AWS re:Invent

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

GPS210

Growing your business with SMB customers

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AWS

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Agenda

SMB customers, cloud opportunity, and considerations

What are SMB customers buying?

AWS SMB resources for AWS Partners

Call to action

Q&A

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SMB customers

348M SMBs globally (>98% of businesses in the world)

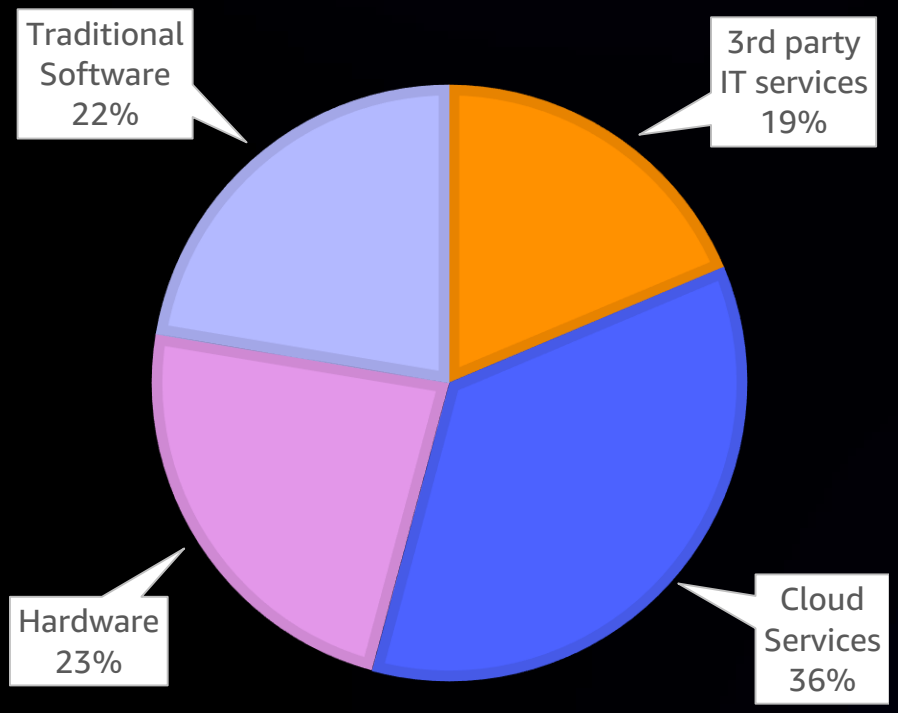
AWS SMB segment: Up to $100M annualized revenue and 500 employees

- **Large SMB**: $30M–$100M
- **Medium SMB**: $10M–$30M
- **Small SMB**: Below $10M

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SMB cloud opportunity

Cloud has replaced hardware and traditional software as the top IT budget category for SMBs



Source: IDC, 2021

SMBs up-leveling cloud spend to improve business operations and continuity post-COVID

