
AWS
re:Invent

GPS291-L

# Keeping “mission critical” critical but simple

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Vice President
WWPS Partners, Startups and Programs
AWS

AWS re:Invent

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# Do I work at home or do I live at work?!

# 87 countries




Kiitos　ありがとうございました

Þakka þér fyrir　Gràcies　Merci

Grazie　Tak skal du have　Dank je

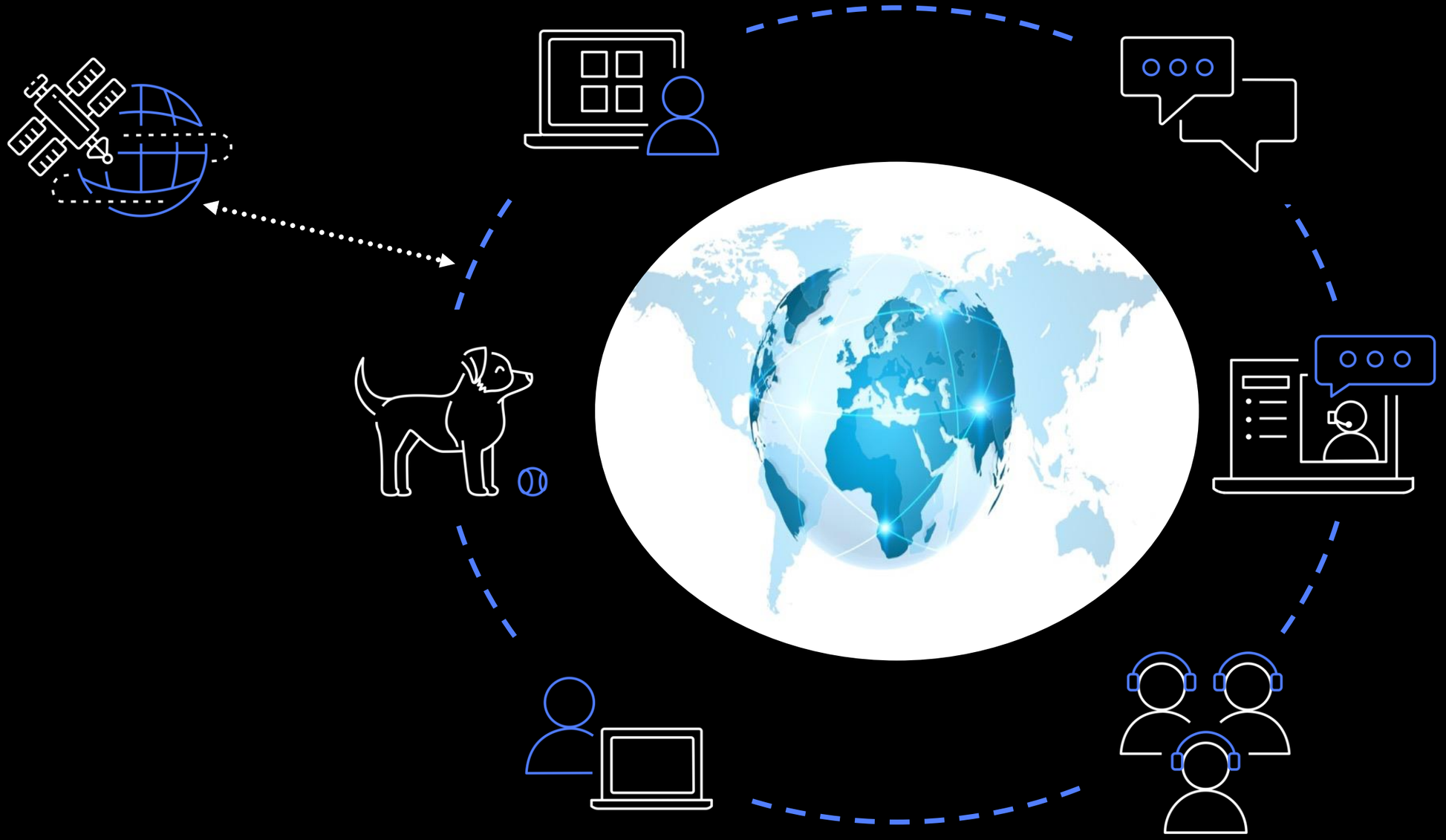
Vielen Dank　Go raibh maith agat

Gracias　감사합니다　Obrigado

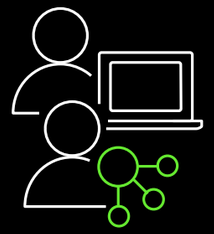
धन्यवाद　شكرا لكم　Diolch

**Thank you**

# Now, 100 partners in 100 days … virtual!



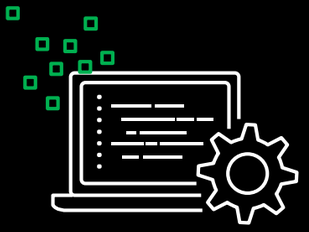
All geographies



Consulting partners
(GSIs, NSIs, RSIs)



Solution providers
and distribution



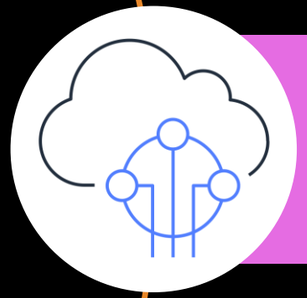
Technology partners
(SaaS, ISVs, hardware)

Government | Health | Education | Nonprofit | Space | Startups | Regulated Industries

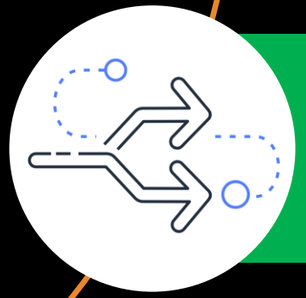
# Keeping “mission critical” critical but simple



The mission opportunity in the new normal



Technology simplicity for value-add



A simple path to growth

# What is a mission?

**Fundamentally necessary to the success of a specific operation**

- ✓ Workload that is not specific to enterprise IT
- ✓ Business-funded vs. centralized IT-funded
- ✓ Can be inclusive of capabilities executed outside normal enterprise IT

