AWS re:Invent

GPSTEC303

Overcoming the challenges of being a next-generation MSP

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Agenda

Evolution from a traditional MSP

What is a next-generation AWS Managed Service Provider (MSP)?

Open discussion, whiteboarding, idea sharing

Concluding remarks, resources, and next steps

Related sessions

GPSTEC330 - Modernizing and optimizing your AWS MSP’s support operations

12/2/19 (Monday) 10:45 AM - MGM, Level 1, Boulevard Ballroom 162

GPSBUS202 - Delivering customer value through next-generation managed services

12/4/19 (Wednesday) 1:45 PM - MGM, Level 3, Chairman's Ballroom 364

Why evolve?

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What was your favorite meal growing up?





Managed services are *rapidly* evolving.

Traditional MSP	Next-Generation MSP
Run and operate focus	Design, architect, ***automate***
Hardware-based solutions	Cloud- and software-based ***solutions***
Centralized operations	***Distributed*** operations and resources
Device-based SLAs	***Solution/application***-based SLAs
Complex, manual change management	DevOps, CI/CD, ***self-healing*** solutions, ***infrastructure as code***
Static monitoring with fixed thresholds	***Dynamic monitoring***, anomaly detection, machine learning
Security risk mitigation	Security by design, ***continuous compliance***
Outsourcing vendor	***Trusted advisor*** and partner

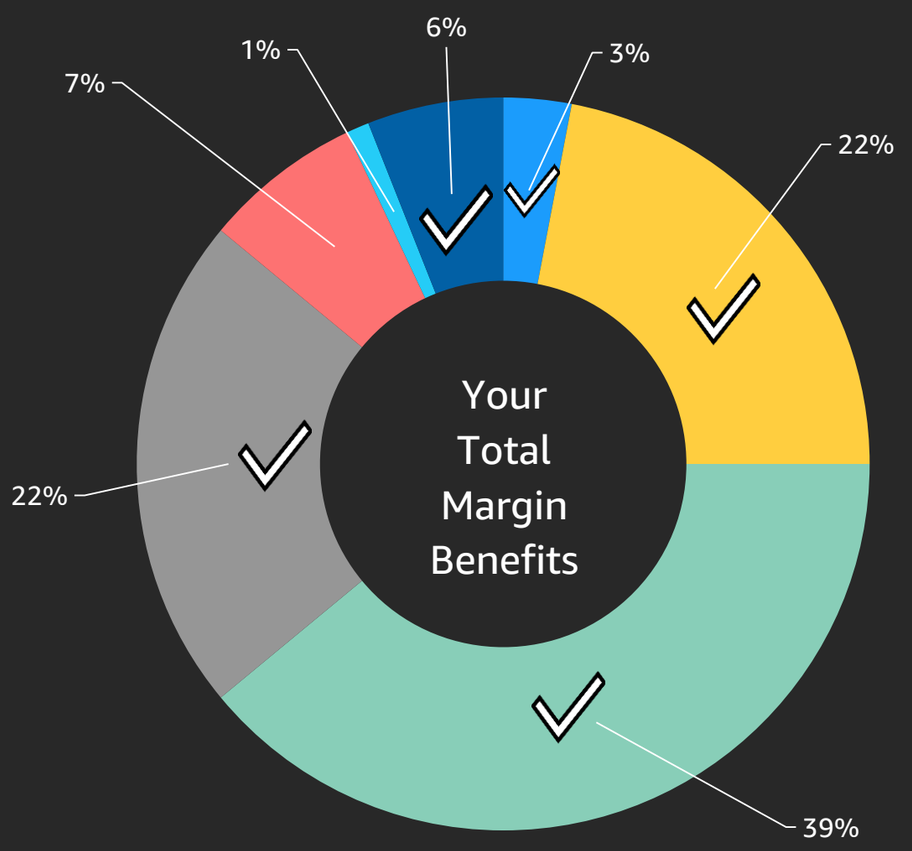
OK—but what's in it for us?

