AWS re:Invent

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

GPS205

Expand your journey with the AWS Partner Network

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Growth and momentum

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Growth and momentum

AWS has millions of active customers every month

$64B
revenue run rate,
39% YoY growth

200+
fully featured services

81
Availability Zones across
25 geographic Regions

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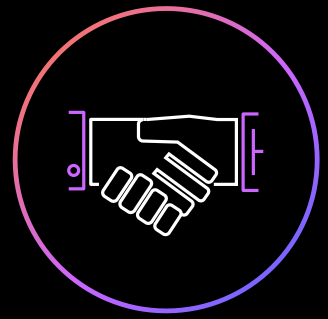
Growth and momentum



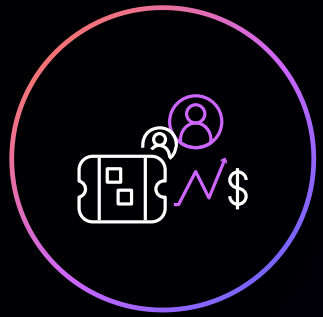
100K+ partners in 150+ countries



50+ partners join the APN every day



Hundreds of thousands of opportunities together



Billions of dollars in opportunities together



2x+ YoY increase in opportunities shared to partners

aws

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Growing together



"Our partnership with AWS is steering our sellers to have larger conversations about cloud benefits. They're asking questions about cloud strategies and helping customers really understand the advantages of AWS. Being able to widen the discussion points is very exciting for us as we seek to grow our business even more."

Full-stack application development platform

14 years of AWS experience, joined APN in 2012

Software Partner Path

Amazon RDS service-ready

ACE CRM Integration

1,100+ opportunities shared year to date

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Your feedback continues to shape our direction

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Making it even easier to work together

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AWS Partner Paths

INTRODUCING

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

Do you offer your customers. . .

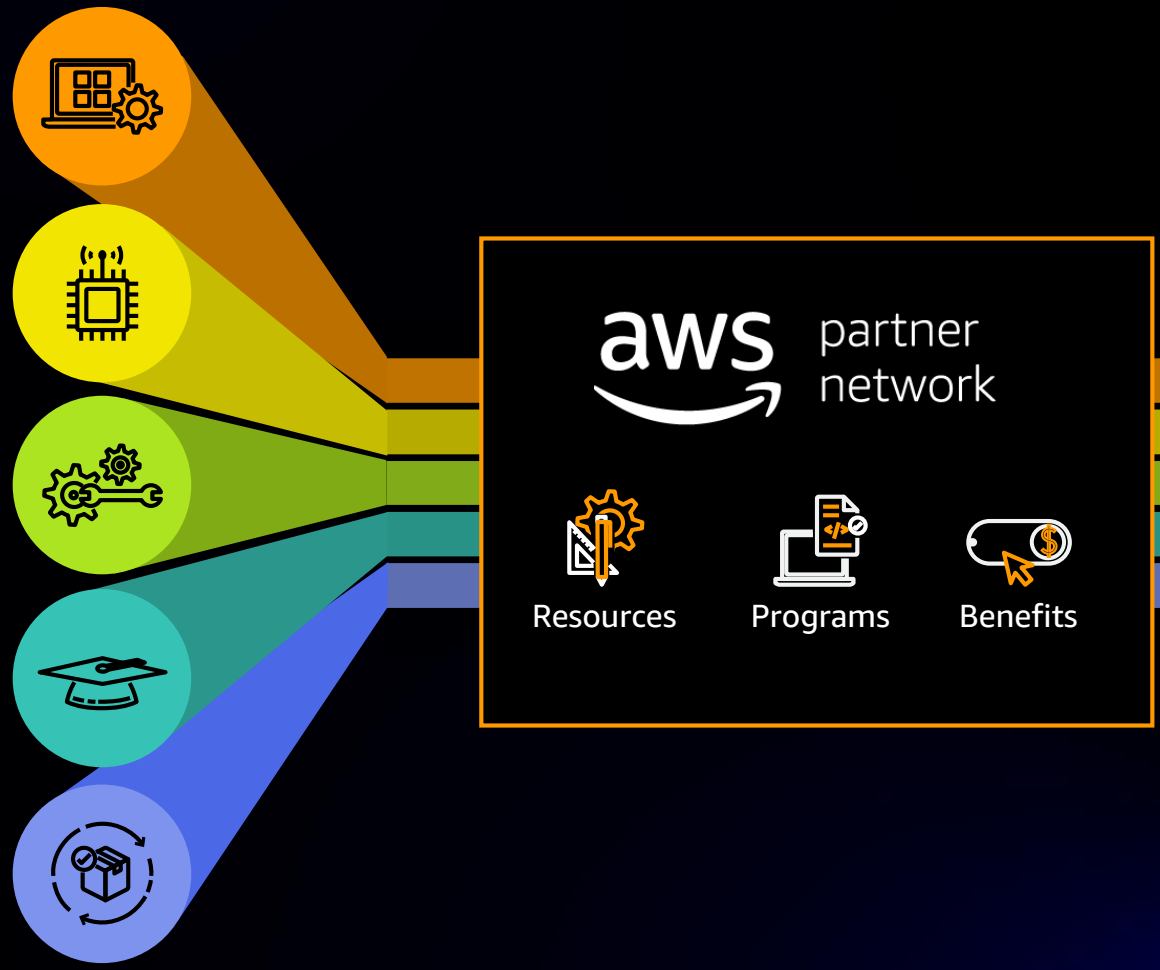
. . .software that runs on or is integrated with AWS?

