
AWS
re:Invent

GPS212

Co-selling for Independent Software Vendors (ISVs)

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AWS re:Invent

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Agenda

Introductions

Co-selling with AWS

Programs and resources

Learn from your peers



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Co-selling with AWS

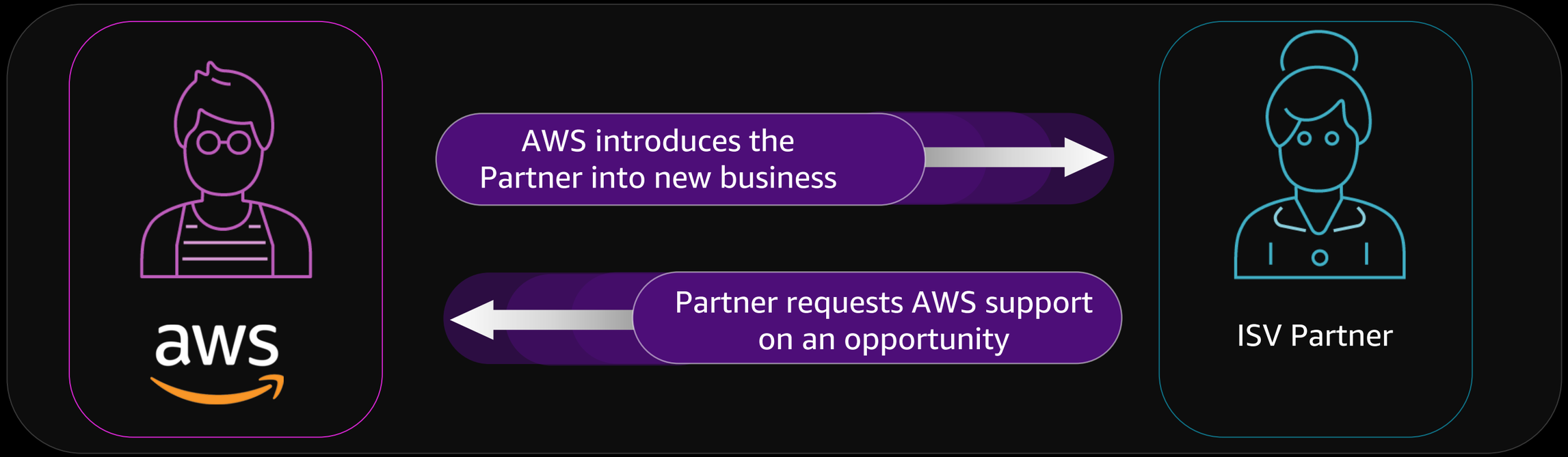


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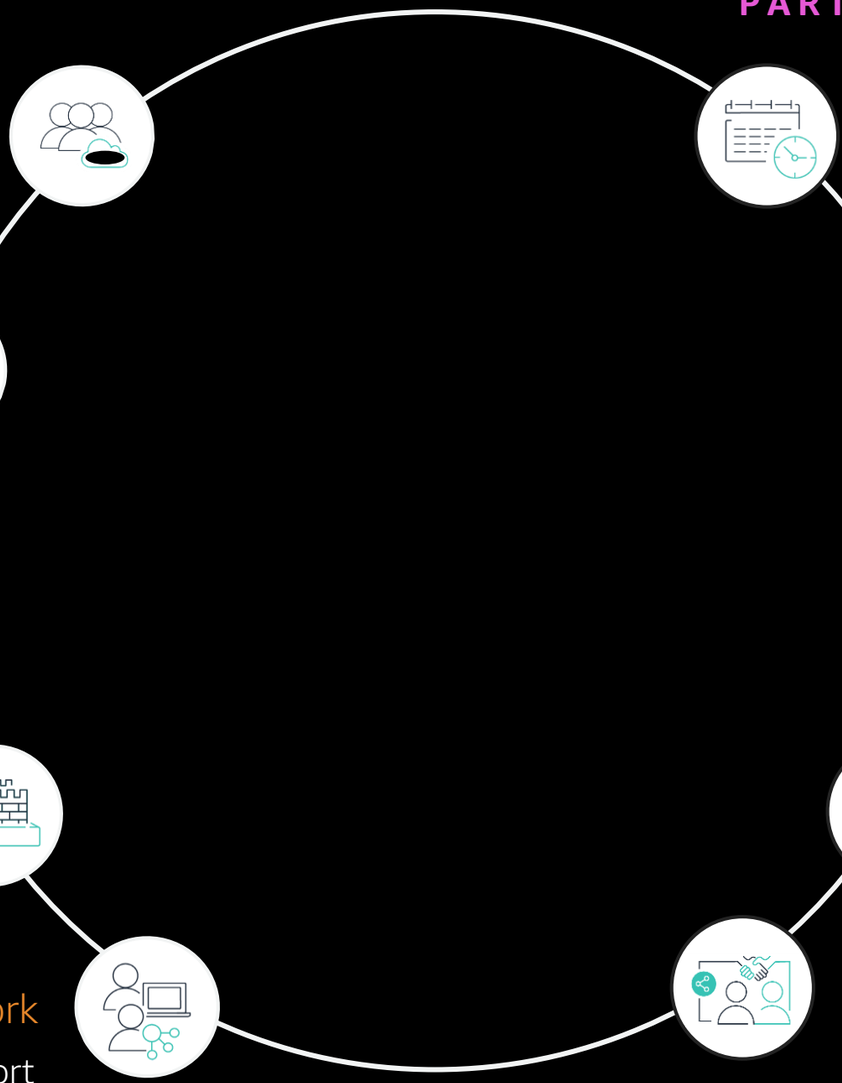
What is Co-selling?