The global MSP market will be an estimated $53.8 **BILLION by 2020**

An effective ProServe lead-in opens the door to competing for 70% of this opportunity

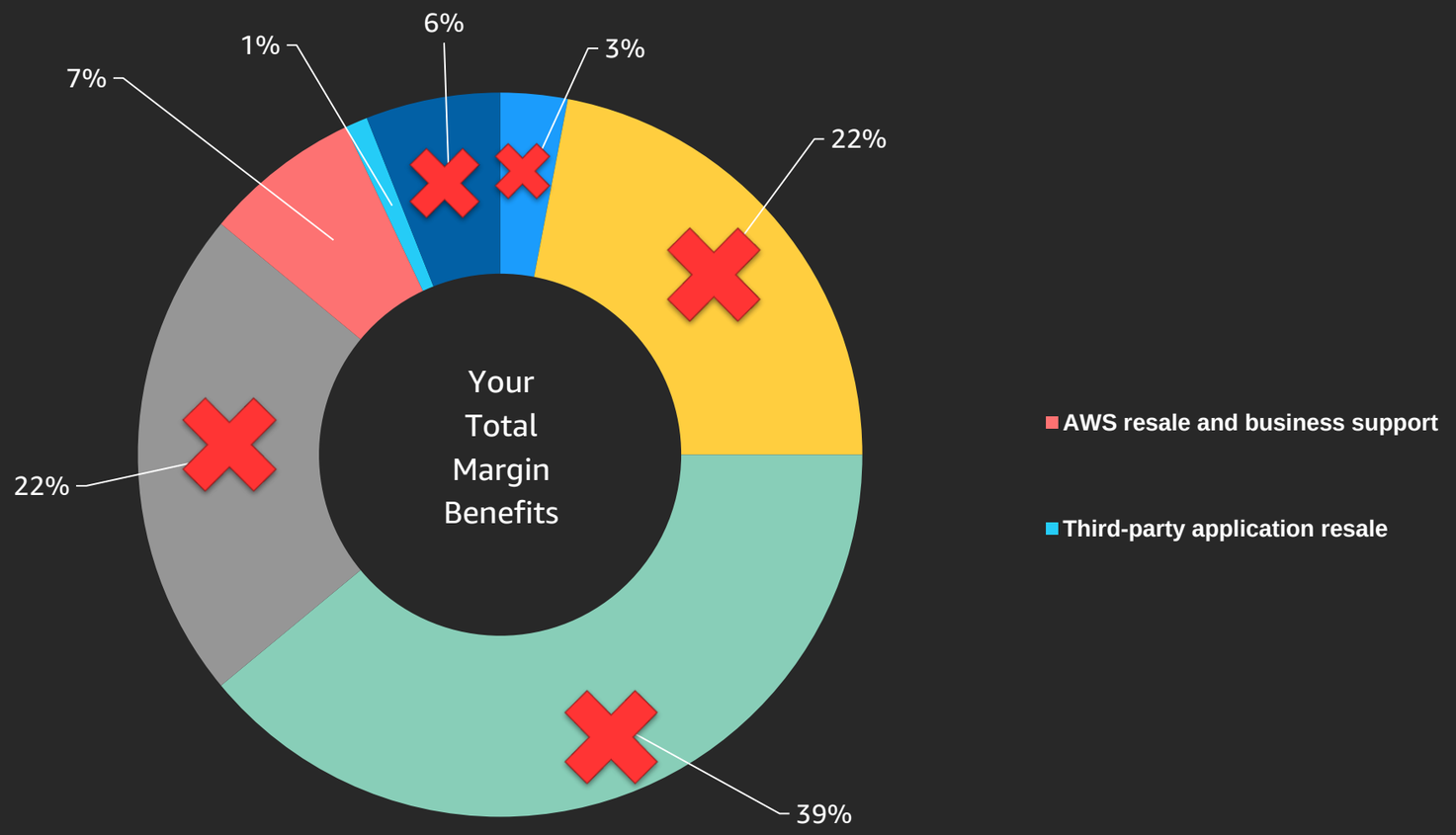
$37.9 **BILLION**

Without it: $15.9 **BILLION**



What happens if we choose to not evolve?