. . .hardware devices that work with AWS?

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

. . .authorized AWS training?

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



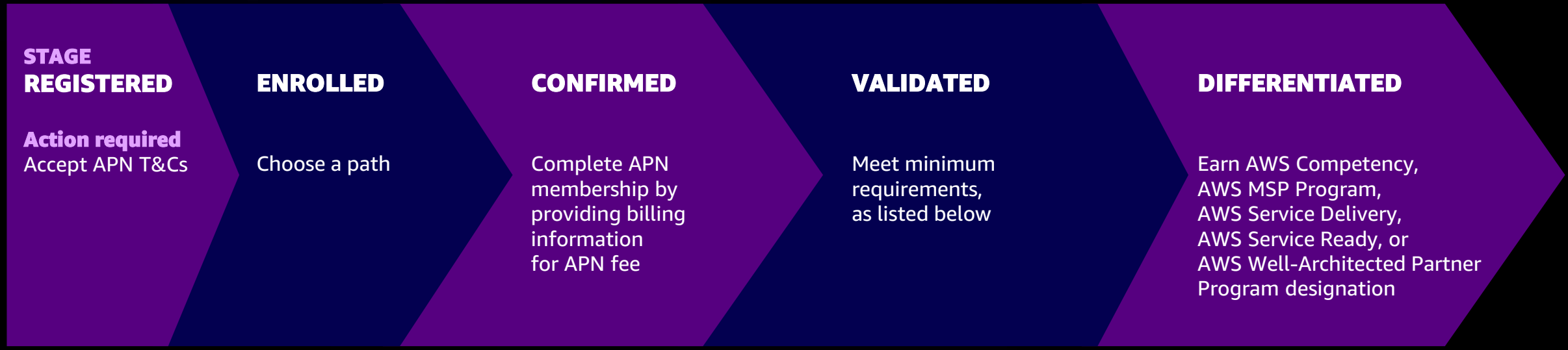
SOFTWARE PATH
HARDWARE PATH
SERVICES PATH
TRAINING PATH
DISTRIBUTION PATH

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AWS Partner Paths

PROGRESS FROM INCEPTION TO EXCELLENCE



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 – completed agreement

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SERVICES

Services Path stages and resources

PROGRESS AND UNLOCK ACCESS TO MORE BENEFITS

STAGE
REGISTERED
Accept APN T&Cs
ACTION REQUIRED

ENROLLED
Choose services path

CONFIRMED
Complete APN membership

VALIDATED
Complete requirements for Select, Advanced or Premier tier

DIFFERENTIATED
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&Cs 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
- Technical session with AWS specialist team

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Updated badging for Partners

AWS PARTNER BADGES

COMING IN JANUARY

PARTNER BADGE SYSTEM

Partner level - designation badge



- DevOps Competency
- Managed Service Provider
- AWS Marketplace Seller
- Training Select
- AWS Lambda Delivery

Certifications badge



Offering level – qualified badge





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“Innovative Solutions has been an AWS Partner for three years, and I’m excited to see the ways the program is evolving and innovating to include these new Partner Paths. More user-friendly, easier-to-navigate Partner Paths will be a differentiator for AWS and its Partners in the marketplace.”

