AWS re:Invent

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

GPS208

Growing your business in the public sector

Amy Belcher
Senior Manager,
WWPS Partner Programs
AWS

Mayssa Haddad
Manager,
WWPS Partner Programs
AWS

© 2021, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Agenda

- The public sector landscape
- The AWS Partner journey
- The right programs for the job
- How AWS Competencies play a role
- Opportunities in migrations
- The right training for our Partners
- Call to action

© 2021, Amazon Web Services, Inc. or its affiliates. All rights reserved.

The public sector landscape

aws partner network

aws

© 2021, Amazon Web Services, Inc. or its affiliates. All rights reserved.

The public sector opportunity is growing

aws public sector



Government



Education



Nonprofit



Public safety and disaster response

Worldwide public sector programs

Tools, resources, and support

Go-to-market industry experience

Unique benefits

aws

© 2021, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Who works with AWS Public Sector Partners?

- State and local government
- Federal and military agencies
- Education institutions
- Nonprofits
- Regulatory authorities
- Healthcare organizations
- Space-related organizations
- Global entities



© 2021, Amazon Web Services, Inc. or its affiliates. All rights reserved.

AWS Partner landscape

ALL PARTNER TYPES AND VERTICALS



AWS Systems Integrator Partners (GSIs, NSIs, RSIs)



Solution Providers and Distributors



AWS Independent Software Vendor (ISV) Partners

Government | Health | Education | Nonprofit | Space | Startups

© 2021, Amazon Web Services, Inc. or its affiliates. All rights reserved.

The AWS Partner journey



© 2021, Amazon Web Services, Inc. or its affiliates. All rights reserved.

A phased approach

WITH YOU EVERY STEP OF THE WAY

INTAKE

Partners are at the beginning of their journey and have yet to build their practice on AWS

DEVELOP

Partners are deep into developing their AWS practice and are moving up the AWS Partner Network (APN) tiers

SCALE & GROW

Partners have a proven AWS practice and are deep in their partner journey

© 2021, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Programs available to PS Partners

aws partner network

INTAKE

- Concierge
- Navigate
- Think Big for Small Business

DEVELOP

- AWS Partner Transformation Program (PTP)
- New Business Engagement Program (NewBe)
- ProServe Ready

SCALE & GROW

- Public Sector Vertical Competencies
- Authority to Operate (ATO) on AWS
- Mission Accelerator Program
- ISV Accelerate

- Funding programs

- APN Customer Engagements (ACE)

aws

© 2021, Amazon Web Services, Inc. or its affiliates. All rights reserved.

The right programs for the job



aws

© 2021, Amazon Web Services, Inc. or its affiliates. All rights reserved.

A phased approach

WITH YOU EVERY STEP OF THE WAY



Partners are at the beginning of their journey and have yet to build their practice on AWS

Partners are deep into developing their AWS practice and are moving up the AWS Partner Network (APN) tiers

Partners have a proven AWS practice and are deep in their partner journey

© 2021, Amazon Web Services, Inc. or its affiliates. All rights reserved.



aws partner network | concierge

INTAKE

DEVELOP

SCALE & GROW

The **Global Public Sector Partner Concierge Initiative** provides a dedicated team supporting public sector AWS Partners with their AWS Cloud journeys



Dedicated **service** to help Partners build their AWS practices



Guidance relative to training, building solutions, contracts, and more

aws

© 2021, Amazon Web Services, Inc. or its affiliates. All rights reserved.



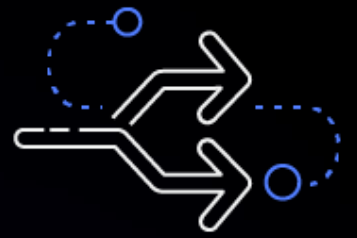
aws partner network | public sector

INTAKE
DEVELOP
SCALE & GROW

The **AWS Public Sector Partner (PSP) Program** is our foundational program that identifies, recognizes, and differentiates qualified AWS Partners who serve public sector entities around the world



Increase **visibility** with **customers**



Go-to-market **support**



Access **programs** specific to the **public sector**

aws

© 2021, Amazon Web Services, Inc. or its affiliates. All rights reserved.

