
AWS
re:Invent

GPS201

Navigate success in the Consulting Partner journey

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AWS

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Agenda

Consulting Partner journey

Partner profitability research

Success with differentiation

Steps to achievement



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Consulting Partner journey



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Consulting Partner journey



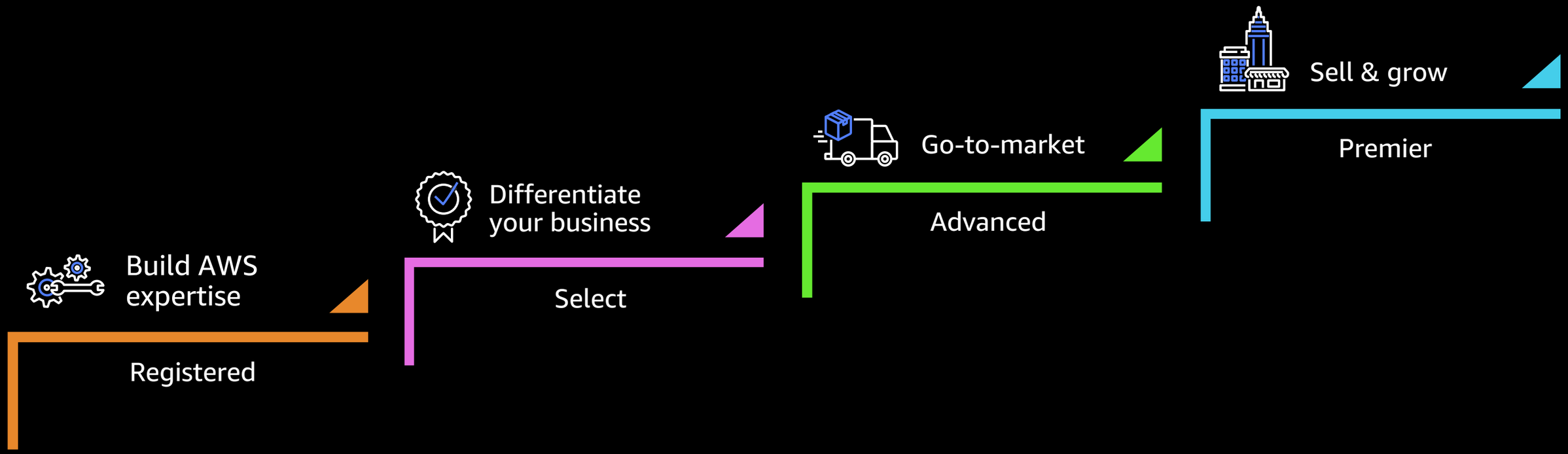
Consulting partners

Build

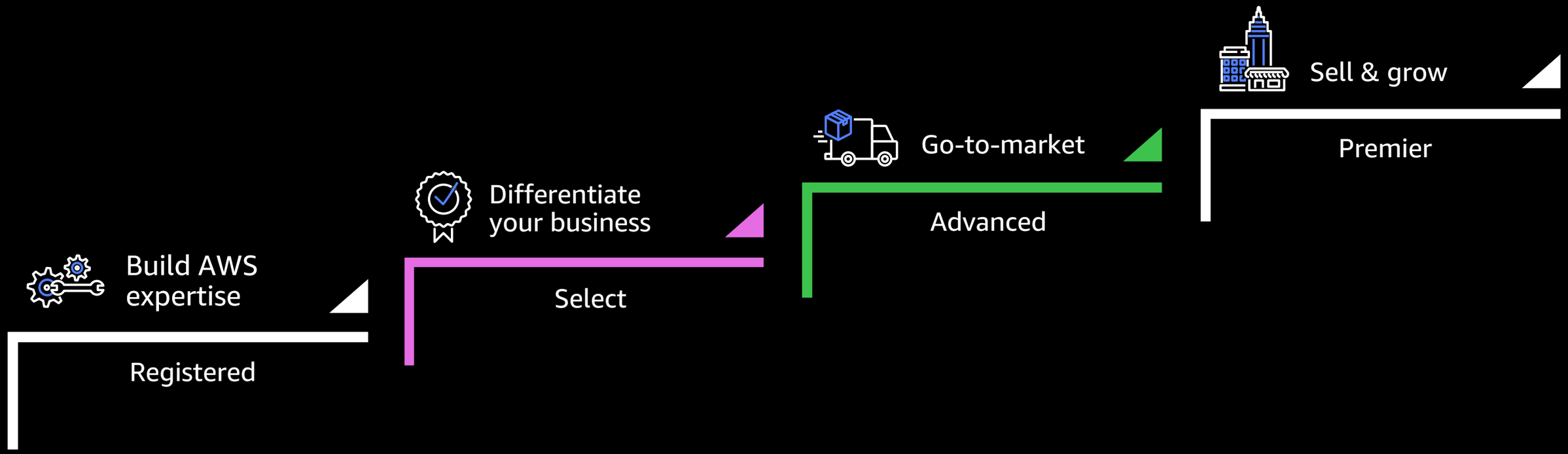
Market

Sell

Consulting Partner journey



Consulting Partner journey



Value of the AWS Partner Network



Deliver more innovation



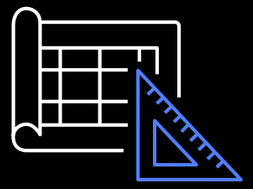
Gain credibility



Promote your business



Highlight your expertise



Define your APN journey



Work with development resources



Increase visibility



Access tools and resources

Partner profitability research



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Partner profitability research

451 Research

Systems Integration partners

Global inclusion

Multiple perspectives

Source: 451 Research, Part of S&P Global Market Intelligence, AWS Partner Profitability and Success Study, Commissioned by AWS

Partner profitability research

Contributions to increased profitability

- Alignment with AWS and delivering services that are highly valued by customers
- Continuous portfolio expansion
- Consistent utilization of available APN resources
- Differentiation is important to growing the business

Source: 451 Research, Part of S&P Global Market Intelligence, AWS Partner Profitability and Success Study, Commissioned by AWS

Succeeding with differentiation



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Succeeding with differentiation



AWS Well-Architected Partner



AWS Service Delivery Partner



AWS Competency Partner



AWS Managed Service Provider (MSP) Partner

Succeeding with differentiation



AWS Well-Architected Partner

AWS Well-Architected Partner Program

provides a framework, guidance, funding, tools, and solutions to teach, measure, and improve architectures in accordance with AWS best practices

https://aws.amazon.com/partners/well-architected-program/

Succeeding with differentiation

BENEFITS OF THE WELL-ARCHITECTED PARTNER PROGRAM

- Training and enablement
- Business development
- Privileged insight and alignment



"In 100% of the Well-Architected Reviews, we identify and deliver [customer] cost savings of 18–50%, close security gaps, build scale and performance…"

JT Giri

CEO & Co-Founder
nClouds

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Succeeding with differentiation



AWS Service Delivery Partner

AWS Service Delivery Partner Program

highlights AWS 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 RDS
- AWS Database Migration Service