Justin Copie

CEO, Innovative Solutions



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Improved user experience



ACE enhancements



Streamlined differentiation program applications



Partner Central user experience

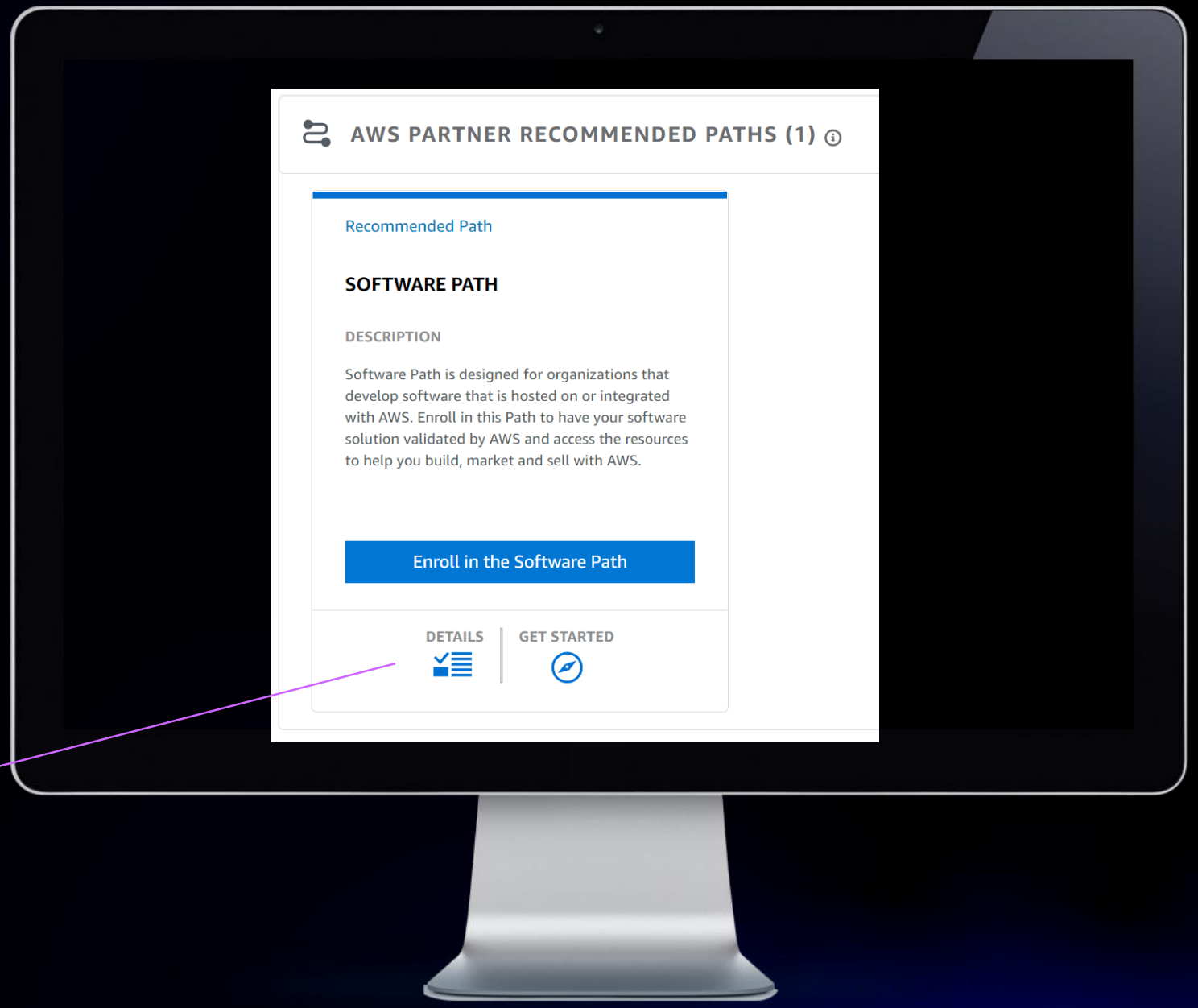
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Enroll in a path

