AWS re:Invent

NOV. 29 – DEC. 3, 2021 | LAS VEGAS, NV

GPS204

Build your journey with the AWS Partner Network

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Amazon Web Services

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Agenda

Growth and momentum

Resources, programs, and benefits to help you

- Build
- Market
- Sell
- Navigate with Partner Paths

Getting started

- Tools

What's next?

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Growth and momentum

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Growth and momentum

AWS has millions of active customers every month

$59B
revenue run rate,
37% YoY growth

200+
fully featured services

81
Availability Zones
across 25 AWS Regions

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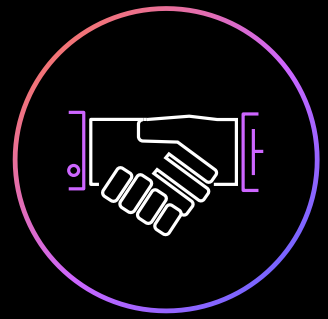
Growth and momentum



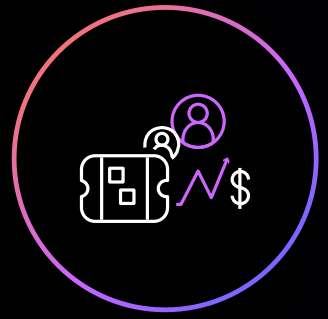
100K+ partners in 150+ countries



50+ partners join the APN every day



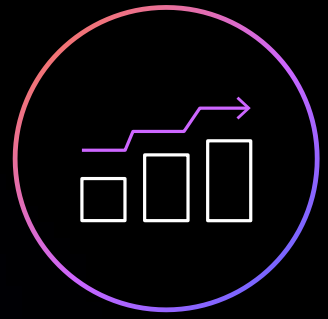
Hundreds of thousands of opportunities with partners



Billions of dollars in opportunities together



More than 2x YoY increase in opportunities shared with partners



389% YoY growth in partner-led migrations

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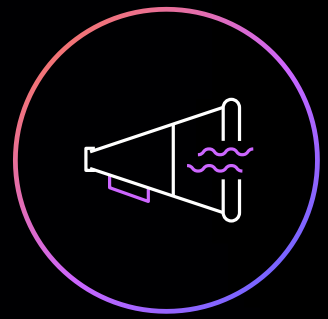
AWS Partner Network (APN)



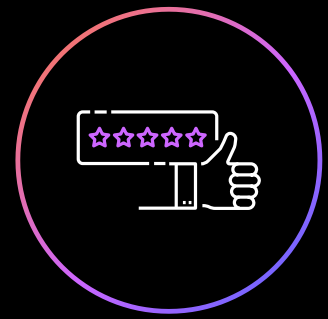
Deliver more innovation



Gain trained and certified



Promote your business



Highlight your expertise



Define your APN journey and maximize opportunities



Increase visibility to AWS field teams and AWS customers



Save time and money and get tools and resources

aws

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Resources, programs, and benefits

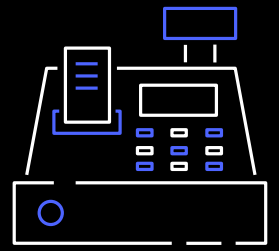
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Resources, programs, and benefits

BUILD, MARKET, AND SELL







Build

Build your skills and offerings

Market

Take your offerings to market

Sell

Grow your business with customers

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Build your AWS expertise

RESOURCES, PROGRAMS, AND BENEFITS



Digital training

Free on-demand courses



Classroom training

In-person and virtual training



AWS Accreditations

Foundational understanding of AWS and its benefits



AWS Certifications

Showcase and distinguish your expertise

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

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Build your AWS expertise

RESOURCES, PROGRAMS, AND BENEFITS

Partner training

Designed for AWS Partners to learn AWS customer engagement best practices

- Accreditation
- AWS Partner Training
- Advanced AWS Partner Training
- AWS PartnerCast

No cost

Digital, classroom, or virtual delivery

Private delivery available

Technical training

Designed to build technical skills and prepare for AWS Certification

Two delivery options:

- AWS
  20% discount
- AWS Training Partner
  50–70% discount and exam voucher

Discounted fees

Classroom or virtual delivery

Private delivery available

aws

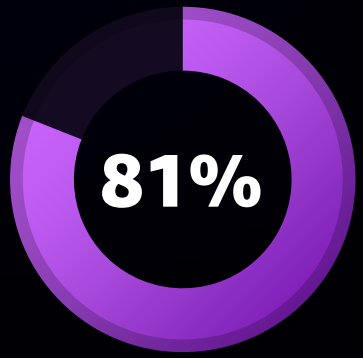
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Build your AWS expertise – Certification

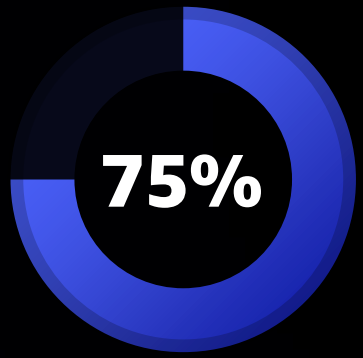
RESOURCES, PROGRAMS, AND BENEFITS



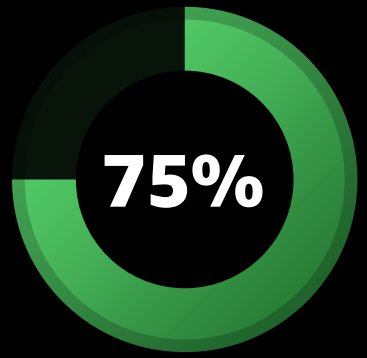
of partners improve their market position



of customers want certified partners



improve their ability to innovate



realize operational efficiencies

Investing in AWS Training & Certification supports recruitment and talent retention

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

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Build your offerings

RESOURCES, PROGRAMS, AND BENEFITS

SaaS Factory	https://aws.amazon.com/partners/programs/saas-factory/
Navigate	https://aws.amazon.com/partners/navigate/
TechShift	https://aws.amazon.com/events/techshift/
Innovation Sandbox	https://aws.amazon.com/partners/funding/

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Market your offerings

RESOURCES, PROGRAMS, AND BENEFITS

AWS Partner Marketing Central



Partner Ready campaigns



Marketing Concierge service



Agency Connect



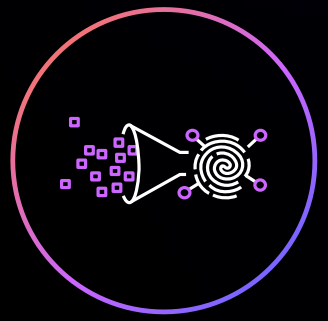
Marketing Academy

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Market your differentiated offerings

RESOURCES, PROGRAMS, AND BENEFITS

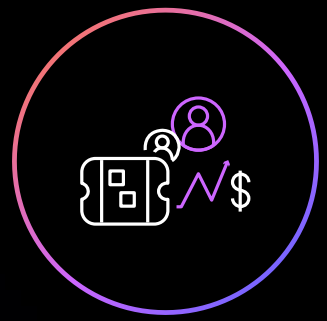
Highlight your expertise and proven customer success



Service Validation Program



AWS Competency Program



Managed Service Provider Program

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“The AWS Service Delivery Program has helped the Belle Fleur team close 75% more opportunities than we closed last year without the Program. The support from the AWS product teams is a real game-changer for us.”

Amazon QuickSight Delivery Partner



“Peak Achieves AWS Retail Competency, Grows Retail Opportunities by 113%.”

AWS Retail Competency Partner



“At Cloudticity, we’re all about distinguishing ourselves in a relatively large sea of AWS Partners. Although there are many AWS Partners in the world, we’re the only one with a unique combination of differentiation achievements – simply put, investing in applicable APN Differentiation Programs has helped us grow. Specific to the AWS MSP program, our revenue has grown 850% since we became MSP certified. This is >50% on a compounded annual growth rate.”

AWS MSP Partner, AWS Health & DevOps Competency Partner, and 3x AWS Service Validations Partner

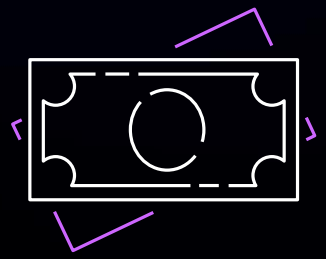




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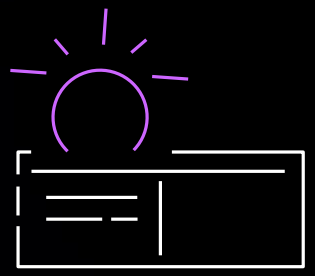
Marketing development funds

RESOURCES, PROGRAMS, AND BENEFITS



MDF cash

50% co-funding of eligible activities



MDF Credits

to offset the incurred AWS usage during eligible activities such as workshops and game days

MDF BENEFITS SUPPORT PARTNERS WITH DEMAND GENERATION AND BUILDING PIPELINE

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“PTP utilized the AWS MDF for our inbound marketing strategy for new account acquisition. Investing in landing pages, paid advertising, advertising optimization and subsidizing offers, we experienced double the website traffic from the same 6-month period the year before and tripled our conversions.”

Gary Derheim,
VP—Managed Services & Marketing

PINNACLE TECHNOLOGY

“ClearDATA used AWS MDF to uncover an opportunity with another AWS Partner that has blossomed into an extremely strategic collaboration that has produced $75K MRR and produced about $1M in potential pipeline in just 9 months.”

