



# AWS re:Invent

**GPSTEC325**

# AWS Control Tower in a nutshell and practice enablement for APN Partners

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# Agenda

Multi-account strategy

AWS Control Tower

AWS Control Tower engagement model

Marketing, sales, delivery and support kits

Q&A

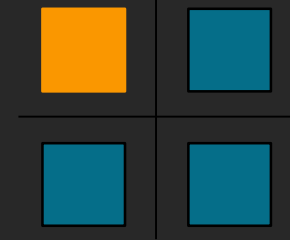
# Why one account isn't enough



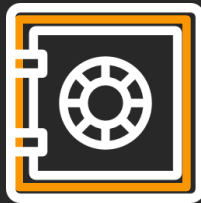
Many teams



Billing



Isolation



Security/compliance  
controls



Business process

# Customers are faced with ...

Many  
design decisions

The need to configure  
multiple accounts &  
services

Establishing  
a security baseline &  
governance

# You need a “landing zone”

- A configured, secure, scalable, multi-account AWS environment based on AWS best practices
- A starting point for net new development and experimentation
- A starting point for migrating applications
- An environment that allows for iteration and extension over time



# AWS Landing Zone vs. landing zone

## Landing zone:

- Secure pre-configured environment for your AWS presence
- Scalable and flexible
- Enables agility and innovation