$15.9 ***BILLION max opportunity***



What is a next-generation AWS MSP? How can I get there?

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Your MSP has committed to – and built – a CCoE

CCOE Team	Roles and Responsibility	AWS Team Counterpart
Alliance Team	Owns the AWS relationship; conducts opportunity mapping	AWS Partner Development Manager (PDM)/ AWS Partner Development Representative (PDR)
Solution Architecture Team	Designs solutions for customers	AWS Partner Solutions Architect (PSA)
Sales Team	Engages with customers on initial and ongoing cloud opportunities	AWS Partner Sales Manager (PSM)
Marketing Team	Develops and delivers messaging focused on differentiations and areas of expertise; defines and executes a GTM strategy	AWS Partner Marketing Manager (PMM), AWS PDM
Professional Services and Delivery Team	Provides strategic engagement and consultation services	AWS PDM, PSA, and AWS Professional Services**
Support and Operation Team	Provides Tier 1-3 support, and acts as the primary technical contact for customers	AWS Support*

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Your MSP *MUST* have a professional services lead-in

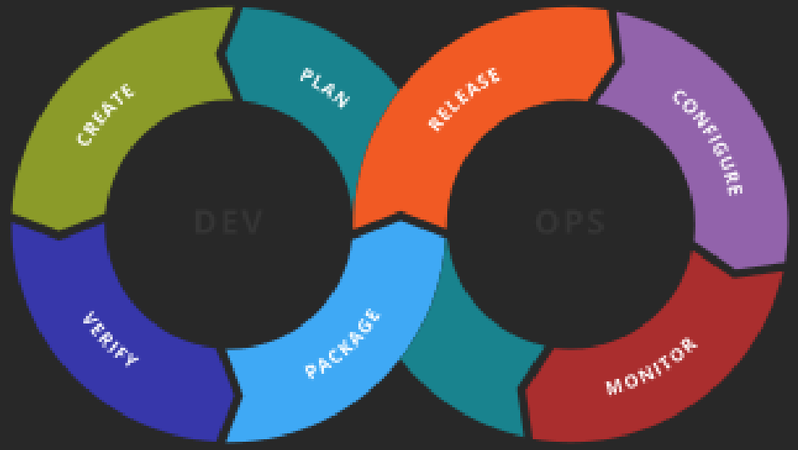




AWS Professional Services Enablement (SuperCharge)

Partner Type	Enablement Type	Partner Team Readiness	ProServe Enablement	Expectations from Enablement
CONSULTING PARTNERS (SIs)	**Offering Development**	• Certifications/ Competency Established • Pre-Sales Education Completed • Customer Demand/ Market Opp Proven • Agreed Priority with AWS	• Imparting best practices on implementation, Niche or emerging service offerings and customer engagement as it relates to AWS Services.	• Scalable/re-usable Offering to drive Customer Success • Aligned to customer demand • Incremental Influenced Revenue • Set Goal: Ex/ 6 ENT wins in first 12 mo
	Competency Development	• Certifications Obtained • Pre-Sales Education Completed • Customer Demand/Market Opp Proven • Agreed Priority with AWS		
	Delivery Quality/ Customer Engagements	• Certifications/ Competency Established • Pre-Sales Education Completed • Customer Demand Proven • Agreed Priority with AWS	• Enablement in support of a customer opportunity, ensuring quality delivery (*partner owns deliverable*)	• ProServe reduces risk of customer engagement • Scalable/re-usable partner skills

Your MSP operates dev first, by default, by design – *always*.



DevOps transformations

Enable your customers to use the cloud to solve their *business* problems

Infrastructure as code

DevOps is not just for your customers. If you log in to manage, you failed.