# Mission examples

NOVETTA

**Customer mission**

Military installations, situational awareness

accenture

Employment and Social Development Canada (ESDC)

**Customer mission**

Employment and social development

NORTHWOODS®

ERIE COUNTY PENNSYLVANIA

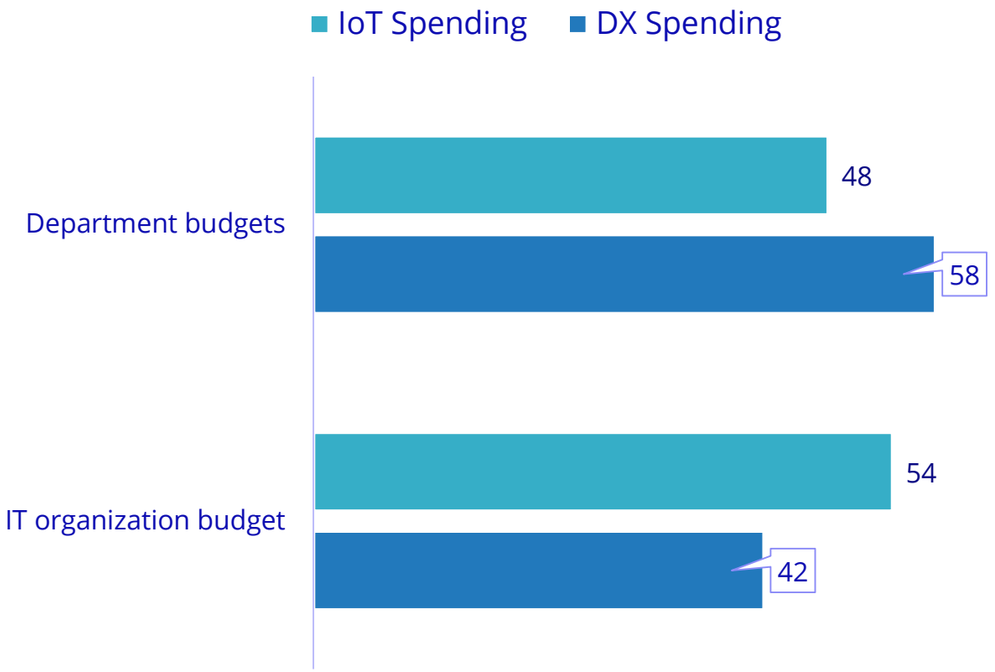
**Customer mission**

Child welfare case management

# For partners, mission means you have more opportunity for growth with mission + IT!

# Government Technology Spending is Often Decentralized, and Department/ Agency IT Spending and Influence Can be Significant

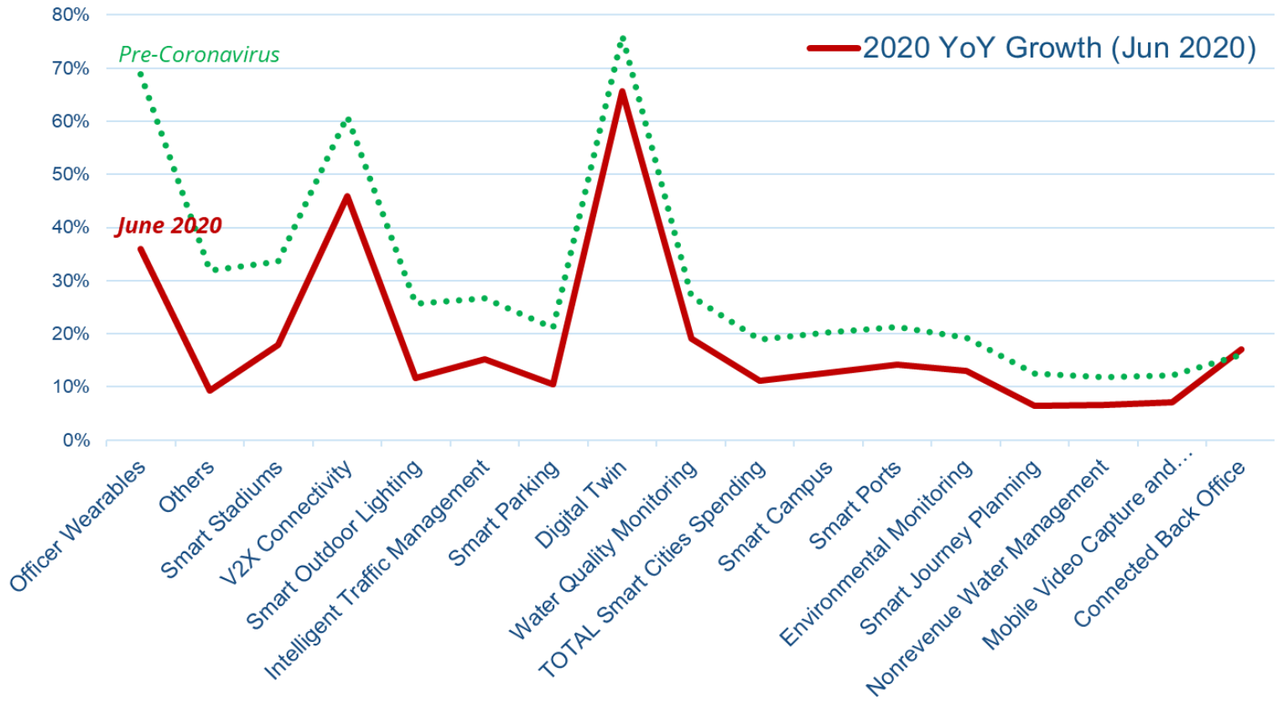
## Who has budget influence? Who owns the budget?