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



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

AWS Partnership value



AWS VALUE

AWS customer base
Millions of active customers per month

Global sales force
Strong trusted brand

AWS Marketplace
Easier deployment and procurement at scale

AWS solutions
Over 200 services for building on AWS

AWS Partner Network
Business, technical, and marketing support

PARTNER VALUE

Decrease time to value
Customers benefit from ready-made solutions faster

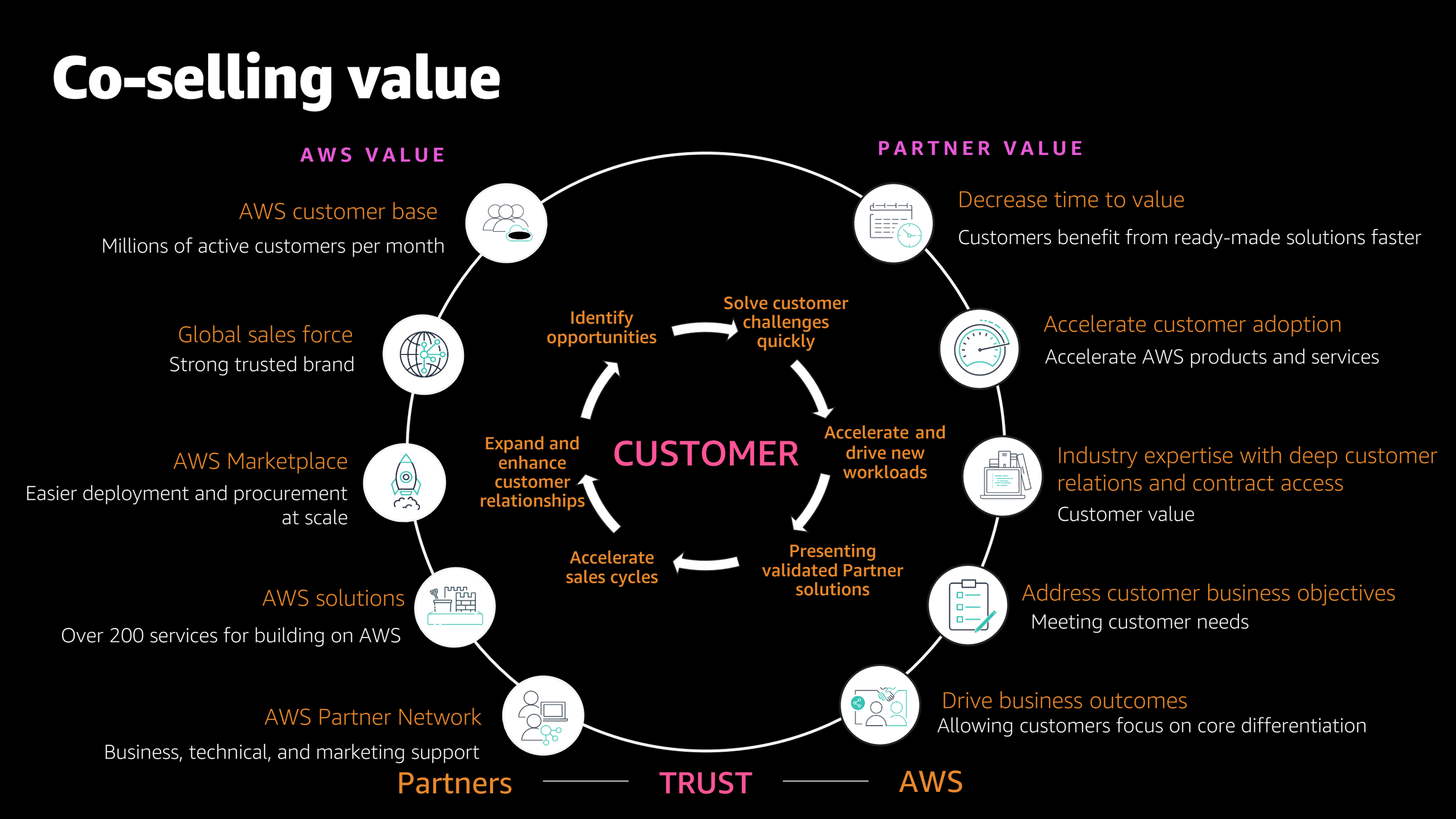
Accelerate customer adoption
Accelerate AWS products and services

Industry expertise with deep customer relations and contract access
Customer value

