
AWS
re:Invent

GPS210

Co-selling for systems integrators

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“We wanted to be part of enabling a thousand flowers to bloom.”

Andy Jassy

CEO

AWS

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Agenda

Joint go-to-market planning

Co-selling with AWS

Navigate the various programs, teams, and initiatives

Build trusting, long-term, successful sales partnerships

Voice of the Partner case study: Deloitte Consulting



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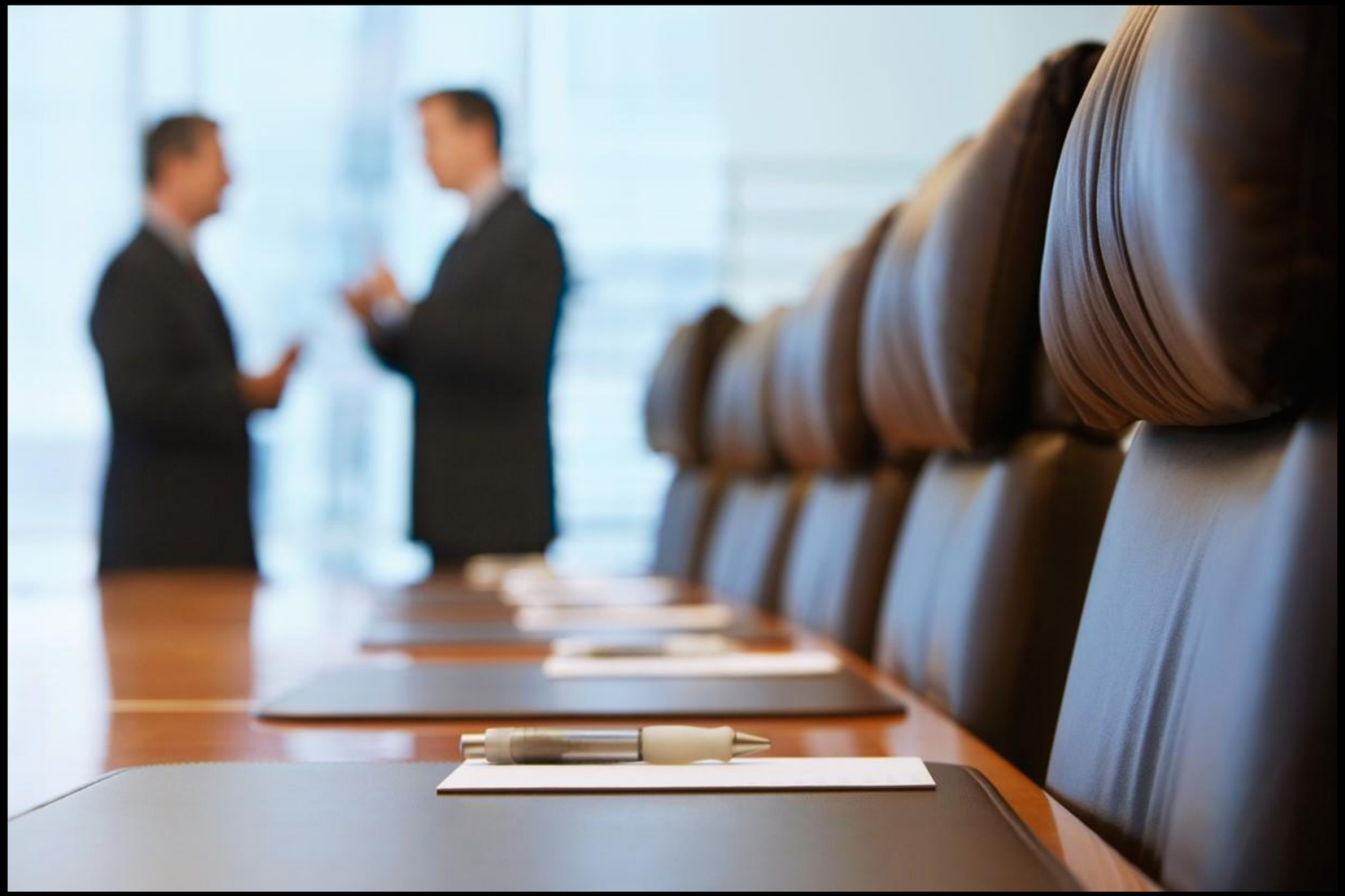
Specialty



What type of business relationship would you like to have?