Doug Howell,
Director of Channels

ClearDATA®

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Sell your offerings

RESOURCES, PROGRAMS, AND BENEFITS

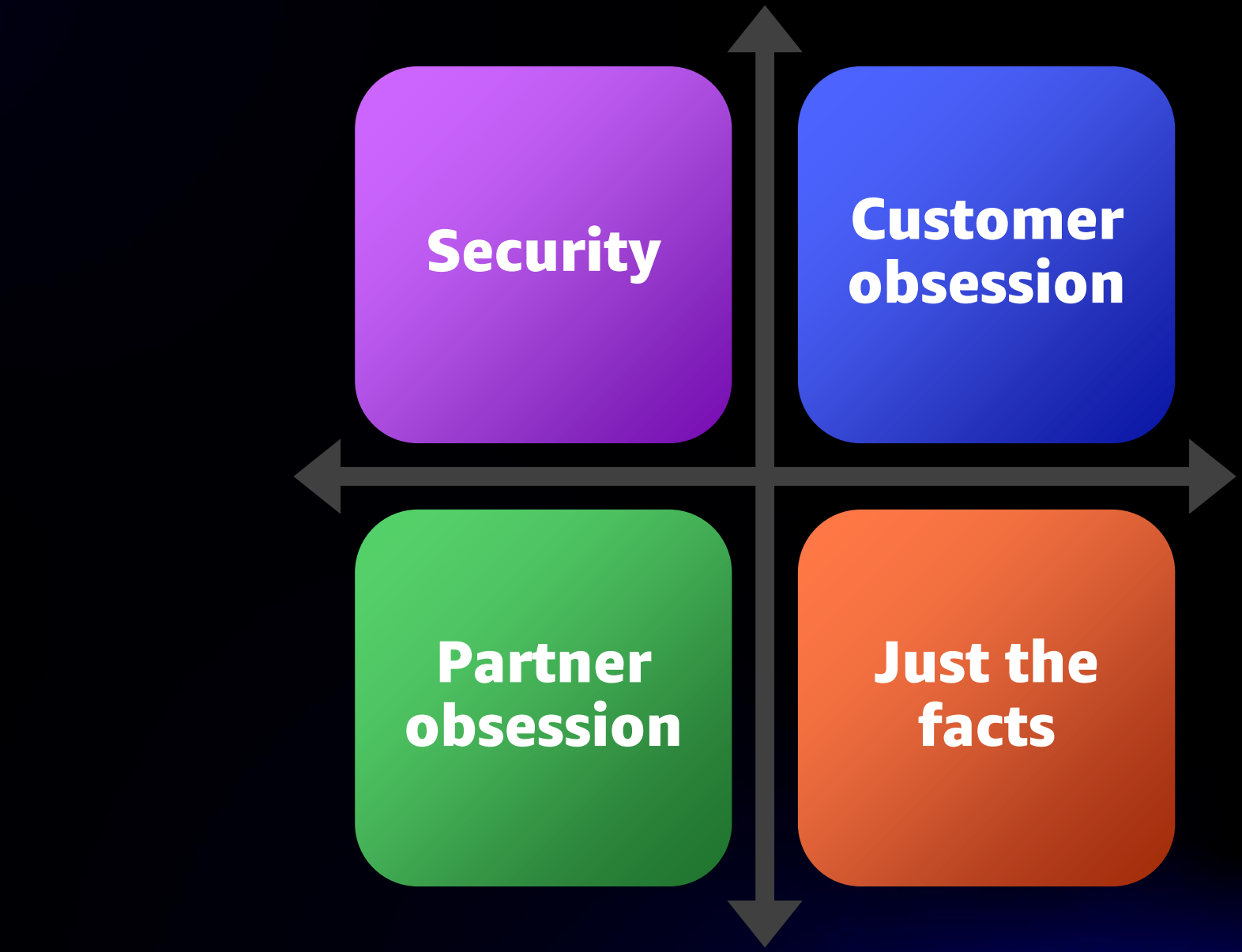
apn customer engagements

PROVIDES AWS AND AWS PARTNERS THE TOOLS AND RESOURCES TO CO-SELL AND SUPPORT CUSTOMER BUSINESS NEEDS

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Partner engagement principles



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Sell with the Solution Provider Program (SPP) and distributors

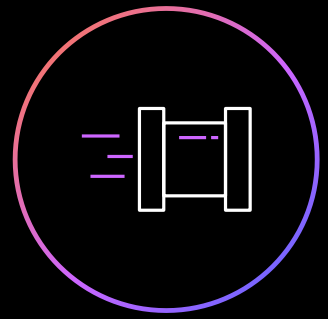
RESOURCES, PROGRAMS, AND BENEFITS



Elevate customer engagement



Grow your footprint



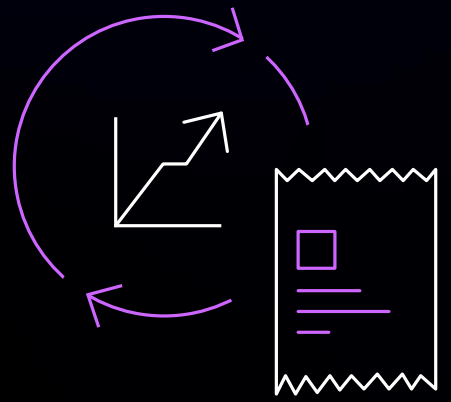
Accelerate pipeline

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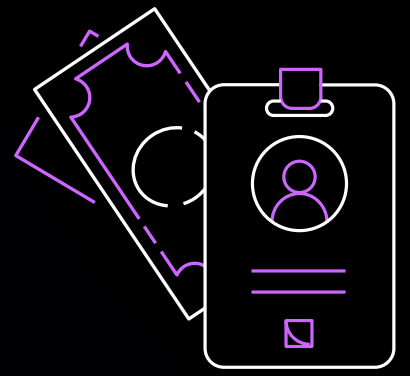
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Sell with SPP

RESOURCES, PROGRAMS, AND BENEFITS



Partner Growth Rebate



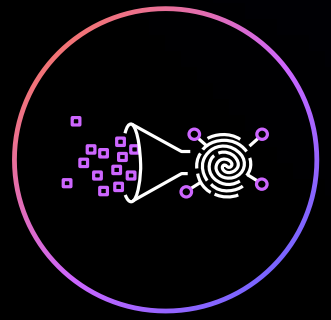
Partner-Originated Discount

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Sell and grow with distributors

RESOURCES, PROGRAMS, AND BENEFITS

AWS DISTRIBUTORS ENGAGE, ONBOARD, ENABLE, AND ACCELERATE THE APN EXPERIENCE TO SUPPORT PARTNERS IN BUILDING ROBUST AWS PRACTICES



Go-to-market support



Program management



Enablement programs



Operational efficiency



Technical expertise

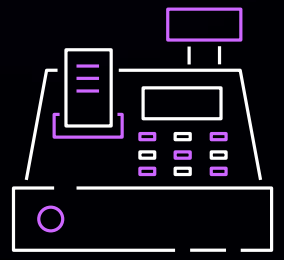
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Sell with ISV Accelerate

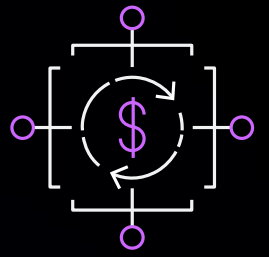
RESOURCES, PROGRAMS, AND BENEFITS



Incentives for AWS Sales team



Drive visibility with AWS Sales



Focused co-sell support and resources

aws marketplace

AWS Data Exchange

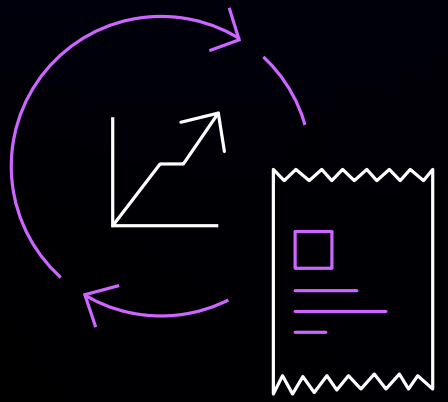
Reduced AWS Marketplace and Data Exchange Private Offer listing fees

aws

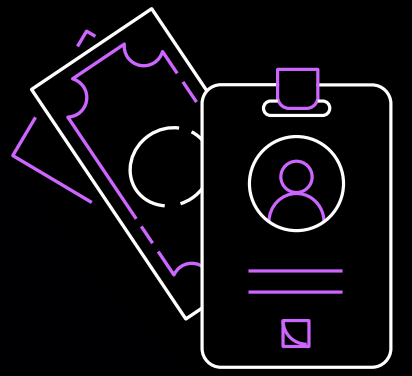
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Accelerate sales with partner funding

RESOURCES, PROGRAMS, AND BENEFITS



Partner Opportunity Acceleration (POA)



Migration Acceleration Program (MAP) Partner Funding

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AWS Partner Paths

INTRODUCING

CHOOSE THE PATH(S) TO BUILD YOUR BUSINESS WITH AWS

Do you offer your customers . . .

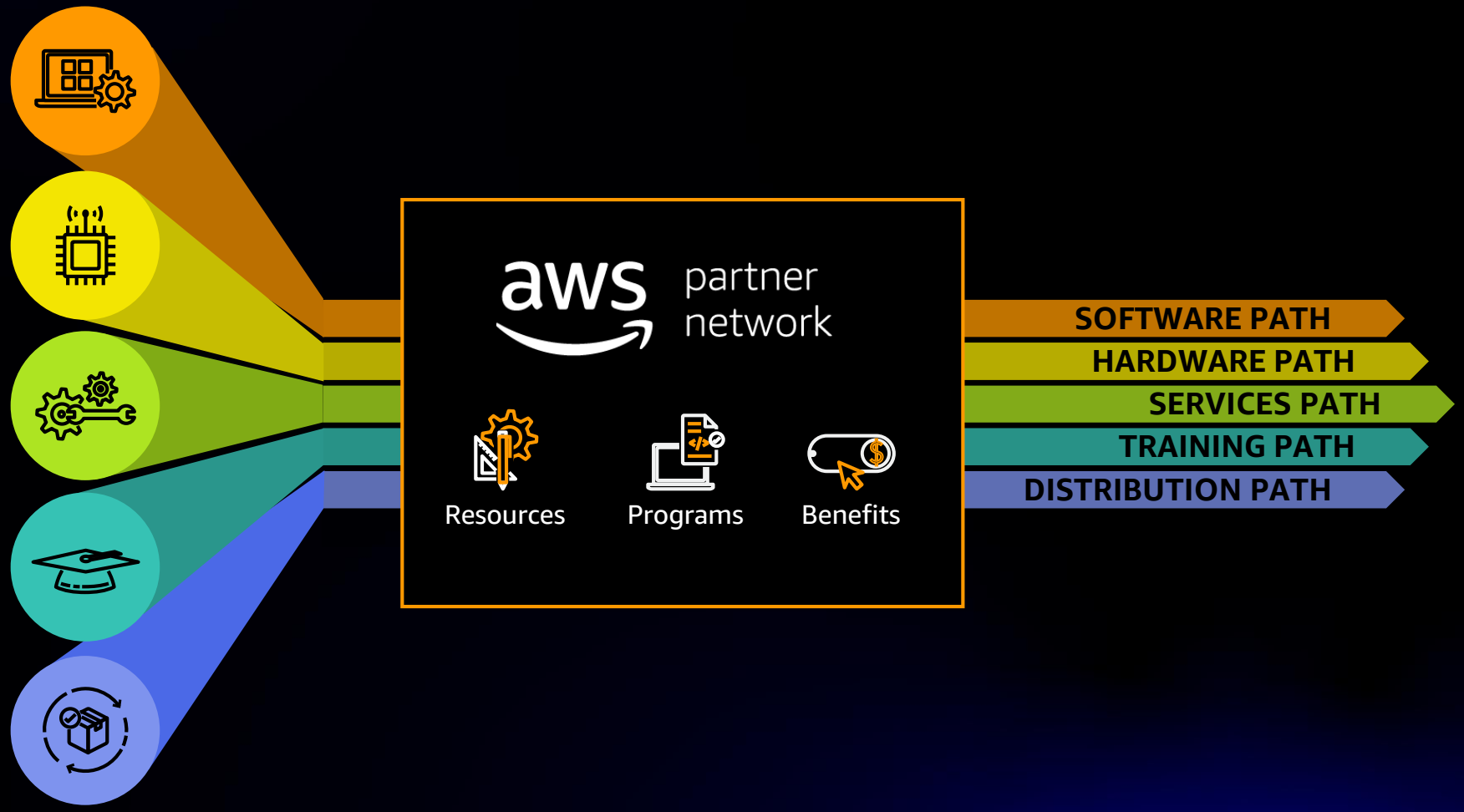
. . . software that runs on or is integrated with AWS?

. . . hardware devices that work with AWS?

. . . consulting, professional, managed, and resale services?

. . . authorized AWS training?

. . . onboarding and enablement to resell and develop AWS solutions?