APN Customer Engagements (ACE)

INTAKE
DEVELOP
SCALE & GROW

ACE enables all AWS Partners to drive successful customer engagements and grow their business with AWS



Partner Opportunity Referrals



AWS Opportunity Referrals



AWS Lead Referrals

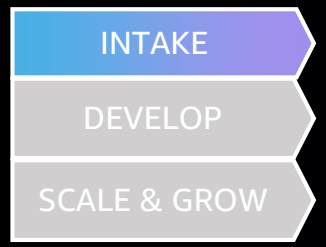


aws

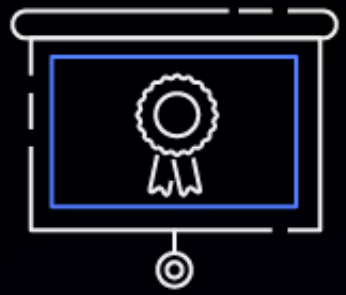
© 2021, Amazon Web Services, Inc. or its affiliates. All rights reserved.



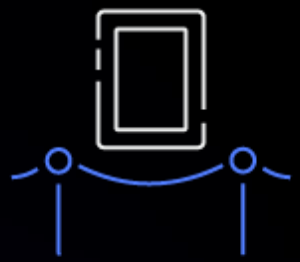
aws partner network | navigate



Navigate is the APN enablement digital experience that provides all AWS Partners guidance on how to transform and differentiate their business on AWS



Achieve key business goals



Explore curated content



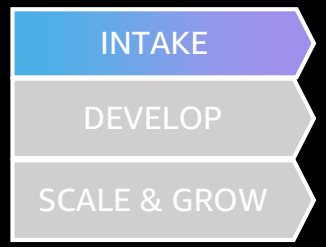
Build your portfolio

aws

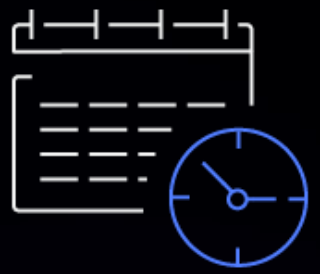
© 2021, Amazon Web Services, Inc. or its affiliates. All rights reserved.



aws partner network | think big for small business



The **Think Big for Small Business Program** helps AWS Partners who are small and medium enterprises (SMEs) or minority-owned businesses maximize growth on AWS



More **time** and **resources**



Access to **key benefits**

aws

© 2021, Amazon Web Services, Inc. or its affiliates. All rights reserved.

A phased approach

WITH YOU EVERY STEP OF THE WAY



Partners are at the beginning of their journey and have yet to build their practice on AWS

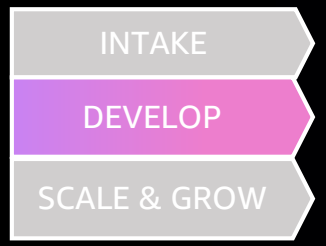
Partners are deep into developing their AWS practice and are moving up the AWS Partner Network (APN) tiers

Partners have a proven AWS practice and are deep in their partner journey

© 2021, Amazon Web Services, Inc. or its affiliates. All rights reserved.



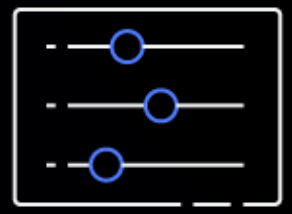
aws partner network | partner transformation



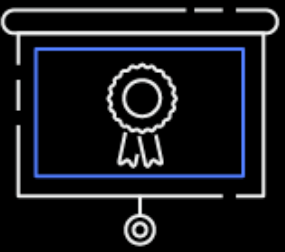
The **AWS Partner Transformation Program (PTP)** is designed to help AWS Partners build a successful cloud business on AWS



Customized 100-day **transformation plan**



Comprehensive **assessment**



Enablement and **training** resources

aws

© 2021, Amazon Web Services, Inc. or its affiliates. All rights reserved.

