AWS re:Invent

GPSBUS207

Build Success with New AWS Partner Network Offerings

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Amazon Web Services

AWS re:Invent

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aws

Agenda

Market opportunity

Value of AWS Partner Network (APN)

APN Programs to build, market, sell your offerings

2019 new APN offerings

Key takeaways

Opportunity for Partners

AWS has millions of active customers every month

$36B

Revenue

165+

Services

22+

Geographic regions

5x growth in 5 years

Value of the APN



Deliver more innovation



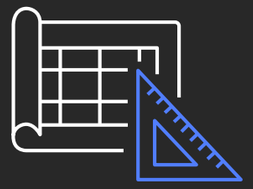
Gain credibility



Promote your business



Highlight your expertise



Define your APN journey and maximize opportunities



Work with an assigned Partner Manager on signing up



Increase visibility to AWS field teams and AWS customers



Save time and money and get tools and resources

aws partner network



Build



Market



Sell

aws partner network



Consulting partners

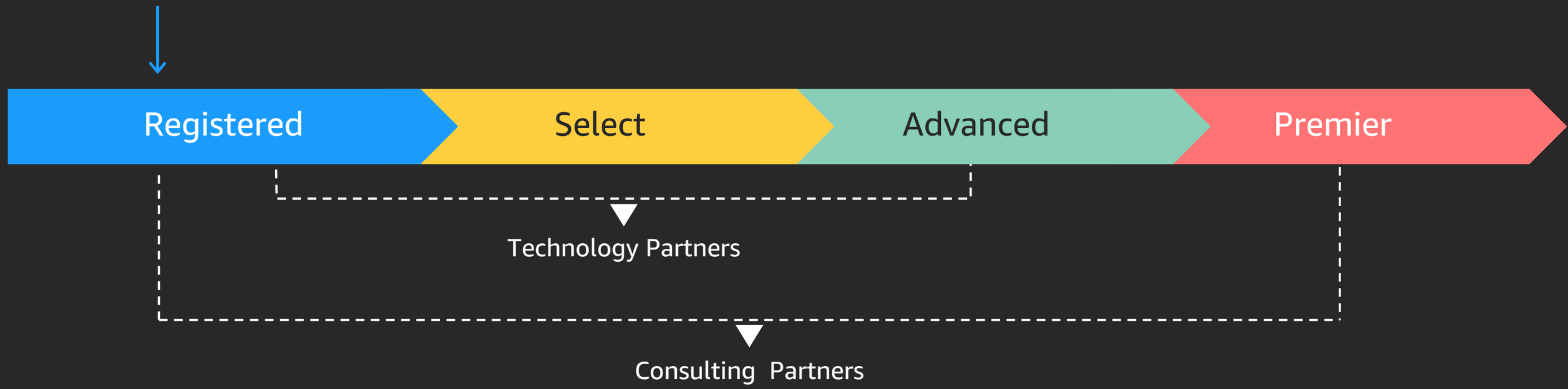


Technology partners

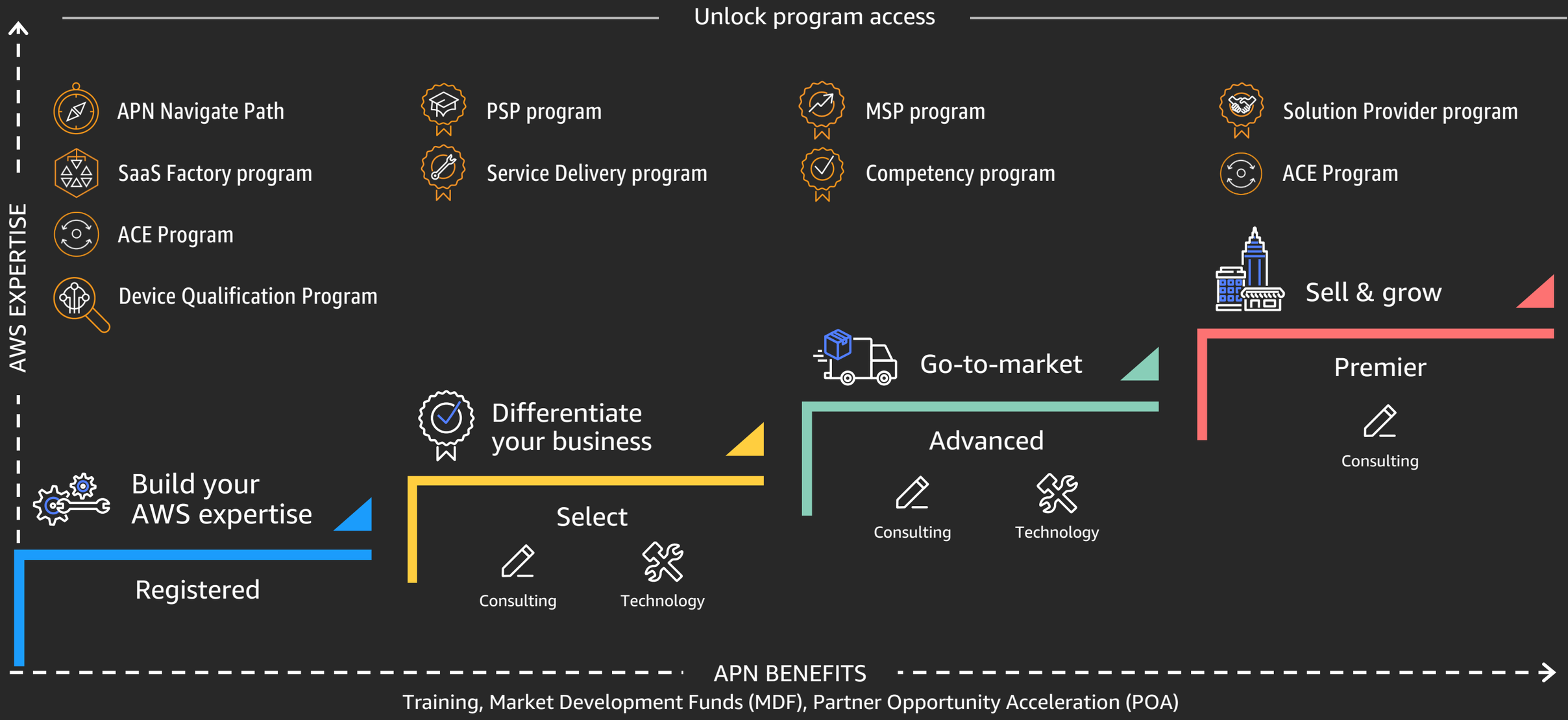
Build Market Sell

APN Partner tiers

24-Hour SLA for
Partner Development
Representative Contact



Create your own APN Partner journey

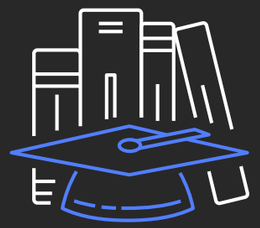


AWS Training and Certification opportunities



Digital Training

Free on-demand courses



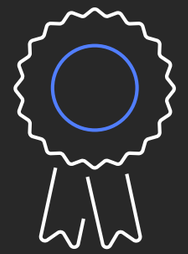
Classroom Training

In-person, virtual training



