
AWS
re:Invent
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PEX213

Co-selling integrator solutions with AWS

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Agenda

Co-selling overview

Partner co-sell best practices

AWS co-selling teams

Live PSM/AWS Partner fireside chat

APN co-sell programs and resources

Next steps and call to action

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A message from the CEO of AWS to customers



“When we have partners with real experts who show up at our customer sites, we hear all about it. And it’s just incredibly important for maintaining that trust. …it’s just really, really important to our customers. They need it. And we’re fully behind whatever is the most important thing for our customers.”

Adam Selipsky, CEO, AWS

Source: https://www.crn.com/slide-shows/cloud/aws-ceo-adam-selipsky-tells-partners-at-re-invent-be-experts-be-trained-be-certified-

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APN 10-year anniversary!

Partner profitability

	Offering creation	Capability build	Selling	Growing
Outcome solution	AWS Partner Solutions Finder	Competencies	Industry solutions	ISV and SI solutions
Co-sell solution	Catalysts	Greenfield incentives	ACE	ProServe and SI solutions
Managed services	Service adoption programs	Well-Architected	Partner-led support	MSP, MSSP
Resell + services	POA	Differentiation programs	Consulting partner private offers	MAP
Resell	AWS Solution Provider Program	Distribution program	Partner origination incentives	AWS Marketplace

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Co-selling best practices

Be customer obsessed



Build and maintain your company's brand



Interlock with AWS sales



Identify your network



Specialize by horizontal and vertical



Share success



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Example: Partner success story

2 AWS Competencies | 3 Partner Programs | 6 AWS Service Validations | 100+ AWS Certifications | 500+ AWS Customer Launches

Partner HQ: North America

Partner size: <500 employees

Focus: SMB, SUP, greenfield

APN Tier: Premier (new in 2022!)

2020-2022 growth:

11x
- Employee growth
- 22-250

16x
- Revenue growth
- $3M-$50M

"The North America SMB AWS Adopt-a-Partner (AaP) program and a PSM [to guide us] helped us experience exponential growth in 2021 and 2022. This program gave our PSM the ability to introduce us to many AWS account teams and gave us visibility we would not have received without this program. There is no playbook or guide to help a partner navigate the many intricacies that the APN has. Our PSM helped us navigate those intricate waters."

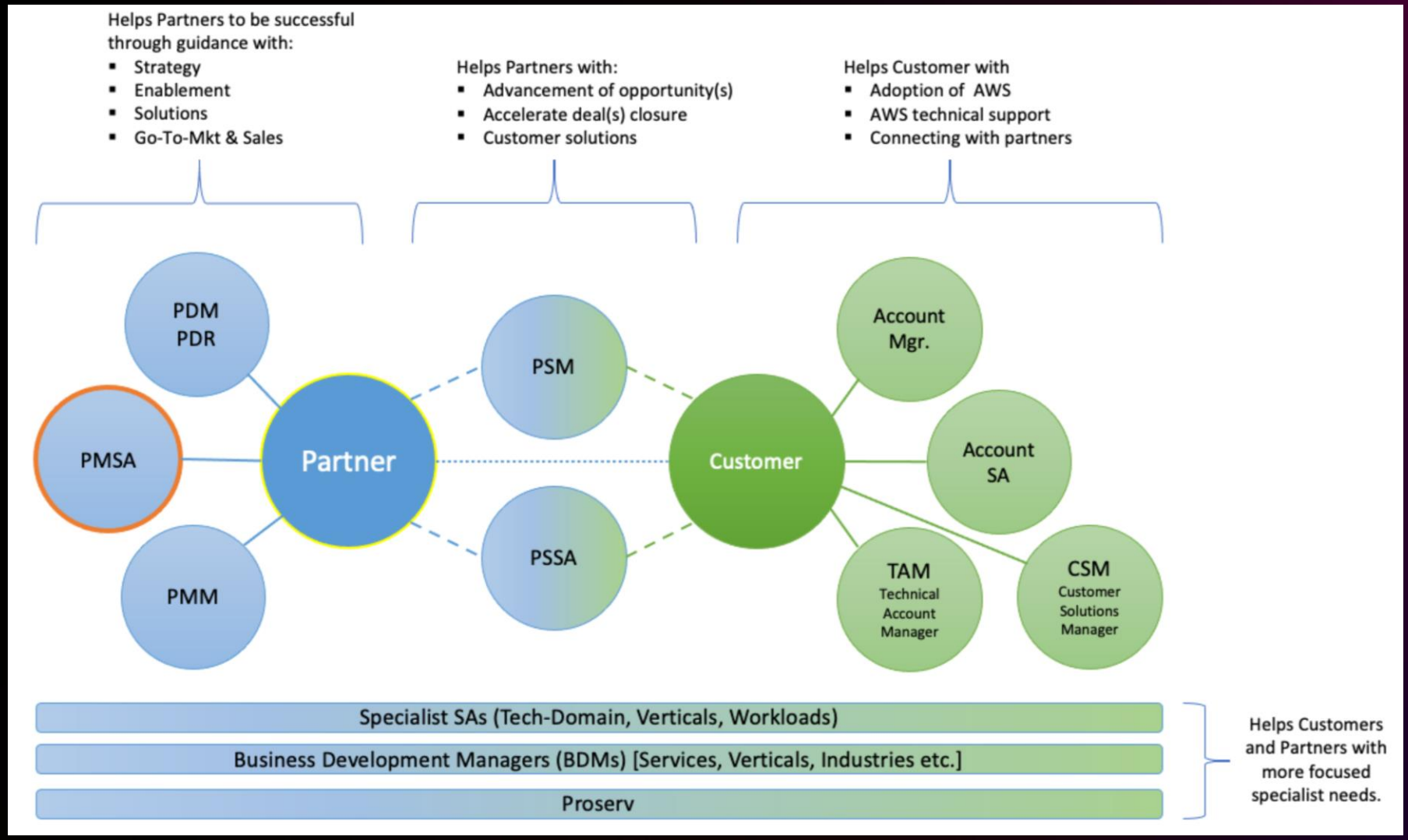
-Partner CEO

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Identify network and interlock with AWS sales

EXAMPLE: BREADTH AND DEPTH OF AWS TECHNICAL RESOURCES TO INTERLOCK WITH



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Your frontline AWS co-selling team



Partner development manager/rep

- ✓ Partner processes
- ✓ GTM creation
- ✓ Partner strategy
- ✓ Business goal alignment

Partner solutions architect

- ✓ Technical strategy
- ✓ AWS adoption
- ✓ Technical resource
- ✓ AWS architectures

Partner success manager

- ✓ Partner services adoption
- ✓ Works with customers
- ✓ Owns funding mechanisms
- ✓ GTM execution

Account manager

- ✓ Partner services adoption
- ✓ Works with customers
- ✓ GTM execution

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Panel discussion

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APN programs and resources

1 **APN Partner Central***



2 **APN Consulting Partner Brochure***



3 **ACE Program Pipeline Manager User Guide***



4 **APN funding options**



5 **APN training content**



6 **Custom learning plans**



*Must have access to APN Partner Central

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Call to action

Share customer stories



Market your brand to customers and AWS



Register ACE co-sell opportunities



Partner with ProServe and partners



Build field battlecards



Market success stories



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Thank you!



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