

AWS
re:Invent



GPS217

Navigating the ISV Partner journey: Succeed with AWS

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Global Partner Programs
AWS

Agenda

New ISV Partner Path

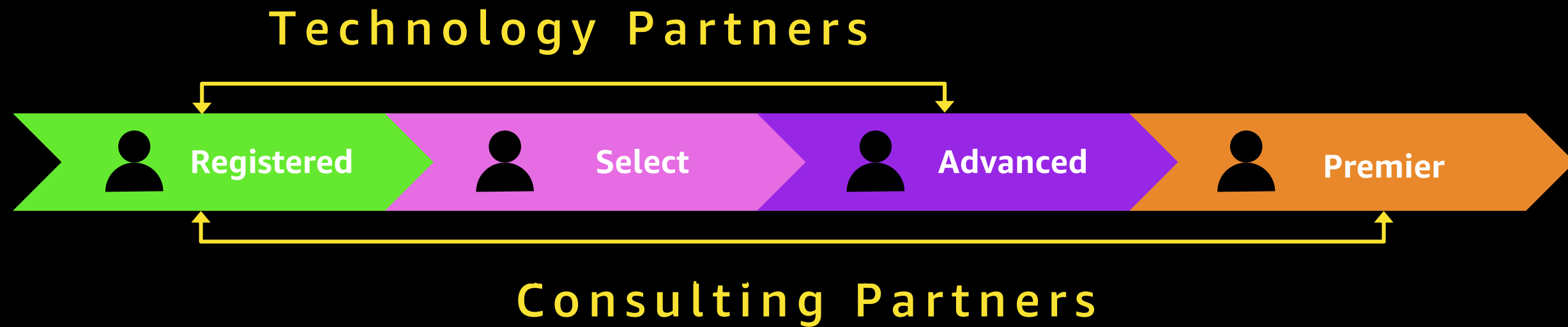
Benefits

Resources

ISV Partner journey

Getting started

AWS Partner Network (APN) tiers



ISV Partner Path

NEW PROGRAM MODEL FOR ISV PARTNERS

A new program and journey within the AWS Partner Network (APN) designed to help ISVs build and grow their AWS-aligned business

- Replaces technology partner type and tier requirements for ISVs
- Focuses on solution-level validation and recognition rather than partner tier
- Designed to accelerate engagement with AWS
- Open to any ISV currently part of the APN or looking to engage with AWS

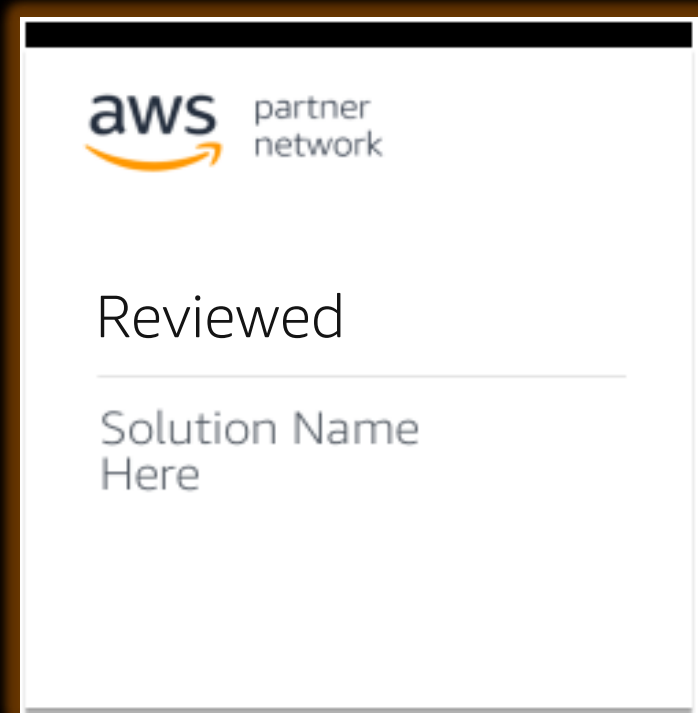
Partners gain access to curated programs, prescriptive guidance, co-selling opportunities, and other resources uniquely aimed at reaching their desired business outcomes with AWS support – All accessible with no tier-based requirements