PARTNER CENTRAL HOME PAGE RECOMMENDED PATH BASED ON COMPANY PROFILE

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

Click **Details**

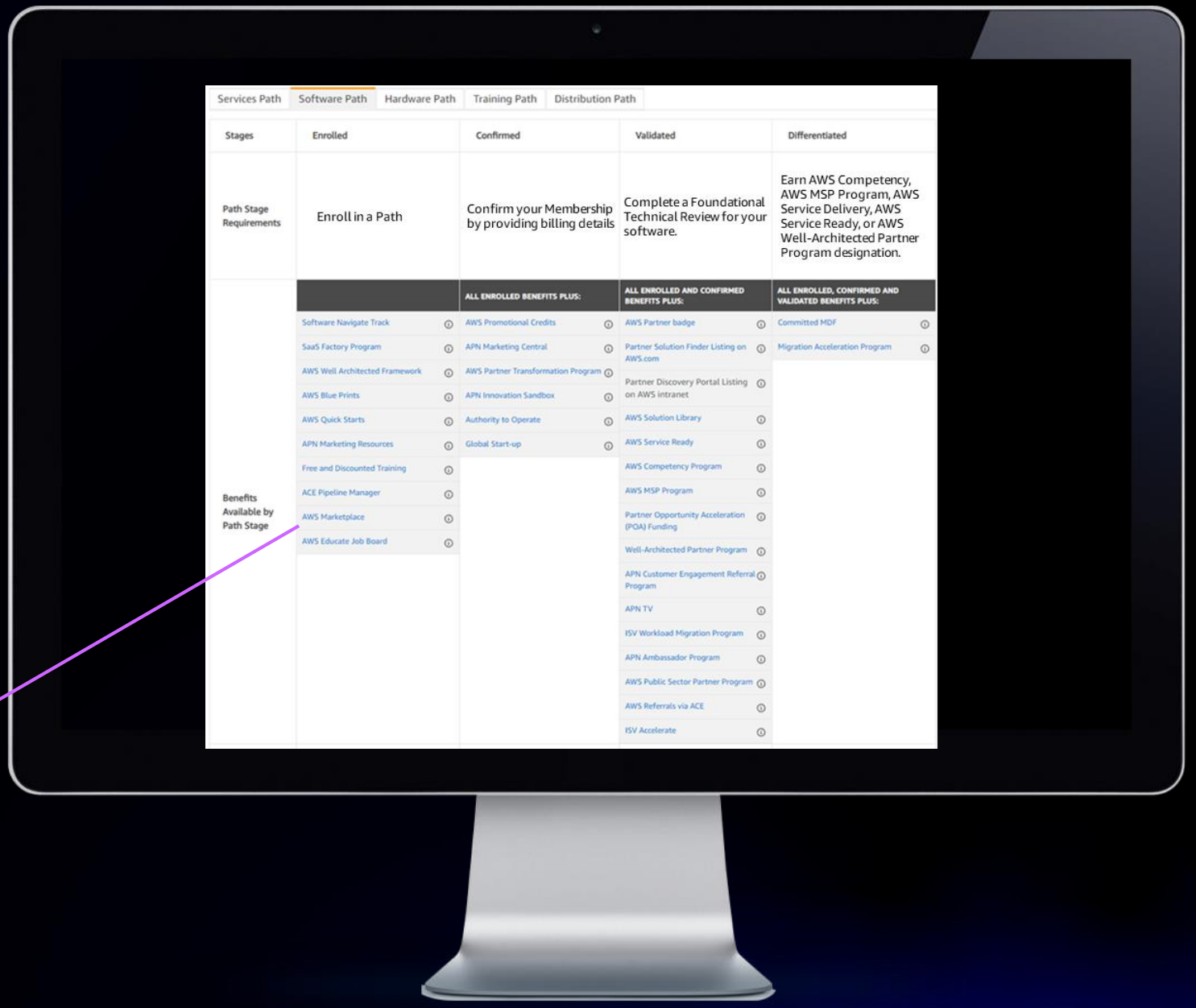


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Clicked Details

FULL VIEW OF REQUIREMENTS AND BENEFITS OF THE SOFTWARE PATH

Blue hyperlinks for quick access to benefit details