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AWS Partner Paths

PROGRESS FROM INCEPTION TO EXCELLENCE

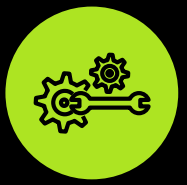
STAGE REGISTERED	ENROLLED	CONFIRMED	VALIDATED	DIFFERENTIATED
Action required Accept APN T&C's	Choose a Path	Complete APN Membership by providing billing information for APN Fee	Meet minimum requirements, as listed below	Earn AWS Competency, AWS MSP Program, AWS Service Delivery, AWS Service Ready, or AWS Well-Architected Partner Program designation

Software Path	Complete Foundational Technical Review
Hardware Path	Complete Device Qualification (New)
Services Path	Earn Select, Advanced, or Premier tier
Training Path	Earn Select Training or Advanced Training tier
Distribution Path	Invite only – executed agreement

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Services path stages and resources

SERVICES



PROGRESS AND UNLOCK ACCESS TO MORE BENEFITS

STAGE REGISTERED	ENROLLED	CONFIRMED	VALIDATED	DIFFERENTIATED
Accept APN T&C's ACTION REQUIRED	Choose Services Path	Complete APN Membership	Complete requirements for Select, Advanced or Premier tier	Earn AWS Competency, AWS MSP Program, AWS Service Delivery, AWS Service Ready or AWS Well-Architected Partner Program designation

ACCESS TO:

- ACE Pipeline Manager
- AWS Blueprints
- AWS Educate Job Board
- AWS Quick Start
- AWS Marketplace
- Navigate tracks
- AWS Partner Central
- Reference architecture
- SaaS Factory tools
- TechShift Embark
- Training credits
- Training discounts
- Well-Architected tools
- Whitepapers

+ Services Path Navigate track

+
- Authority to Operate
- Innovation Sandbox
- Global Start-up (Invite only)
- Marketing Central resources
- Partner Transformation Program
- Promotional credits
- SaaS Factory team access
- Think Big Small Business (Public Sector only)

+
- ACE referrals
- APN Ambassador
- APN tiers
- AWS Competency
- AWS Managed Service Provider
- AWS Partner badge
- AWS Service Delivery
- Immersion Days
- ISV Workload Migration Program
- Marketing Central partner ready campaigns
- Partner Discovery Portal listing
- Partner Opportunity Acceleration Funds
- Partner Solution Finder listing
- Public Sector Partner Program
- Solution Provider Program
- Sponsor packages
- Well-Architected Partner Program

+
- AWS GameDay benefits
- AWS Partner Blog post
- Committed Marketing Development Funds
- Designation dependent additional funding and discount eligibility
- Enhanced AWS Partner badge
- Increased discounts in the AWS Solution Provider Program
- Migration Acceleration Program
- Partner Solution Finder priority ranking
- Technical session with AWS specialist team

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SOFTWARE

Software path stages and resources

PROGRESS AND UNLOCK ACCESS TO MORE BENEFITS

STAGE REGISTERED	ENROLLED	CONFIRMED	VALIDATED	DIFFERENTIATED
Accept APN T&C's ACTION REQUIRED	Choose Software Path	Complete APN Membership	Complete a Foundational Technical Review for your software	Earn AWS Competency, AWS Service Ready, or AWS Well-Architected Partner Program designation

ACCESS TO:

- ACE Pipeline Manager
- AWS Blueprints
- AWS Educate Job Board
- AWS Quick Start
- AWS Marketplace
- Navigate tracks
- AWS Partner Central
- Reference architecture
- SaaS Factory tools
- TechShift Embark
- Training credits
- Training discounts
- Well-Architected tools
- Whitepapers

+

- Foundational Technical Review (FTR) tools
- Software Path Navigate track
- TechShift

+

- Authority to Operate
- Free Trials
- Global Start-up (Invite only)
- Innovation Sandbox
- Marketing Central resources
- Partner Transformation Program
- Promotional credits
- SaaS Factory team access

+

- ACE Referrals
- APN Ambassador
- AWS Competency
- AWS Partner badge
- AWS Service Ready
- ISV Accelerate Program
- ISV Workload Migration Program
- Marketing Central partner ready campaigns
- Partner Discovery Portal listing
- Partner Opportunity Acceleration funds
- Partner Solution Finder listing
- Public Sector Partner Program
- Qualified software badge
- Sponsor packages
- Well-Architected Partner Program

+

- AWS GameDay benefits
- AWS Partner Blog post
- Committed Marketing Development Funds
- Designation dependent additional funding and discount eligibility
- Enhanced AWS Partner badge
- Increased discounts in the AWS Solution Provider Program
- Partner Solution Finder priority ranking
- Technical session with AWS specialist team

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HARDWARE

Hardware path stages and resources

PROGRESS AND UNLOCK ACCESS TO MORE BENEFITS

STAGE REGISTERED	ENROLLED	CONFIRMED	VALIDATED	DIFFERENTIATED
Accept APN T&C's ACTION REQUIRED	Choose Hardware Path	Complete APN Membership	Complete a Device Qualification for your hardware	Earn AWS Competency

ACCESS TO:

- ACE Pipeline Manager
- AWS Blueprints
- AWS Educate Job Board
- AWS Quick Start
- AWS Marketplace
- Navigate tracks
- AWS Partner Central
- Reference architecture
- SaaS Factory tools
- TechShift Embark
- Training credits
- Training discounts
- Well-Architected tools
- Whitepapers

+

- Device Qualification tools
- Hardware Path Navigate Track

+

- Authority to Operate
- Global Start-up (Invite only)
- Innovation Sandbox
- Marketing Central resources
- Partner Transformation Program
- Promotional credits

+

- ACE Referrals
- APN Ambassador
- AWS Competency
- AWS Device Catalog listing
- AWS Partner badge
- Marketing Central partner ready campaigns
- Partner Discovery Portal listing
- Partner Opportunity Acceleration funds
- Partner Solution Finder listing
- Sponsor packages

+

- AWS Partner Blog post
- Committed Marketing Development Funds
- Enhanced AWS Partner badge
- Partner Solution Finder priority ranking
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Partner recognition

AWS PARTNER BADGES

COMING IN JANUARY

PARTNER BADGE SYSTEM

Designation Badge



Certification Badge



AWS Qualified



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Growth and momentum



"Participating in ACE helps SmileShark more quickly and accurately identify customer issues and needs and shorten sync-up meetings by instantly communicating tasks and progress to the AWS team."

Cloud infrastructure startup, founded 2019

Engaged in ACE since 2019

Amazon CloudFront Delivery in April 2020

Advanced Tier Services in September 2020

Rising Star Partner of the Year – Korea in May 2021

Amazon EC2, Amazon RDS, and AWS Lambda Delivery designations in 2021

0 to 200+ customers in under 2 years

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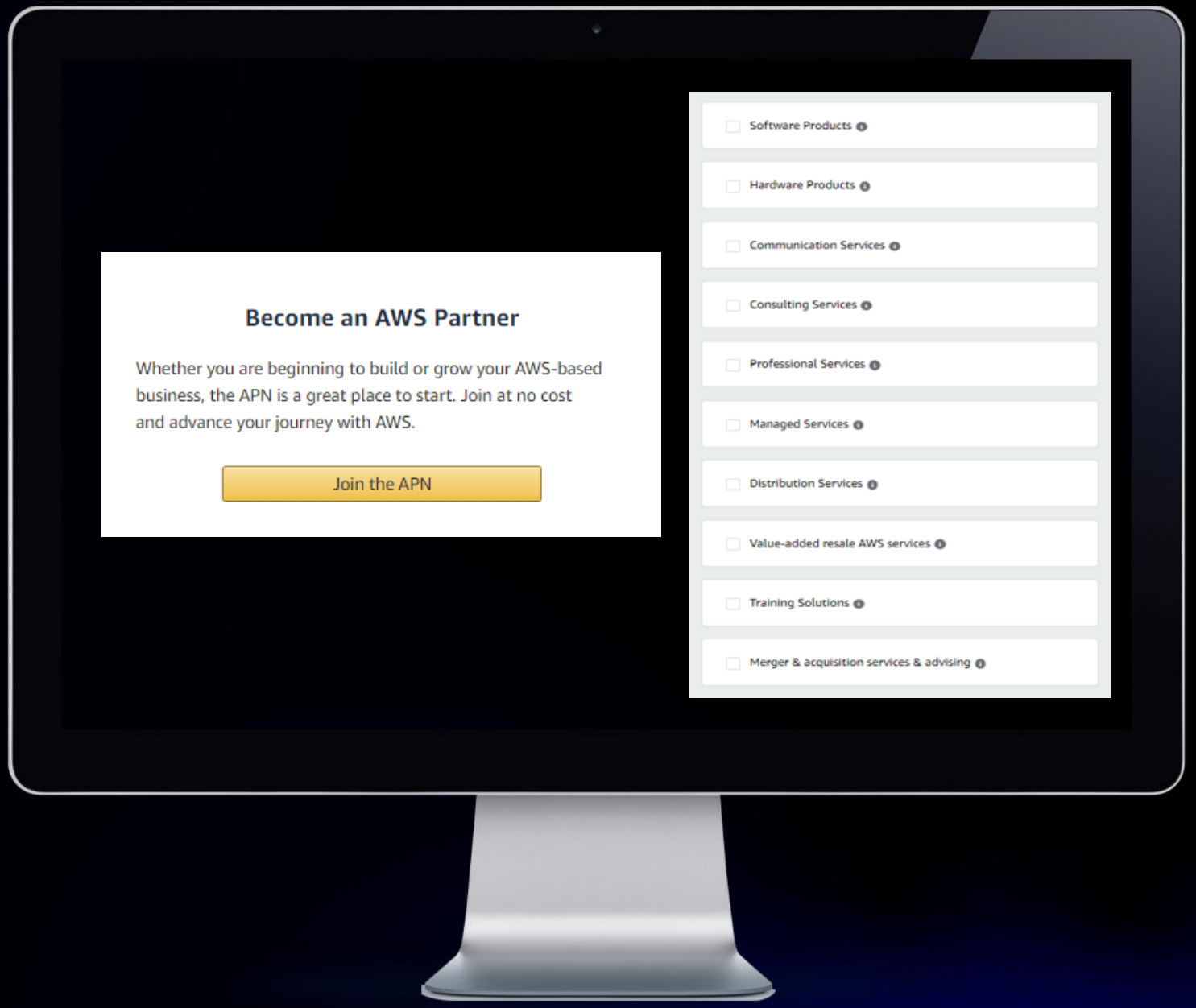
Getting started

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Partner registration

JOIN THE APN!