Analytics

- Amazon EMR
- Amazon Kinesis
- Amazon Redshift
- Amazon QuickSight

Management tools

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

Networking & content delivery

- Amazon CloudFront
- AWS Direct Connect

Security

- AWS WAF

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

Succeeding with differentiation



AWS Competency Partner

AWS Competency Partner Program

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

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

AWS Competency designations

Industries


Government


Education


Nonprofit


Life Sciences


Healthcare


Financial Services


Digital Customer Experience


Digital Media


Industrial Software


Retail


Public Safety and Disaster Response


Travel and Hospitality

Use Cases


IoT


Storage


Security


Mobile


Networking


DevOps


Data and Analytics


Cloud Management Tools


Containers


Machine Learning


Migration


Digital Workplace

Workloads


Microsoft Workloads


Oracle


SAP


SaaS

Succeeding with differentiation

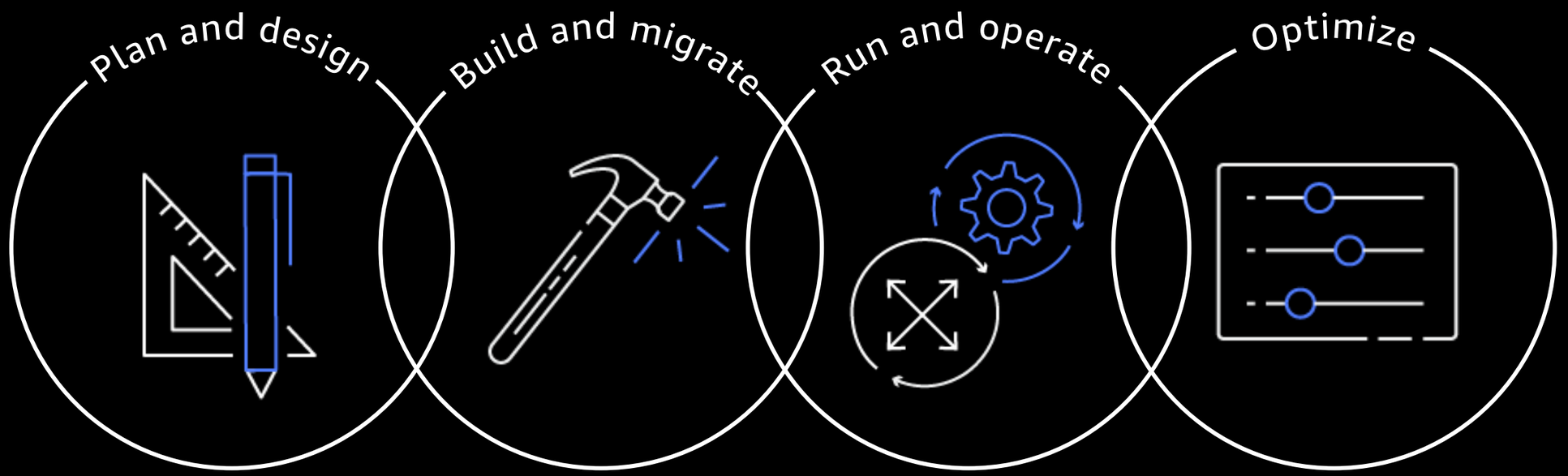


AWS Managed Service Provider Partner

AWS MSP Program
highlights “Next Gen” AWS Partners who help customers plan, design, migrate, build, run, and optimize AWS workloads

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

Next Gen MSP practice



Succeeding with differentiation

2020 NEW APN DIFFERENTIATION PROGRAMS

AWS Competencies for Consulting Partners

- AWS Travel & Hospitality
- SaaS Competency

AWS Service Delivery for Consulting Partners

- Amazon RDS Service Delivery relaunch

Succeeding with differentiation

BENEFITS OF DIFFERENTIATION

- Increased visibility with go-to-market activities
- Increased funding incentives
- Increased discounts through the AWS Solution Provider Program
- Drive customer acquisition
- Access to select eligibility benefits

"You need to have a way for customers to connect and reliably find a Partner that can help them with their specific requirements. The AWS Service Delivery Program does this."

Bill Saltys

VP, Operations and Alliances
Apps Associates



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“A next-generation MSP can help a customer digitally transform. It's crucial to help customers understand how they can use the AWS Cloud, and focus on areas like Big Data, to drive new business opportunities and increase revenue. It's possible through cloud technology."

Hoon Park

Co-founder and Chief Strategy Officer
Bespin Global



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Steps to achievement