## AWS Landing Zone:

- Implementation of a landing zone based on multi-account strategy guidance

## AWS Control Tower:

- AWS service version of AWS Landing Zone

# AWS Control Tower: Easiest way to set up and govern AWS at scale



Enable



Provision



Operate

**Business agility + governance control**



# Summary of key features



Automated landing zone  
with best practice blueprints



Built-in identity and access  
management



Guardrails for policy  
management



Preconfigured log archive and  
audit access to accounts



Account factory for  
account provisioning



Built-in monitoring and  
notifications

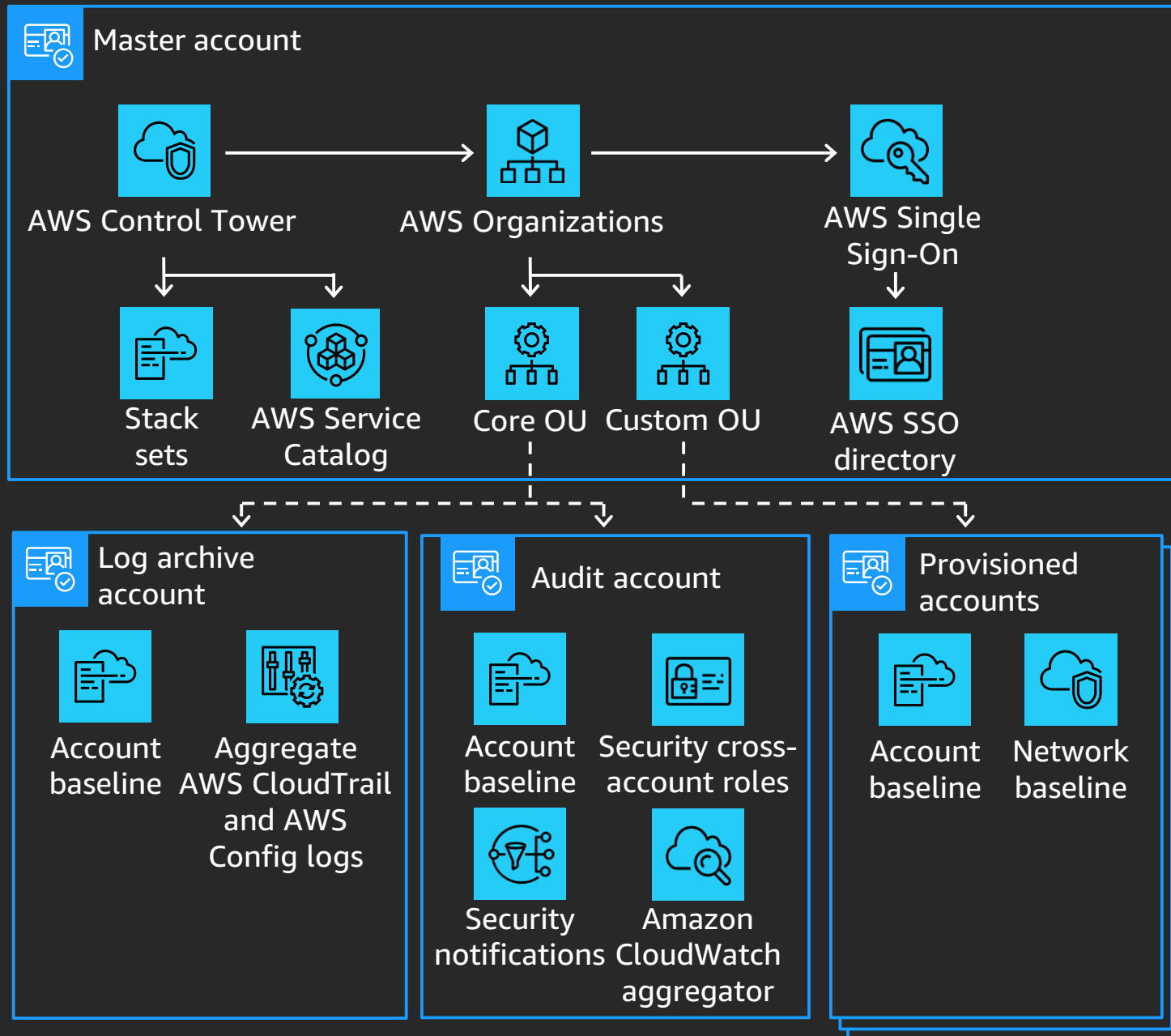


Dashboard for visibility  
and actions



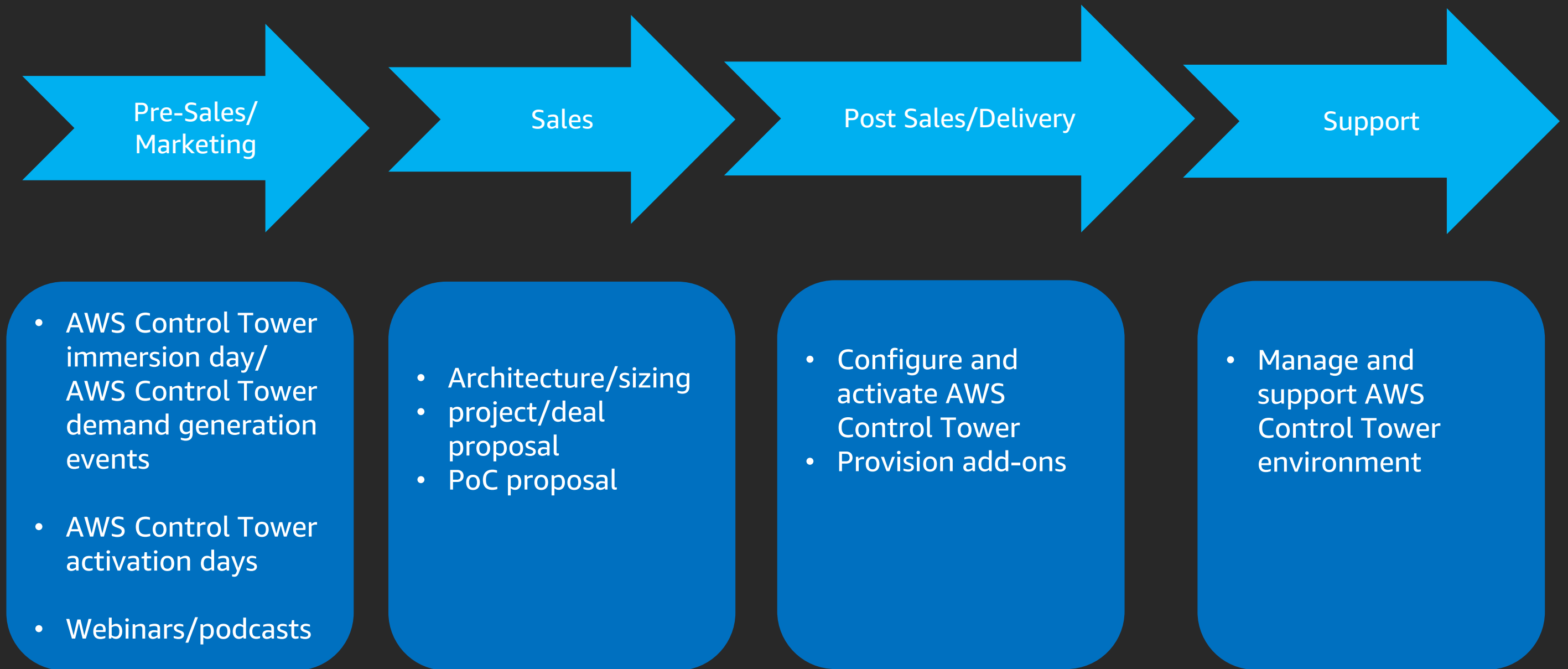
Automatic updates

# Set up an AWS landing zone

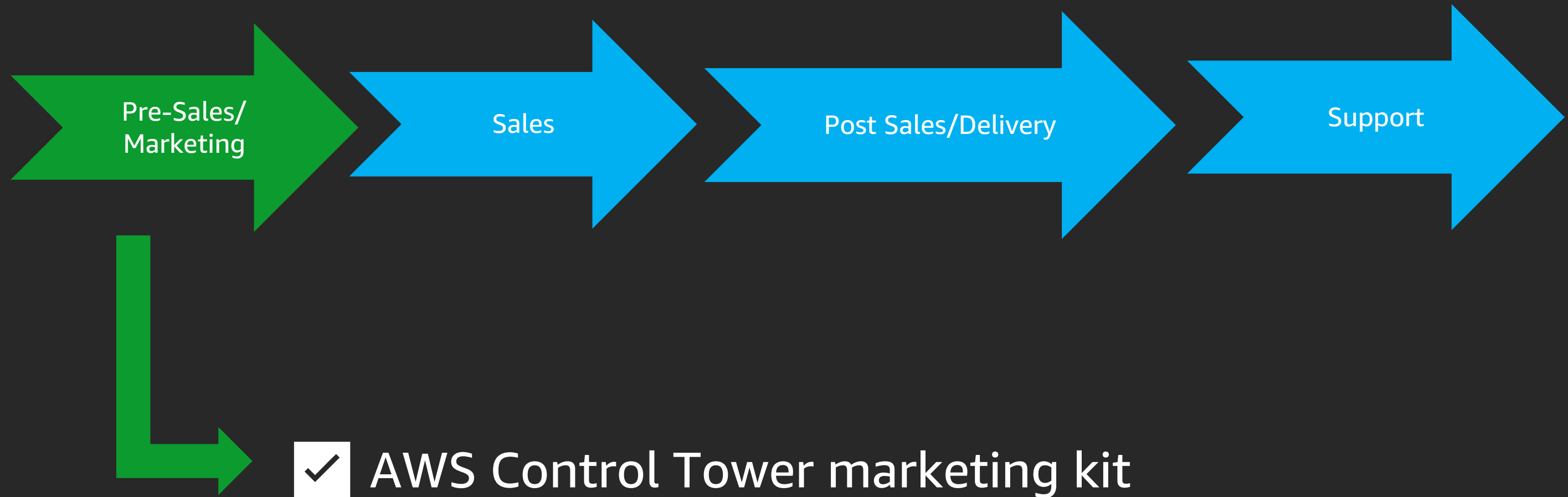


- Landing zone—a preconfigured, secure, scalable, multi-account AWS environment based on best practice blueprints
- Multi-account management using Organizations
- Identity and federated access management using AWS SSO
- Centralized log archive using CloudTrail and AWS Config
- Cross-account audit access using AWS SSO and AWS Identity and Access Management (IAM)
- End-user account provisioning through AWS Service Catalog
- Centralized monitoring and notifications using CloudWatch and Amazon SNS