Source: IDC Digital Transformation (DX) Executive Sentiment Survey 2019-2020

Source: IDC Global IoT Decision Maker Survey 2019-2020

## Mission-based ICT spending in local government will reach $203 B in 2024




Source: IDC's Worldwide Smart Cities Spending Guide, 2020 | June (V1 2020) and IDC's Worldwide Smart Cities Spending Guide, December 2019

IDC ANALYZE THE FUTURE

© IDC

# Missions are built with diversity in mind

**NOTEWORTHY!**

## Think Big for Small Business pilot



**Diverse businesses and all SME partners!**

**Qualifying partners get more time and resources to achieve AWS Partner requirements**

- Access to Select and Advanced tier benefits
- Offers a limited-time public sector technical capability discount while partners work toward a competency

**Contact your partner development manager or send an email to tbsb@amazon.com**

# MFT and CloudPrime make the most of Think Big for Small Business




## Who

- Husband-and-wife small business based in South Africa
- Level 1 Broad-Based Black Economic Empowerment rating

## Value

- Go-to-market strategy
- Partner Training and Certification
- Partner Opportunity Acceleration funding

CloudPrime

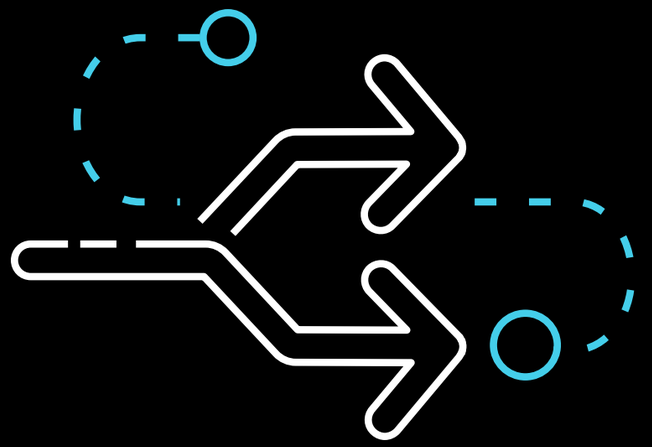
## Who

- Small business in South Korea
- Delivers government-funded projects to support other small and medium businesses

## Value

- Credibility via access to Advanced tier
- Technical capability discount
- Differentiation programs such as Service Delivery Program and AWS Competency

# Why repeatable helps AWS Partners



## What is a repeatable solution?

- A repeatable solution is one that a partner builds that works in multiple customer situations

## What is the value of repeatable solutions?

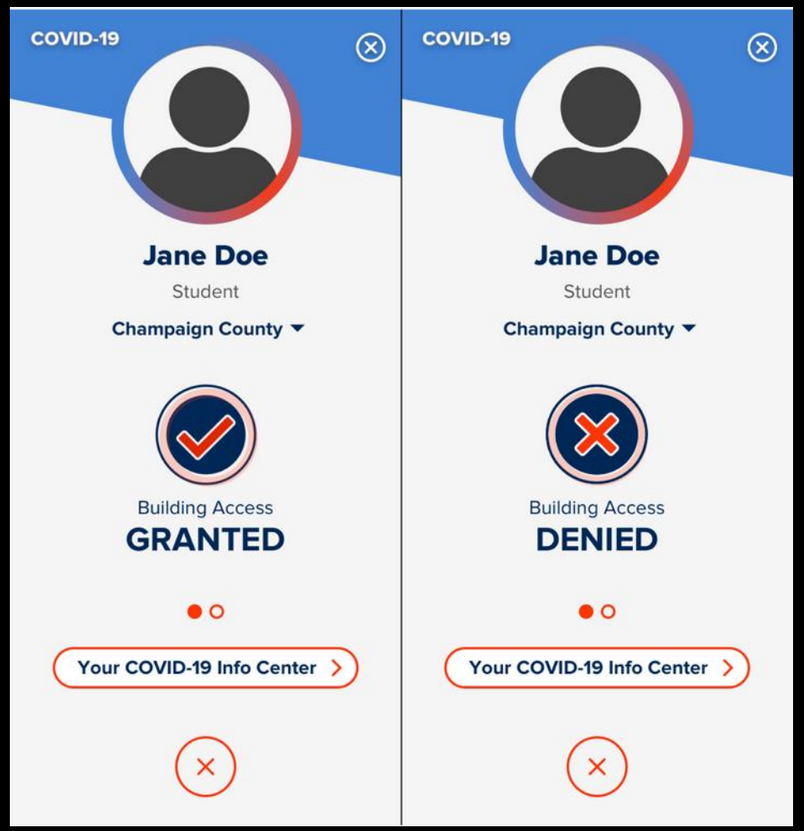
- Replication gets easier
- Solution optimization
- Demonstrates your expertise

## Use case examples

- Digital workplace, call centers, public safety

# A safer return with repeatable solutions

splunk> ILLINOIS




## What is the solution?

- With the “Safer Illinois” app, users can display their personalized coronavirus testing status
- Serves as one of the mechanisms to gain entry to university facilities
- Leadership dashboard for decision-making

## Why is this repeatable?

- Viable solution for campus or organized venues anywhere – school, work, sporting events

## What is the value?

- Easily demonstrates success and showcases positive, relatable outcomes

# Architect secure solutions in AWS GovCloud (US)

Address security and compliance requirements






















## Why is AWS GovCloud (US) important?

- Isolated, secure, and compliant services
- Built for sensitive and regulated data
- Mission- and business-critical workload delivery
- Tools and resources to accelerate time to compliance

## Explore AWS GovCloud (US) designation within AWS Service Delivery Program

aws.amazon.com/govcloud-us/partners/

# 100s of partners and 1,000s of solutions

Mission
Technology
Growth




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# Action: Differentiate based on your mission and messaging



Differentiation and the communication of that to your customers is #1 in customer experience value creation

# We can help you differentiate

NOTEWORTHY!