<https://aws.amazon.com/partners/isv/>

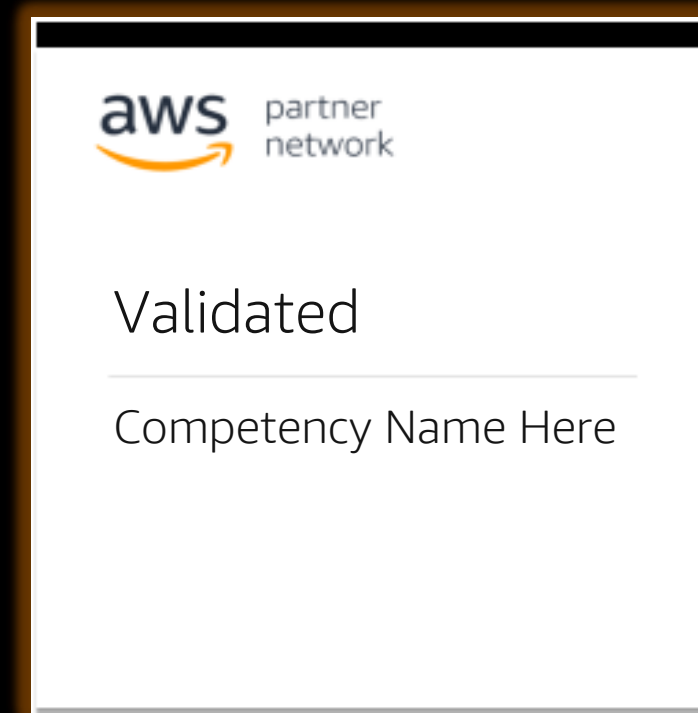
What's changing?

- Removal of tier requirements
- Recognition and engagement across all solution types
- Badging based on solutions: Reviewed → Validated

Foundational Technical Review (FTR)



Service Ready and Competency



Simplified requirements

(Retiring) Advanced Tier Technology Partner

- Direct revenue or launched opportunities
- Generally available product
- Annual partner business plan
- Technical Baseline Review (TBR)
- Publicly referenceable customers
- \$2,500 annual membership fee

(New) ISV Partner Path

- Foundational Technical Review (FTR)
- \$2,500 annual membership fee (1x per partner)

Foundational Technical Review (FTR)



What?

- Production-workload-specific review
- Security, reliability, and operational best practices
- Backup and disaster recovery strategy



Why?

- Mitigate security, reliability, and operational risks
- Optimize and refine processes
- Deliver successful customer outcomes
- Engage directly with an AWS Partner solutions architect (PSA)
- Qualify for programs and benefits
- Customer confidence

<https://aws.amazon.com/partners/foundational-technical-review/>

AWS Service Ready for ISVs

RECOGNITION OF AWS SERVICE INTEGRATIONS



AWS Lambda



Amazon Linux 2



AWS
PrivateLink



AWS Outposts



Amazon
Redshift



Amazon RDS

<https://aws.amazon.com/partners/service-ready/>

AWS Competencies for ISVs

RECOGNITION OF SPECIALIZATION ACROSS INDUSTRIES, USE CASES, AND WORKLOADS



Industries



Use Cases



Workloads



Government



Education



Nonprofit



Life Sciences



Healthcare



Financial Services



Digital Customer Experience



Digital Media



Industrial Software



Retail



Public Safety and Disaster Response



Travel and Hospitality



IoT



Storage



Security



Mobile



Microsoft Workloads



Networking



DevOps



Data and Analytics



Cloud Management Tools



Containers



Machine Learning



Migration



Digital Workplace

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

Funding benefits

BUILD, MARKET, AND SELL YOUR SOLUTIONS



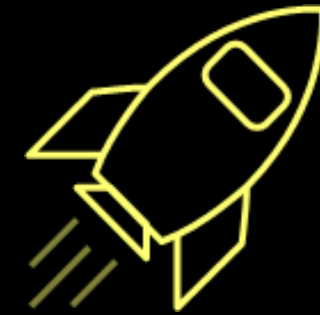
Innovation
Sandbox



Marketing
Development
Funds (MDF)