TELL US ABOUT WHAT YOU OFFER TO YOUR CUSTOMERS



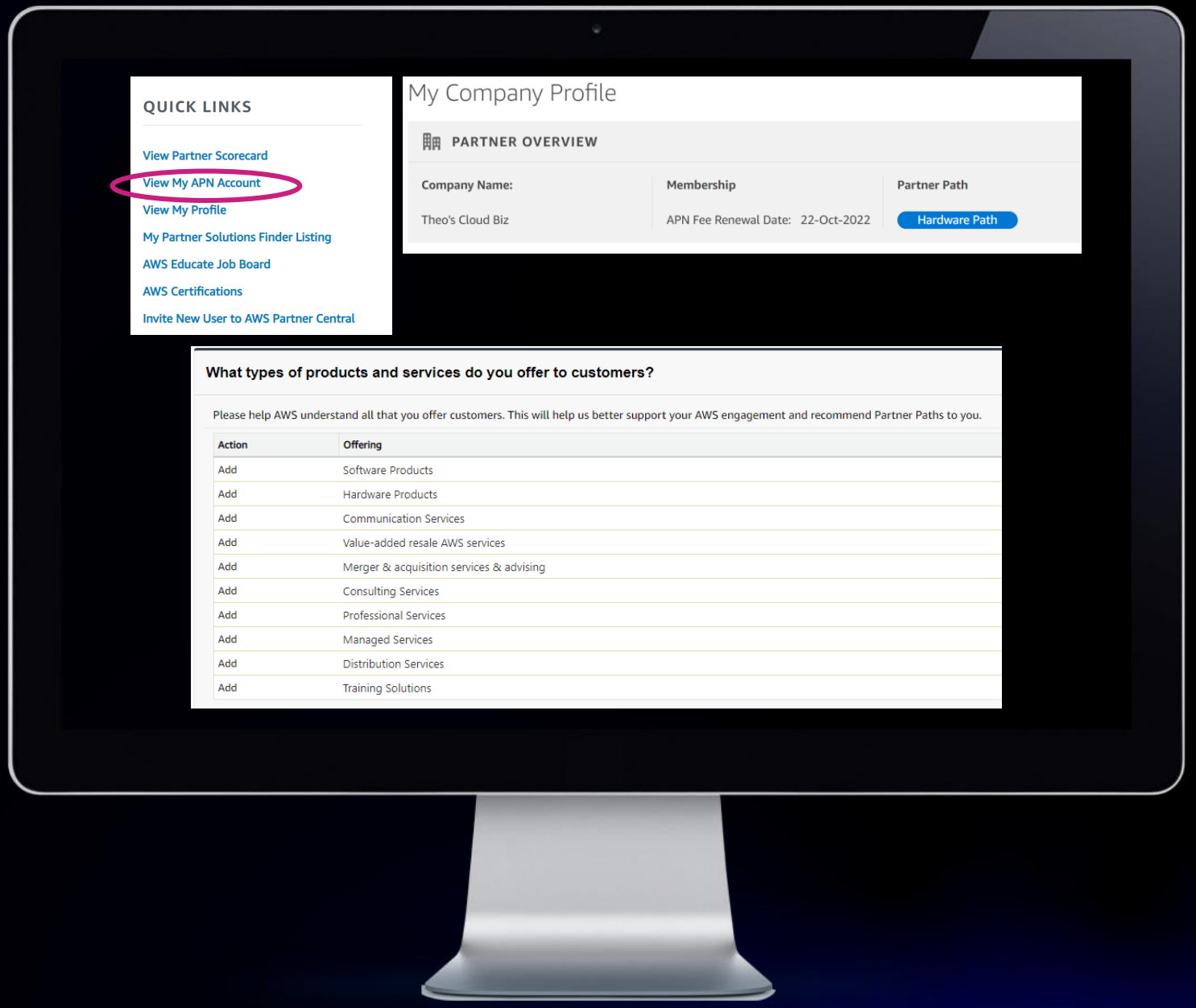
https://aws.amazon.com/partners/

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Company profile

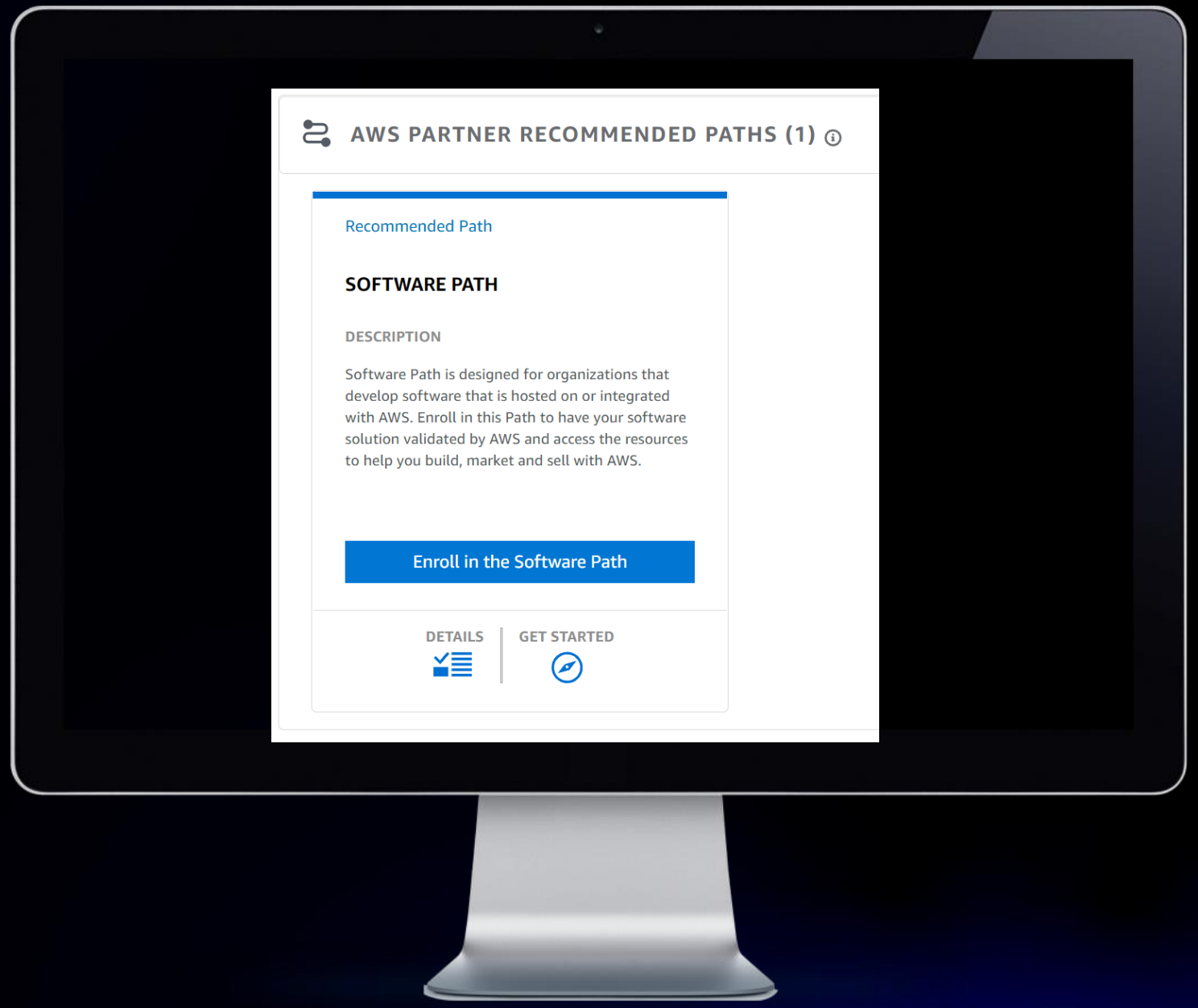
EXISTING PARTNERS CAN UPDATE THEIR CUSTOMER OFFERINGS HERE



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Enroll in a Path

AWS PARTNER CENTRAL HOME PAGE–RECOMMENDED PATH BASED ON COMPANY PROFILE



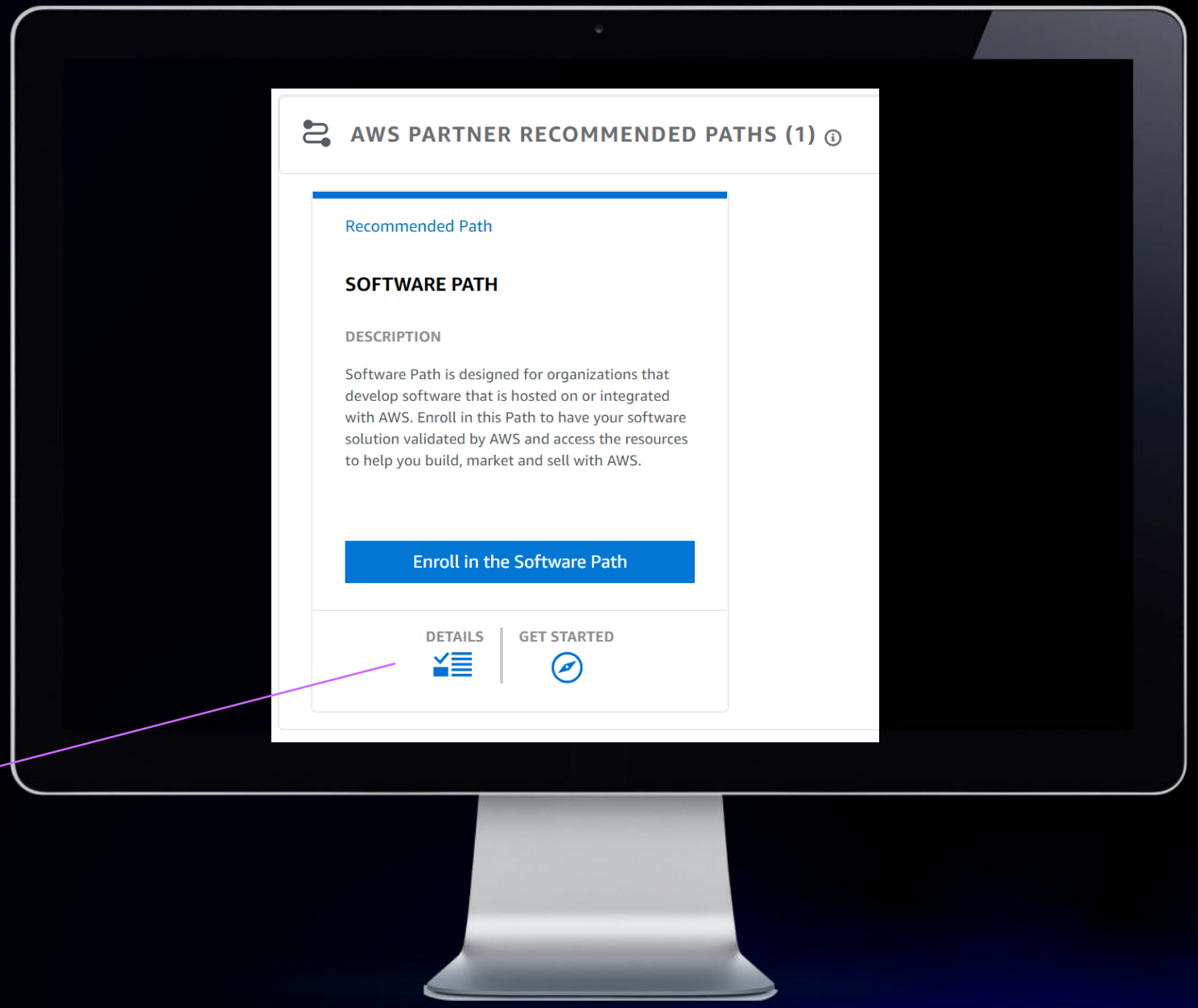
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Enroll in a Path

PARTNER CENTRAL HOME PAGE RECOMMENDED PATH BASED ON COMPANY PROFILE

Want to learn the benefit and requirement details of the Path?

Click “Details!”