**We invest in joint marketing of your unique value**
Make the most of market development funds

**We position your unique expertise**
Provide industry articles, white papers, and solution briefs

**We help expand your customer base**
Leverage AWS Summits, re:Invent, and marketing campaigns

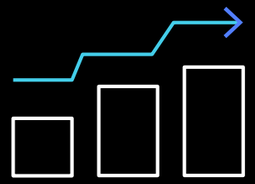
**We showcase your innovation**
Feature success stories promoting your value

# ISV Accelerate helps you to sell with AWS

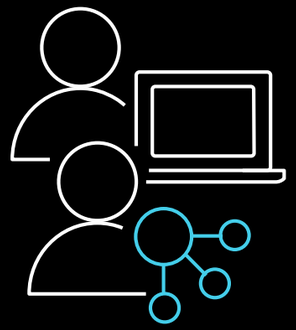
**NOTEWORTHY!**



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



* Dependent on region and may be subject to change

# Digital transformation links to mission



Becoming cloud-enabled is a foundation of digitally transforming to meet mission*

Drink your own champagne, which means you need to be a cloud user!



* Source: IDC whitepaper "How Government Agencies Meet Security and Compliance Requirements in the Cloud"

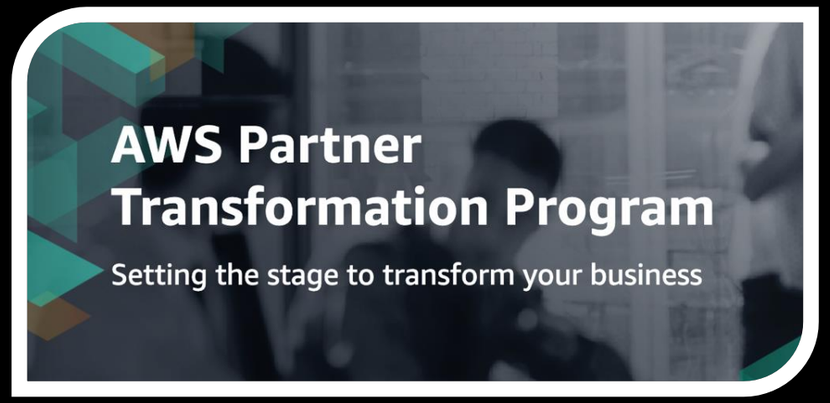
# Global public sector partner concierge



**Dedicated team supporting public sector partners with their AWS Cloud journey**

- Dedicated service to help partners build their AWS practice
- Guide partners relative to training, building solutions, winning contracts, and more

# We can help! 100-day digital transformation




- 100 days planning
- Comprehensive assessment
- Customized transformation plan
- Enablement

# Partner Transformation Program makes lasting impact

TechData®

"… truly transformed not only the business but also the organization and the culture of the company. "

Misuk Han
Business Strategy Development Lead
TechData, South Korea

iPSB TECHNOLOGY

"… identified exactly what we need to work on, but went in a lot more detail than we initially thought."

Mardhiah Nasir
VP of Sales
IPSB, Malaysia


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# Quickly get started on AWS



**Credits | Training | Resources**

AWS Activate

AWS EdStart

# Startup success with Boom




First privately financed supersonic jet

Virtual launch event for the XB-1 supersonic rollout

HPC for simulation

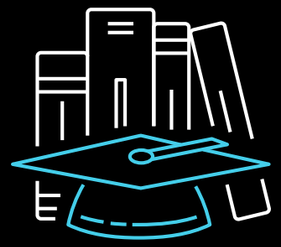
AWS credits for startups

All in on AWS

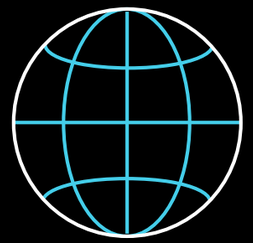
# Competencies provide credibility for mission



Government



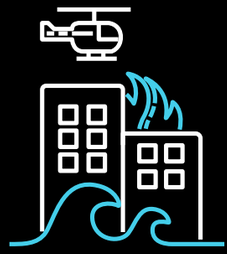
Education



Nonprofit



Healthcare



Public Safety and Disaster Response

# Public Safety & Disaster Response competency highlights Maxar's mission readiness




Lake Charles Regional Airport (before Hurricane Laura)




Lake Charles Regional Airport (after Hurricane Laura)

aws partner network | competency public safety & disaster response

NOTEWORTHY!

# 16 technology partners added!

Mission
Technology
Growth

## 2019 re:Invent PSDR launch for consulting

verizon
GDIT
1901 Group
ONEGLOBE
accenture
Myappsoftware
COALFIRE
ECS
ctac
BAE SYSTEMS
Abt Associates
World Wide Technology
Element 84
VoiceFoundry
escala 24x7
ARDENTMC
MAXAR
PA
ZIVARO BRILLIANT IT



## 2020 re:Invent PSDR launch for technology

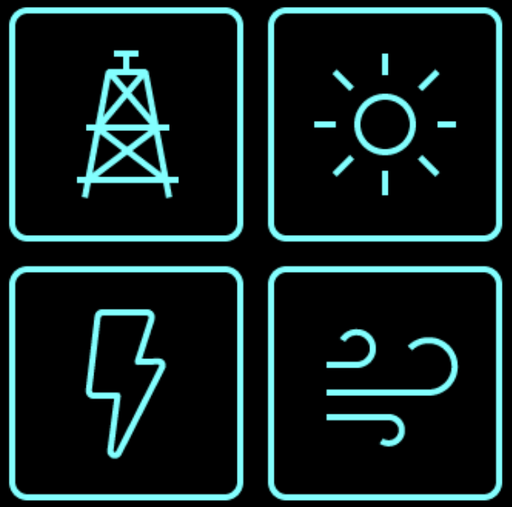
CRISISGO
ENVISAGE TECHNOLOGIES
LEO Technologies
IDEMIA augmented identity
JUVARE
solodev
NGA 911
PowerDMS
esri
UNLEASH
VERITONE
MARK43
UTILITY
SOMA GLOBAL
whispir
here

@Sandy_Carter

aws partner network | competency energy

COMING SOON!