Address customer business objectives
Meeting customer needs

Drive business outcomes
Allowing customers focus on core differentiation

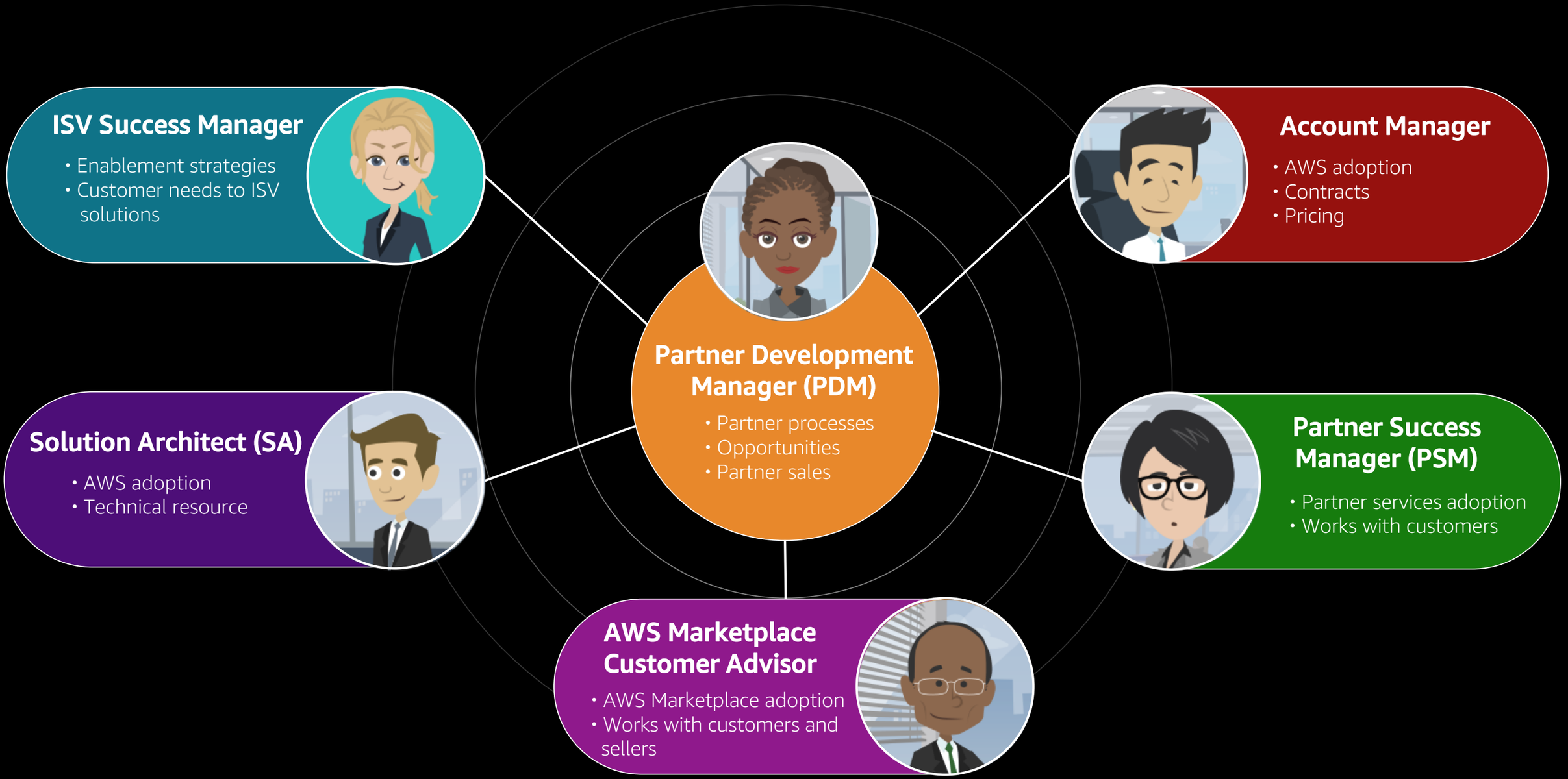
Co-selling value



AWS co-selling teams

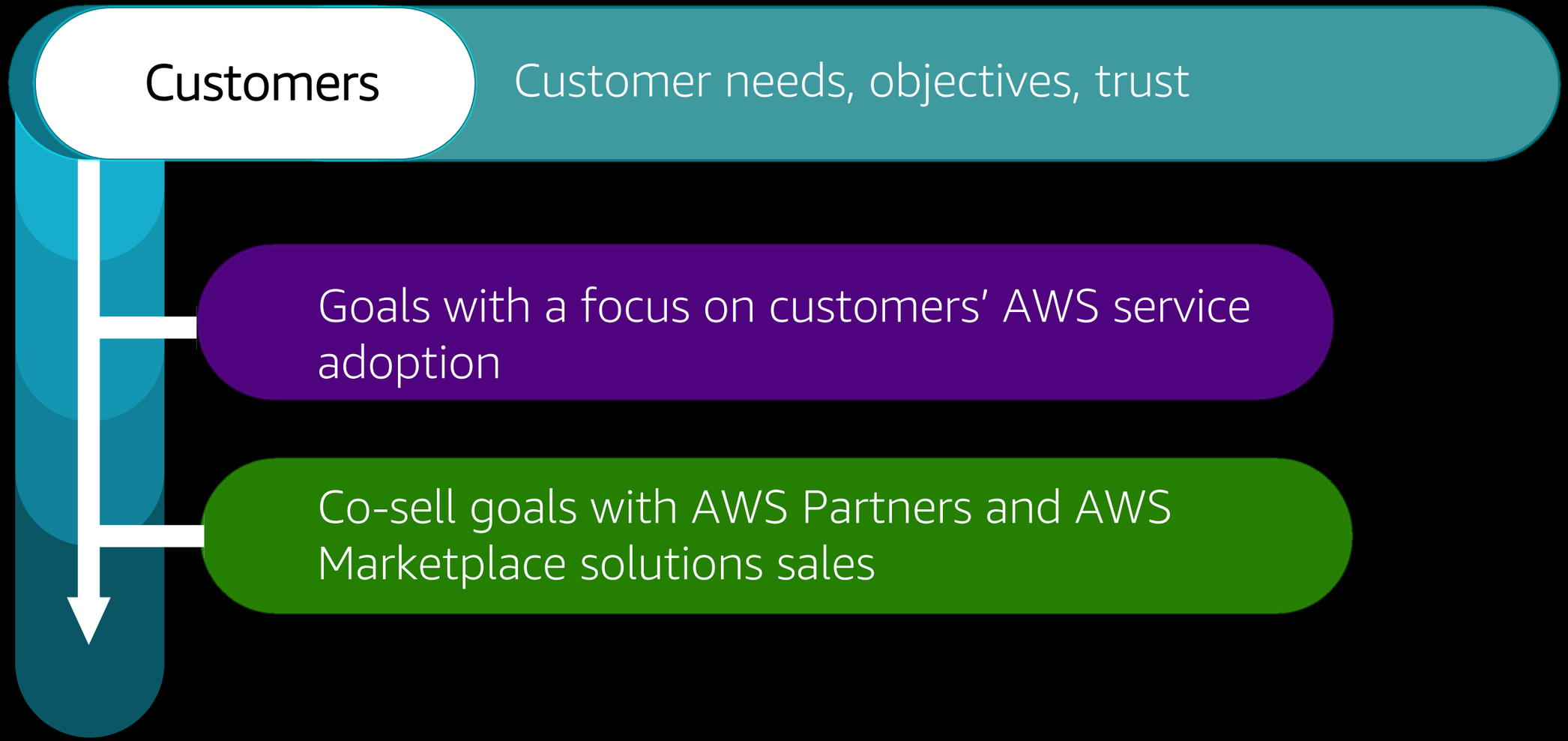
AWS Field	Manages AWS customer relationships
aws partner network	Provides co-selling support, go-to-market funding, and marketing development funding
aws marketplace	Accelerate sales cycle and automate customers' procurement experience

Your co-selling team



Sales motivation

WHAT MOTIVATES THE AWS SALES TEAMS AND ACCOUNT MANAGERS?



Programs and resources



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Partner journey to co-sell success with AWS