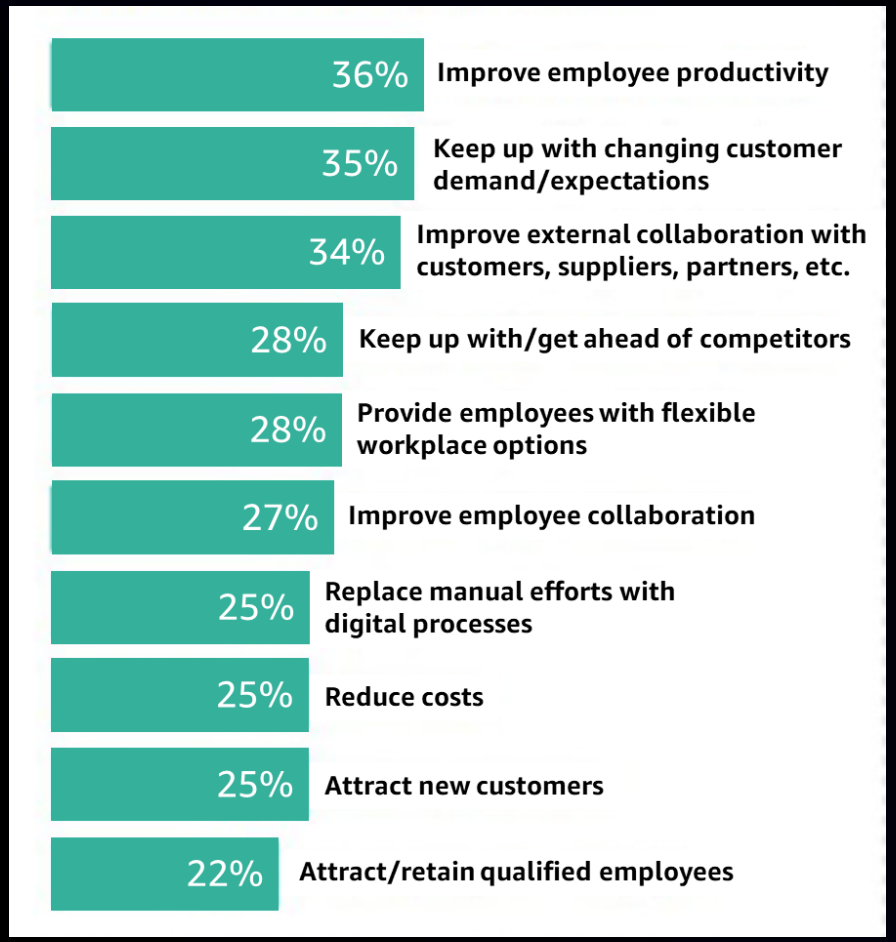
$146B

Total global SMB public cloud spend in 2022

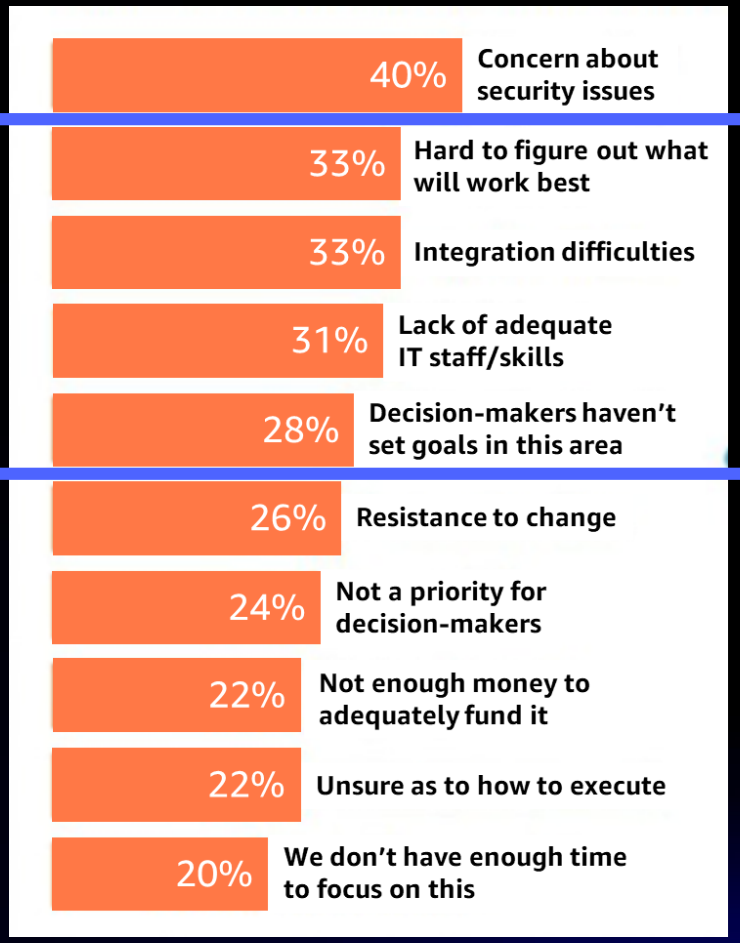
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SMB cloud considerations

Drivers to invest in digital solutions



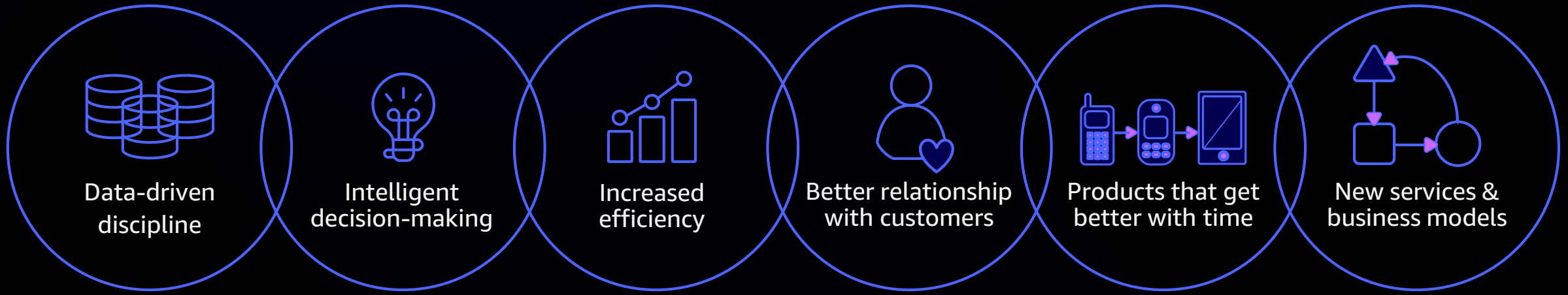
Challenges to implement digital solutions