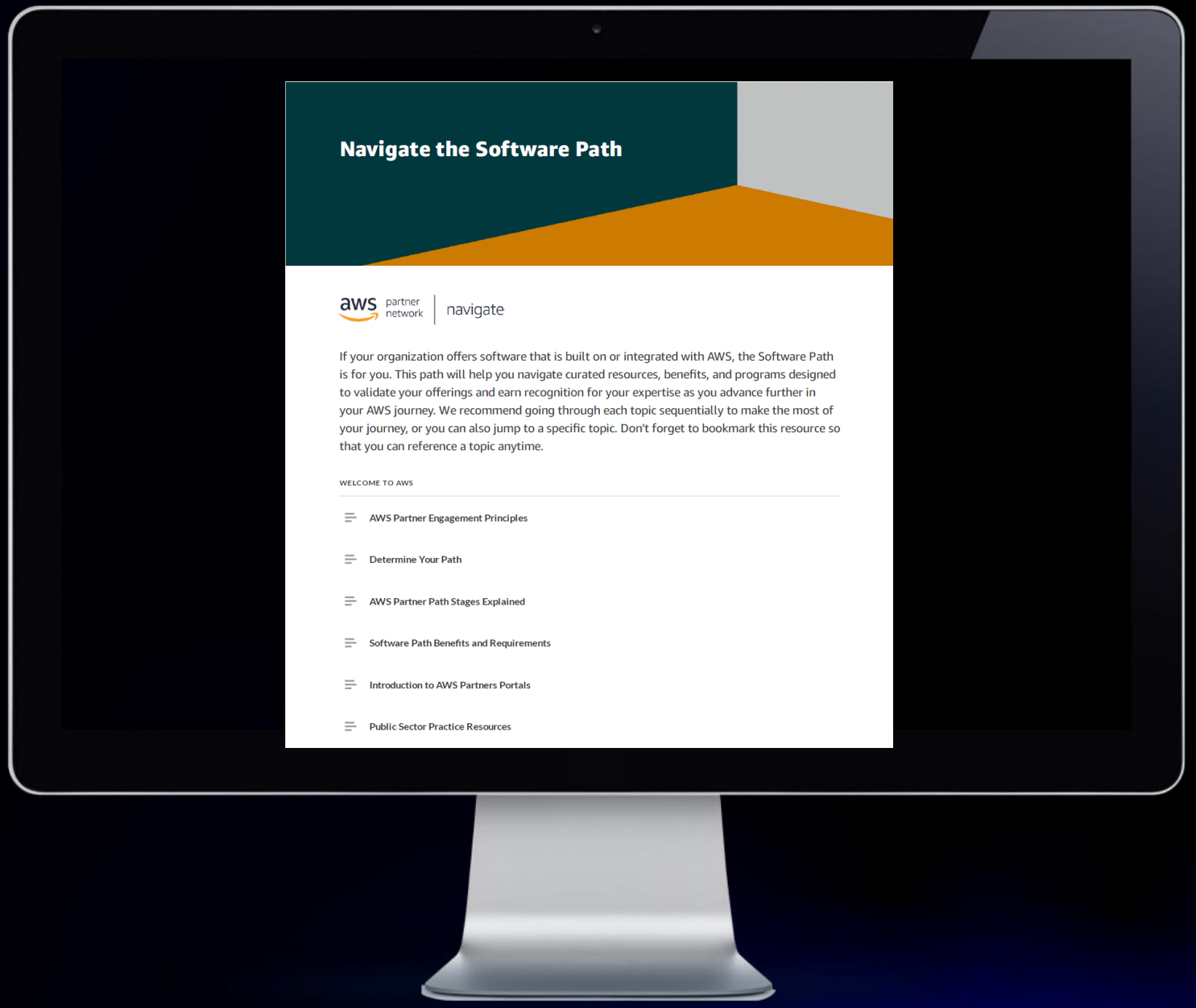


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Clicked Get Started

Chapters include

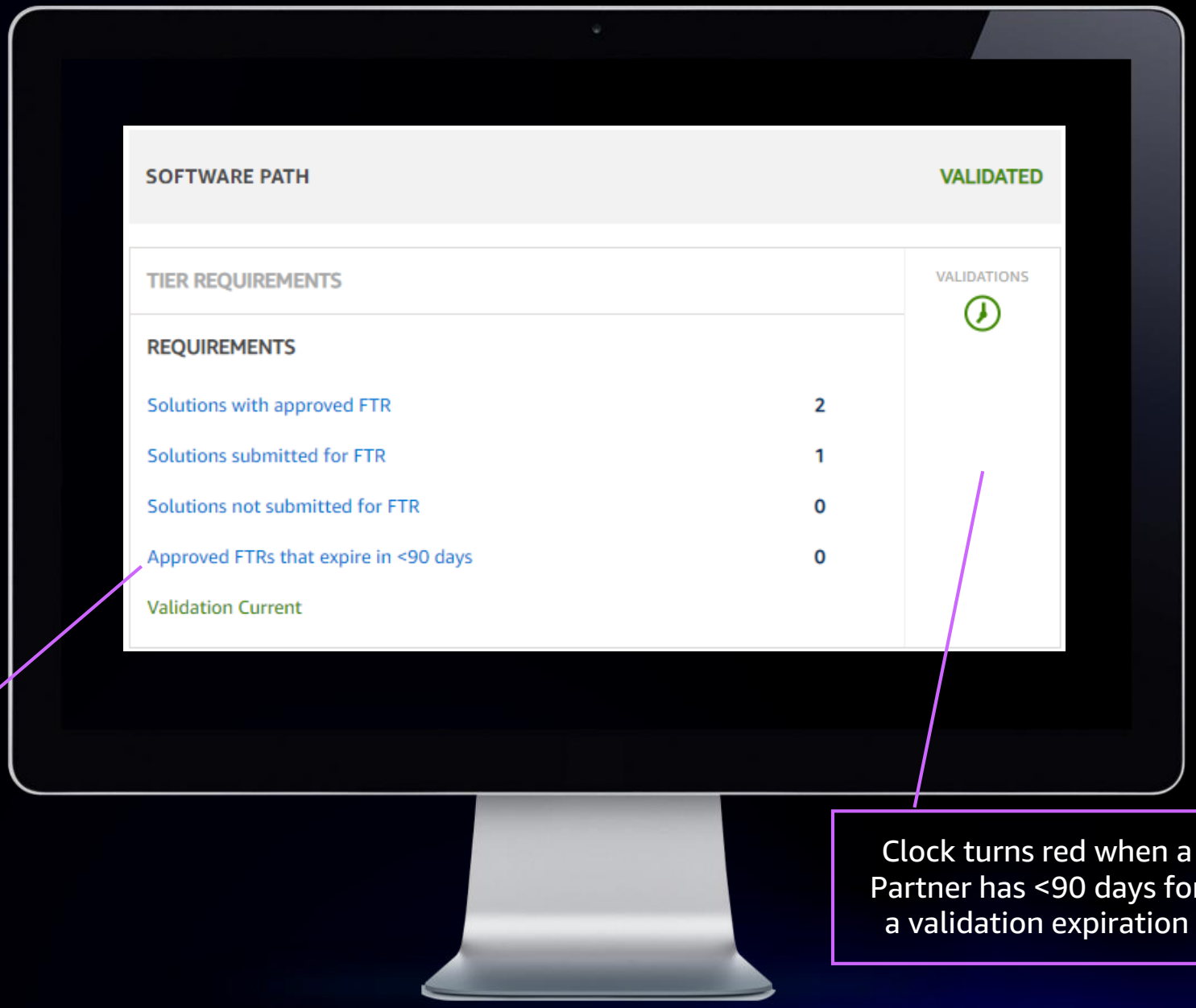
- Welcome to AWS
- Increase your AWS knowledge
- Build your software on AWS
- Earn AWS recognition
- Go-to-market and grow your business
- Sell with AWS
- Additional resources