Stakeholder buy-in



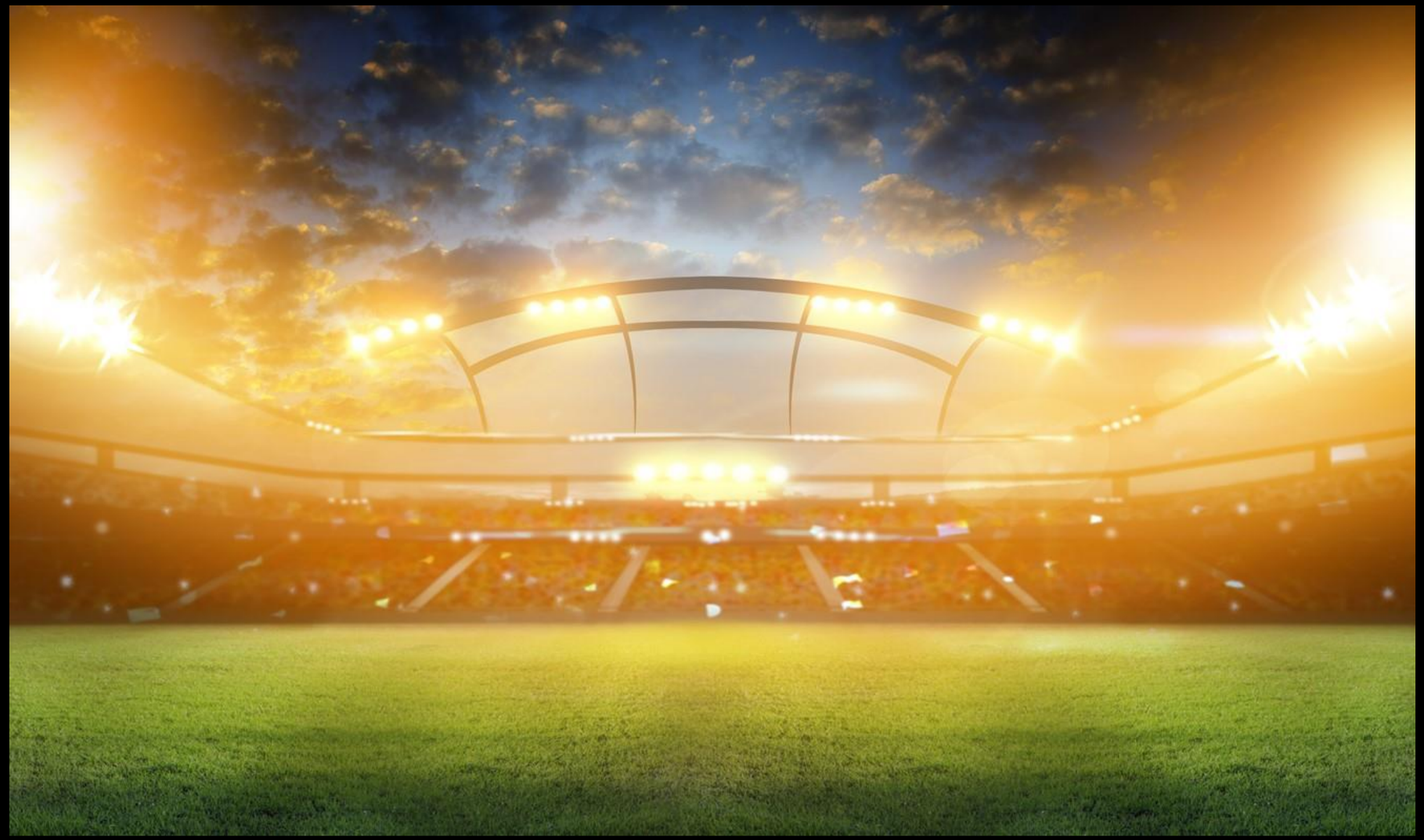
Joint target / goals / plans



Ground game



Lights on



Funding programs

Build

- Training and Certifications
- Innovation sandbox credits
- Digital innovation workshops

Market

MDF
(Market Development Fund – Cash and Credits)

Sell

POA
(Partner Opportunity Acceleration – Cash and Credits)

- POC
- Migration

Accelerate

MAP 2.0	Mass Migration	ProServe Super-charge Hours
	MAP for Windows	
	MAP for Specialized workloads (Epic, VMWARE CLOUD on AWS Program, Connect, EUC)	
	MAP for Database and Analytics (Migration/Move to managed/DB Freedom)	
MAP for SAP	MAP for SAP workloads	
Non-MAP	Windows Rapid Migration Program, Microsoft Modernization Program, Windows EMP and SAP program, Oracle Modernization, Serverless Modernization	Tools (TSOLOGIC, Cloud Endure)
Other Key Services	ReThink for KRADL IOT Finding Program ML & AI funding Program SMS (Simple Move and Store) Databahn Workspaces Trial Funding Marketplace POC ISV WMP Shields Up Program Cloud front Trial	
Big Bets	POA (Big bet investment to GTM)	