ATO on AWS

aws partner network | authority to operate

Accelerating security and compliance workloads

PCI-DSS | Dod SRG | HITRUST | FISMA | IRAP

CMMC | FedRAMP | ISO 27X | CJIS | HIPAA

Technology Partners
Systems Integrators
Consulting Partners

INTAKE

DEVELOP

SCALE & GROW

aws

© 2021, Amazon Web Services, Inc. or its affiliates. All rights reserved.



aws partner network | new business engagement

INTAKE
DEVELOP
SCALE & GROW

The **New Business Engagement Program (NewBe)*** helps Partners expand with an incentive for new customers or workloads



Available for AWS **Solution Providers** or **Distributors** working with a public sector customer



5% discount in addition to AWS Solution Provider Program discount



Available **globally** and expanding to **new territories**

*This program does *not* apply in the federal space

aws

© 2021, Amazon Web Services, Inc. or its affiliates. All rights reserved.



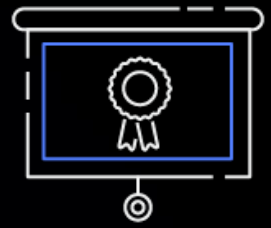
aws partner network | ProServe Ready

INTAKE
DEVELOP
SCALE & GROW

The AWS **ProServe Ready Program*** helps Partners work seamlessly with AWS Professional Services (ProServe) on subcontract engagements



Consideration for **new and existing** subcontracting engagements



Development through training and direct experience



Increased visibility and trust with **customers**

*Program is currently **invitation-only** in US and EMEA public sectors

aws

© 2021, Amazon Web Services, Inc. or its affiliates. All rights reserved.

A phased approach

WITH YOU EVERY STEP OF THE WAY



Partners are at the beginning of their journey and have yet to build their practice on AWS

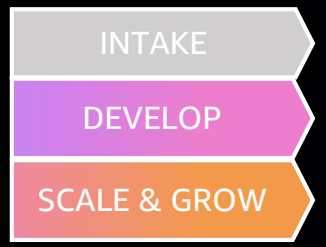
Partners are deep into developing their AWS practice and are moving up the AWS Partner Network (APN) tiers

Partners have a proven AWS practice and are deep in their partner journey

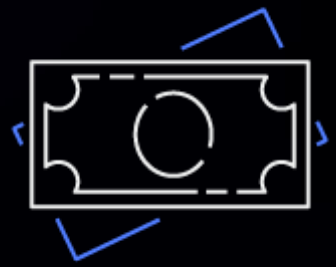
© 2021, Amazon Web Services, Inc. or its affiliates. All rights reserved.



aws partner network | funding



WWPS Partner Funding offers funding benefits to accelerate various stages of Partner business development



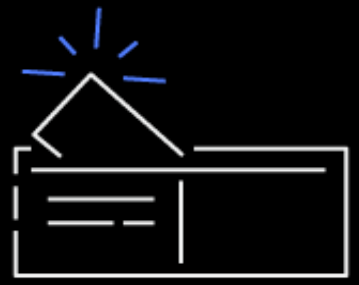
Partner Opportunity Acceleration (POA)

Accelerate sales cycle and adoption of partner solutions or AWS-powered products



Innovation Sandbox

Help partners **integrate** AWS services into their solutions and launch products built on AWS



Market Development Funds (MDF)

Build AWS Partner pipeline with qualified opportunities

aws

© 2021, Amazon Web Services, Inc. or its affiliates. All rights reserved.



aws partner network | Mission Accelerator Partner Program

INTAKE
DEVELOP
SCALE & GROW

Mission Accelerator Partner Program*

solves common public sector mission needs through open-source building blocks developed by AWS engineering for partners to take to market and build new revenue streams.



Solve common public sector mission needs



Accelerate through training and GTM support



Build new revenue streams

*Currently an **invitation-only pilot** in US, LCC, and EMEA public sectors

aws

© 2021, Amazon Web Services, Inc. or its affiliates. All rights reserved.



aws partner network | ISV accelerate

INTAKE

DEVELOP

SCALE & GROW

The AWS **ISV Accelerate Program** is a co-sell program for AWS Partners who provide software solutions that run on or are integrated with AWS



Drive **visibility** with AWS Sales



Incentives for AWS Sales teams



Promote your business at events

aws

© 2021, Amazon Web Services, Inc. or its affiliates. All rights reserved.