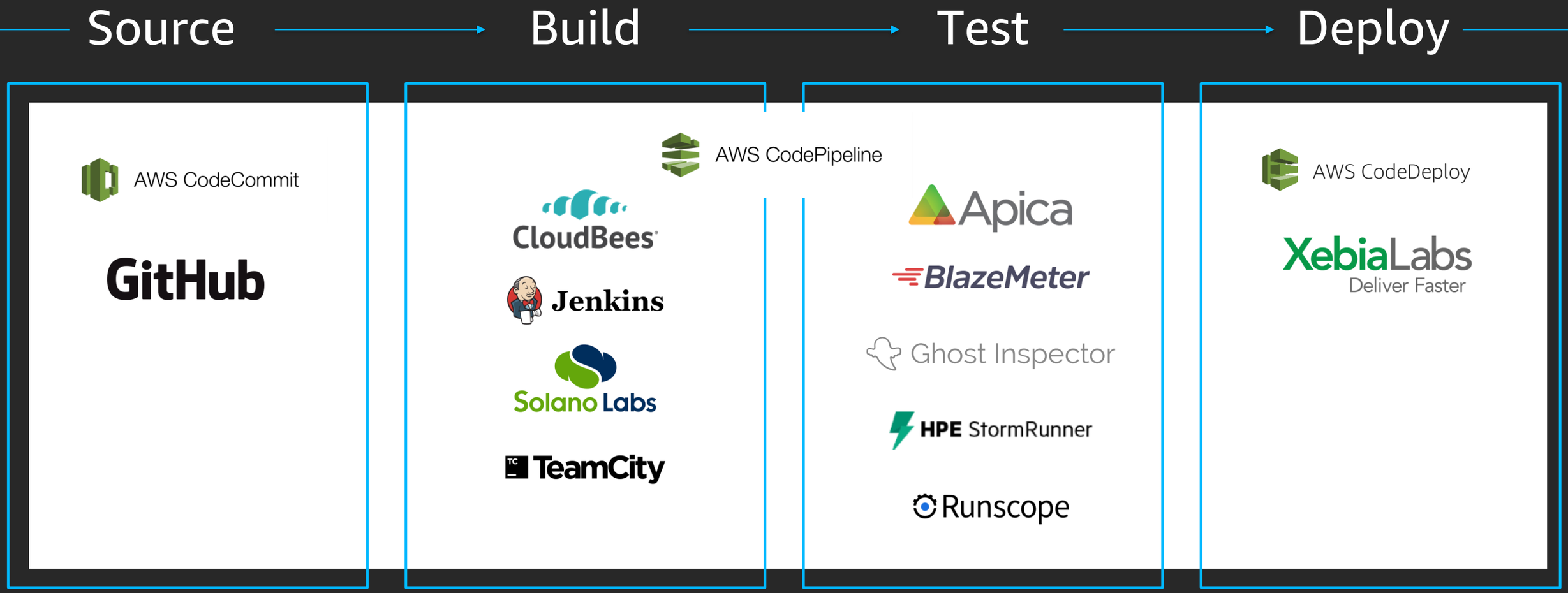
Tooling

Build and maintain tool chains *for* your customers to *use*, so *they* don't have build and maintain them