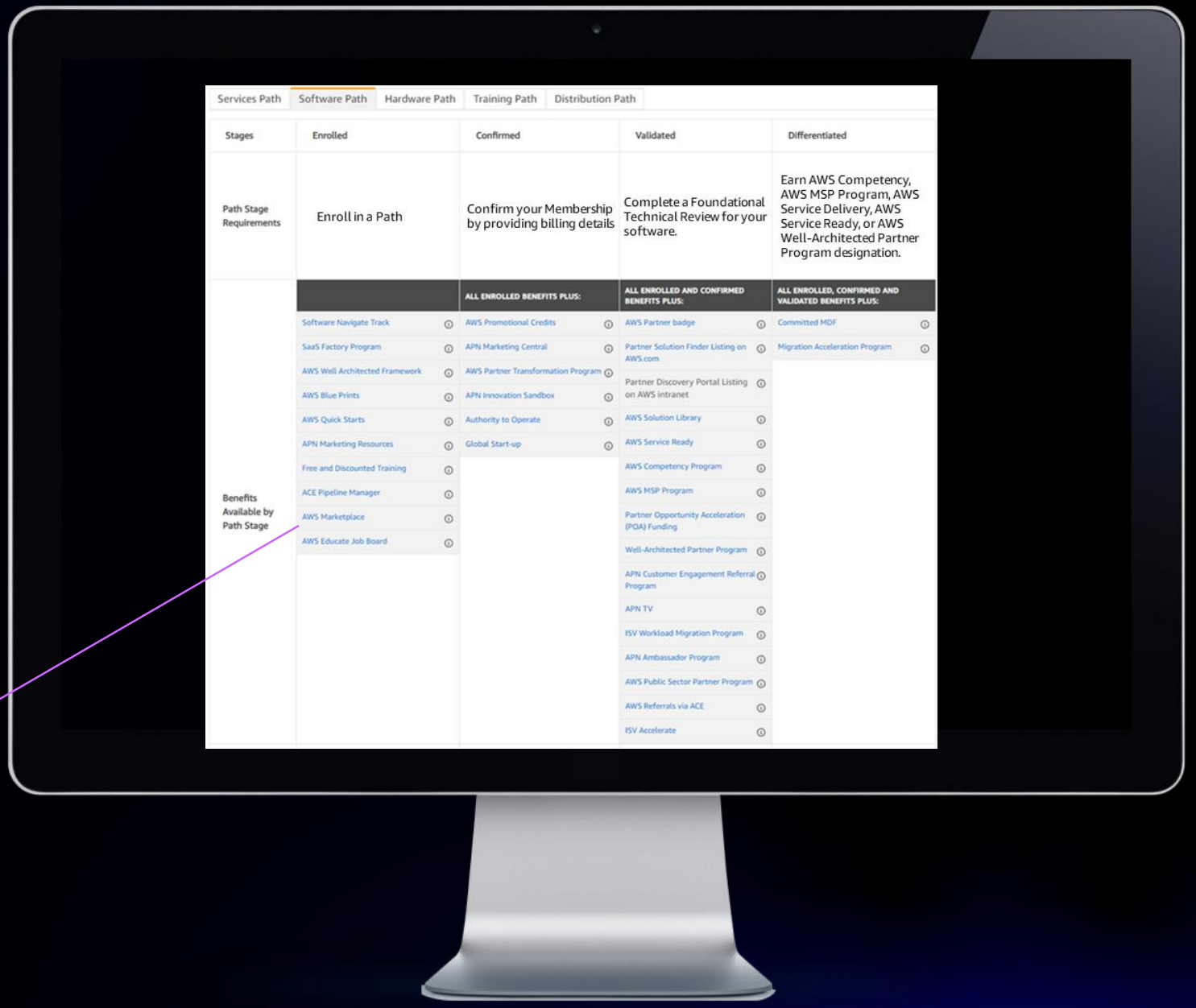


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Click “Details”

FULL VIEW OF REQUIREMENTS AND BENEFITS OF THE SOFTWARE PATH

Blue hyperlinks for quick access to benefit details

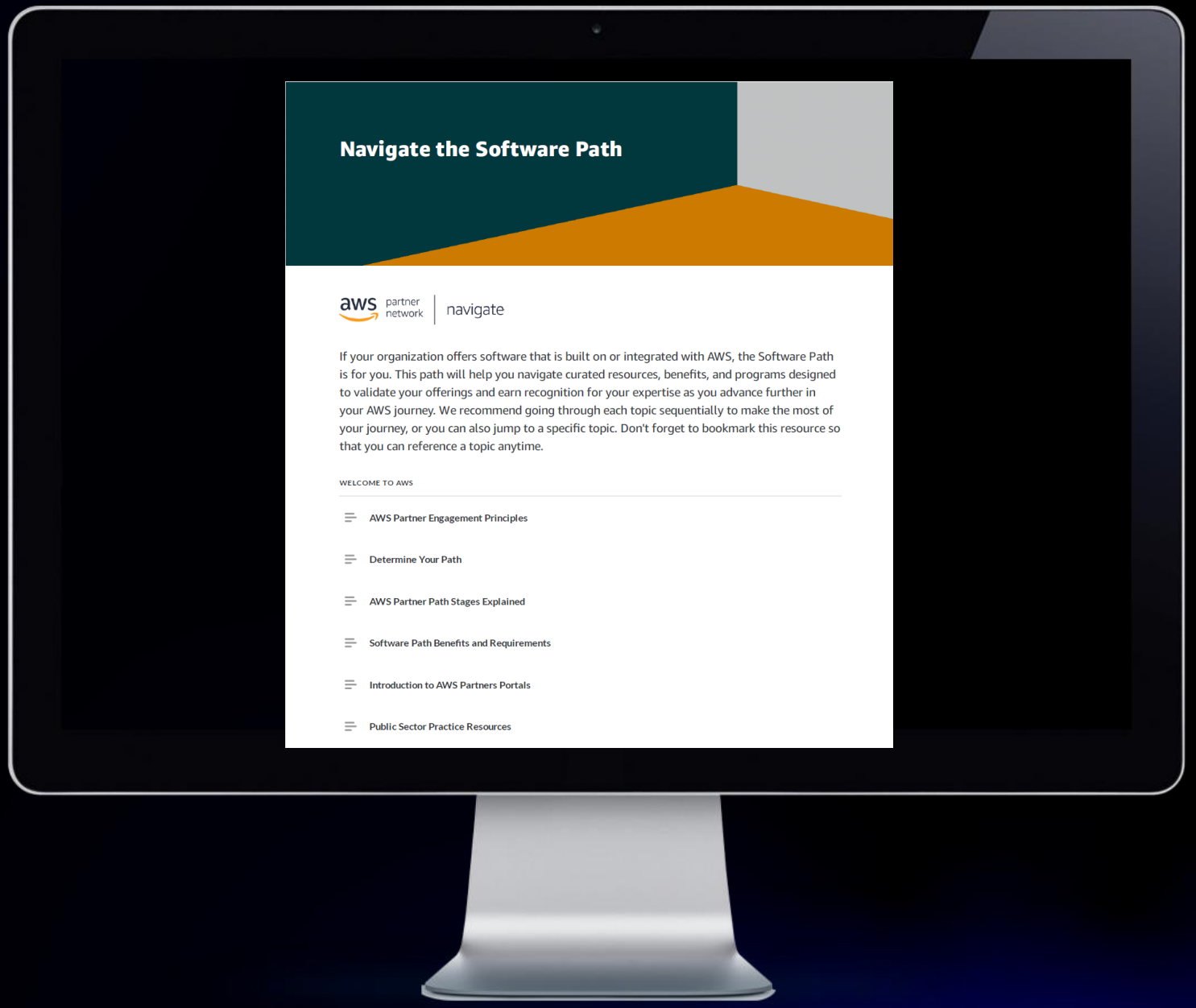


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Clicked “Get Started”

CHAPTERS INCLUDE:

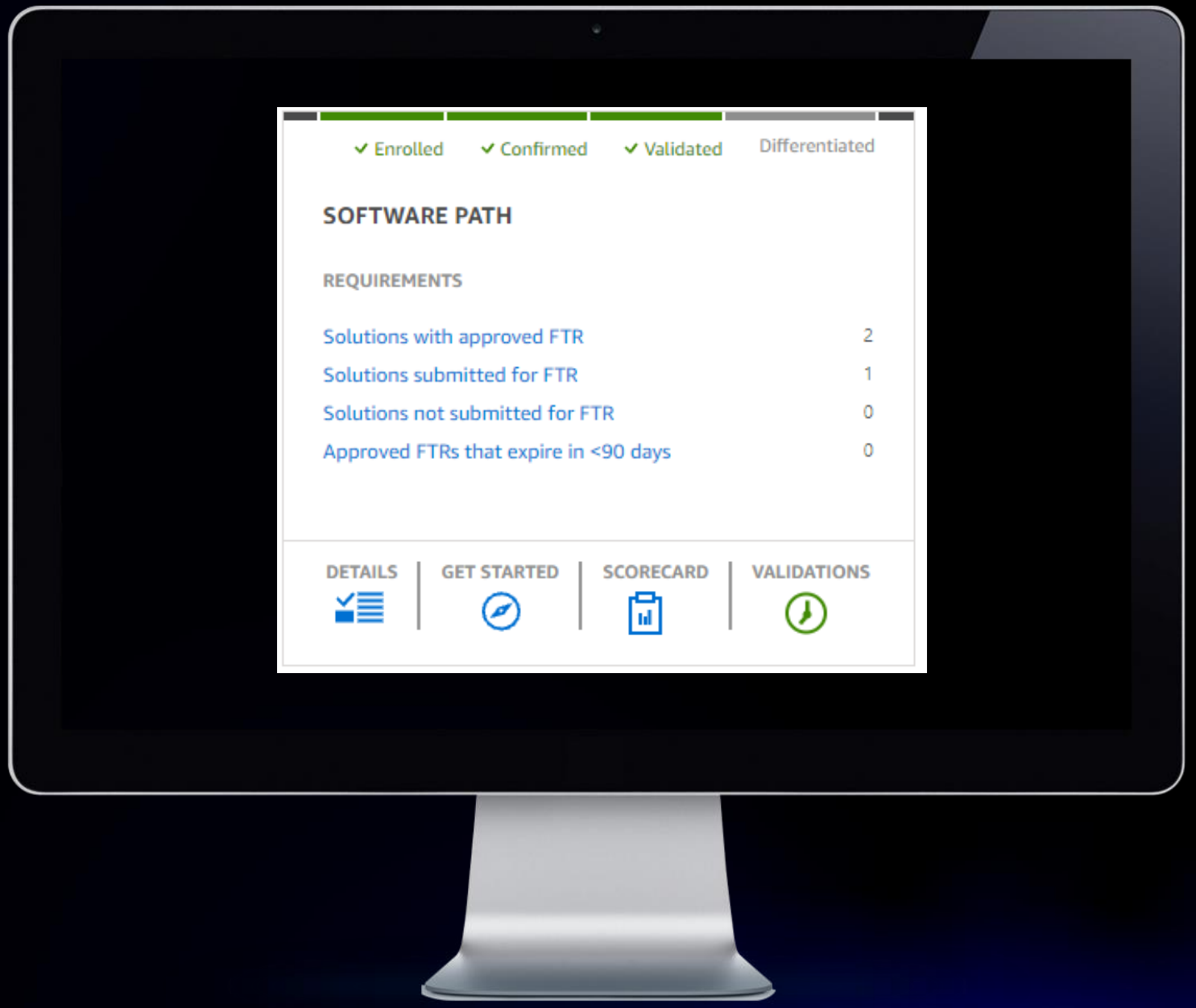
- WELCOME TO AWS
- INCREASE YOUR AWS KNOWLEDGE
- BUILD YOUR SOFTWARE ON AWS
- EARN AWS RECOGNITION
- GO-TO-MARKET AND GROW YOUR BUSINESS
- SELL WITH AWS
- ADDITIONAL RESOURCES