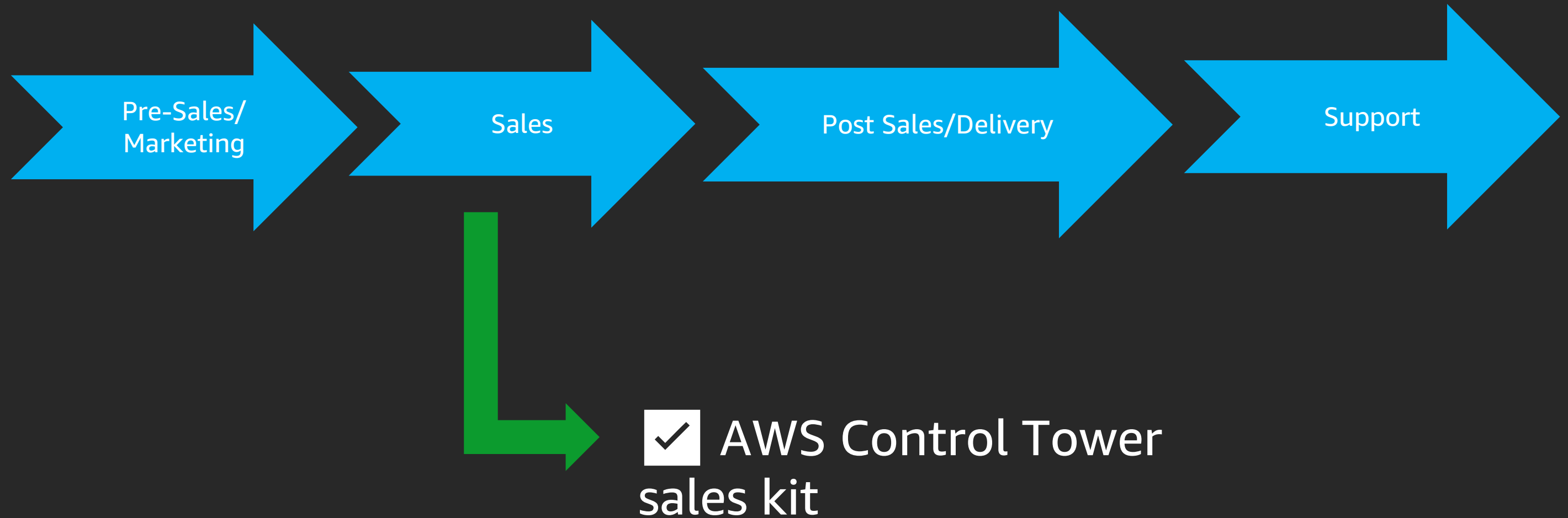
# AWS Control Tower engagement model



# AWS Control Tower practice building



# AWS Control Tower practice building



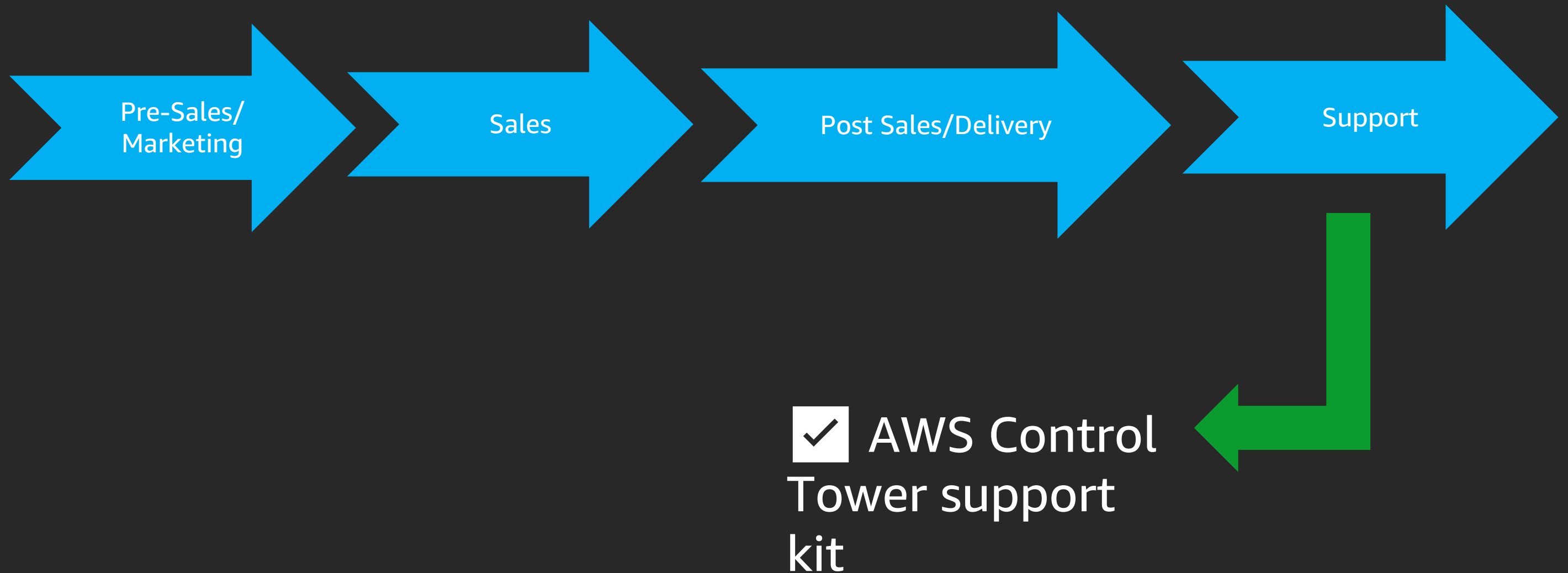
# AWS Control Tower practice building



- ✓ AWS Control Tower technical training (300-400 level)
- ✓ AWS Control Tower delivery kit



