

AWS Service Delivery Program Benefits Guide



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AWS Service Delivery Program Benefits

AWS Service Delivery Partners pass a high technical bar and receive a variety of program benefits as a result. Benefits include access to funding and discounts, invitations to designation related AWS service-specific roadmaps and feature releases before general availability, AWS marketing support, and priority consideration to publish technical content through AWS forums. Program benefits are in addition to APN tier benefits.

Core Benefits

All AWS Service Delivery Partners receive these core benefits. Within the first month after your designation award a welcome kit email will be sent to your APN Alliance Lead with extended benefit details.

1. **AWS Service Partners Webpage Listing** providing recognition for your company on the AWS service webpages corresponding to your [AWS service designations](#)
2. **Promotion to AWS Sales and Service Teams** is delivered by the AWS Service Delivery Team on behalf of our validated partners. We showcase your AWS service-specific offerings and capabilities through internal forums, presentations, and promotional campaigns. Building your AWS reputation is our team's top priority. Your success is our success.
3. **3,000 AWS Promotional Credits** for every AWS Service Delivery Partner one-time in 2020. These credits are applied to your AWS Console account and help you experiment with AWS services, prepare for AWS Certification exams, demonstrate architecture upgrades, and continue to bring innovative solutions to customers.
4. **Exclusive Deeper Learning Sessions with AWS Product Teams** are delivered several times a year with time for questions. These are AWS service-specific and invitations are sent to APN Alliance Leads for sessions related to your service designations. Your company must have a signed non-disclosure agreement (NDA) to attend.
5. **APN Partner Solutions Finder (PSF)** priority ranking in relevant customer search results for AWS services in this customer-facing search engine. Here, customers can read your profile including all APN Program designations, case studies, service locations, and submit a contact request.
6. **APN Blog Post** on one of the most-read blogs at AWS. Your company is promoted the month of your designation award in the welcome post that links customers directly to your [PSF](#) listing.
7. **APN Badge & Program Logos** access to market your achievements with customers through a customized APN Badge to display up to five designations, or use of official AWS Service Delivery Program logos.

Learn more about APN

<https://aws.amazon.com/partners>

Learn more about AWS Service Delivery Program

<https://aws.amazon.com/partners/service-delivery/>

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Additional Benefits

Beyond the core benefits, AWS Service Delivery Partners qualify for additional benefits and opportunities with AWS because of their proven experience with AWS services and customers. While additional APN Partner engagement is necessary, your AWS Service Delivery Program membership meets pre-requisites for:

- **APN Customer Engagements (ACE):** ACE enables AWS Partners to build, grow, and drive successful customer engagements with AWS Sales. It provides you with a platform to collaborate with AWS Sales and Marketing teams, and request funding and technical support to help you co-sell with AWS. Learn more about [ACE](#) or get started in [APN Partner Central](#) by watching ACE how-to videos in the [Webcast tab](#)
- **Exclusive Service Validation AWS GameDays:** An interactive team-based learning exercises, designed to give players a chance to put their AWS skills to the test in a real-world, but gamified and risk-free environment. Because every team playing in our GameDay league comes from a validated company, these GameDays are truly exciting battles among the experts.
- **Special Engagements:** When AWS Events are being planned, APN Partners in differentiation programs like AWS Service Delivery are considered first. Sponsorship opportunities, APN Partner speaking engagements, AWS service boot camps, AWS Marketing Campaigns, and AWS service focus groups. Invitations to special events are sent via email to APN Alliance Leads.

AWS Service-Specific Benefits

Select AWS Service Delivery designations offer unique benefits:

- **Enable Proactive Infrastructure Compliance (EPIC) Credit Program** for [AWS Config Partners](#) enabling new customer compliance use cases
- **Funding** for [AWS Lambda Delivery Partners](#) and [Amazon API Gateway Delivery Partners](#) leading Serverless App Modernization Proofs of Concept (POC)
- **Funding** for [Amazon Redshift Delivery Partners](#) for data warehouse modernization projects
- **Discounted Pricing** exclusively for [Amazon CloudFront Delivery Partners](#) who meet the volume, region, and usage requirements
- **Advanced Boot camps** for [Amazon Connect Partners](#) with 400-level technical, service-specific content
- **Funding** for [EC2 for Windows Delivery Partners](#) for customer migration opportunities
- **Invitation to private launches** for [EC2 for Windows Server Delivery Partners](#) gaining early access to tech, the ability to test out new features with customers, and a chance to offer feedback to product teams.

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Publication Opportunities:

APN Marketing prioritizes APN Partners in differentiation programs such as AWS Service Delivery, first. While many APN Partners may submit content to our marketing channels, an AWS Service Delivery designation puts you at the front of the line. Ask your APN Partner Development Representative to help you submit content to these forums:

- [APN TV](#) AWS Service Delivery is one of five qualifying programs to publish partner-produced and related videos hosted on AWS. Some examples of Partner produced video content is partner demos, interviews, and webinars featuring APN Partners describing their customer success stories. You can work with your Partner representative to submit content at any time.
- [APN Blog](#) AWS Service Delivery is one of eight APN Differentiation Programs that provides eligibility to write for the APN Blog. We encourage you to submit technical blog posts showcasing your service-specific expertise and customer success. You can work with your Partner representative to submit content at any time.

Why Write for the APN Blog?

- **Credibility:** For APN Partners, having a story published by AWS can influence customers globally
- **Visibility:** The APN Blog is one of the most-read blogs at AWS
- **Connections:** APN Partner posts include "connect" buttons that can generate leads via ACE Pipeline Manager

Go To Market Resources

- [Marketing Playbook & Toolkit](#) prebuilt assets in several sizes to use as Banner Ads and for digital marketing. The toolkit also includes ready to go email signatures, a lead-generating email template, and one-sheet template that you to which you can add your badge and logo to customize and help your customers understand why your designation matters to them. We also have ready to share social media links for LinkedIn, Twitter, and FB along with some best practices for posting with APN hashtags.
- [Customer Success Webpage](#) A webpage dedicated to customers seeking APN Partners with AWS service-specific experience. This webpage quickly shows customers the value AWS Service Delivery Partners bring to their business.

[Apply to AWS Service Delivery](#)
[AWS Service Delivery Program Guide](#)
[AWS Service Delivery Step-by-Step Application Process](#)

[Video instructions to help you apply](#)
[How to Create a Customer Case Study](#)
[How to Create a Service Practice](#)
[How to Submit Application](#)