Source: SMB Group, 2021

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IT of the future: Strategic driver for business growth



Operational efficiency

Cloud infrastructure decreases capital expenditure & improves operational expenditure

Revenue growth

Cloud applications drive business growth

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AWS value proposition

- Cost savings customers can see and measure
- Designed to provide highest possible levels of enterprise-quality security
- Extremely reliable – resiliency architected in the cloud
- Virtually infinite capacity and scalability
- Broadest and deepest set of cloud capabilities
- Partners provide expertise, reduce risk, and accelerate delivery

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"AWS enables small companies like ours to enjoy a backend system of the same quality that billion-dollar companies have."

John Santo

CTO, Echelon Fitness Multimedia

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What are SMBs buying?

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AWS SMB resources for AWS Partners

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AWS Partner journey

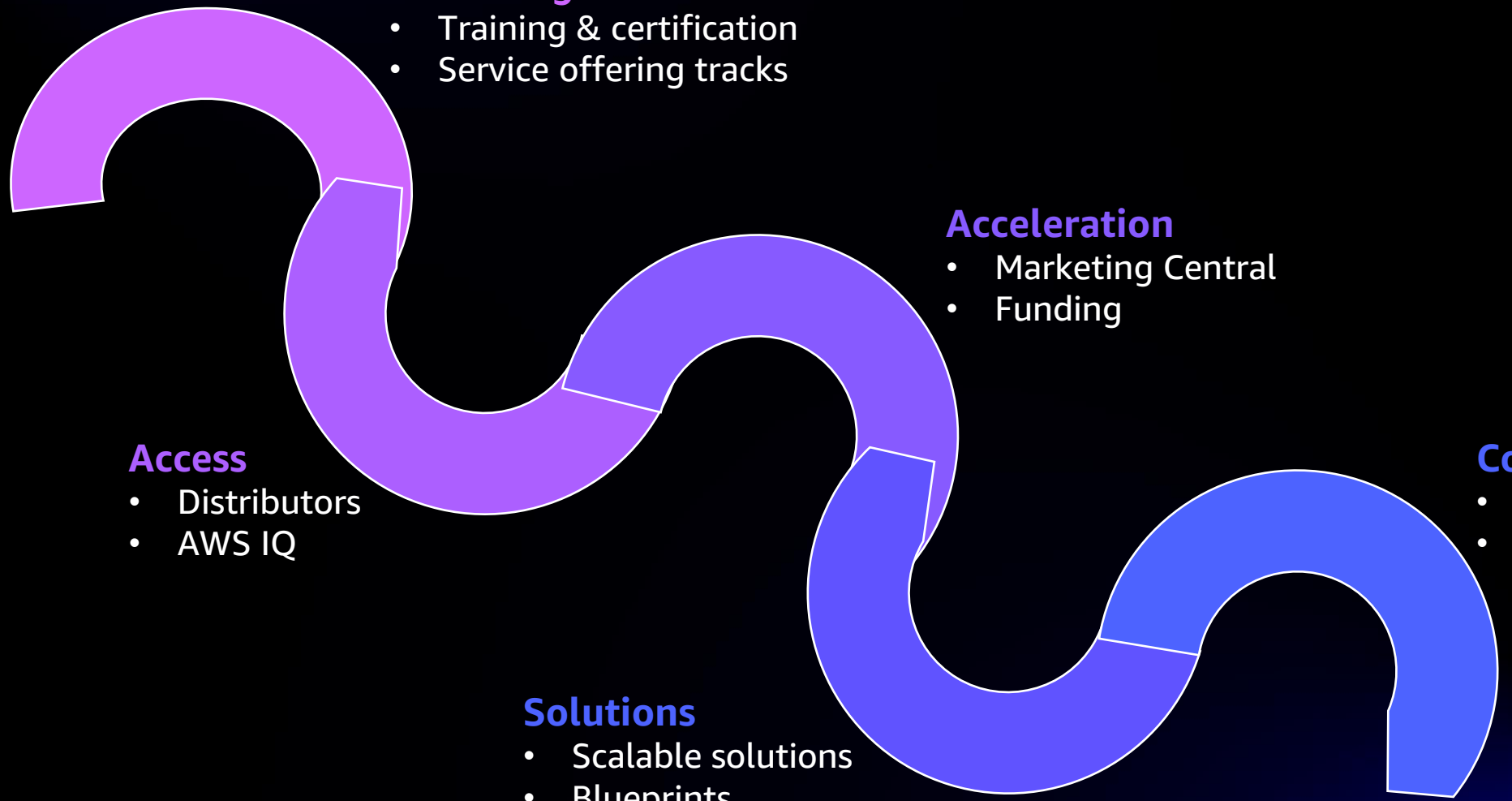
UNLOCK MORE BENEFITS AND PROGRAMS AS YOU PROGRESS THROUGH THE AWS CONSULTING TIERS AND GROW WITH APN