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Partner scorecard

SOFTWARE AND HARDWARE PATHS



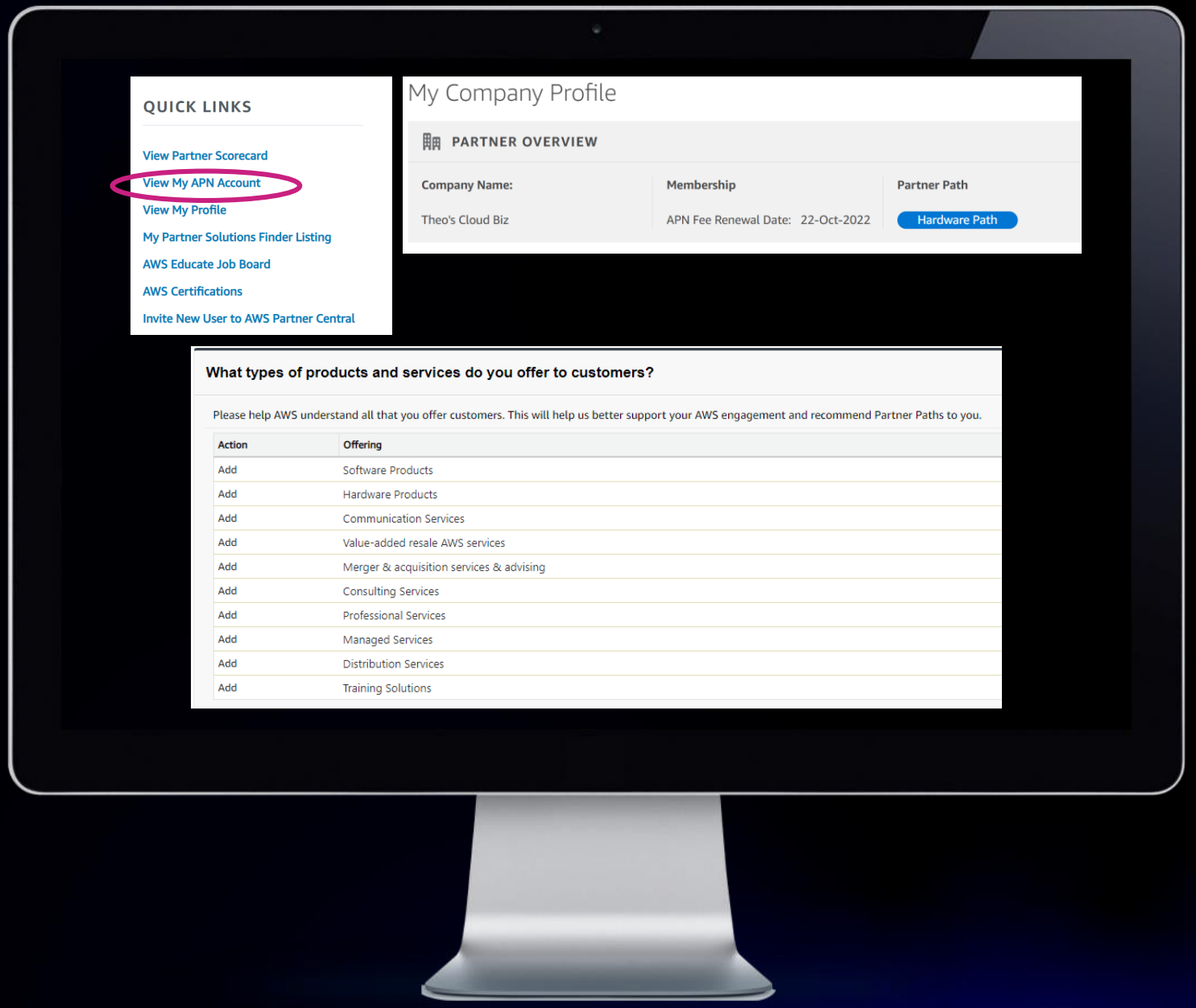
Blue hyperlinks to quickly engage and take action

