

# Silver Lining's APN Practice Directly Influences the Company's Successful Growth as a Cloud Services Provider



*"Our growth as a cloud service provider is inseparable from the strong support of the APN."*

- Mark Kong, Chief Technology Officer at Silver Lining

Silver Lining's mission is to become a trusted advisor and long-term partner to Chinese companies and global companies looking to expand into China. Silver Lining seeks to help companies take advantage of AWS in China.

"AWS has always been at the heart of our startup's strategy," says Mark Kong, chief technology officer at Silver Lining. "Shortly after AWS China launched in 2014, we began our business with a clear strategy built on enabling customers on AWS. We set a goal to become one of the largest AWS consulting partners in China, a goal that we've achieved as we've continued to build our business. In 2016, we became an AWS MSP Partner program member, and in 2017, we reached the AWS Partner Network Premier Consulting Partner tier."

The Silver Lining team feels that the preparation required to apply for various APN programs, such as the MSP Program, have helped the company mature its practice and address areas for growth and improvement.

"While undergoing detailed self-examinations of our processes to prepare for the MSP Program third-party-led audit, we identified shortcomings in our practice," says Kong. "We then strategically focused on improving particular areas of our practice that have been crucial to our continued MSP practice development. As we continue to apply for various APN Programs and distinctions, we continue to improve on a technical level."

Silver Lining works closely with APN teams and AWS sales teams through the APN. Through the APN Customer Engagements Program (ACE), Silver Lining has kicked off more than 30 customer projects and expects to end the year having kicked off at least 50 engagements. "Through our APN Partner Profile on the AWS website, AWS customers can find out about our company and services and then actively contact us. At the same time, we are brought into particular opportunities by AWS and we also actively seek to engage AWS sales teams when developing new opportunities that we have initiated," says Kong.

AWS-focused marketing initiatives have also been a key step for Silver Lining in growing the business; as a Premier Consulting Partner, MSP, and Competency Partner, Silver Lining receives funding from AWS for marketing activities.

"As we've grown our MSP practice and developed expertise across use cases on AWS, we've developed many best practices we're able to share internally and with customers," says Kong. "We're promoting our expertise and success through more sales and marketing campaigns while also conducting local workshops with customers and AWS. Through these processes, we've been able to attract many new customers."

Silver Lining is a four-year-old company. Thanks to its dedicated focus on AWS and its next-generation MSP practice, the company has grown substantially year-over-year. "Last year we grew the business by 400 percent. This year, we've grown the business over 300 percent thus far," says Kong.

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[Learn more about how Silver Lining has built its next-generation MSP practice.](#)

## Competitive Focus

- Enterprises
- FMCG
- Companies seeking to build a presence in China
- Reaches across industries

## Global Presence

- HQ in China
- Works with global companies with a presence in China

## AWS Offerings

- Professional services; optimal architecture design and consultation
- Business application migration; professional deployment and implementation
- Managed services
- CloudEasy, an AWS-based monitoring and management platform software for intelligent billing analysis
- ProtectEasy, a fully-managed backup service

## APN Distinctions

- Premier Consulting Partner
- Managed Service Provider
- Migration Competency Partner
- Cloud Migration Tools Competency Partner
- Digital Customer Experience Competency Partner
- Amazon EMR Service Delivery Partner

## About Silver Lining

Silver Lining is a born-in-the-cloud AWS Partner Network (APN) Premier Consulting Partner whose mission is to help companies build on AWS in China. As companies within China seek to grow and international companies seek to expand their businesses to China, Silver Lining provides guidance, professional services, managed services, and tooling that helps simplify the cloud journey in China for companies.