## AWS Energy Competency Partners

Helping customers to leverage the power of AWS to transform complex business and operational systems and accelerate the transition to a more sustainable energy future

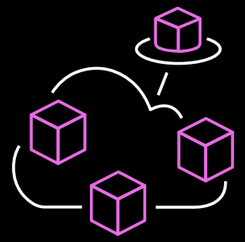
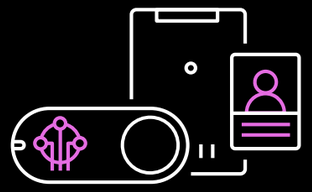
# Technology simplicity for value-add



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# “Any sufficiently advanced technology is indistinguishable from magic.”

| Migration | Analytics | IoT and edge | Artificial intelligence and machine learning | Security |
|---|---|---|---|---|
|  |  |  |  |  |
| **80%** | **$512B** | **$1.6T** | **$300B** | **$12.6B** |
| Workloads still on premises* | By 2026** | By 2025*** | By 2024**** | By 2023***** |

@Sandy_Carter

Quote: Arthur C. Clarke

* McKinsey & Company | ** PRNewswire | *** Statista | **** IDC | ***** Forrester

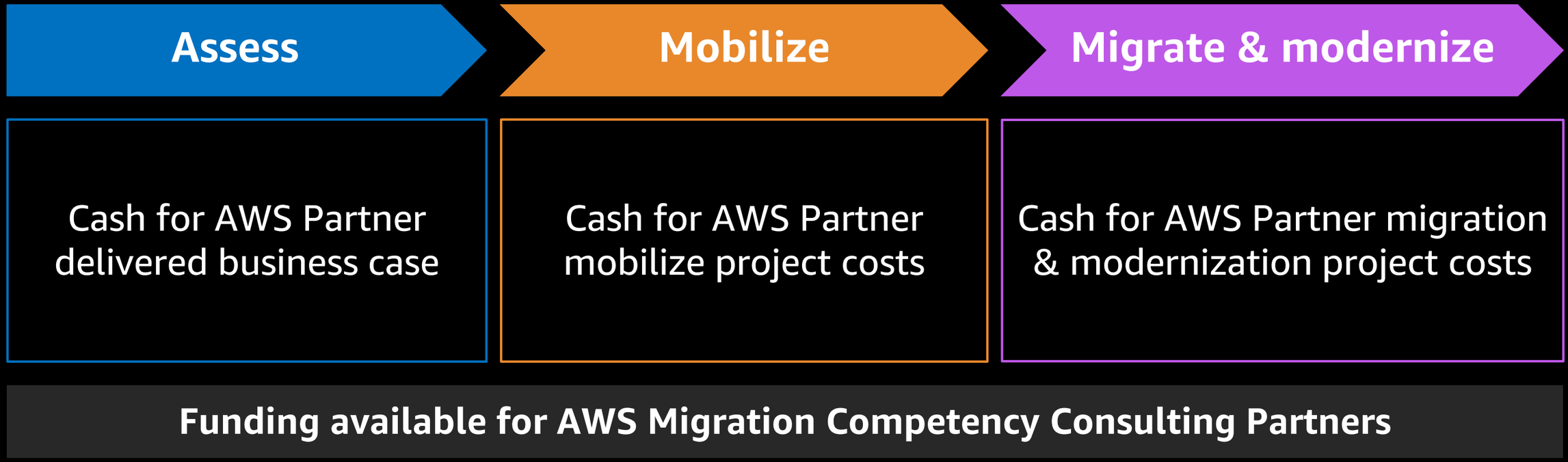
# Mission can start with migration!




U.S. Defense Logistics Agency requires quick and minimal downtime migrations

- First migration of Oracle RAC to Amazon RDS
- Mission-critical application
- Migrated 5 applications to impact level 5 GovCloud (US) enclave

# Migration Acceleration Program (MAP) 2.0 partner funding by phase




“The MAP program at AWS is the most generous and well-designed program in the market to help organizations get to the cloud. AWS considered all the challenges organizations would face – migration skills, operations, upfront costs, and long-term budget – and put together an offering to address them categorically.”

TC Ratnapuri, founder and chairman; Doug VanDyke, CEO, Enquizit

# Migration competency criteria



AWS Partner Program membership

Advanced or Premier tier (consulting)

Established AWS migration practice

- 4 unique migration examples of migration projects executed for 4 unique customers
- Migration microsite
- Migration public content (blogs, videos, press articles, etc.)

At least 15 certifications (consulting partners)

- At least 15 AWS associate, professional, or specialty certifications
- At least 8 AWS professional certifications (count towards 15)

Mission
Technology
Growth

# 100+ partners with the migration competency

**NOTEWORTHY!**




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*Note: This is not a complete list; to view all AWS Migration Competency Partners, visit https://aws.amazon.com/migration/partner-solutions/*

# Datadog helps transform, starting with migration



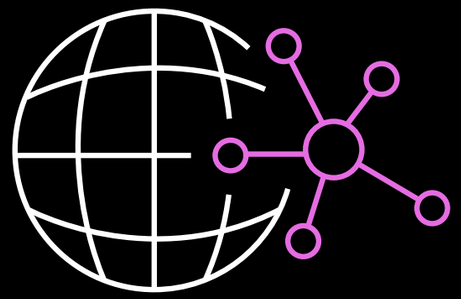

aws partner network | competency migration

Goal was to onboard and containerize hundreds of tenant applications for a federal government agency

- Leveraged Datadog's deep, agentless integrations with AWS to accelerate their cloud migration
- Reduced application and infrastructure mean time to resolution and detection during cloud migration
- Enabled a cross-functional DevOps culture via single source of truth to ensure agency long-term success with AWS