Clock turns red when a Partner has <90 days for a validation expiration

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Company profile

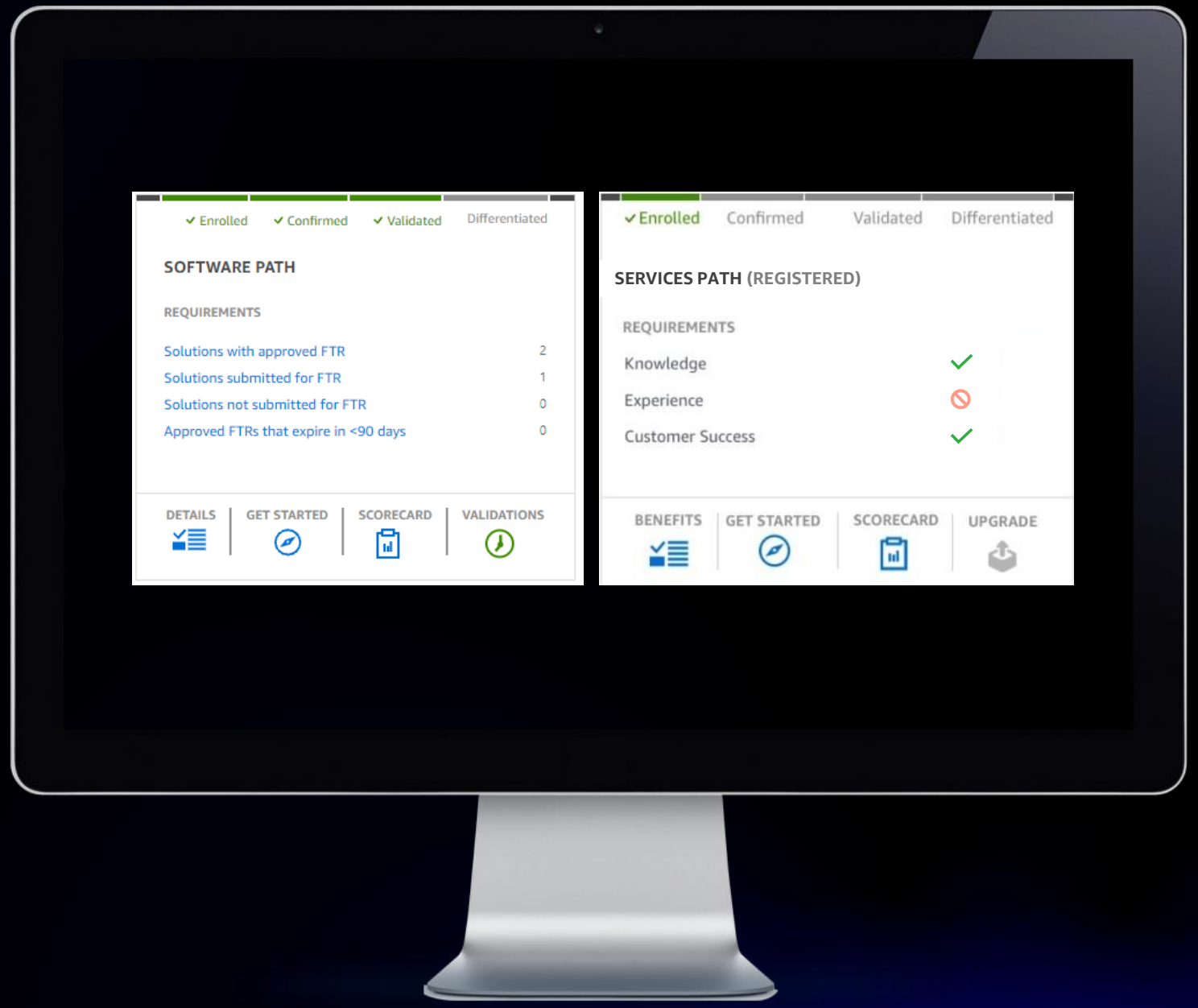
EXISTING PARTNERS CAN UPDATE THEIR CUSTOMER OFFERINGS AT ANY TIME



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Check your progress

PATH SUMMARY CARDS ON HOME SCREEN



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How will this change impact you?

- Automatic transition – **no action for partners**
- All earned **designations and benefits retained**

Migration Plan		
BEFORE	December 3	January 28
ISV Partner Path 1. Enrolled 2. Enrolled + APN fee 3. Confirmed 4. Confirmed + software differentiation	**Software Path** 1. Enrolled stage 2. Confirmed stage 3. Validated stage 4. Differentiated stage	No change
Technology Partner 1. Device Qualification Program (DQP) 2. DQP + hardware differentiation 3. Other offering types	**Hardware Path** 1. Validated stage 2. Differentiated stage 3. Registered stage, Software Path recommended	No change
Consulting Partner 1. Registered 2. Select or Advanced Tier 3. Premier Tier	No change	**Services Path** 1. Enrolled stage 2. Confirmed stage 3. Differentiated stage
Training Partner 1. Select Tier 2. Advanced Tier	No change	**Training Path** 1. Validated stage 2. Validated stage

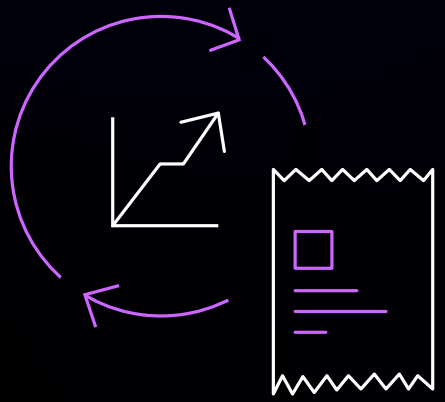
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Increasing value and benefits for AWS Partners

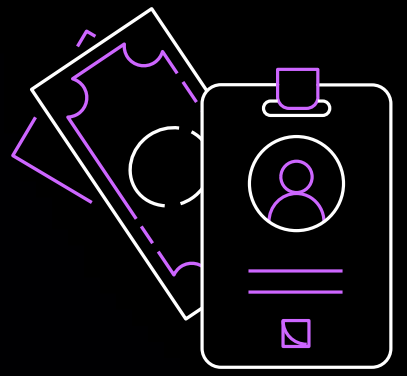
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New channel incentives

SOLUTION PROVIDER AND DISTRIBUTION PROGRAMS



Partner growth rebate



Partner-originated discount

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New benefits for differentiation partners



Game Day Leagues

- Partners compete against each other in hands-on technical challenges to build new cloud skills capabilities
- Direct access to AWS Partner Solutions Architects
- Experiment in a simulated AWS Console for free
- Invitations sent to qualifying partners

Game Day Quests Builder

- Unique sales tool overcomes traditional barriers and lets the customer interact with a partner solution at no cost
- Partners create a customized module within an AWS GameDay event scenario highlighting their product alongside AWS services
- awsgamedayquests@amazon.com

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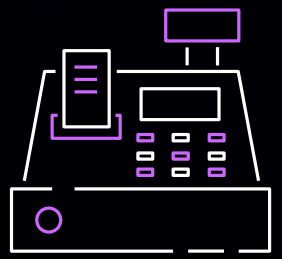
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Continuing investments in co-sell with the AWS ISV Accelerate Program

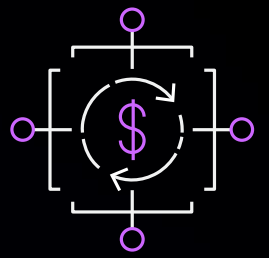
PROGRAM BENEFITS



Incentives for AWS Sales team



Drive visibility with AWS Sales



Focused co-sell support and resources

aws marketplace

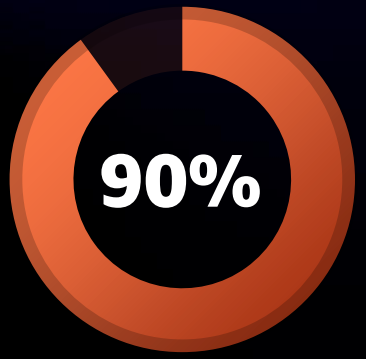
AWS Data Exchange

Reduced AWS Marketplace and AWS Data Exchange private offer listing fees

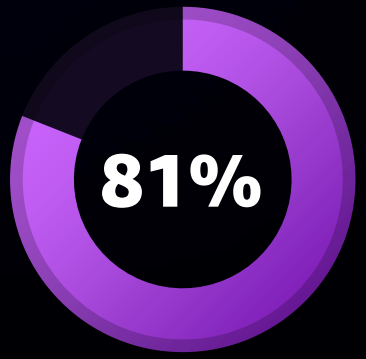
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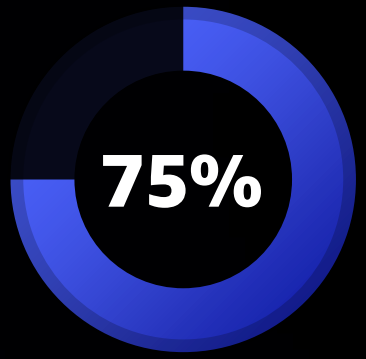
Training & certification benefits for partners