Training

Help customers update their processes and integrate with your tools & guidance

CI/CD Tools



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Monitoring

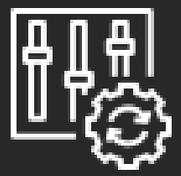
Native Services



Amazon CloudWatch
Anomaly Detection



AWS Cloud Trail



AWS Config

ISV Options

New Relic®

sumologic

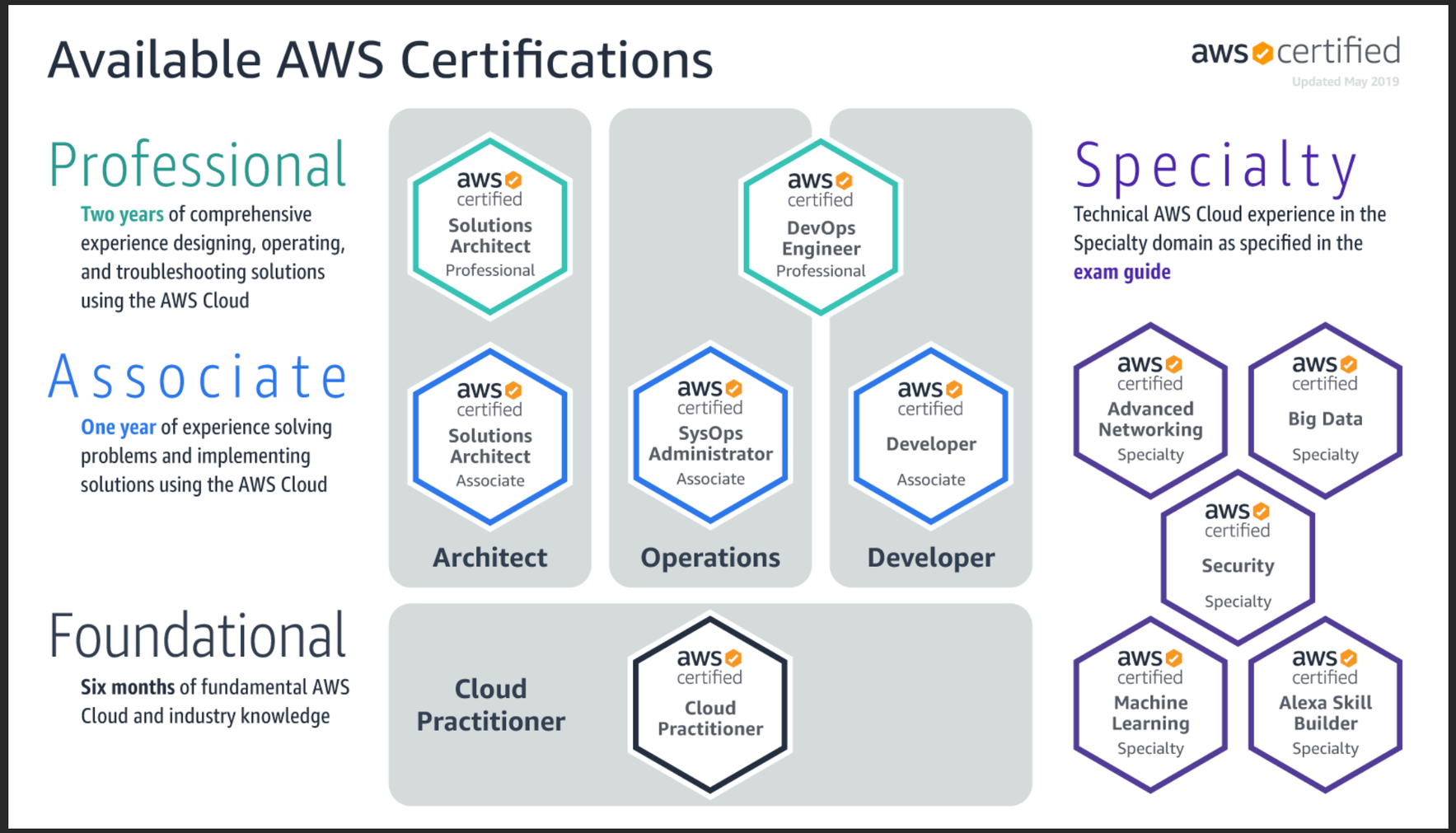
DATADOG

signal fx

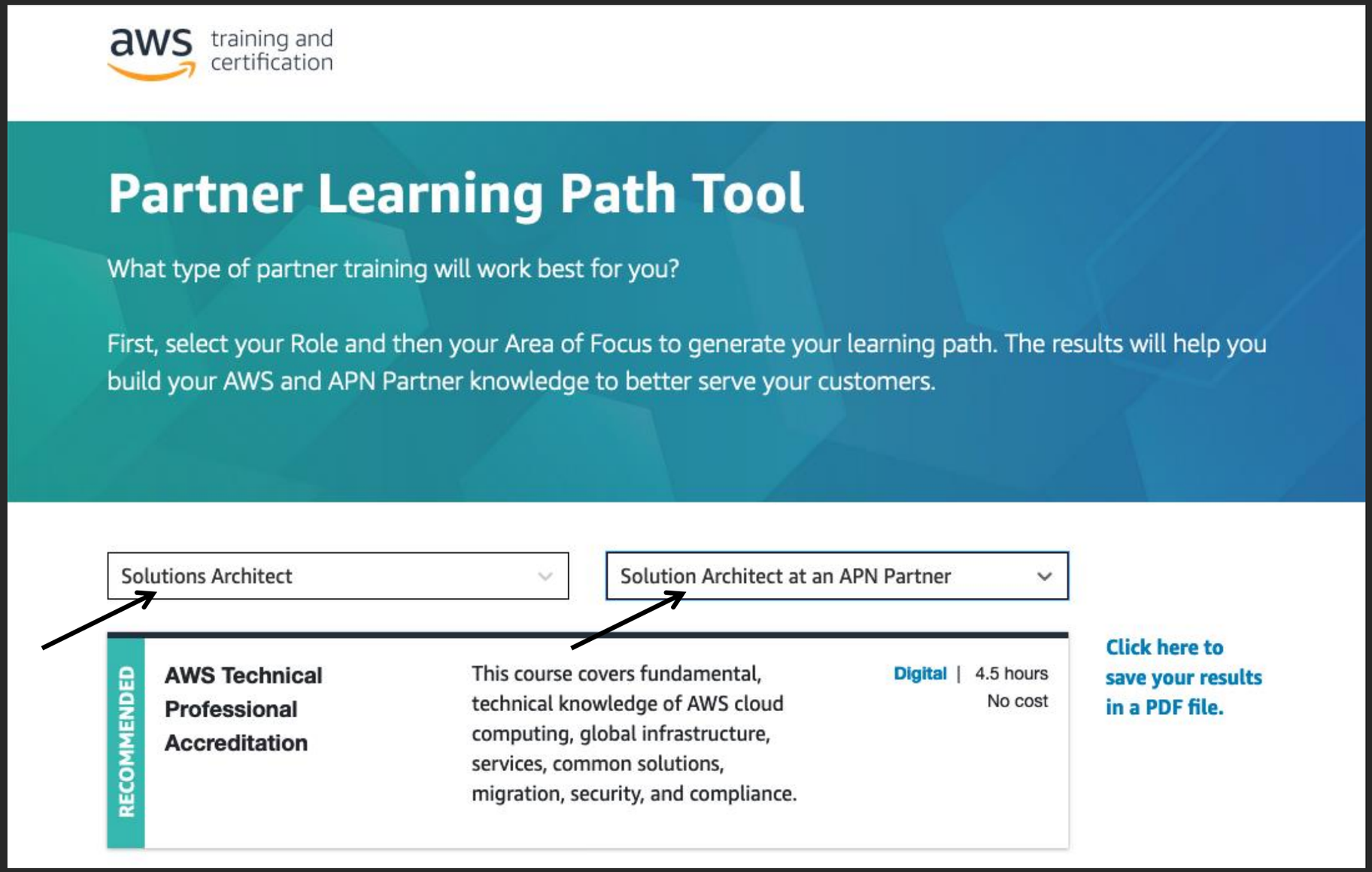
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Your MSP pairs deep knowledge *and* proven expertise in execution



What should we train our people on?