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Choose your own APN adventure

AWS SUPPORT MECHANISMS FOR APN AND BUSINESS GROWTH



Knowledge & skills
- Training & certification
- Service offering tracks

Acceleration
- Marketing Central
- Funding

Access
- Distributors
- AWS IQ

Co-selling with AWS
- Customer obsession
- Balance of trade

Solutions
- Scalable solutions
- Blueprints

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Knowledge and skills: AWS Training and Certification

RESOURCES TO HELP YOUR ORGANIZATION BUILD CLOUD SKILLS



Business courses



Technical courses

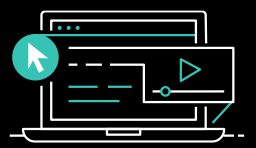


Professional services courses



Certification courses

Comprehensive skill development plan for broad cloud fluency



Digital training



Classroom training



AWS Certification



Webinars



Accreditations

Visit aws.amazon.com/partners/training

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Knowledge and skills: 18 APN Navigate tracks


Navigate foundations


Contact center


Blockchain


Migration


Database services


End user computing


Machine learning


Microsoft workloads


SaaS


Serverless


DevOps


IoT


HPC


MSP


SAP


VMware

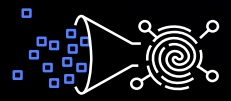

Security


Containers

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Access: Work with an AWS Distributor

AWS DISTRIBUTORS RECRUIT, ONBOARD, AND ENABLE BUSINESSES TO RESELL AND DEVELOP AWS SOLUTIONS



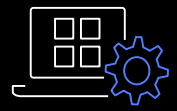
Go-to-market support



Program coordination



Enablement programs



Operational efficiency



Technical resources

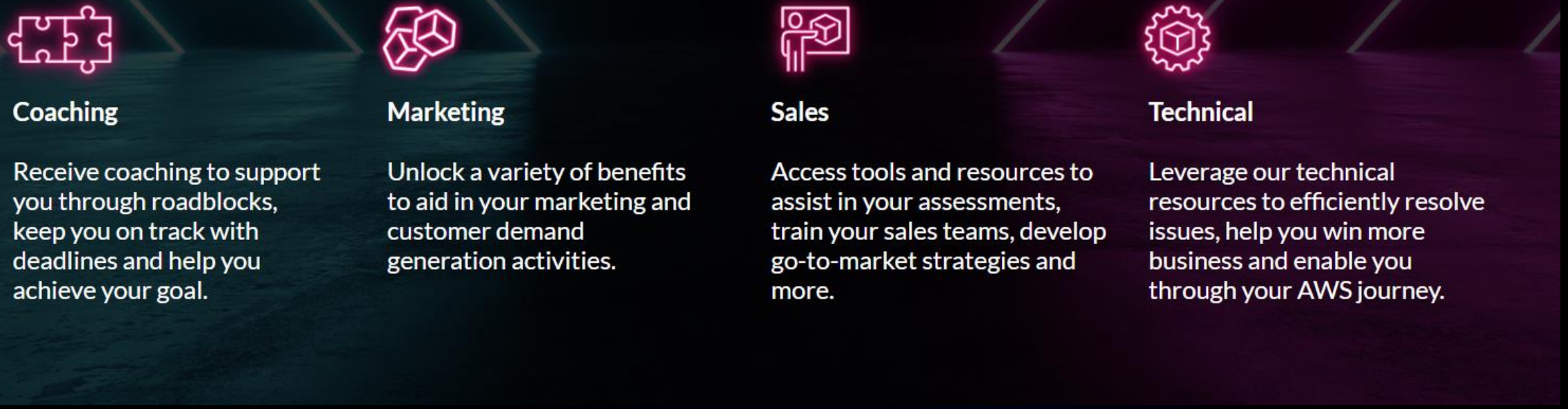
Partners who work with a Distributor grow **25%** faster

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Access: Distributor Spotlight

INGRAM MICRO

AWS ILLUMINATE



Coaching

Receive coaching to support you through roadblocks, keep you on track with deadlines and help you achieve your goal.