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Steps to achievement



APN Navigate



AWS Partner Transformation Program

Steps to achievement



APN Navigate

APN Navigate

offers self-paced, prescriptive guidance to establish your AWS-based business and achieve the next step in your AWS Partner journey

Steps to achievement

NAVIGATE SPECIALIZATION TRACK EXPERIENCE

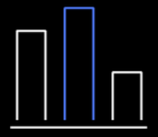
1

Enrollment

2

Toolbox access

AWS Navigate specializations

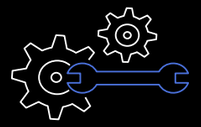

AWS MSP Program


Blockchain

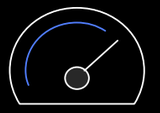

Contact Center


Containers


Database Services

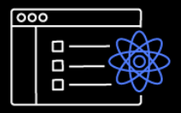

DevOps


Digital Workplace


High Performance Computing


Internet of Things


Machine Learning

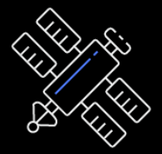

Microsoft Workloads


Migration


SAP

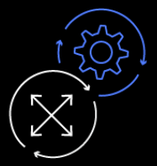

SaaS


Security


Serverless


Storage


Travel & Hospitality


VMware

Steps to achievement



AWS Partner Transformation Program

AWS Partner Transformation Program helps you to onboard and accelerate your journey with AWS by providing you with the guidance to accelerate the development of your AWS skills and expertise

https://aws.amazon.com/partners/partner-transformation/

Steps to achievement

BENEFITS OF THE PARTNER TRANSFORMATION PROGRAM

- Onboard to AWS / accelerate your AWS journey
- Understand your current and target states
- Accelerate business growth with AWS
- Differentiate your practice

Steps to achievement

PARTNER TRANSFORMATION PROGRAM ELIGIBILITY



Executive buy-in



PDM & Sales alignment



Cloud solution

Steps to achievement

PARTNER TRANSFORMATION PROGRAM PATHWAYS

1

Hybrid

2

Consultant-led

Steps to achievement

FUNDAMENTALS OF THE PROGRAM

- Comprehensive assessment
- Customized transformation plan
- Partner enablement

"A successful cloud strategy doesn't rely on one person, or one department to execute – it takes a true team effort. Last year, Red River came to this realization, broke down internal silos and leveraged talent across the company to better deliver for our customers – thanks in large part to our participation the AWS Partner Transformation Program (PTP)."



Larry Bowles

Chief, Cloud Platforms

Red River

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Summary & next steps

Differentiation can play a key role in your success

Identify opportunities

Connect with programs and resources

Continue to achieve



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Thank you!



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