AWS Accreditations

Showcase your AWS Services understanding



AWS Certifications

Differentiate your organization’s expertise

https://aws.amazon.com/partners/training/

APN Navigate Path



aws partner network | navigate

APN Navigate Foundations Path

Offers step-by-step guidance to establish your AWS based business and move to the APN Select tier.

APN Navigate Specialization tracks

Provide prescriptive guidance to become an expert, define programs that best serve your business needs, and progress to your next APN tier.

https://aws.amazon.com/partners/navigate/

APN Navigate Specialization Tracks





Contact Center



Blockchain



Financial Services



Migration



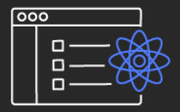
Database Services



End User Computing



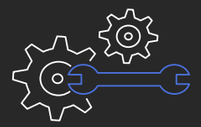
Machine Learning



Microsoft Workloads



Serverless



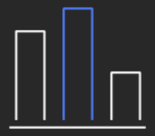
DevOps



IoT



HPC



MSP



SAP



VMWare



Security



Containers

APN Navigate Foundations

AWS SaaS Factory



aws partner network | saas factory

AWS SaaS Factory
provides a broad range of business and technical enablement resources for building, migrating, and optimizing software-as-a-service (SaaS) on AWS.

https://aws.amazon.com/partners/saas-factory/

AWS Device Qualification Program



aws partner network | device qualification

AWS Device Qualification Program
is a hardware validation program for APN Partners to test IoT device compatibility with AWS IoT services.