# Data / IoT / edge and 5G are vital to mission!

Data-led migrations



**IoT devices are expected to generate 79.4 zettabytes of data in 2025***

**Data strategy empowers the mission**

Data quality

Data quantity

Data source



*Source: IDC

# Data from IoT and mission go hand in hand

roomiebot





**Mission** ||| Health

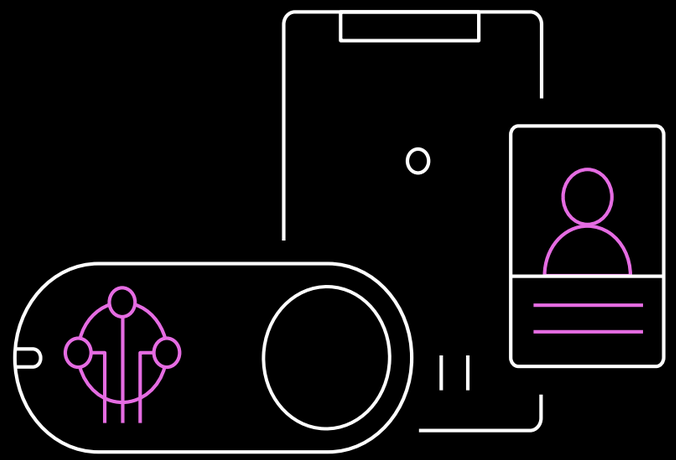
MIOVISION




Signal management | Video detection | Performance measures | Continuous counts | Safety analytics

**Mission** ||| Public Safety

# Activate today!



AWS Training & Certification

- IoT Foundation Series
- AWS Ramp-Up Guide for IoT

Attain IoT Competency

IoT on AWS GovCloud (US)

- AWS IoT Core
- AWS IoT Device Management

# AWS on the edge: 32 partners in AWS Outposts Ready Program

NOTEWORTHY!

## AWS Outposts Ready Program



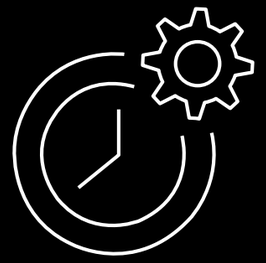
### Key program benefits

- Exclusive deeper learning sessions with AWS product teams
- Sales and technical enablement kits
- Exclusive NDA road map events to learn about upcoming changes and feature releases

TREND MICRO™

Comprehensive security services for workloads, containers, and posture management on a customer's infrastructure, for AWS Outposts, and in AWS Regions for a truly consistent hybrid experience

# So what makes 5G so different?



**10x**

Decrease in latency

Delivering latency as low as 1 ms



**10x**

Connection density

Enabling more efficient signaling for IoT connectivity

# 5G ushers in an era of new demand

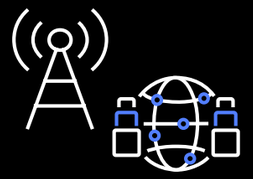
- 1 -
Explosion of data

- 2 -
Massive IoT

- 3 -
New business models

- 4 -
Rich digital ecosystem

$13.2 trillion of global economic output in 2035*


AWS Wavelength


AWS Outposts


AWS
Local Zones


Amazon
SageMaker Neo


AWS IoT
Greengrass

COMING SOON! AWS PartnerCast webinar on 5G



* Source: IHS Markit

# Artificial intelligence and machine learning have a place in mission




**Mission**

International nonprofit dedicated to fighting avoidable blindness




**Mission**

Regenstrief healthcare uses data sets to answer research questions




**Mission**

Belfast hospital surgeons use 3D modeling



Machine Learning Training & Certification

Free Digital Training || Tailored Learning Paths || AWS Certification


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# Artificial Intelligence and Machine Learning for Rapid Adoption Assistance Initiative

**NOTEWORTHY!**



Help AWS Consulting and Technology Partners accelerate their artificial intelligence and machine learning solution development

- Reduce ramp-up time
- Differentiate your business and grow
- Simplify cloud procurement strategy

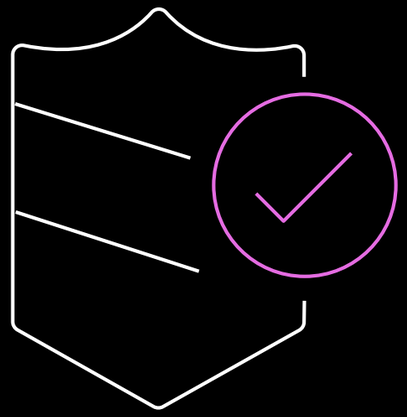
Technical assistance in three phases

- Envisioning phase
- Enablement phase
- Build phase

Going global in 2021!

Abt ASSOCIATES | ATTAIN | Deloitte. | ARDENTMC | INFINITIVE

# Focus areas for cybersecurity



Unauthorized users attack every 39 seconds on average*

## Remote workforce and web portal security

- Secure authentication
- Data and communications protection
- Audit logging
- Integrate AWS tools

## DevSecOps

- Make everyone accountable for security
- Same scale and speed as DevOps decisions and actions