Free Trial
Campaigns



Partner
Opportunity
Acceleration
(POA)

<https://aws.amazon.com/partners/funding/>

New co-selling benefits

AWS ISV ACCELERATE PROGRAM

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

→ Millions of active AWS customers globally



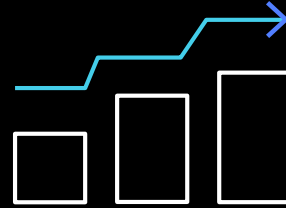
<https://aws.amazon.com/partners/isv-accelerate>

New co-selling benefits

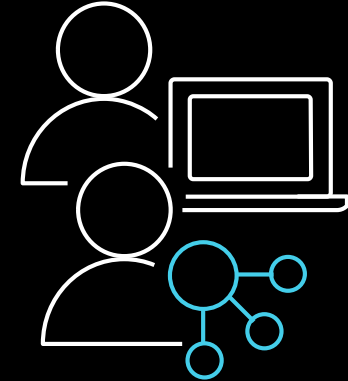
AWS ISV ACCELERATE PROGRAM



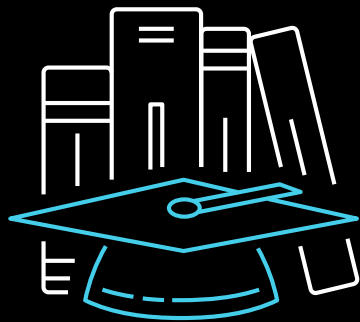
Compensation to the AWS sales organization



AWS sales and AWS Partner organization co-selling goal*



Co-selling support from AWS Partner organization*



Educating AWS sales on AWS Partner and their solution



AWS Partner enablement resources



Reduced AWS Marketplace private offer listing fees

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

** Dependent on region and may be subject to change*

Marketing resources

CREATE AND DELIVER ON CUSTOMER DEMAND



Leverage
Marketing
Development
Funds (MDF)



Reach
prospects
and
customers



Interact with
prospects
and
customers














<https://aws.amazon.com/partners/marketing/>

Enablement resources

****NEW** APN NAVIGATE TRACK FOR ISV PARTNERS**

ISV Navigate Track

- Step-by-step guidance on your journey as an ISV
- Easy-to-follow checklist that tracks progress
- Exclusive access to resources from AWS experts

ISV Navigate Checkpoints		ISV Partner Path	Competency
 Build	Build Cloud Adoption Action Plan	▲	Checkpoint! 
	Pay APN Fee	▲	Checkpoint! 
	Conduct Well-Architected Review	▲	Checkpoint! 
	Prepare for Technical Baseline Review	▲	▲ Checkpoint! 
 Market	Build APN Partner Business Plan	▲	Checkpoint! 
	Execute a self-serve co-branded GTM activity	▲	▲ Checkpoint! 
	Complete case studies to highlight customer success		2 Public 2 Private Checkpoint! 
 Sell	Confirm ACE opportunities, public references and CSAT (# of ACE opportunities required)		▲ (5) Checkpoint! 
	Enhance Sales Collateral (Solution Brief)	▲	▲ Checkpoint! 
	Complete Program Checklist for Program Validation		▲ Checkpoint! 

<https://aws.amazon.com/partners/navigate/>

Technical resources

****NEW** WELL-ARCHITECTED TOOL LENSES FOR ISVS**

FTR Lens

Self-assessment to support completion of Foundational Technical Review (FTR)