AWS Device Qualification Partners can list qualified devices on partner device catalog.

https://aws.amazon.com/partners/dqp/
https://devices.amazonaws.com/

AWS Service Delivery Program



aws partner network | service delivery

AWS Service Delivery Program highlights APN Partners with a track record of delivering specific AWS services to customers.

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

AWS Service Delivery Designations

Database

- Amazon Aurora
- Amazon RDS
- AWS Database Migration Service

Analytics

- Amazon Elastic MapReduce
- Amazon Kinesis
- Amazon Redshift
- Amazon QuickSight

Management Tools

- AWS CloudFormation
- AWS Service Catalog
- AWS Config
- Amazon EC2 Systems Manager

Networking & Content Delivery

- Amazon CloudFront
- AWS Direct Connect

Security

- AWS Web Application Firewall

Compute

- Amazon EC2 for Windows Server
- AWS Server Migration Service

Serverless Computing

- AWS Lambda
- Amazon API Gateway
- Amazon DynamoDB

Internet of Things

- AWS IoT Analytics
- AWS IoT Core
- AWS IoT Greengrass

AWS GovCloud (US)

- AWS GovCloud (US)

Customer Engagement

- Amazon Connect

AWS Competency Program



aws partner network | competency

AWS Competency Program highlights APN Partners who have demonstrated technical proficiency and proven customer success in specialized solution areas, industry or workload.

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

AWS Competencies

Industry

- Government
- Education
- Nonprofit
- Life Sciences
- Healthcare
- Financial Services
- Digital Customer Experience
- Digital Media
- Industrial Software

Solution

- IoT
- Storage
- Cloud Management Tools
- Mobile
- DevOps
- Data & Analytics
- Machine Learning
- Migration
- Security
- Networking
- Containers
- End User Computing

Workload

- Oracle
- Windows
- SAP

AWS Managed Service Provider Program



aws partner network | managed service provider

MSP Program
highlights ‘Next Gen’ APN Partners who help customers plan, design, migrate, build, run, and optimize AWS workloads.

https://aws.amazon.com/partners/managed-service/

APN Customer Engagements Program



aws partner network | customer engagements

APN Customer Engagements (ACE) Program provides the framework to enable APN partners to drive successful customer engagements across three sales motions.

Partner Opportunity Referrals
AWS Opportunity Referrals
AWS Lead referrals

https://aws.amazon.com/partners/ace/

New APN Offerings

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aws
partner
network
saas factory



2.5x

Increase in APN Partners leveraging SaaS Factory to build SaaS solutions on AWS

"We worked with the AWS SaaS Factory team to transform our own development process and build and deliver our new services 50% faster."

Francois Locoh-Donou

F5 Networks

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Introducing the new APN SaaS Navigate Specialization Track for APN Technology Partners

What is the APN SaaS Navigate Specialization Track?

aws partner network | navigate

APN SaaS Navigate Track provides guidance on fundamentals of building SaaS solutions on AWS to APN Technology Partners

Unlocks deep dive resource guide with curated SaaS content

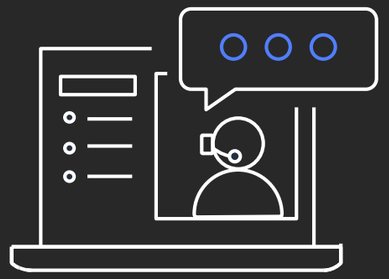
How to get started?



01

Take Business and Technical trainings

www.aws.com/navigate/saas



02

Register for APN webinar on December 10, 8am or 8pm PT, to achieve APN Navigate Specialization

bit.ly/SaaS_PartnerCast



03

Start building your SaaS solutions



Introducing the new AWS Service Ready Program for APN Technology Partners

What is the AWS Service Ready Program?



aws partner network | service ready

A validation program to identify and validate compatible products from APN Technology Partners that integrate with specific AWS services.

Service Ready Validations

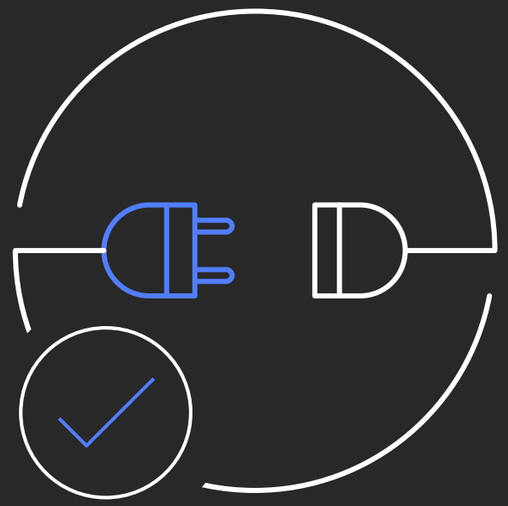


Available today

- Amazon Aurora
- AWS Lambda
- Amazon Redshift
- AWS PrivateLink

The list continues to grow…

AWS Service Ready Program Benefits



Increase visibility with AWS customers and AWS field teams

Better connect with AWS customers through go-to-market activities

Opportunity to deepen your learning through exclusive invite only NDA roadmap events

How to get started?