Marketing

Unlock a variety of benefits to aid in your marketing and customer demand generation activities.

Sales

Access tools and resources to assist in your assessments, train your sales teams, develop go-to-market strategies and more.

Technical

Leverage our technical resources to efficiently resolve issues, help you win more business and enable you through your AWS journey.

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Access: Customer acquisition with AWS IQ

Partner:

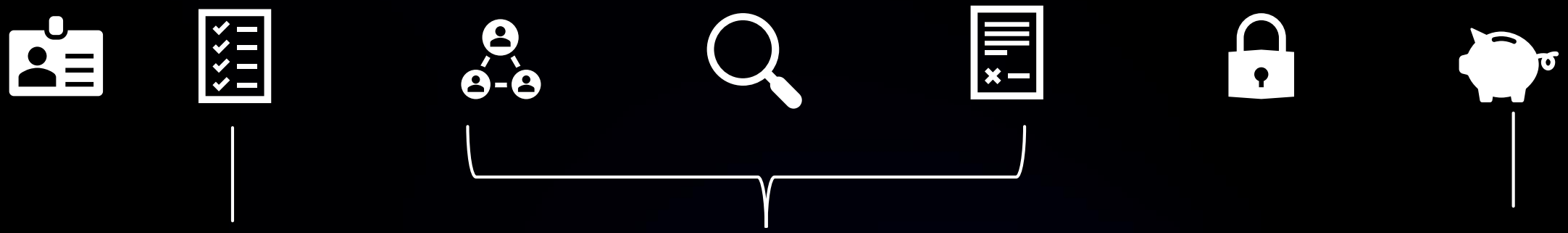
Create an AWS IQ profile

Connect with customers – review customer requests and chat to understand requirements

Start a proposal – send proposal for project to customer

Work securely – request task-appropriate access to the customer's AWS account

Get paid – after milestones are met or after project is complete



Customer:

Post a request – receive responses within minutes

Select an expert – compare expert profiles, AWS Certifications, and ratings; finalize requirements and accept a proposal

Pay through AWS – pay when work is completed; charges will appear on AWS bill

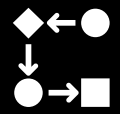
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Accelerate: AWS Marketing Central (AMC)

ACCESS QUICK AND EASY MARKETING TOOLS AND RESOURCES THAT ENABLE YOU TO GENERATE DEMAND FOR YOUR SOLUTIONS ON AWS

Execute campaigns



Partner Ready campaigns

- Launch co-branded Partner Ready campaigns to build awareness and generate demand
- Create customizable assets including email, landing pages, and social media



Agency Connect

- Work with an agency in your region to deliver marketing services that are MDF eligible
- Request quotes from agencies through AWS Marketing Central

Marketing support



Concierge Service

- Virtual Partner Marketing Managers (vPMMs) provide assistance with Marketing Central, campaign development and implementation, MDF use, and creating joint marketing plans



Marketing Academy

- Build your marketing skills and learn how to market with AWS
- Get empowered by accessing free, on-demand digital curriculum and learning library of assets
- SMB course coming in Q1 2022!

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Collaborate with AWS

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Accelerate: AWS Partner funding benefits

Build



Training and Certification

- Select highly discounted courses
- Certification exam vouchers
- Usage of AWS Promotional Credits for net new certifications passed
- Discounted training & AWS Promotional Credits

Registered | Select
Advanced | Premier
Enrolled ISV Partner



Innovation Sandbox Credits

- Receive AWS Promotional Credits for associated AWS usage cost per unique solution development
- AWS Promotional Credits

Registered | Select
Advanced | Premier
Enrolled ISV Partner

Market



Marketing Development Funds (MDF)

- Eligible partners receive cash/credits to offset marketing costs of developing demand generation activities and building AWS pipeline
- Cash & AWS Promotional Credits

Service designation
Program designation

Sell



Partner Opportunity Acceleration (POA)

