# AWS re:Invent

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GPS201

# Co-selling systems integrator solutions with AWS

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# Agenda

Co-selling overview

Partner co-sell best practices

AWS co-selling teams

Live PSM/Partner Fireside Chat

APN co-sell programs & resources

Next steps & call to action

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# A message from Amazon's CEO



"Partners in our ecosystem have been a giant part of customer success in moving to the cloud. It's both the many thousands of ISVs and SaaS [Software-as-a-Service] providers who have built their businesses and made their technology and software work on top of AWS as a technology infrastructure platform, as well as the thousands of systems integrators [SIs] and Consulting Partners who are helping companies move thoughtfully to the cloud."

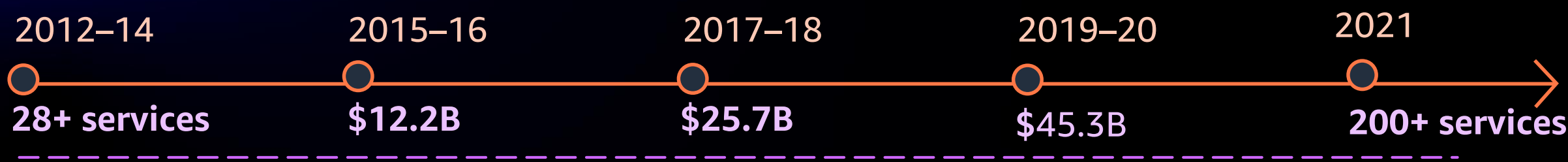
**Andy Jassy, Amazon CEO**

Source https://www.crn.com/news/cloud/aws-ceo-andy-jassy-s-very-ambitious-plan-to-keep-aws-on-top

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# Partnering on the road to a $1T AWS business




**2012–14**

- 1st re:Invent Conference
- APN Beta
- Managed Service Provider Program
- AWS Marketplace

**2015–16**

- Marketplace Consulting Partner Program
- New public sector programs
- Partner Solutions finder
- VMware Strategic Partnership Announcement

**2017–18**

- Well-Architected Program
- Solution Provider Program (SPP)
- AWS Customer Engagement (ACE)

**2019–20**

- ACE CRM integration
- MAP 2.0 for SMB, SAP, Windows, storage, data & analytics, VMware, Connect
- ISV Partner Path

**2021**

- New programs and incentives
- Hundreds of AWS Partners sign up each day!

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# Co-selling with AWS is different…