## Zero trust

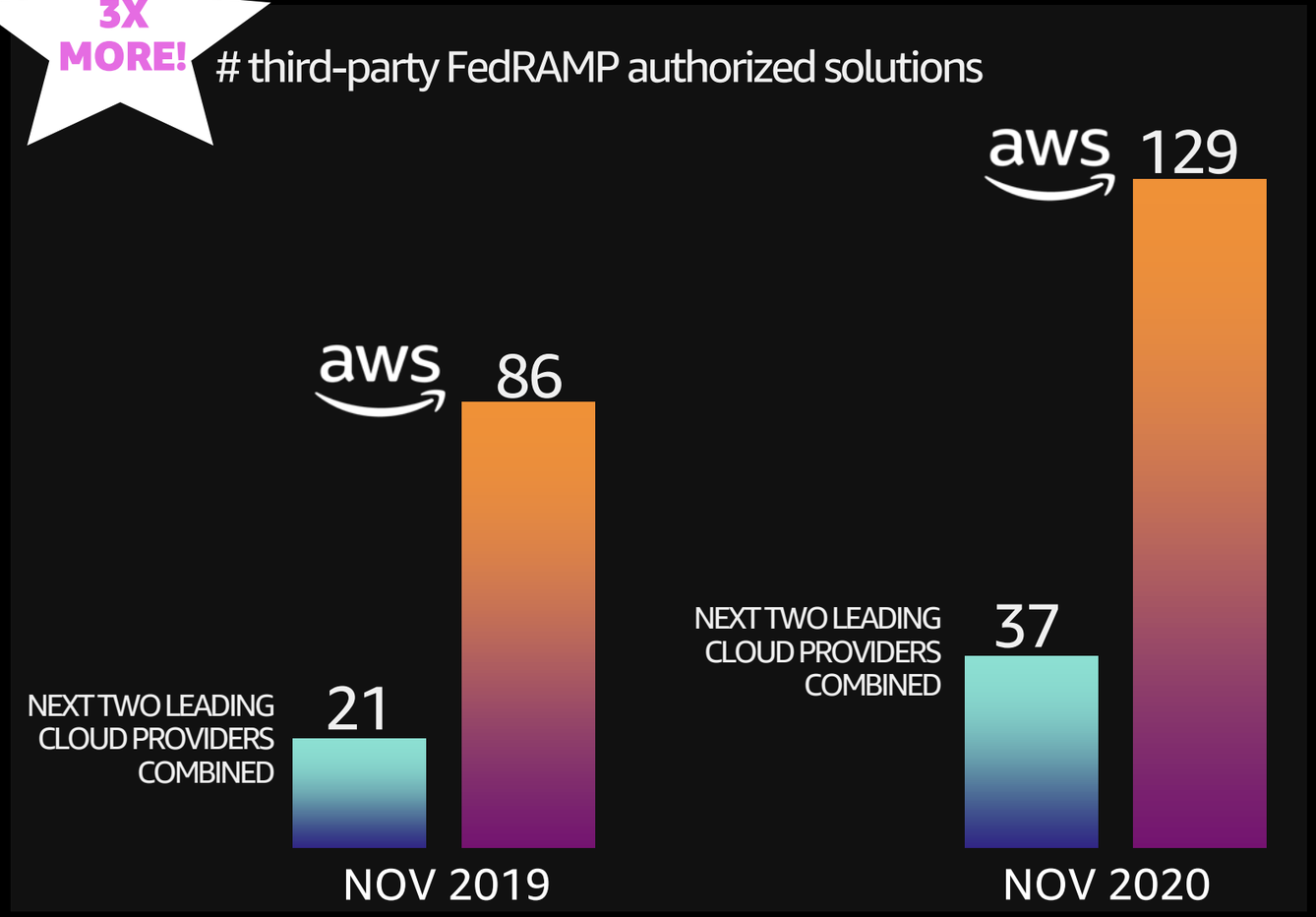


*Source: Clark School at the University of Maryland

# ATO for FedRAMP reduces your time to market

**NOTEWORTHY!**

**3X MORE!**




https://marketplace.fedramp.gov/

The ATO on AWS Program is helping drive **3x more** FedRAMP authorizations (129 solutions today) than Azure and GCP combined

**Other compliance frameworks**

- Financial: PCI-DSS
- Health: HIPAA / HITRUST
- Public safety & tax: CJIS, IRS 1075
- International: IRAP, Protection-B, GDPR
- Defense: DoD IL4 / IL5 / IL6, CMMC

# Support your mission with rapidly deployable security solutions

**NOTEWORTHY!**

Security Solutions for Government Workloads



Partner-designed offerings

- Remote workforce security
- Web portal security

Repeatable packages are configured and managed by AWS Public Sector Partners

ANITIAN COALFIRE Deloitte. InfusionPoints CyberSecurity Solutions stackArmor CloudHesive

# Security solutions with CloudHesive







## Challenge

Provide extremely secure and responsive virtual desktops

## Solution

Remote workforce security

- Fully managed, highly secured and controlled environment
- Security control plane
- Amazon cloud landing zone

## Benefits

- Increased professional services capacity
- Offer new services beyond traditional desktop model
- Easily scale capacity during tax season

# A simple path to growth





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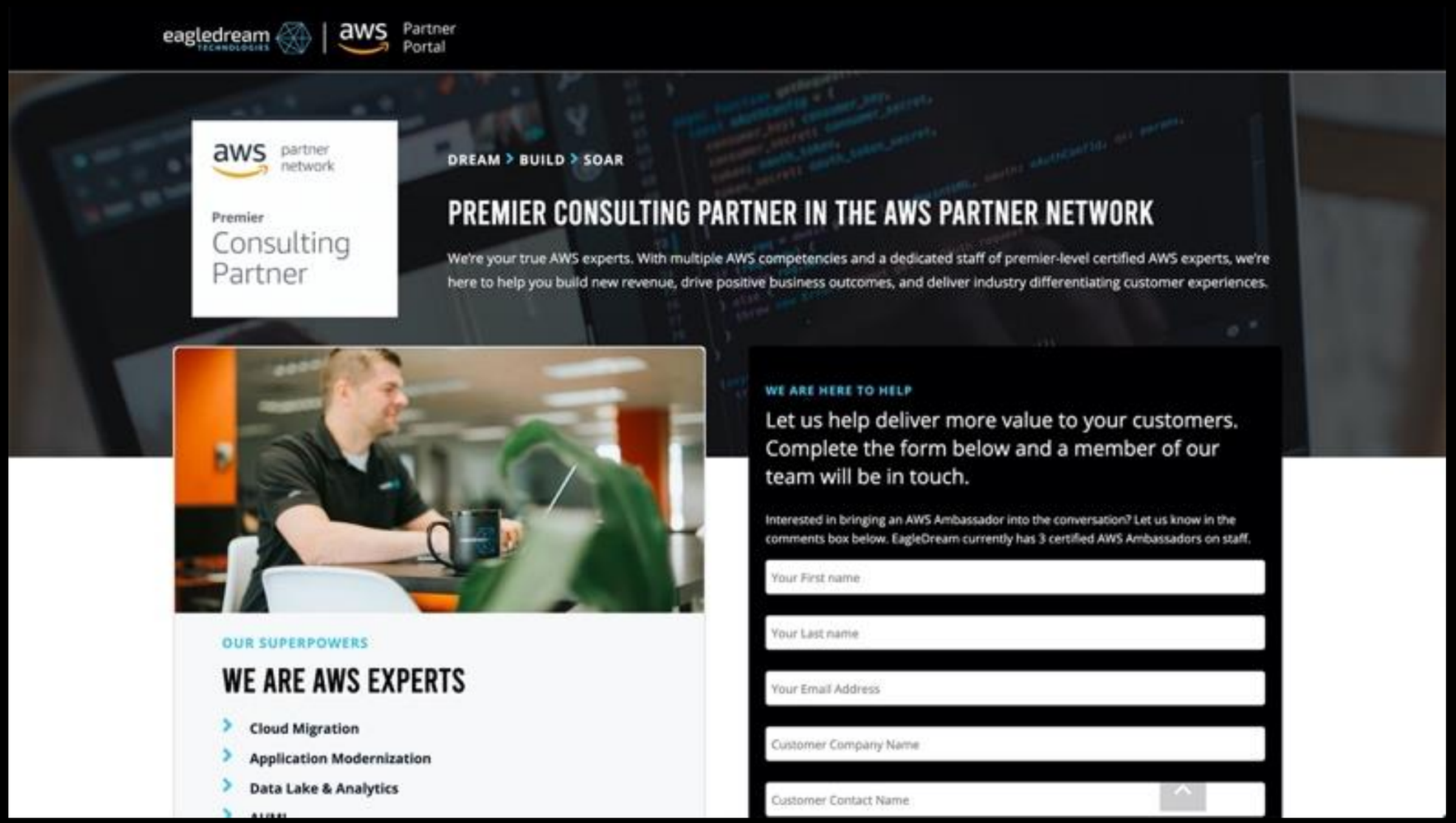
Mission
Technology
Growth