01

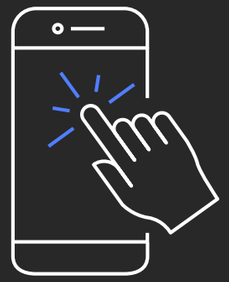
Achieve APN Select or higher tier for Technology Partners



02

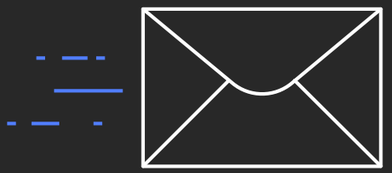
Review AWS Service Ready Guidelines and Validation Checklists for each AWS Service Ready designation

https://aws.amazon.com/partners/service-ready



03

List your product in APN Partner Central



04

Email your completed Validation Checklist and Product Listing URL to apply: designation-launches@amazon.com

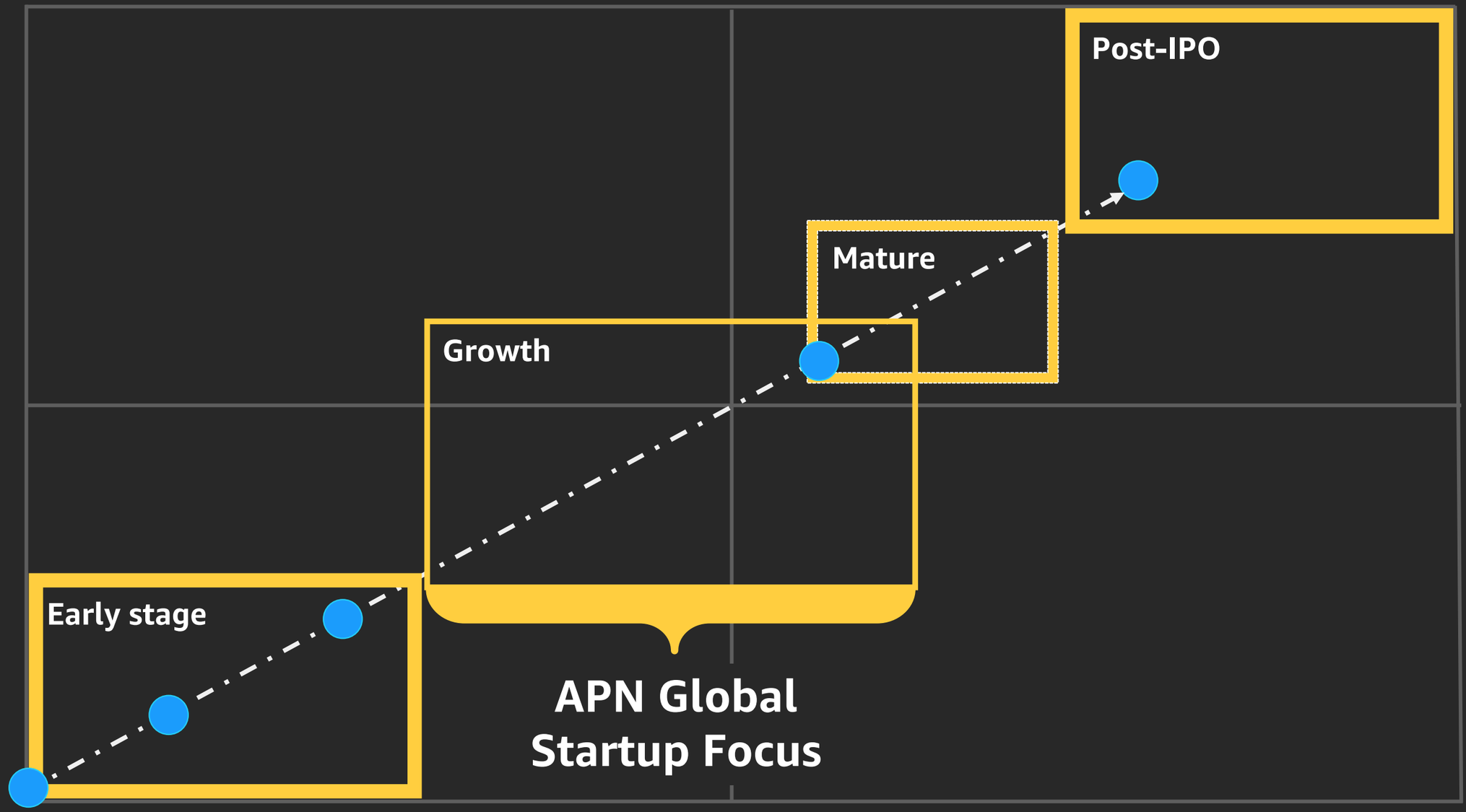


Introducing the new **APN Global Startup Program** for APN Technology Partners

AWS for Startups

Seed	Validation	Growth
AWS Lofts		
Free Training/Training Credits		
AWS Activate		
	AWS Startup Migrate	
	AWS Cost Optimization	
Startup Marketing Support (Startups on Air, Startup blogs/vlogs, Startup Day, etc.)		

Startup Journey



What is the APN Global Startup Program?



aws partner network | global startup

Invite-only support and go-to-market (GTM) program for mid to late stage VC-backed startups

‘White glove’ resources to increase the speed at which startups can receive exclusive APN benefits

APN Global Startup Program Benefits



Technical validation	Optimize Startup partner on AWS platform, Validate products and technology with AWS technical resource
Go-to-market support	Build awareness and increase visibility through events, networking, campaigns that build thought leadership and lead-gen
Sales enablement	Accelerate go-to-market strategy with AWS Sales through Underwriting POCs, design-wins, opportunity management, incentive alignment

How to get started?

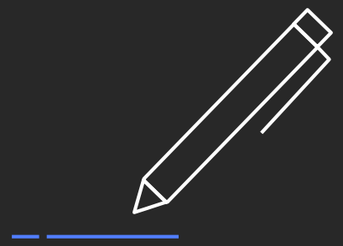


01