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# Co-selling best practices

Be customer obsessed



Build and maintain your company's brand



Interlock with AWS Sales



Identify your network



Specialize by horizontal & vertical

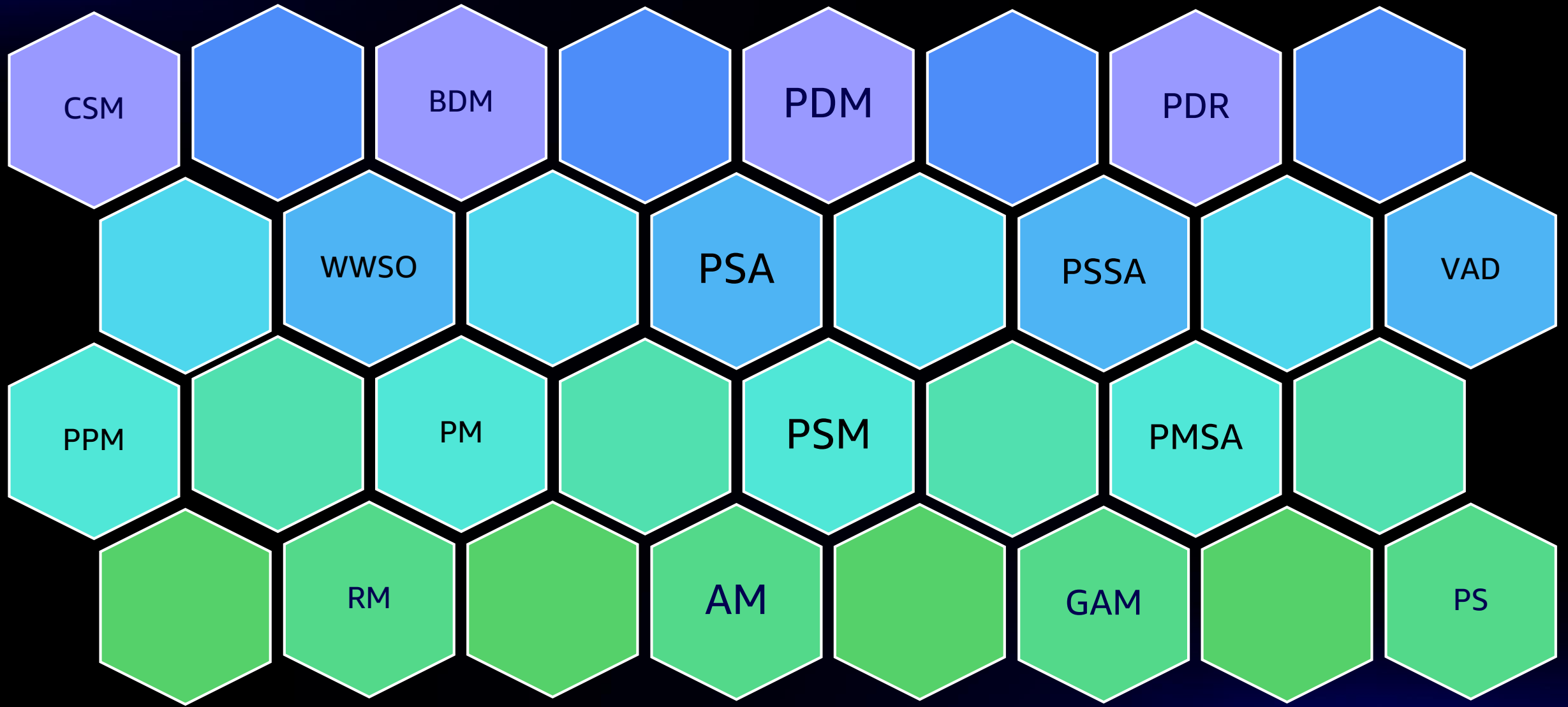


Share success



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# The breadth and depth of the AWS Sales team




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# Your frontline AWS co-selling team




## Partner Development Manager/Rep

- ✓ Partner processes
- ✓ GTM creation
- ✓ Partner strategy
- ✓ Business goal alignment

## Partner Solution Architect

- ✓ Technical strategy
- ✓ AWS adoption
- ✓ Technical resource
- ✓ AWS architectures

## Partner Success Manager

- ✓ Partner services adoption
- ✓ Works with customers
- ✓ Owns funding mechanisms
- ✓ GTM execution

## Account Manager

- ✓ Partner services adoption
- ✓ Works with customers
- ✓ Owns funding mechanisms
- ✓ GTM execution

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# Panel discussion

Amanda Sleight (she/her)
Leader, EMEA SMB Sales
Amazon Web Services (AWS)

Brooks Borcherding (he/his)
CEO
Cloudreach

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# APN programs & resources

1 **APN Partner Central***



2 **APN Consulting Partner Brochure***



3 **ACE Program Pipeline Manager User Guide***



4 **APN Funding Options**



5 **APN Training Content**



6 **Custom Learning Plans**



*Must have access to APN Partner Central

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# Call to action

Share customer stories



Market your brand to customers and AWS



Register ACE co-sell opportunities



Partner with ProServe + partners



Build field battlecards



Market success stories



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# Recommended re:Invent sessions

- Build your journey with the AWS Partner Network (GPS204)
- Expand your journey with the AWS Partner Network (GPS205)
- Accelerating data-led migrations (GPS213)
- Growing your business with SMB customers (GPS210)
- Operating at scale: Lessons learned from AWS MSP Partners (GPS314)

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# Thank you!

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