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Home page summary cards

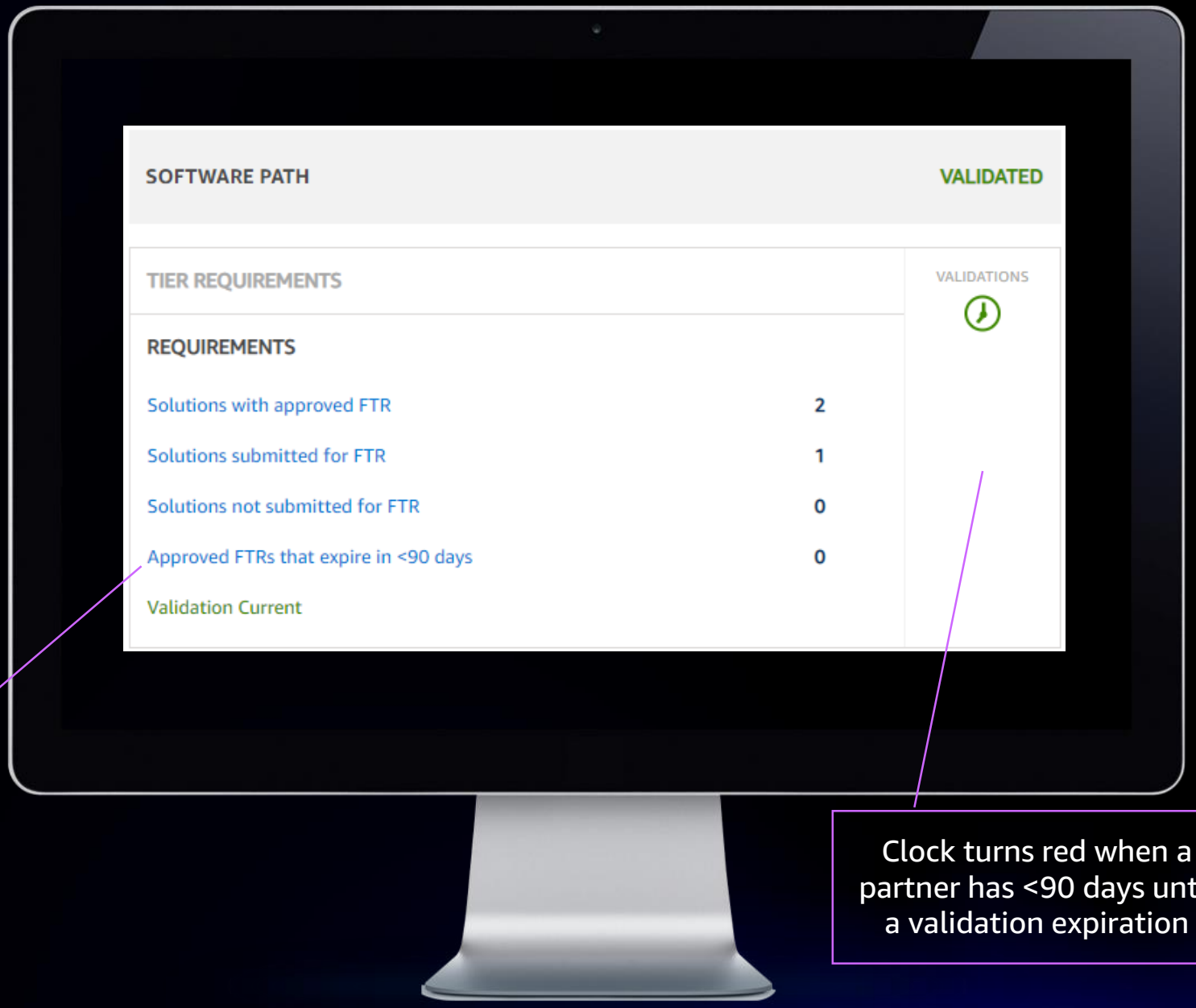
ENROLL IN PATHS AND CONFIRM YOUR MEMBERSHIP



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Partner scorecard

SOFTWARE PATH



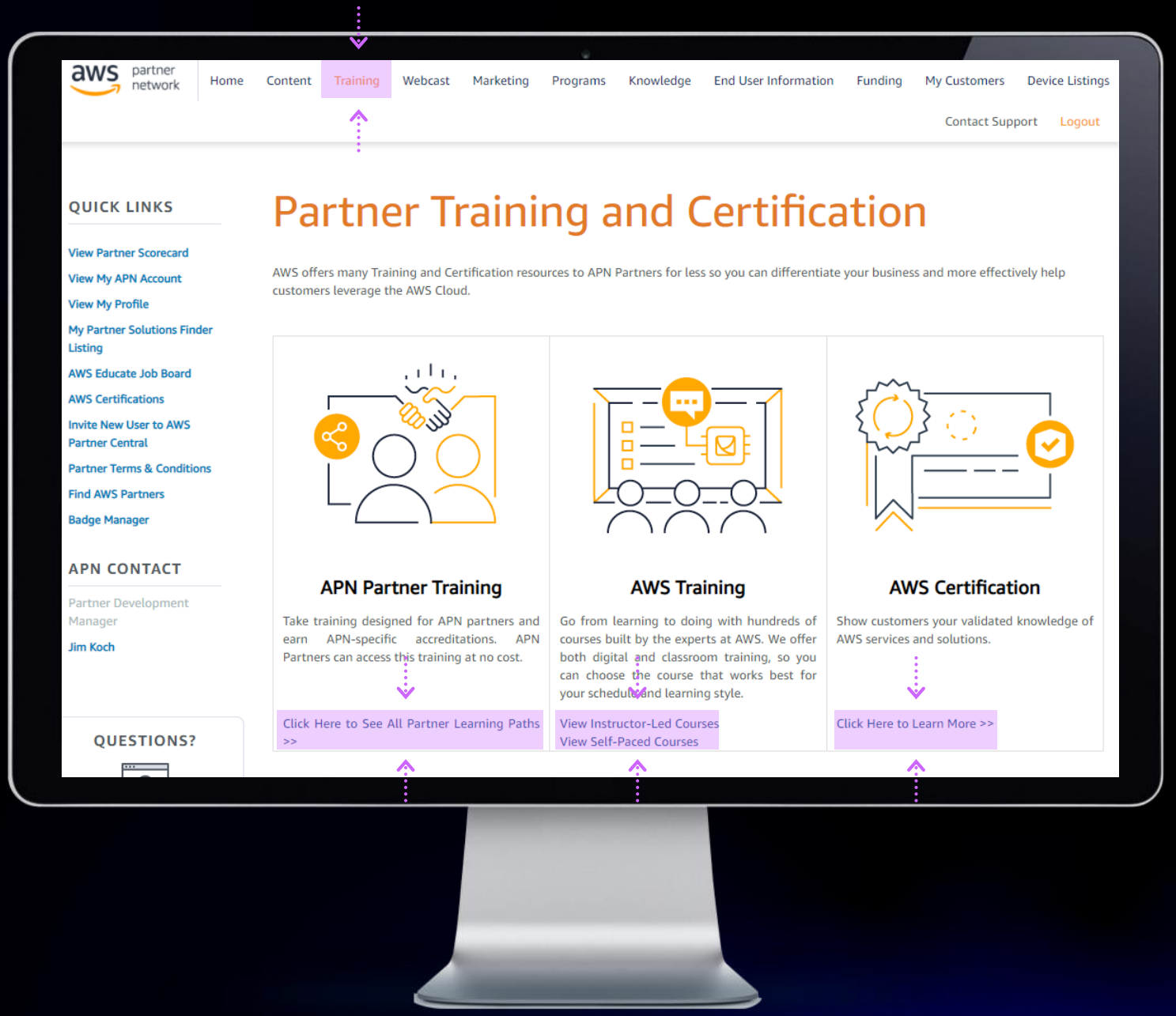
Blue hyperlinks to quickly engage and take action