Assure

- EDP (Enterprise Discount Program)
- SPP (Solution Provider Discount Program)
- PARC (Discount on committed storage usage)

AWS resources (business, technical, operations, and marketing)

Mostly “yes”



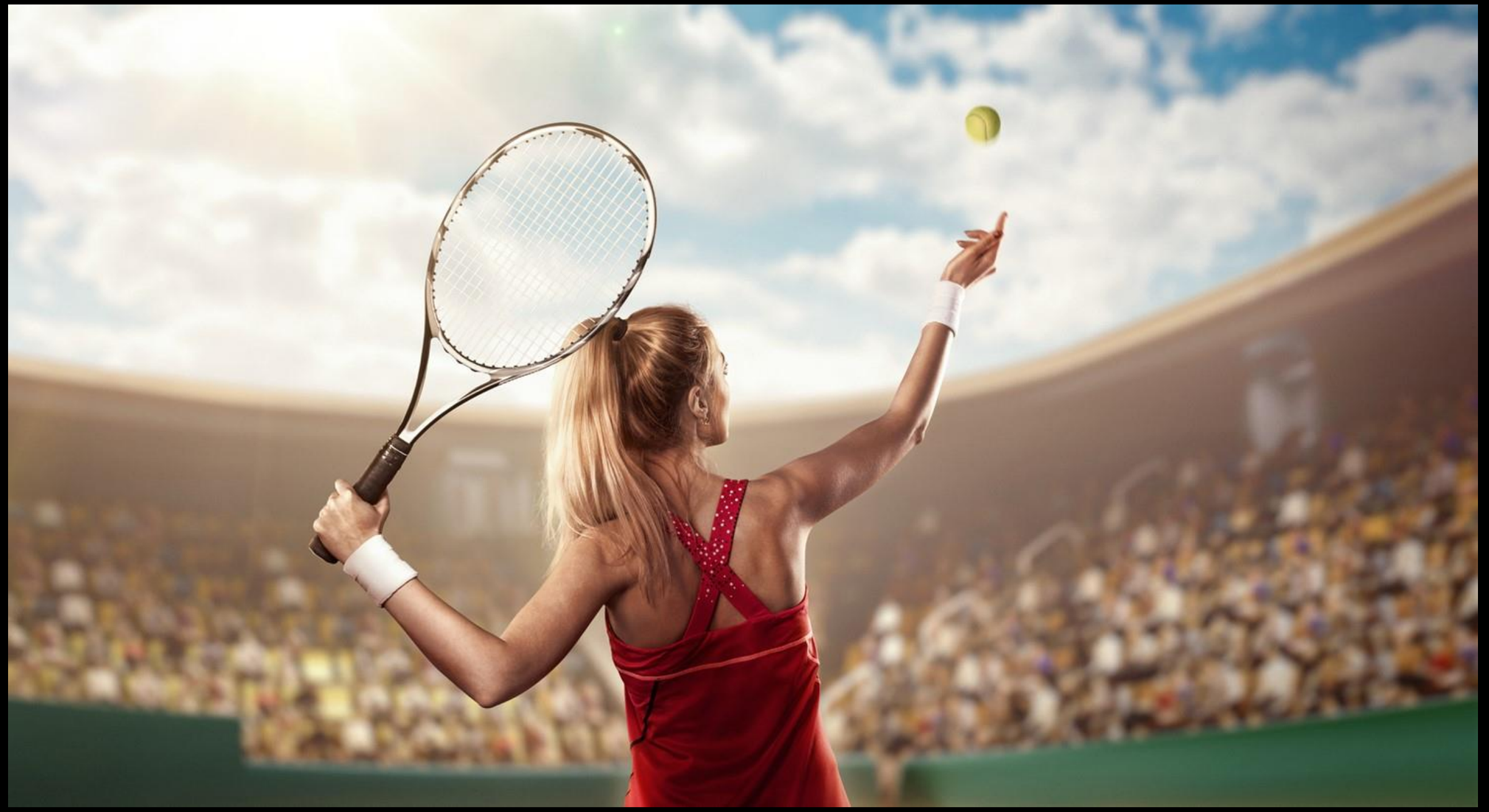
Good news / case studies / press releases



Building trust via cadences / monthly and quarterly business reviews



Becoming a “seeded player”



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“The go-to-market globally was around $750 million last year. We have aspirations of doubling and tripling that over the course of the next few years.”

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Thank you!

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