- Depending on workload, receive a % of YR 1ARR for POCs or migration projects
- Cash & AWS Promotional Credits

ISV confirmed member

Select
Premier
Advanced

*AWS Promotional Credits subject to AWS Promotional Credits Terms & Conditions

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Accelerate: ISV Accelerate funding program

Co-sell program for AWS Partners with software solutions that run on or integrate with the AWS Cloud

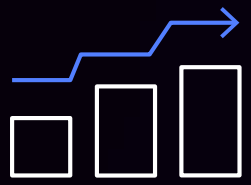
Helps AWS Partners accelerate sales cycles by connecting with the AWS Sales organization

Provides co-sell support and makes your solutions available to millions of active AWS customers

Program benefits



Incentives for AWS Sales team



Drive visibility with AWS Sales



Focused co-sell support and resources*

aws marketplace

AWS Data Exchange

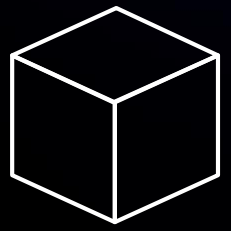
Reduced AWS Marketplace and Data Exchange Private Offer listing fees

*Assigned Startup ISV success manager support for ISVA Partners in AWS Global Startup program

Note: For AWS Consulting Partners participating in AWS ISV Accelerate (ISVA) program, the program benefits only apply to their software solution business. Eligible opportunities in ACE are identified where APN "Delivery Model" field is selected as "SaaS or PaaS" or "BYOL or AMI" by the ISVA Partner.

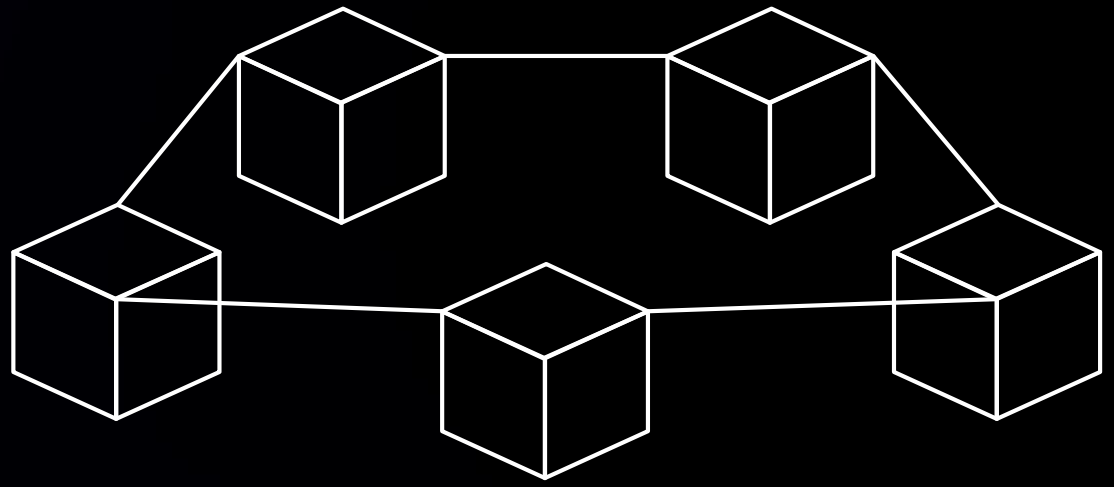
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Solutions: Build for scale



Individual AWS services

Build your own



Solutions = a combination of AWS services, partner products, and open-source technologies