Clock turns red when a partner has <90 days until a validation expiration

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Getting started

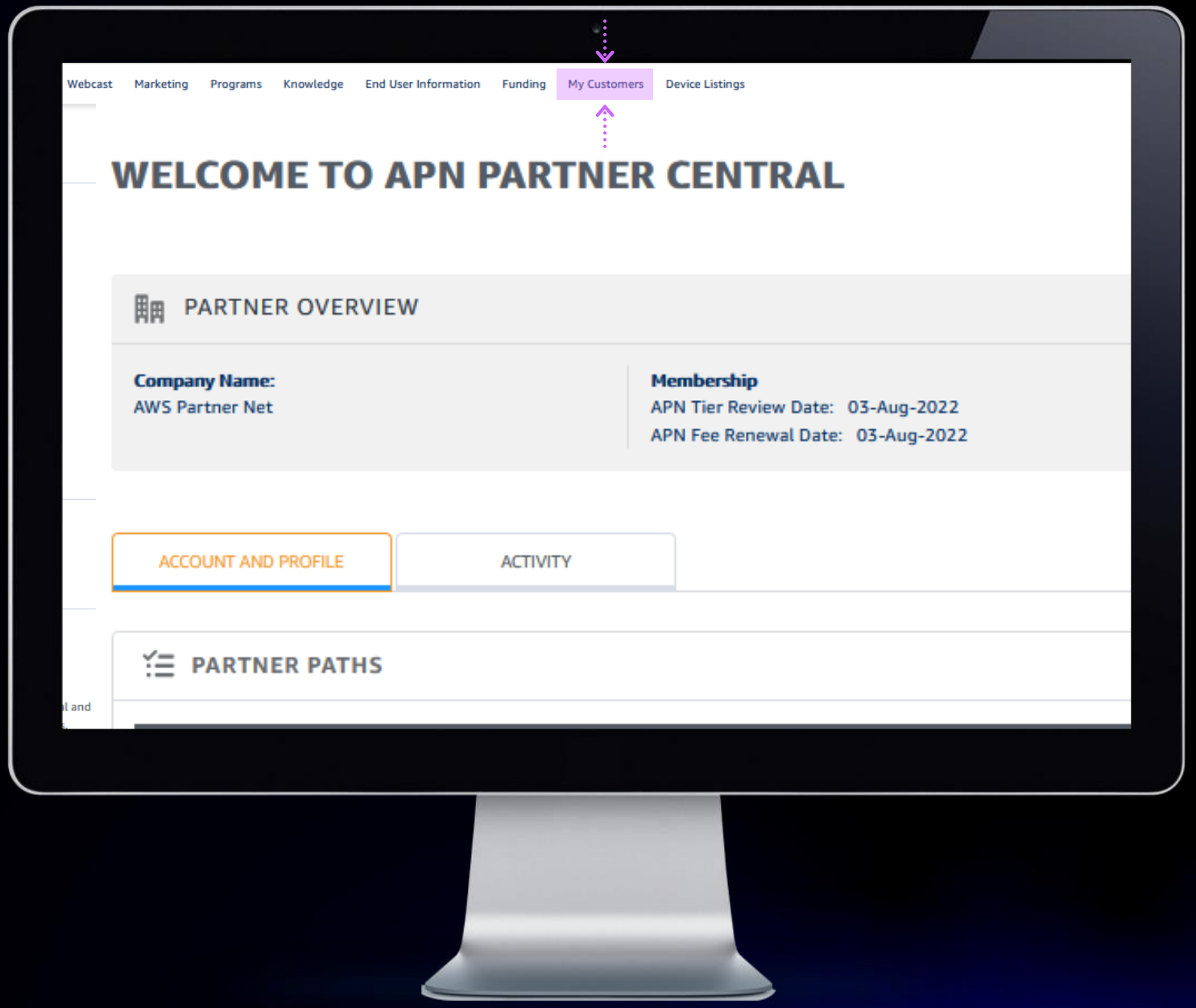
GET TRAINED AND CERTIFIED



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Getting started

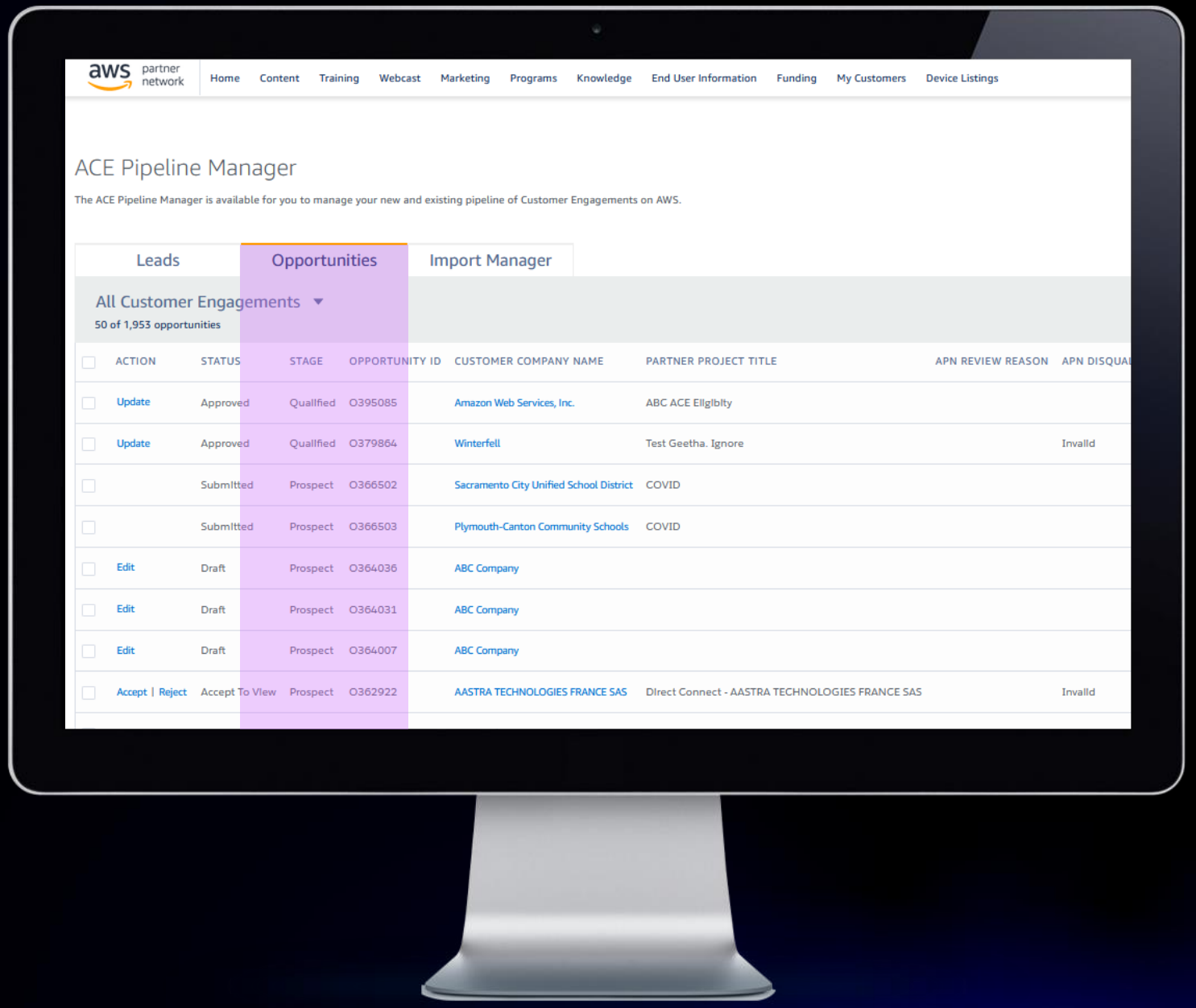
GO TO MY CUSTOMERS



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Getting started

ACCESS YOUR ACE PIPELINE MANAGER

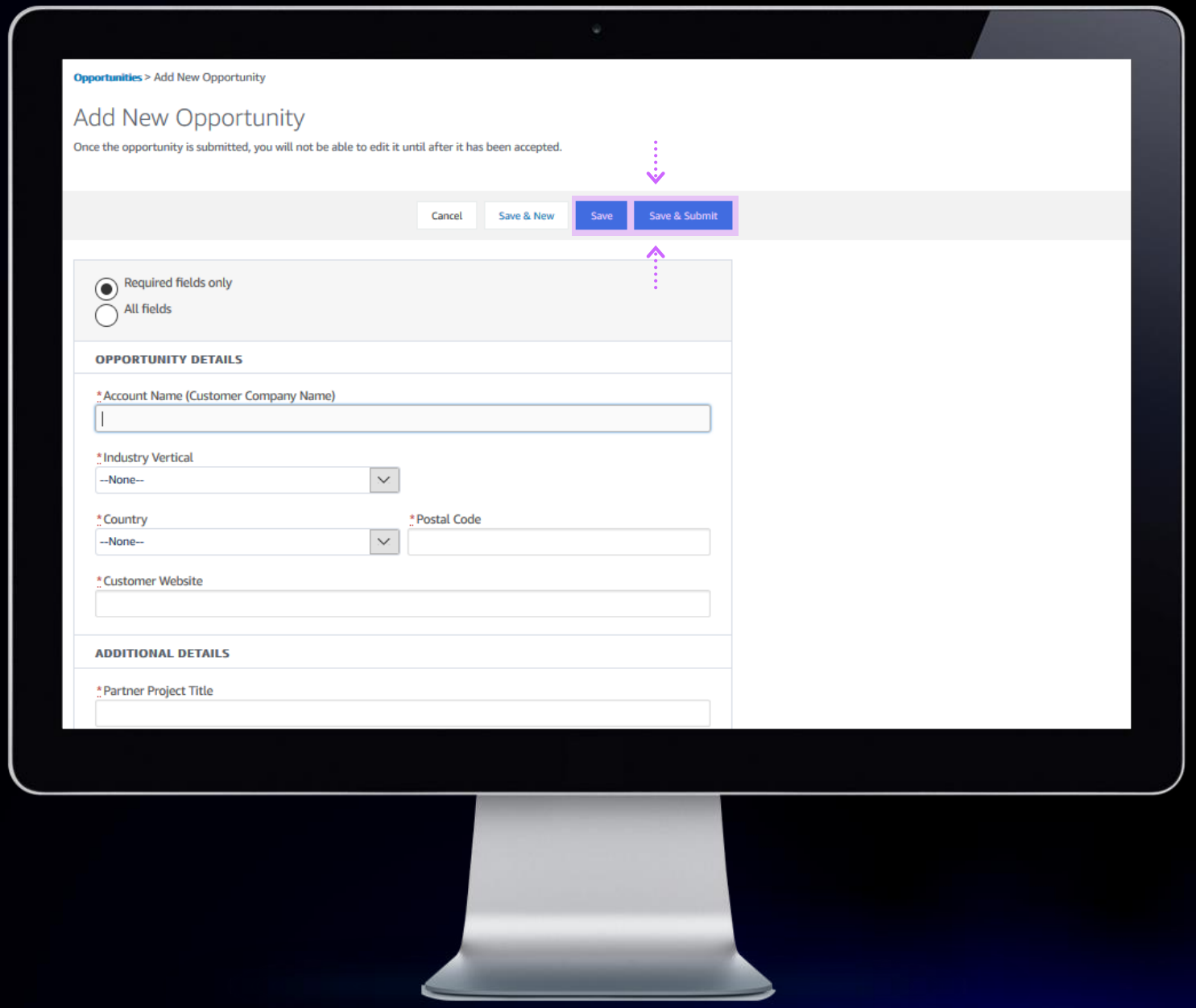


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Getting started

SUBMIT AN OPPORTUNITY

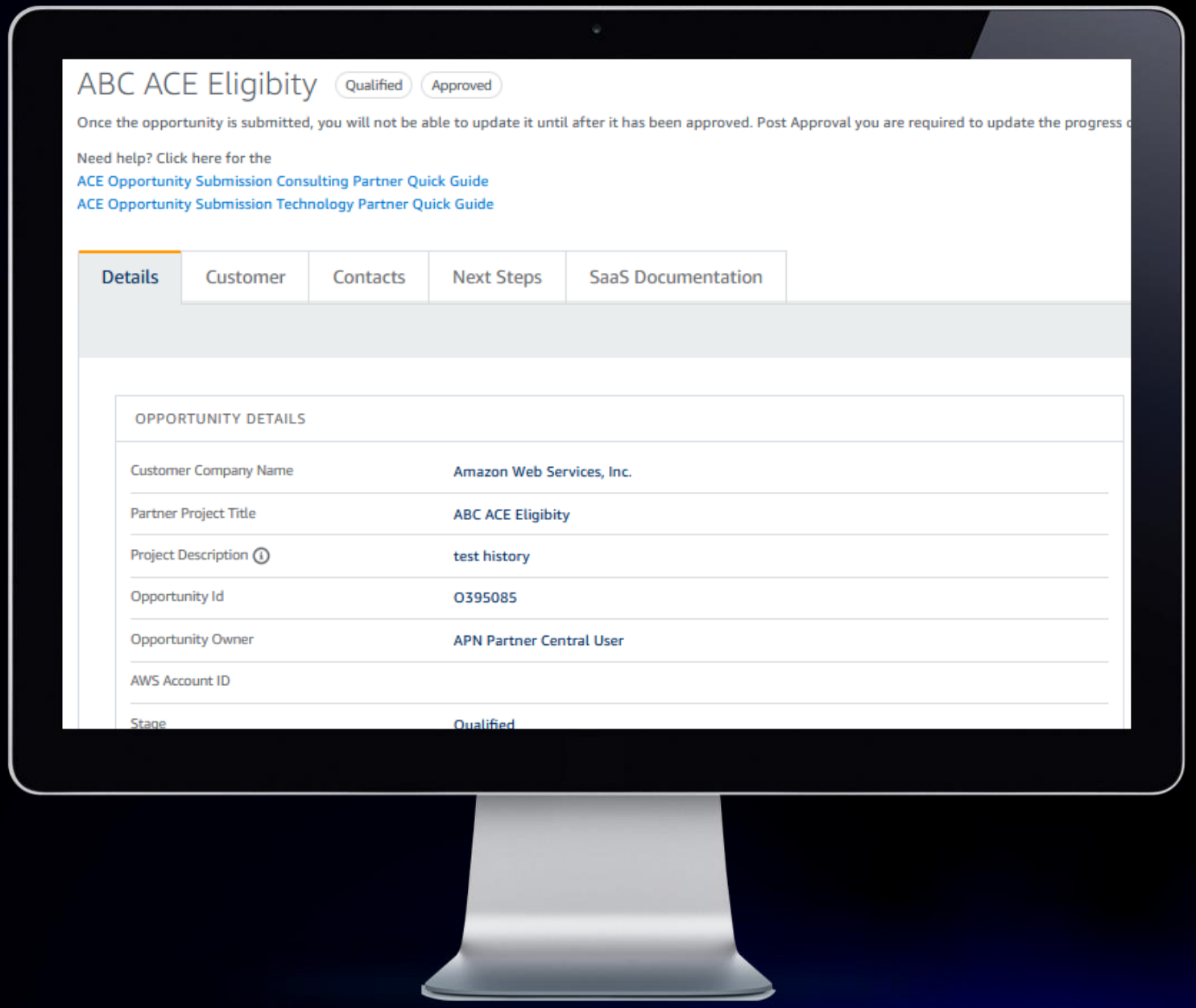
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Getting started