How AWS Competencies play a role



© 2021, Amazon Web Services, Inc. or its affiliates. All rights reserved.

What is the AWS Competency Program?



aws partner network | Competency

The **AWS Partner Network (APN)** is the global partner program for technology and consulting businesses using AWS

The **AWS Competency Program** is designed to identify, validate, and promote top AWS Partners with proven customer success and deep technical knowledge in specialized workloads, solution areas, and industry segments

aws

© 2021, Amazon Web Services, Inc. or its affiliates. All rights reserved.

AWS Competency offerings

FOR ANY BUSINESS CHALLENGE YOU MAY HAVE

Industry


Digital media


Education


Financial services


Government


Healthcare


Industrial software


Life sciences


Nonprofit


Public safety & disaster response


Retail


Travel and hospitality

Solution


Cloud management tools


Container


Data and analytics


DevOps


Digital customer experience


Digital workplace


High performance computing

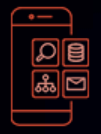

IoT


Level 1 MSSP


Machine learning


Mainframe migration


Migration


Mobile


Networking


Security


Storage

Workload


Microsoft workloads

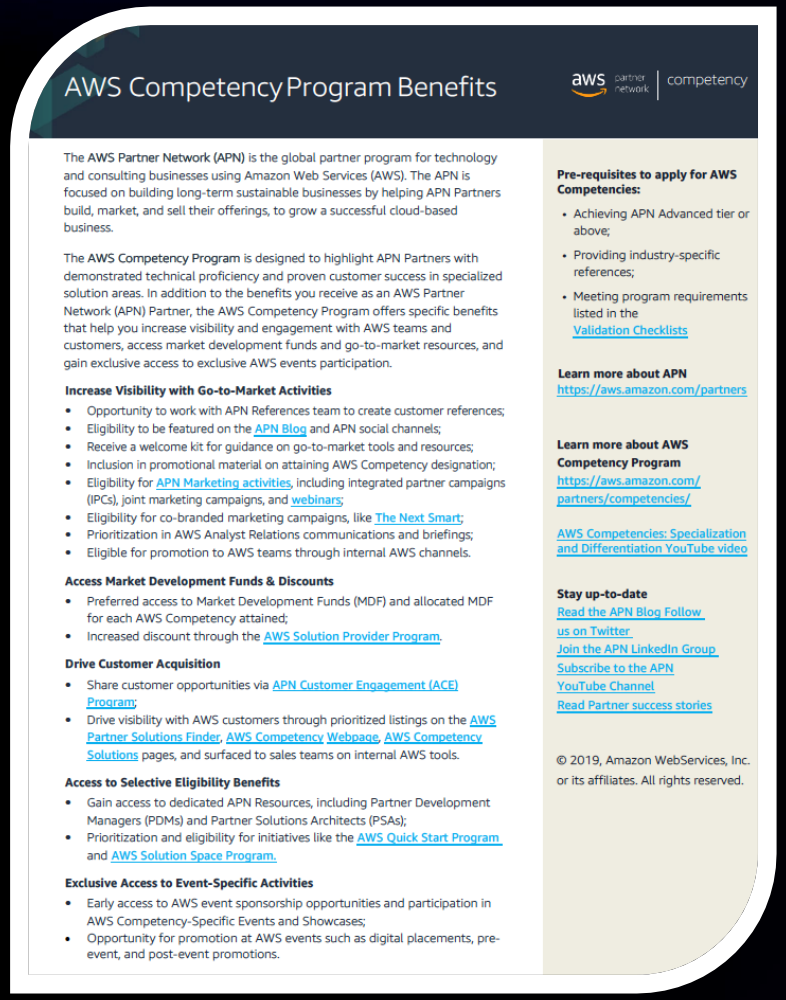

Oracle


SAP


SaaS

© 2021, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Access to over 16 key support benefits



AWS Competency Program Benefits

aws partner network | competency

The **AWS Partner Network (APN)** is the global partner program for technology and consulting businesses using Amazon Web Services (AWS). The APN is focused on building long-term sustainable businesses by helping APN Partners build, market, and sell their offerings, to grow a successful cloud-based business.

