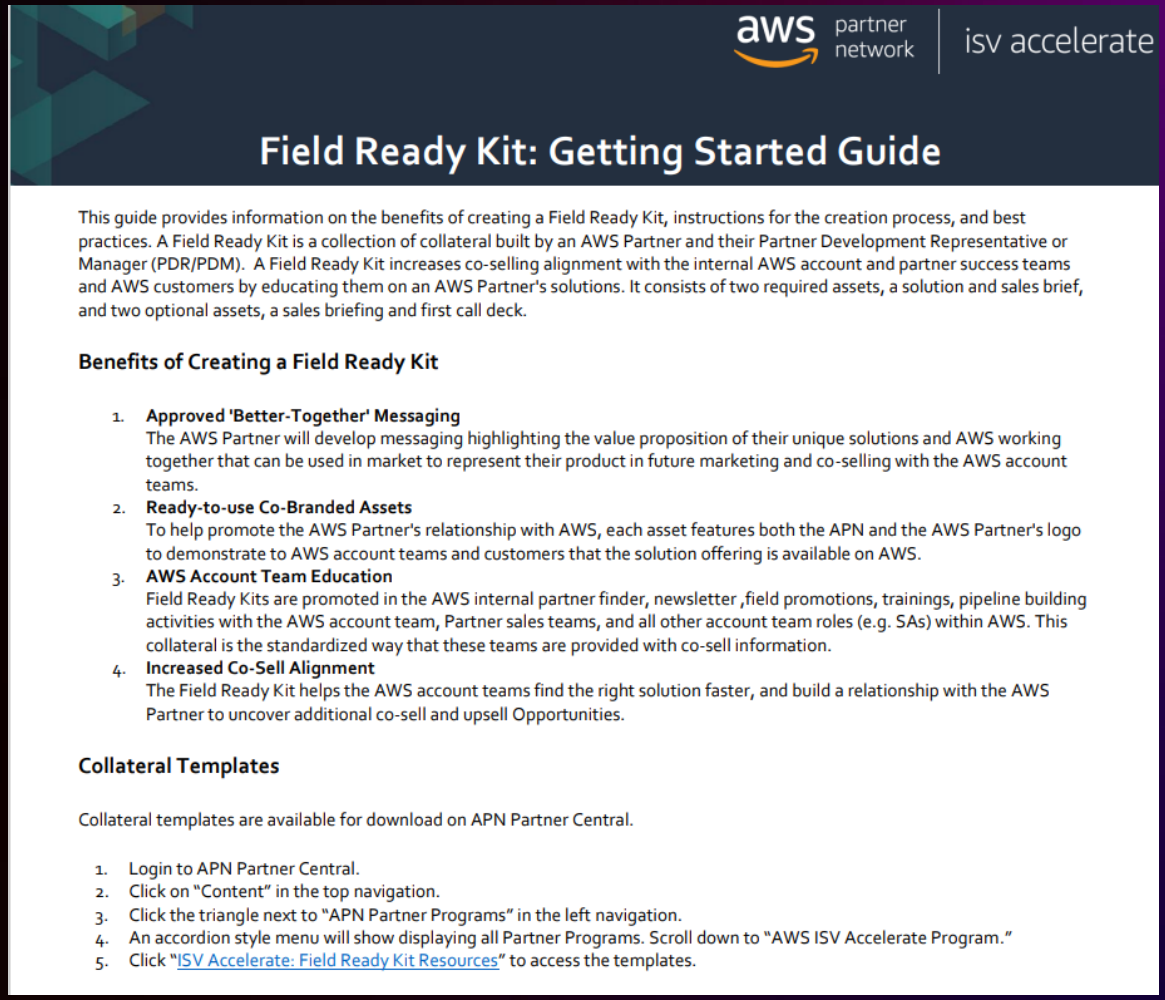
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Step 5 – Publish sales plays

Outcome: Equip AWS field sales with solution and sales play knowledge

Action: Build established customer use cases and sales play

Resources: Field Ready Kit: Getting Started Guide



aws partner network | isv accelerate

Field Ready Kit: Getting Started Guide

This guide provides information on the benefits of creating a Field Ready Kit, instructions for the creation process, and best practices. A Field Ready Kit is a collection of collateral built by an AWS Partner and their Partner Development Representative or Manager (PDR/PDM). A Field Ready Kit increases co-selling alignment with the internal AWS account and partner success teams and AWS customers by educating them on an AWS Partner's solutions. It consists of two required assets, a solution and sales brief, and two optional assets, a sales briefing and first call deck.

Benefits of Creating a Field Ready Kit

1. **Approved 'Better-Together' Messaging**
   The AWS Partner will develop messaging highlighting the value proposition of their unique solutions and AWS working together that can be used in market to represent their product in future marketing and co-selling with the AWS account teams.
2. **Ready-to-use Co-Branded Assets**
   To help promote the AWS Partner's relationship with AWS, each asset features both the APN and the AWS Partner's logo to demonstrate to AWS account teams and customers that the solution offering is available on AWS.
3. **AWS Account Team Education**
   Field Ready Kits are promoted in the AWS internal partner finder, newsletter ,field promotions, trainings, pipeline building activities with the AWS account team, Partner sales teams, and all other account team roles (e.g. SAs) within AWS. This collateral is the standardized way that these teams are provided with co-sell information.
4. **Increased Co-Sell Alignment**
   The Field Ready Kit helps the AWS account teams find the right solution faster, and build a relationship with the AWS Partner to uncover additional co-sell and upsell Opportunities.

Collateral Templates

Collateral templates are available for download on APN Partner Central.

1. Login to APN Partner Central.
2. Click on "Content" in the top navigation.
3. Click the triangle next to "APN Partner Programs" in the left navigation.
4. An accordion style menu will show displaying all Partner Programs. Scroll down to "AWS ISV Accelerate Program."
5. Click "ISV Accelerate: Field Ready Kit Resources" to access the templates.

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Step 6 – Train sales team

Outcome: Partner employed sellers trained to co-sell with AWS

Action: 30-minute online training for sales

Resources:

Navigate for AWS ISV Accelerate



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Step 7 – Engage AWS sales

To start the co-sell process, submit **qualified opportunities** through the AWS deal registration tool



AWS account manager

- Leads customer adoption of AWS and supports partner software fit

AWS ISV success manager

- Supports ISV go-to-market and co-selling with AWS account manager to customers

AWS Marketplace customer advisor

- Establishes the value of AWS Marketplace with customers to drive AWS Marketplace adoption
- Helps customers discover and procure ISV cloud solutions and guides them through closing

Partner success manager

- Drives adoption of AWS services that complement channel and systems integration partners

AWS channel account manager

- Facilitates authorization from ISVs to channel partners to resell software
- Supports channel partners through opportunities from start to finish

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Step 8 – Establish performance review mechanism

Outcome: Predictable performance

Action: Implement Quarterly Business Review

Resources:

APN Quarterly Business Review Template

Partner Development Manager



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“Co-selling with AWS helps Lacework drive new business and accelerate our sales cycles, resulting in tremendous growth and new customer acquisitions. The company recently reported 3x revenue growth year over year for the past 3 years.”

Michael Musselman

Sr. Director, Technology and Strategic Alliances
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Thank you!

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