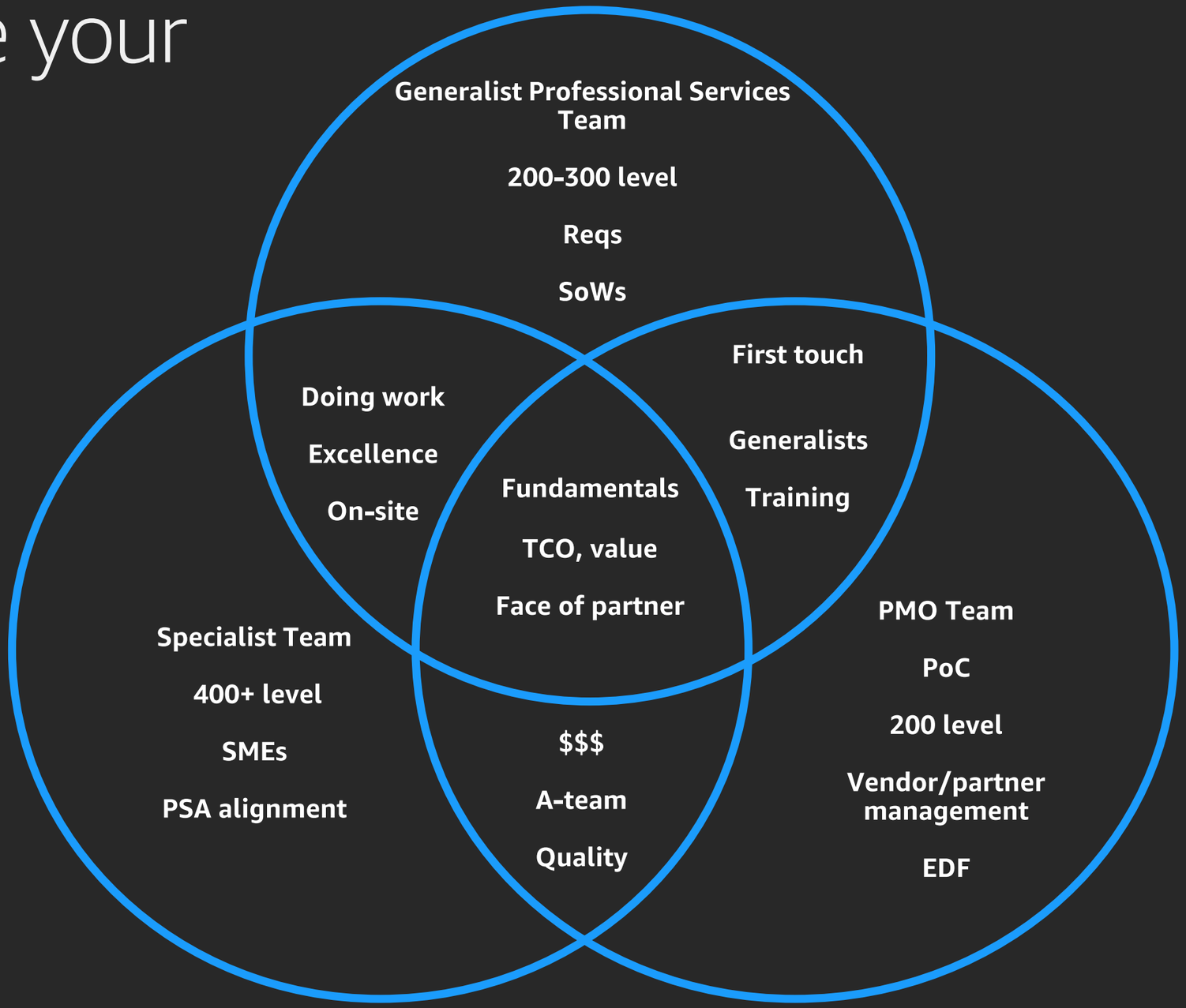


Partner Learning Path Tool

You actively specialize your MSP staff

Personas should also be applied to every unique team in your organization:

- Support
- Solutions Architecture
- Engineering
- Sales
- Marketing
- Professional Services
- Etc. . . .