The **AWS Competency Program** is designed to highlight APN Partners with demonstrated technical proficiency and proven customer success in specialized solution areas. In addition to the benefits you receive as an AWS Partner Network (APN) Partner, the AWS Competency Program offers specific benefits that help you increase visibility and engagement with AWS teams and customers, access market development funds and go-to-market resources, and gain exclusive access to exclusive AWS events participation.

Increase Visibility with Go-to-Market Activities

- Opportunity to work with APN References team to create customer references;
- Eligibility to be featured on the APN Blog and APN social channels;
- Receive a welcome kit for guidance on go-to-market tools and resources;
- Inclusion in promotional material on attaining AWS Competency designation;
- Eligibility for APN Marketing activities, including integrated partner campaigns (IPCs), joint marketing campaigns, and webinars;
- Eligibility for co-branded marketing campaigns, like The Next Smart;
- Prioritization in AWS Analyst Relations communications and briefings;
- Eligible for promotion to AWS teams through internal AWS channels.

Access Market Development Funds & Discounts

- Preferred access to Market Development Funds (MDF) and allocated MDF for each AWS Competency attained;
- Increased discount through the AWS Solution Provider Program.

Drive Customer Acquisition

- Share customer opportunities via APN Customer Engagement (ACE) Program;
- Drive visibility with AWS customers through prioritized listings on the AWS Partner Solutions Finder, AWS Competency Webpage, AWS Competency Solutions pages, and surfaced to sales teams on internal AWS tools.

Access to Selective Eligibility Benefits

- Gain access to dedicated APN Resources, including Partner Development Managers (PDMs) and Partner Solutions Architects (PSAs);
- Prioritization and eligibility for initiatives like the AWS Quick Start Program and AWS Solution Space Program.

Exclusive Access to Event-Specific Activities

- Early access to AWS event sponsorship opportunities and participation in AWS Competency-Specific Events and Showcases;
- Opportunity for promotion at AWS events such as digital placements, pre-event, and post-event promotions.

Pre-requisites to apply for AWS Competencies:

- Achieving APN Advanced tier or above;
- Providing industry-specific references;
- Meeting program requirements listed in the Validation Checklists

Learn more about APN
https://aws.amazon.com/partners

Learn more about AWS Competency Program
https://aws.amazon.com/partners/competencies/

AWS Competencies: Specialization and Differentiation YouTube video

Stay up-to-date
Read the APN Blog Follow us on Twitter
Join the APN LinkedIn Group
Subscribe to the APN YouTube Channel
Read Partner success stories

© 2019, Amazon WebServices, Inc. or its affiliates. All rights reserved.

1. Differentiation via AWS Competency webpage, badging, and search tools
2. Annual cash awards per AWS Competency
3. Increased discounts through the AWS Solution Provider Program

© 2021, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Unique benefits of public sector Competencies

Leadership circle events

These Competency exclusive events are industry specific, and hosted by AWS senior leaders to discuss AWS industry insights GTM opportunities

AWS Competency showcase

Public sector industry Competency Partners receive priority invitation to participate in Competency Solution Showcases at select industry events



Government



Education



Nonprofit



Public safety & disaster response

© 2021, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Opportunities in migrations

aws partner network

aws

© 2021, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Migration is one of your largest opportunities

2021



2024

80%

of workloads will still on premises*

*Study by McKinsey & Company

© 2021, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Migration focus areas