AWS HAS RESOURCES TO HELP YOU ALL ALONG THE JOURNEY

	1	2	3	4	5	6
	Join ISV Partner Path and enroll in ACE program	**Exec alignment on co-sell strategy and focus**	**Build 'Better Together' Story and identify customer use cases**	**Create solutions collateral and microsite**	**Drive co-selling success, build foundation of flywheel**	**Launch customer success stories**
Resources & Partner Programs	ISV Partner Path aws partner network | customer engagements aws partner network | saas factory	Business Plan with PDM aws marketplace aws partner network | public sector	AWS T&C Course aws partner network | isv workload migration aws partner network | competency	Field Ready Kits APN Partner Funding aws partner network | navigate	Co-sell Goals aws partner network | customer engagements	Webinars AWS Solutions pages

Partner Management Team

AWS ISV Accelerate program

aws partner network | isv accelerate

ENABLING YOU TO CO-SELL WITH AWS

Co-sell program for AWS Partners with software solutions run on or integrated with the AWS Cloud

New business and accelerate sales cycles connecting ISVs with the AWS sales organization

Co-sell support and benefits with millions of active AWS customers every month

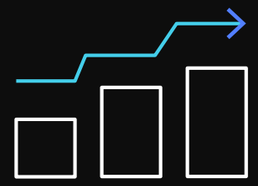
https://aws.amazon.com/partners/isv-accelerate