Specifically combined for a particular use case

Automatically deployed

Use AWS CloudFormation templates

Built by AWS solutions architects and partners

Include industry-specific, IT-oriented, LoB-oriented, and partner solutions

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Solutions: Benefits



Build and deploy faster



Gain fast time to value



Lower or mitigate risks with proven architectures



Automatically deploy the right services

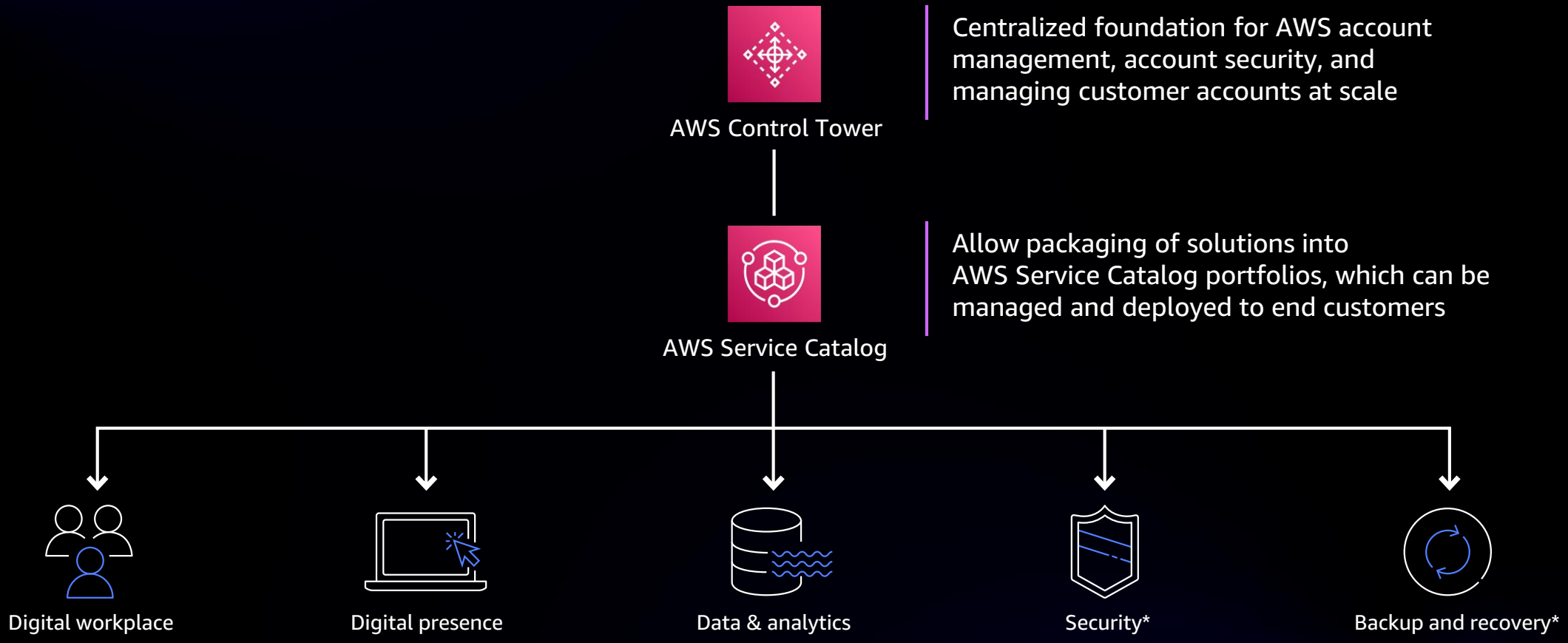


Implement with AWS best practices

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Solutions: AWS Blueprints

A reference guide with pre-configured SMBs



*ISV solutions available on AWS Marketplace

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Scaling your business

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Co-selling with AWS

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What is co-selling at AWS?

Co-selling is a sales motion where AWS and the AWS Partner work together on an opportunity for an end customer



*Co-selling does not mean AWS and the AWS Partner are selling services on behalf of the other party

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Co-selling: AWS support



Deal acceleration

Customer stakeholder (IT and procurement especially) introductions, alignment, and strategy to accelerate your deal cycles



Account expansion

Mapping of strategic account contacts with introductions and support for expansions into new business units; elevate the conversation to global/senior decision makers



Share account intelligence

Share account dynamics to help you be successful (even where AWS AMs cannot directly influence)