To be considered for invite-only Global Startup Program

Criteria:

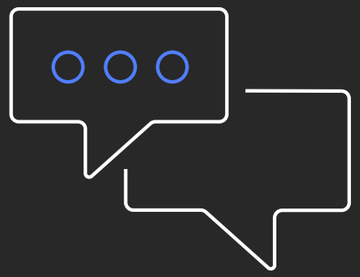
- Clear and growing product-market fit and revenue growth focus
- Be backed by top-tier VC firm
- Repeatable business and sales model in place



02

Contact us through the Interest form

https://go.awspartner.com/global-startup-program



03

AWS member will reach out to you with recommended best path forward



Introducing the new AWS Retail Competency for APN Consulting & Technology Partners

AWS Retail Competency



aws partner network | competency retail

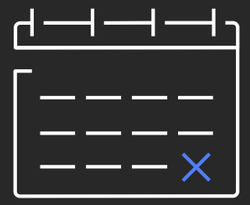
For APN Consulting and Technology Partners with deep experience and demonstrated success building proven retail technology on AWS.

Innovators that set the bar higher for retailers in Data Lakes, AI/ML, Voice, Recognition, IoT, Microservices, and Retail Transformation.

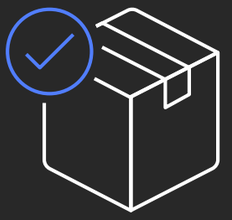
AWS Retail Competency Categories



Customer engagement



Corporate merchandize and planning



Retail supply chain and distribution



Physical, digital and virtual store



Advanced retail data science



Core retail business applications



Introducing the new Public Safety & Disaster Response Competency for APN Consulting Partners

AWS Public Safety & Disaster Response Competency

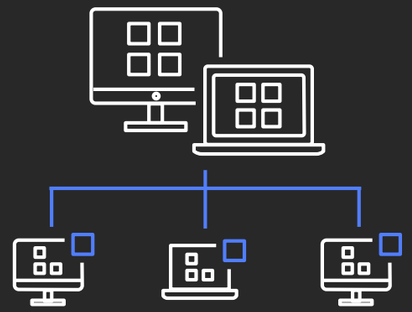


aws partner network | competency public safety & disaster response

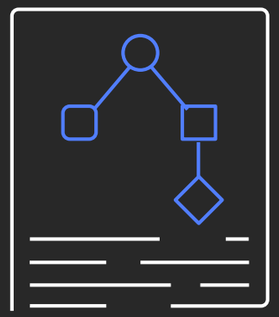
For APN Consulting Partners with deep experience and demonstrated success building and implementing technology solutions to help first responders and other organizations.