# AWS Control Tower practice building



# AWS Control Tower marketing kit

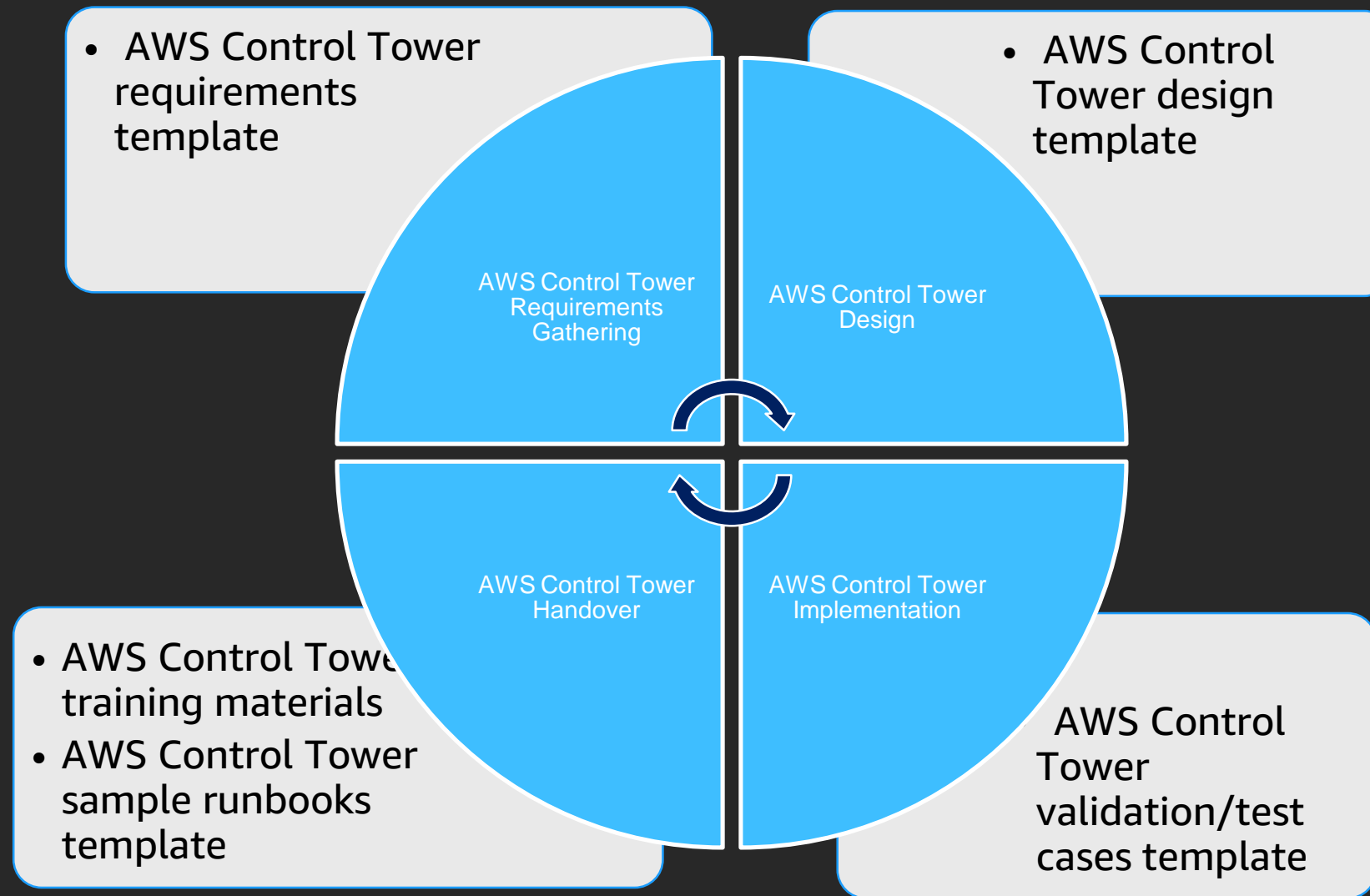
- ✓ AWS Control Tower partner battlecard
- ✓ AWS Control Tower messaging
- ✓ APN funding options



# AWS Control Tower sales kit

- ✓ AWS Control Tower sales playbook
- ✓ AWS Control Tower first call deck
- ✓ APN PoC funding template
- ✓ AWS Landing Zone vs AWS Control Tower
- ✓ AWS Control Tower partner add-ons
- ✓ APN opportunity creation/tracking document

# AWS Control Tower implementation life cycle



# AWS Control Tower support kit

- ✓ Sample AWS Control Tower playbooks, runbooks
- ✓ AWS support engagement document
- ✓ Managing AWS Control Tower

# AWS Control Tower partner add-ons

- ✓ Centralized log with Amazon Elasticsearch Service (Amazon ES)
- ✓ Deploy additional services via AWS Service Catalog
- ✓ Single sign-on using Okta, Azure AD, Active Directory, and other providers
- ✓ AWS Transit Gateway configuration
- ✓ ISV configurations such as Splunk, Tableau and others

# Thank you!

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