AWS ISV Accelerate program

aws partner network | isv accelerate



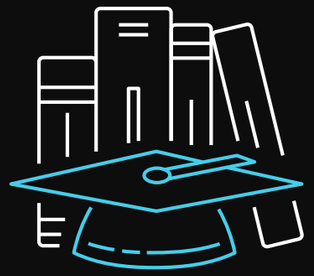
Compensation to the AWS sales organization



AWS sales and AWS Partner org co-selling goal*



Co-selling support from AWS Partner organization*



Educating AWS sales on AWS Partner and their solution



AWS Partner enablement resources

aws marketplace

Reduced AWS Marketplace Private Offer listing fees

https://aws.amazon.com/partners/isv-accelerate

* Dependent on region and may be subject to change

Learn from your peers



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Partner deep dive

aws partner network | isv accelerate

LEARN FROM YOUR PEERS



Business applications built for Industries, all-in on AWS



DevOps Partner built foundations for success



Workforce development company with AWS Marketplace offer



Infor is the 3rd largest business applications provider. Infor offers a full set of industry specific applications featuring enterprise resource planning (ERP), enterprise asset management (EAM), human capital management (HCM), and lifecycle management.

Focus on specific Industry verticals and GEO where co-selling with AWS would add value

Executive alignment at Infor and AWS, alliance team resourcing

Co-selling with AWS brings credibility to conversations with customers

Results: pipeline with AWS nearly doubled YoY

Infor

"The AWS team has been a great alliance Partner for us to gain commercial leverage across different verticals and regions."

José Luqué
Managing Director, Mexico, Infor



Datadog is a leading monitoring platform for cloud applications. We bring together data from servers, containers, databases, and third-party services to make your stack entirely observable. These capabilities help DevOps teams avoid downtime, migrate to AWS, modernize applications, adopt AWS services faster and with more confidence. Datadog was built from the ground up on AWS.

Align co-selling strategy with sales strategy – focus on customer-centricity

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“Better-Together” - Educate Datadog field teams on value of co-selling and best practices

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Build processes and re-usable assets – easy for field to engage (ACE & SDFC)

Earn trust with AWS, Win Wires for successes and create flywheel to repeat

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Results: 25–30% joint opportunities originate from AWS

Datadog

"We remain focused on our customers' successful journeys to the cloud. Customers gain even more confidence in Datadog, when we collaborate with AWS. By leveraging the AWS ISV Accelerate Program (on a daily basis), we keep the flywheel of co-selling moving along. In the spirit of collaboration, our pipeline of opportunities is balanced; some are sourced by Datadog and some by AWS. Our 2020 opportunity pipeline is over 10X 2019. It's a powerful alliance built on amazing solutions, trust and communication."

Laura Ripans
Director of NA Cloud Alliances, Datadog



PLURALSIGHT

Pluralsight is a leading technology workforce development company that helps companies and teams build better products by developing critical skills, improving processes and gaining insights through data, and providing strategic skills consulting

Built foundation of co-selling with AWS – from customer discovery to customer success

Listing on AWS Marketplace with Private Offer and associated sales play

Sales play: e-mail template to customers, landing page, and 30 day free trial on AWS Marketplace

Results: 4.5x growth in joint opportunities, 7.3x growth wins

Pluralsight

"Co-selling with AWS has helped us identify new ways to reach potential customers, accelerate deal cycles and secure renewals with existing customers. When Pluralsight and AWS team up to help a customer solve their training and development gaps, we all win together."

Eric Alder
Head of Partnerships, Pluralsight

Next steps and call to action

Visit the AWS ISV Accelerate webpage

Sign up for AWS Solutions Training for Partners: APN Technology Partners Co-Selling with AWS – Business

Sign up for ISV Partner Path

Sign up for AWS Customer Engagement Program (ACE)

Thank you!



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