# Customer journey



# Start: EagleDream Technologies – Identifying competencies

Mission
Technology
Growth



# Digital value



- Digitally enabled lead generation reps spend **42% more time** in engaged selling than traditional lead generation reps*
- AWS Partner Marketing and Market Development Funds (MDF)



* Alexander Group XaaS Revenue Models and Productivity research findings

# Ease adoption of technology – integrate with us!

**NOTEWORTHY!**



## Examples

- Amazon Connect CTI adapter for **Salesforce** Service Cloud and Salesforce Sales Cloud
- **VMware** Cloud on AWS

# VMware Cloud on AWS brings speed, agility, and cost savings







Value of integration: Protection of skillsets, time to market, reduced costs

# Expand: Amazon Connect is a path to new buyers



Contact centers

## Who buys Connect?

- C-suite
- Mission owners

## What's the value to the new buyer?

- Better customer experience
- Sentiment analysis
- Contact categorization


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# Expand through partner-to-partner linkage

**Solution:** Identify disease trends across a state and optimize the government's response to the current pandemic




**Partners worked together to build the right solution for their customer, fast**

- Carahsoft's contract served as the procurement mechanism
- Cloudticity used AWS tools to establish a low-touch solution

# Expand with a new incentive for new customers / workloads

**NOTEWORTHY!**

aws partner network | new business engagement

**Onboarding eligible partners in EMEA, Q1 2021!**

Add new customers and new workloads

Opportunities eligible in:

- US state and local government
- All of Latin America, Canada, and Caribbean
- Australia, India, Japan, New Zealand, and South Korea

5% discount in addition to AWS Solution Provider Program discount

Eligible for AWS Solution Provider or Distributor working with a Public Sector customer

DLT A TECH DATA COMPANY

- Sales experience transformed to work backwards from the customer mission
- Allows more focus on delivery and less time on administrative tasks

Mission
Technology
Growth

# Plan: ProServe Ready pilot

aws partner network | ProServe Ready pilot

**NOTEWORTHY!**



Learn AWS ProServe best practices

**Customized training**



Employee & partner recognition

**Badging and designation**



Access to AWS ProServe opportunities

**Opportunity matching**



Collaborate with AWS ProServe

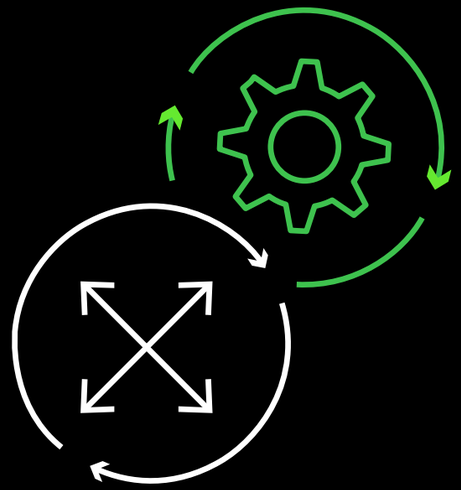
**Build and earn customer trust**

ai | applied insight

**ProServe Ready progress**

- Training completed
- Opportunities in review

# Plan: Be first to market with betas



Reach out to your partner development manager to get involved!

Get started early

Influence service development through testing and feedback

Trained workforce when service launches

# Lockheed Martin beta tested AWS Outposts prior to launch announcement




**Benefits of beta**

Identified use cases around computing capabilities

- IoT custom software
- Host internal training labs
- Visualization rendering farm

Supported strategy development and solution-based capabilities

Mission
Technology
Growth

# AWS helps you along the journey

**Help the customer get started**
- **Digital**

**Ease adoption of technology**

**Plan for taking solution to market**

**Grow beyond compute and storage**

**Renew to scale**

## How AWS helps

- Think Big for Small Business
- ISV Accelerate
- MDF
- MAP
- Vertical competencies
- re:Stack
- PTP

- Solutions architect
- Technology integration
- ATO: FedRAMP
- AWS GovCloud (US)
- Proof of concept
- Partner Opportunity Acceleration

- Early beta
- Partner-to-partner
- ProServe Ready pilot
- Go-to-market support
- Distribution Program

- NewBE
- Rapid Adoption Assistance for Artificial Intelligence
- IoT competency
- 5G PartnerCast
- Outposts Ready
- Technical competencies

- AWS Marketplace

# THANK YOU

@Sandy_Carter


Don’t overanalyze it.
Just get going!
@Sandy_Carter

# Thank you!

Sandy Carter

@Sandy_Carter

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