

AWS Service Ready Program Benefits Guide



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AWS Service Ready Program Benefits

AWS Service Ready 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 Ready 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 Ready Team on behalf of our validated partners. We showcase your AWS service-specific products 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. **500 AWS Promotional Credits** for every AWS Service Ready Product for launch partners in 2020. These credits may be applied to your AWS Console account to help you experiment with AWS services, prepare for AWS Certification exams, continue to innovate, or you can pass them on to a customer.
4. **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.
5. **APN Blog Post** on one of the most-read blogs at AWS. Your product is promoted the month of your designation award in the welcome post that links customers directly to your [PSF](#) listing.
6. **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 Ready Program logos.

Learn more about APN

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

Learn more about AWS Service Ready Program

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

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Additional Benefits

Beyond the core benefits, AWS Service Ready Partners qualify for additional benefits and opportunities with AWS because of their proven experience with AWS services. While additional APN Partner engagement is necessary, your AWS Service Ready 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. Perfect for your technical team.
- **Special Engagements:** When AWS Events are being planned, AWS Partners in differentiation programs like AWS Service Ready are considered first. Sponsorship opportunities, AWS 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 Ready designations offer unique benefits:

[AWS Outposts Ready Partners](#) Receive a Sales and Technical Enablement Kit

[Amazon Linux 2 Ready Partners](#) Get 1,000 AWS Promotional Credits per product in 2020

[Amazon Redshift Ready Partners](#) & [Amazon RDS Ready Partners](#) Will have their AWS Marketplace listing featured in the AWS service's console *coming in 2021*

Other events and activities by invitation

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Publication Opportunities:

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

- [APN TV](#) AWS Service Ready is one of five qualifying programs to publish partner-produced and related videos hosted on AWS. Some examples of AWS Partner produced video content is partner demos, interviews, and webinars featuring AWS Partners describing their customer success stories.
- [APN Blog](#) AWS Service Ready 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.

Why Write for the APN Blog?

- **Credibility:** For AWS 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:** AWS Partner posts include "connect" buttons that can generate leads via ACE Pipeline Manager