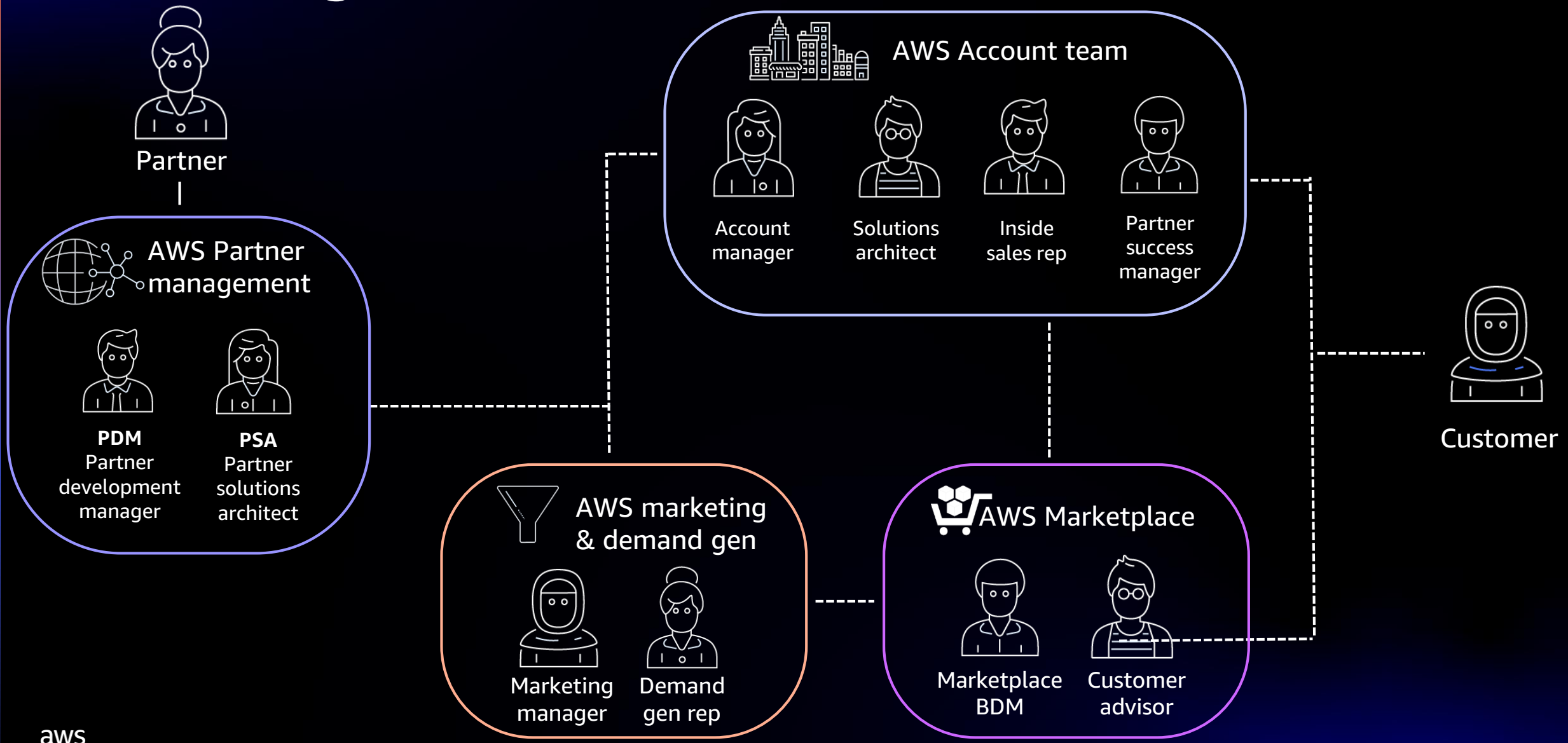
Offset POC/ migration costs

AWS credits to offset the cost of AWS usage in your Proof of Concept (applicable for some co-sell scenarios) and migrations

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Co-selling: AWS SMB sell-with motion



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AWS seller motivation to co-sell with you



Customer value

AWS sellers work backward from the customer and recommend the solution that best meets the customer's need



Opportunity value

Co-selling increases the total opportunity value



Annual sales goals

Co-selling helps AWS Managed Services (AMS) achieve their annual sales goals



Incentives

AWS sellers are financially incented to co-sell with you

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Co-selling: Before you engage the AWS Account team

Be customer obsessed

- Start with wins involving AWS – how do customers see the value of our combined solutions in their journey to the cloud?
- Work backward from the customer, not the solution – how does your solution solve a customer pain point?

Enable your sales team to be successful

- Build a well-defined “better together” story
- Enable your sales organization to communicate this value proposition
- Create email templates for your sales organization to communicate with the AWS Account team

Own the opportunity

- When opportunities are validated, always respond to connect with the account team
- Include additional opportunity background information
- Add a 1–2 sentence value proposition for the AWS account manager

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Co-selling: ACE is the foundation



The **ACE Program (APN Customer Engagement)** enables AWS Partners to build, grow, and drive successful customer engagements with AWS Sales across these sales motions

→ AWS Partner Opportunity Referrals ← AWS Opportunity and Lead Referrals

1. Engage with AWS Sales teams
2. Manage your opportunity pipeline and share customer successes to provide visibility and build trust with AWS Sales
3. Receive sales and technical support and gain access to tools and resources for your AWS-validated opportunities

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Collaborate with AWS

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Engage with AWS in SMB

Call to action: engage with your local SMB team

- Partner development manager
- ACE opportunity submission
- Partner sales manager
- Building rapport with AWS Partner org and sales teams

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Thank you!

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