Specialized workloads

Microsoft, SAP, Oracle, VMware



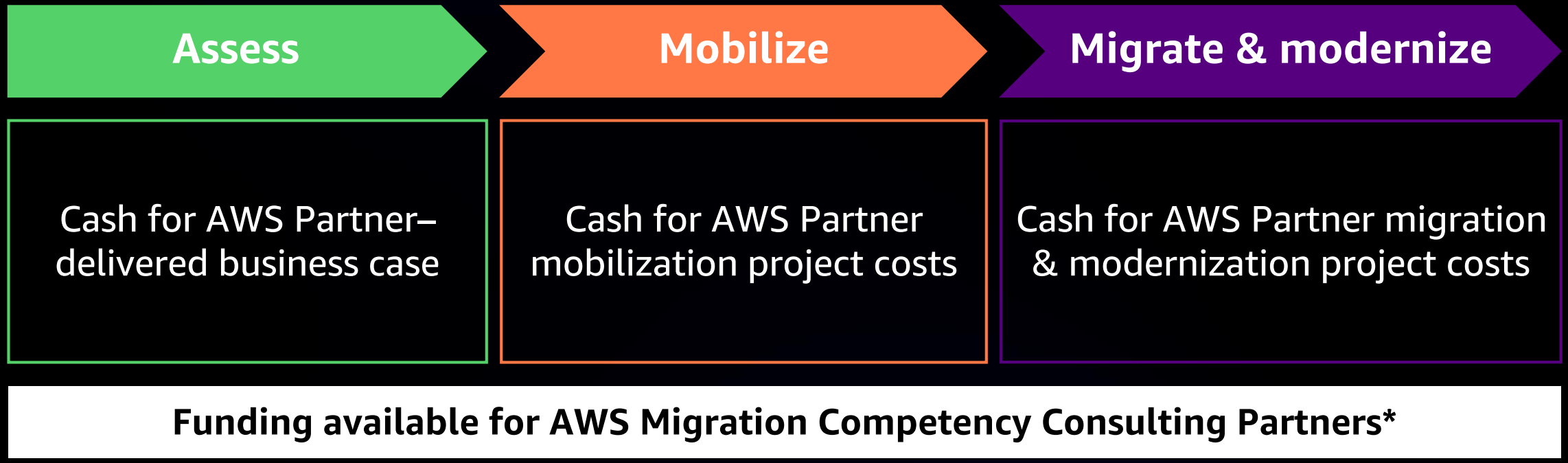
Mainframe



Data-led migrations

© 2021, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Migration Acceleration Program (MAP) 2.0: AWS Partner funding by phase



* $500K public sector/$1M commercial sector minimum ARR

© 2021, Amazon Web Services, Inc. or its affiliates. All rights reserved.

The right training for our Partners

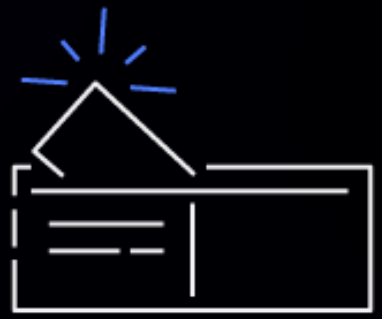
aws partner network

© 2021, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Training support for the AWS Partner journey



Training
Content to enable AWS Partners to support customers' needs



Funding programs
Resources to increase the capacity for delivery of AWS solutions



Talent pipeline
Education programs to fill in-demand cloud roles

© 2021, Amazon Web Services, Inc. or its affiliates. All rights reserved.

AWS Training and Certification offerings



Training courses

Learn new skills

Digital and classroom options; public and private sessions



Accreditations

Showcase AWS Partner skills

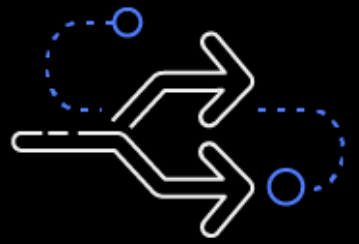
Business, technical, and cloud economics digital courses



Certifications

Validate cloud expertise

Preparation courses, materials, and practice exams available



Learning plan support

Put a plan in place

Consultative support, analytical tools, and resources

© 2021, Amazon Web Services, Inc. or its affiliates. All rights reserved.

It’s still Day 1 for the public sector

© 2021, Amazon Web Services, Inc. or its affiliates. All rights reserved.

aws public sector

To learn more about becoming a Public Sector Partner, visit

aws.amazon.com/partners/public-sector/

Or contact us at

aws-wwps-partner-programs-team@amazon.com



aws

© 2021, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Q&A

© 2021, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Thank you!

Amy Belcher
ambelch@amazon.com

Mayssa Haddad
mayssh@amazon.com

© 2021, Amazon Web Services, Inc. or its affiliates. All rights reserved.