The most important aspects of your practice

1. Security is “job zero”
2. Integrate DevOps practices and methodologies
3. Add modernization in addition to migrate
4. Have regular operational reviews for workload optimization
5. Make your offering flexible

Open discussion & whiteboarding

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Building an AWS MSP Practice

Contact aws-msp@amazon.com for any inquires

APN Partner Journey

Discuss

1 MSP Discussion

Schedule a MSP discussion with your **AWS Partner Manager** on how to setup a cloud MSP business model, milestones, and timelines

2 APN Navigate MSP Track

Sign up to learn prescriptive guidance on how to build an **AWS MSP Practice**

Learn

3 MSP Checklist

Download AWS MSP Program Validation Checklist for detailed requirements. Work with your **AWS Partner Manager** and Partner Solutions Architect to review and prepare

4 Partner Transformation Gap Analysis*

A consultant-led analysis of partner capabilities compared to leading next generation cloud MSPs.

Build

5 MSP Solution Baseline

Created a defined managed services offering specifically for AWS customers, aligned to best practices.

6 MSP Workshop

In region, face to face workshop, deep dive into MSP requirements and help Partners to accelerate their journey

Audit

7 Pre-Assessment*

A remote exercise between auditor and partners to review the preparation against MSP Checklist requirements

8 Full Audit*

Apply to the AWS MSP Program, then complete 2-day audit to demonstrate capabilities aligned to AWS MSP Program Validation Checklist requirements

Go To Market

9 Program Achievement



Listed as AWS MSP Partner on AWS MSP Program page and other program benefits

10 Go To Market Acceleration Workshop*

Evolve services offerings and go-to-market strategy, continued enablement to AWS MSP Partners to support long term success

Continued Success

11 Further Grow through Differentiation

Leverage other APN Programs to grow differentiation

12 MSP Program Renewal and Updates

Continue to learn and evolve with the AWS MSP Program, leverage the renewal opportunity to raise the bar of your MSP Practice

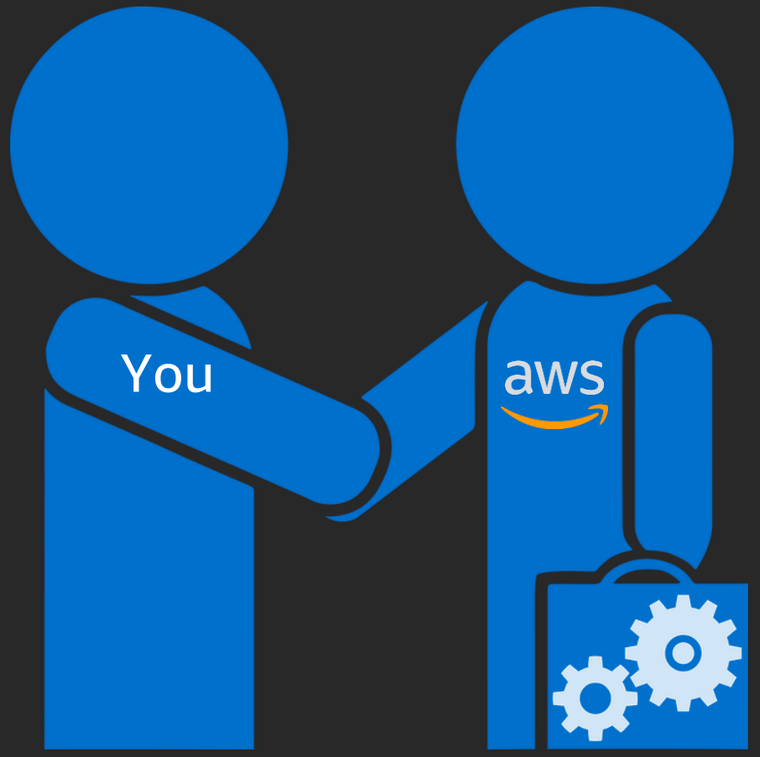
Required **Highly Recommended**

**3rd party auditor/consultant fee involved*

Homework & call to action

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In closing



Not a Partner yet?

REGISTER!

Not Advanced Tier?

Work with your Partner Manager to get there!

Not an AWS MSP yet?
Download the
Partner Validation Checklist

Are you a MSP exploring becoming a AWS Next-Gen MSP?

Putting the Customer First MSP Whitepaper

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Your PDM!

Thank you!

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