From natural or manmade disasters and emergencies, enabling customers to create safer and more resilient communities.

AWS Public Safety & Disaster Response Competency Categories



Operational solutions



Data analytic solutions



Infrastructure and recovery solutions

How to get started?



01

Achieve APN Advanced or higher tier.



02

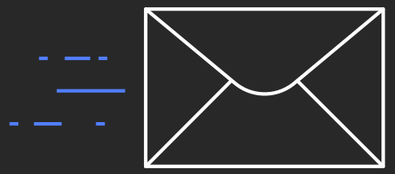
Review AWS Competency Guidelines and Validation Checklists for each AWS Competency designation

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



03

Secure AWS customer references. AWS Competencies require 4 AWS Customer References specific to the Competency.



04

Apply for AWS Competency in the APN Portal and email completed Self-Assessment to competency-checklist@amazon.com



Introducing AWS Immersion Days for APN Consulting Partners



aws partner network | immersion days

Program to scale customer engagements between APN Advanced Consulting Partners and AWS customers.

Access to presentation content and labs created by AWS Solution Architects as well as learning assets on how to deliver Immersion Days.

Partner Immersion Day Modules

Modules available and growing



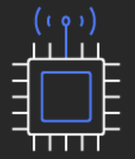
General
Immersion Day



AWS Database
Migration Service (AWS
DMS) Immersion Day



AI ML
Immersion Day



EC2 Spot
Immersion Day



EMR
Immersion Day



Amazon Redshift
Immersion Day



Containers
Immersion Day



Microsoft
Immersion Day



Landing Zone
Immersion Day



Data Engineering
Immersion Day



Security
Immersion Day



Serverless
Immersion Day



IoT Immersion Day

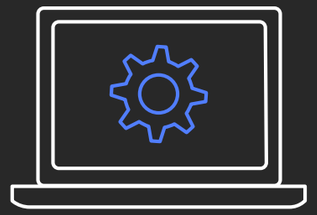


Serverless Data Lake
Immersion Day

AWS Immersion Days Benefits



Live Partner Solution Architects training



Virtual Partner Marketing Managers (vPMMs) in most GEOs



Use in various sales stages in a 1:1 or pre-sales in 1:Many customer settings



Establish customer trust with what is possible on AWS

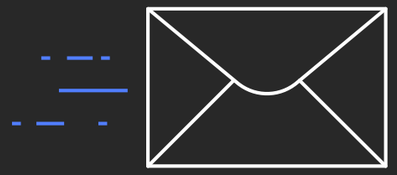
https://aws.amazon.com/partners/apnimmersionday

How to get started?



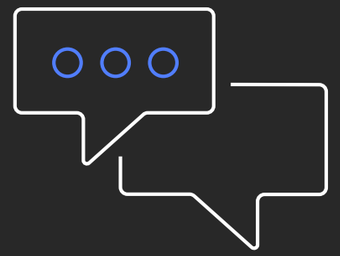
01

Achieve APN Advanced or Premier Consulting Partner tier



02

Submit your application https://aws.amazon.com/partner/apnimmerionday



03

Connect with APN

The APN Team will review your submission and reply to you within three business days

Key takeaways

1. Choose your Business Model: Consulting or Technology
2. Leverage APN tiers and Programs to build, market, and sell
3. Leverage the APN Navigate Path to build your business, specialize and advance to your next APN tier
4. Explore SaaS Factory to build well-architected solutions
5. Start your sales engagement with ACE
6. Engage with your AWS Partner Manager

Stay-up-to date



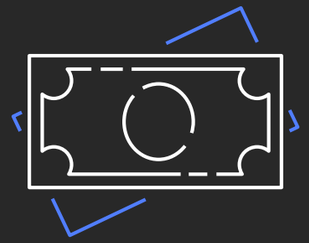
Explore Partner Programs

https://aws.amazon.com/partners



Read the APN Blog

https://aws.amazon.com/blogs/apn/



Learn more about Funding benefits

https://partnercentral.awspartner.com



Connect with APN Resources

Contact your AWS Partner Manager

Let’s talk!

Engage with the APN team
at APN Booth #4407

Thank you!

AWS re:Invent

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aws



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