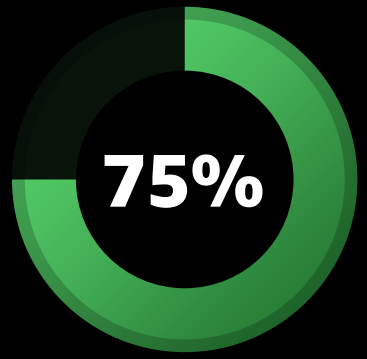
of partners improve their market position



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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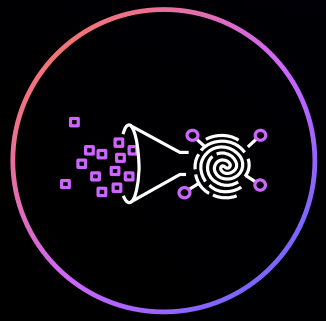
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Partner specialization drives customer success

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Differentiation programs

Highlight your expertise and proven customer success



Service Validation Program



Competency Program



Managed Service Provider Program

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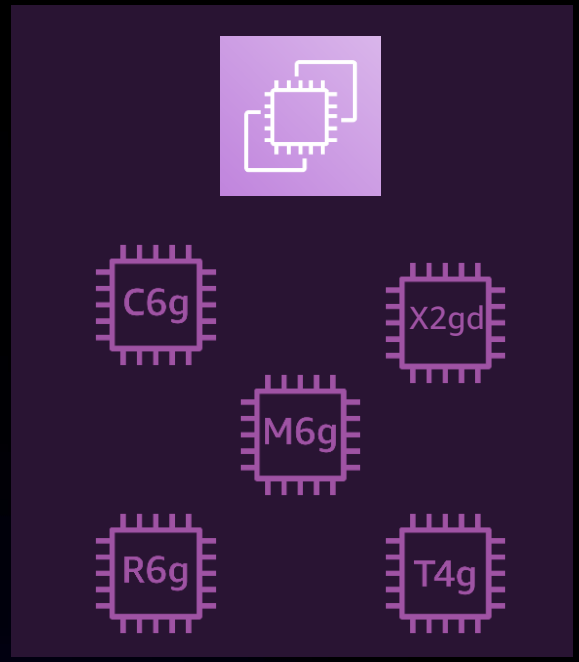
AWS Graviton2 Ready (software)

INTRODUCING

AWS Graviton2-supported software offerings

Ensures customers the same consistent experience using software on AWS Graviton2-based instances as they do on other instances

Connects customers to the right software products to help integrate, deploy, monitor, and secure their Linux-based and containerized workloads



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Energy Competency (software and services)

INTRODUCING

New Competency

Customers can quickly and confidently identify highly specialized, AWS vetted partners and their offerings that help position operators for success as energy portfolios transition to a lower carbon world

Enable energy customers worldwide to leverage the power of AWS to transform complex business and operational systems, and accelerate the industry to a more sustainable energy future



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Migration and Modernization Competency (software)

INTRODUCING



Re-launch and evolution of the existing Migration Competency

Expanded Competency now encompasses partners who can address customer application modernization software needs

Enables customers to save weeks of effort with modernization assessments, automate or assist developer refactoring, and automate business cases for application modernization

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Competencies introduced in 2021

NEW IN 2021



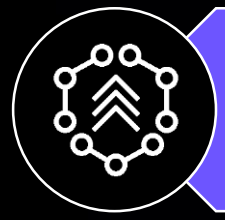
Level 1 MSSP Competency

(Software and Services)



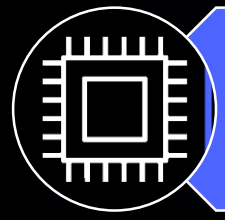
Networking Competency

(Services)



Mainframe Migration Competency

(Software and Services)



High Performance Computing Competency

(Software)

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Migration Ambassador

- Business-focused curriculum for partners' sellers
- Learn AWS best practices and tools
- Upon completion of curriculum and assessment, badges issued via Credly (same platform as AWS certifications)



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What’s next?

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Call to action

- Update your Company Profile in Partner Central
- Explore and enroll in Paths
- Leverage APN Navigate for enablement
- Achieve Validated Stage in your Path(s)
- Know your superpowers and differentiators
- Engage with AWS field teams

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Stay up to date



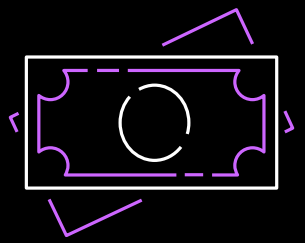
Explore partner resources

https://aws.amazon.com/partners



Read the APN blog

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



Learn more about funding benefits

https://partnercentral.awspartner.com

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Thank you!

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