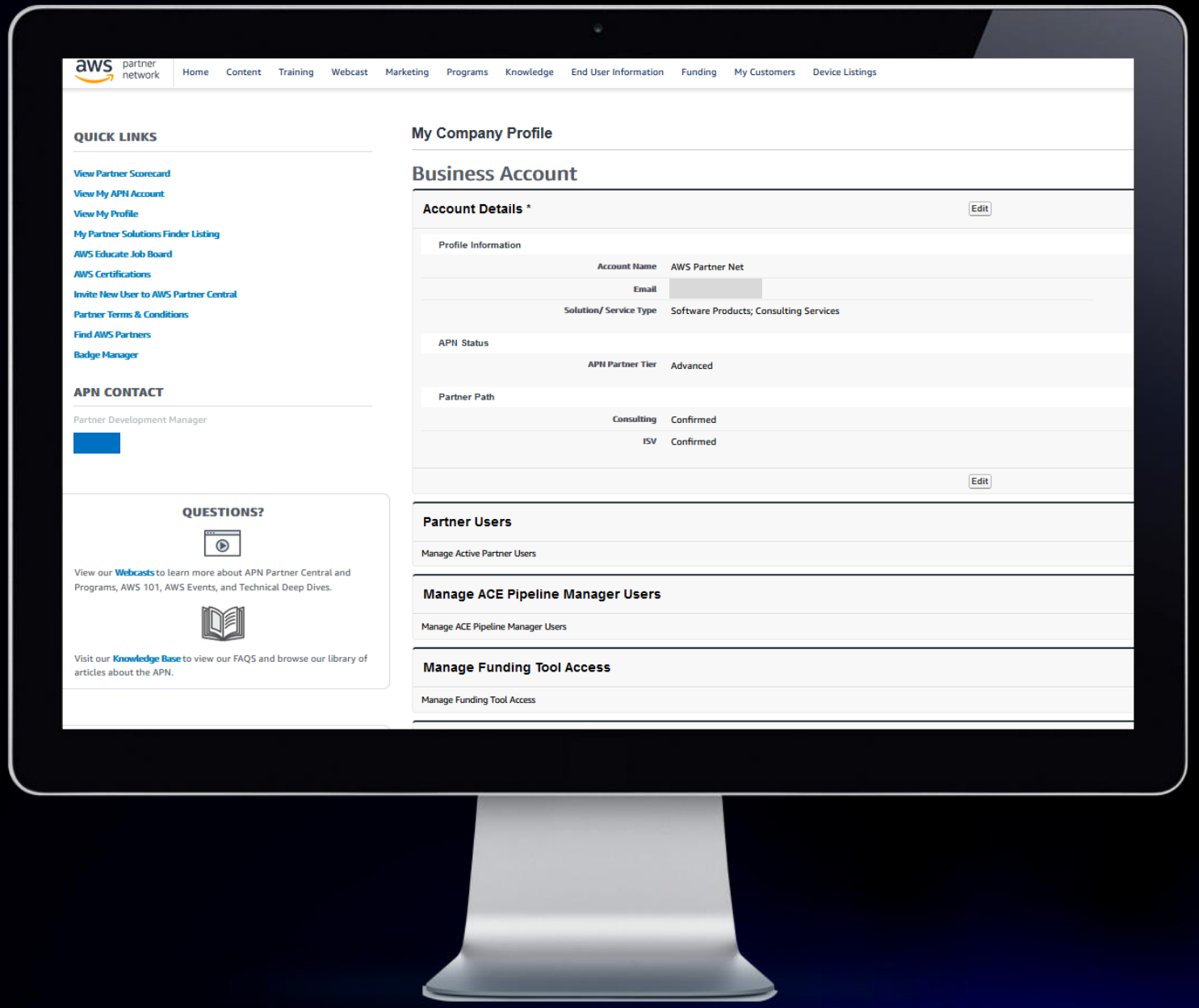
UPDATE AND COLLABORATE WITH AWS



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Getting started

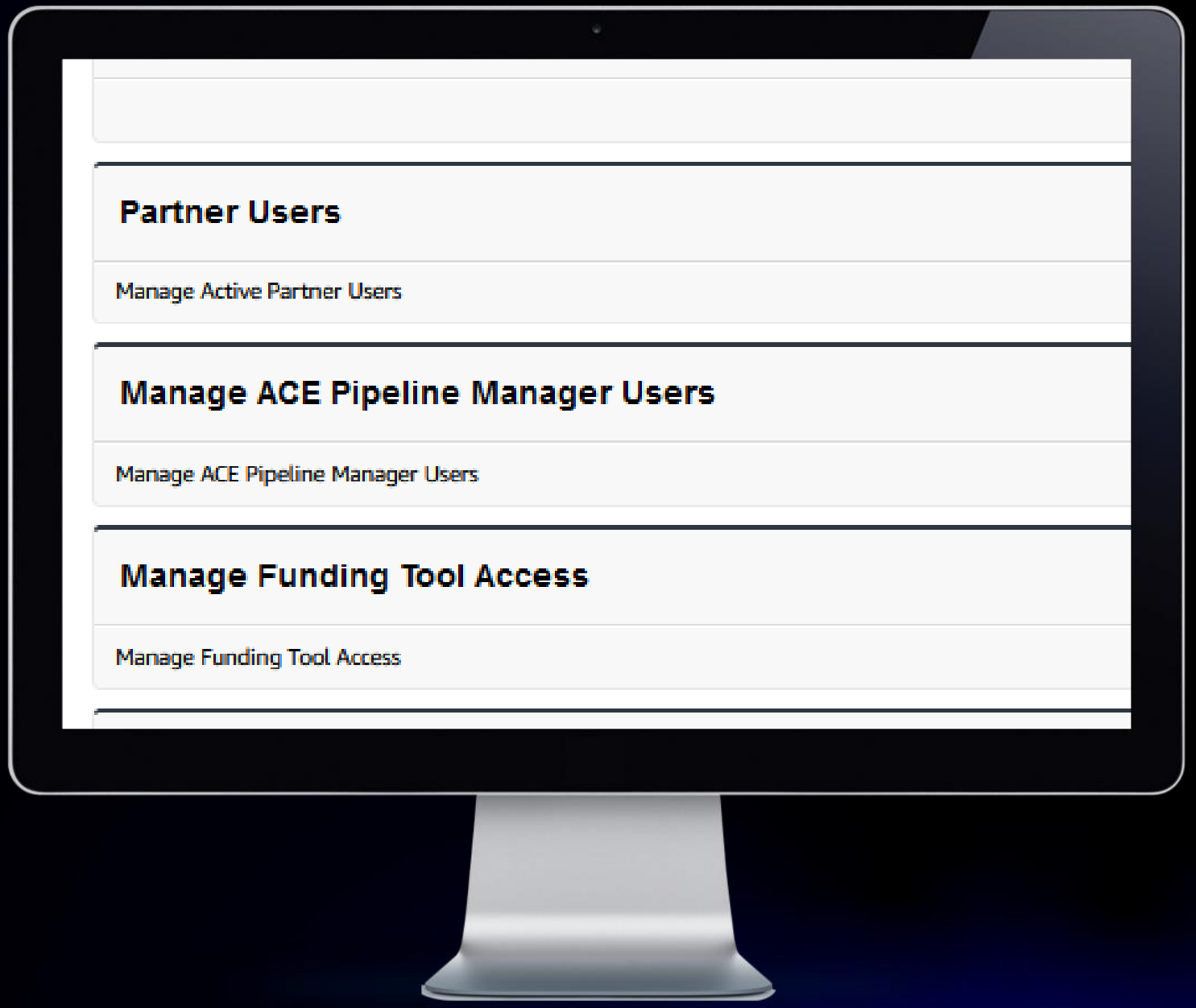
MANAGE YOUR ACE PIPELINE MANAGER USERS



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Getting started

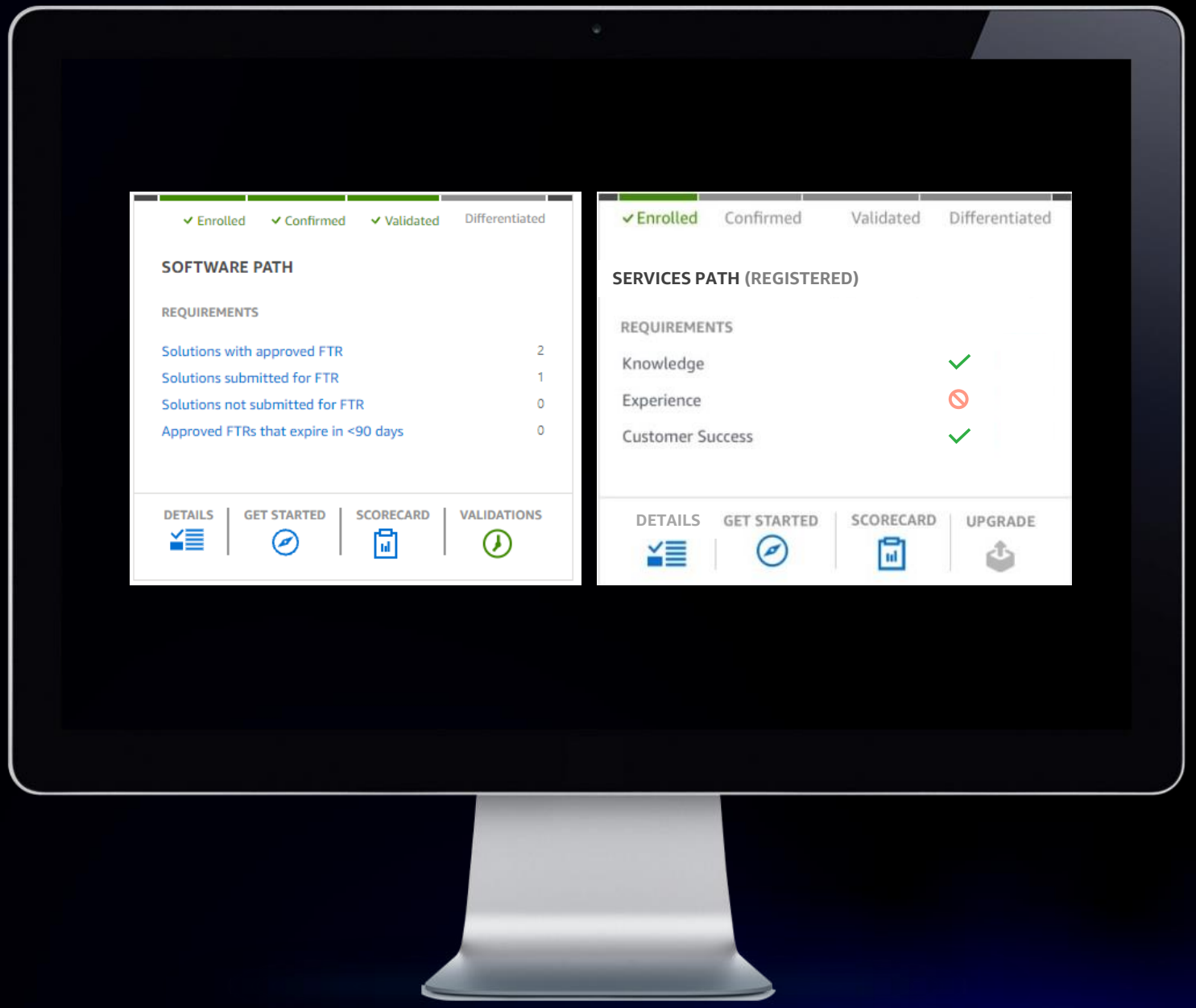
MANAGE YOUR ACE PIPELINE MANAGER USERS



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Getting started

CHECK YOUR PROGRESS



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What’s next?

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Call to action

GET STARTED AS AN AWS PARTNER

- Register, create your profile, enroll in Path(s)
- Access APN Navigate for enablement content
- Register for training and get certified
- Build your capabilities and offerings
- Know your superpowers and differentiators
- Start your sales engagement

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Stay-up-to date



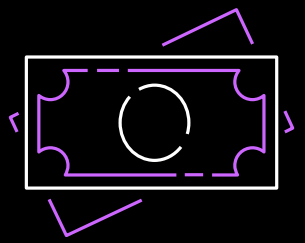
Explore partner resources

https://aws.amazon.com/partners



Read the APN Blog

https://aws.amazon.com/blogs/apn/



Learn more about funding benefits

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