SaaS Lens

Best practices for building Software-as-a-Service (SaaS) applications

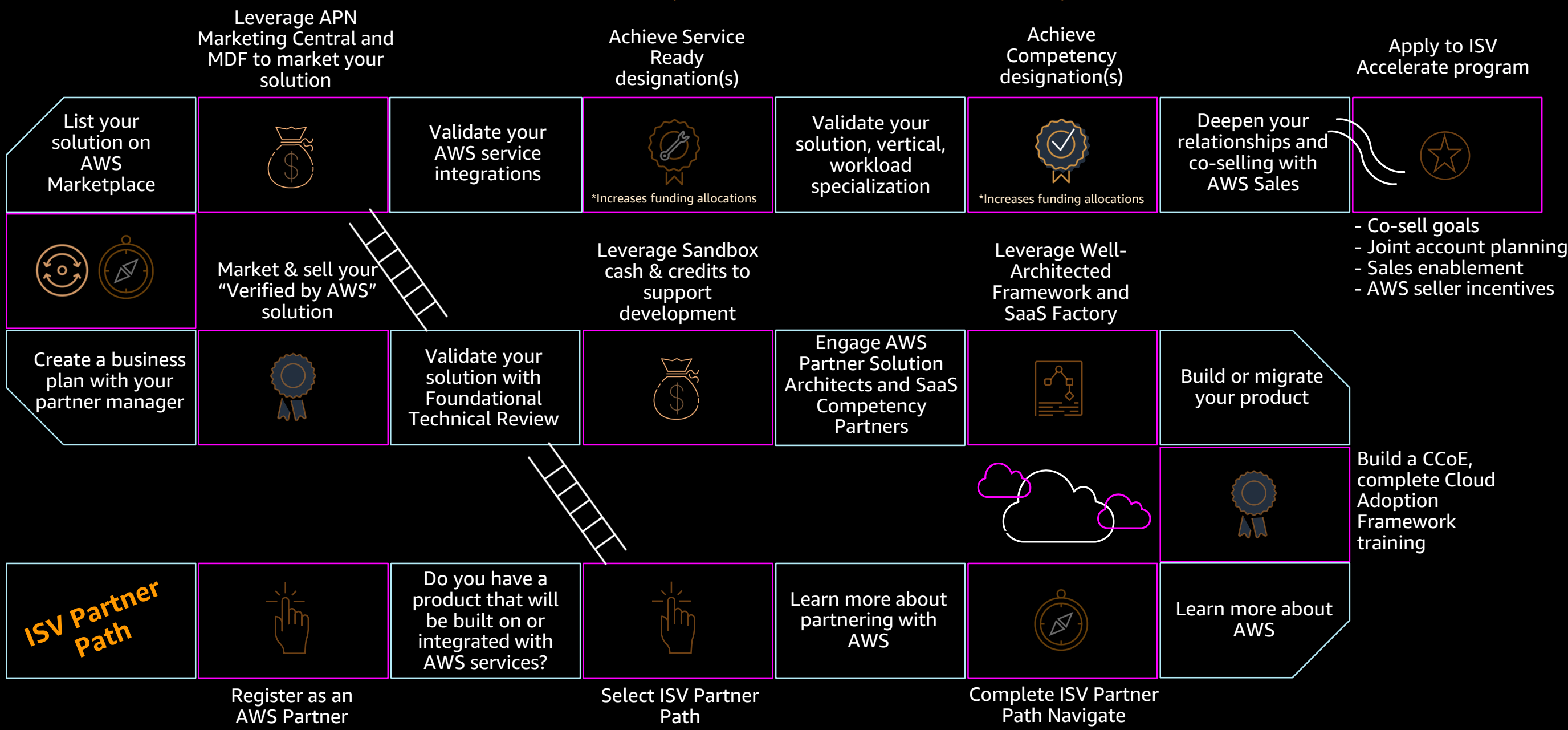
<https://aws.amazon.com/well-architected-tool/>

ISV Partner journey



Access Navigate specialization tracks to support this achievement

Collaborate with AWS on customer opportunities via ACE, with co-selling enablement via APN Navigate



“ISV Partner Path has helped Horangi scale our business and partnership with AWS by improving our marketplace sales and increasing leads through helping us get the security competency, using the market development funds, and doing joint PR!”

Paul Hadjy

CEO and Co-founder of Horangi

Questions

- I am a current AWS Partner, and I offer software solutions – How do I participate?
- What happens to the differentiation designations I have already earned, such as Competencies?
- I am a Consulting Partner, but I also sell a software product based on my own IP – Can I participate?
- I am a Technology Partner, but I do not offer software – What do I need to do?

Getting started

- Learn more: <https://aws.amazon.com/partners/isv/>
- Update your APN profile to indicate you offer software solutions
- Leverage the new ISV Partner Path Navigate track
- Access the Well-Architected lens for the FTR
- Reach out to your partner development manager

Thank you!





Please complete
the session survey