

AWS Sales Ready



AWS Sales Ready



- 2-days Training

Day1

- Sales Accrediation
- Sales Acc. Assessment



Day2

- Cloud Advisory
- (Game/Teams)

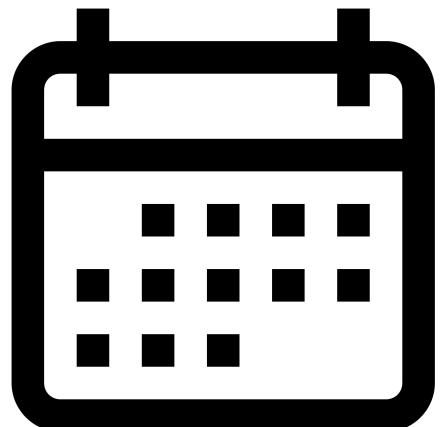
AWS Sales Ready

Day 1



Agenda

- Day 1
- Sales Accreditation



AWS Sales Ready

Sales Accreditation



Modules

1. Cloud Concepts and AWS Services
2. Business Value
3. Cloud Objection Handling
4. Pricing and Licensing
5. Co-selling with AWS
6. Accreditation test

"Our partner ecosystem is not somehow like a side project with a very small amount of our total business. Our partner ecosystem has continued to become a **very significant** part of our AWS business, and it's super strategic and important to us."

Ruba Borno



"On the heels of an incredible re:Invent, I am so excited to officially lead the AWS Partner Organization. There was no better way for me to see and **feel the impact of AWS Partner Organization** on AWS, our customers, and our partners."



Andy Jassy

Cloud adoption is still at an **early stage**: growth!

43% of organizations expect an increase in Public Cloud usage due to COVID-19

48% of organizations is planning to increase outsourcing

46% of organizations want more access to innovation through outsourcing and 61% more scalability

11% only want to use internal resources for their digital transformation

*With a \$51B revenue run rate that's growing 28% YoY (these were the Q4 2020 numbers we last publicly shared), it's easy to forget that AWS is still in the very early stages of what's possible. **Less than 5% of the global IT spend is in the cloud at this point.** That's going to substantially change in the coming years. We have a lot more to invent for customers, and we have a very strong leadership team and group of builders to go make it happen. Am excited for what lies ahead.*

|| Andy Jassy, CEO Amazon ||

Source: Whitelane Quint: Dutch IT Sourcing Study, 2021 and IDC

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AWS Sales Ready

Enablement session focused on best practices on how to transform technology into value for your customers, generate new business opportunities and leverage your AWS Partnership to convert them into closed deals.



AWS Partner Course

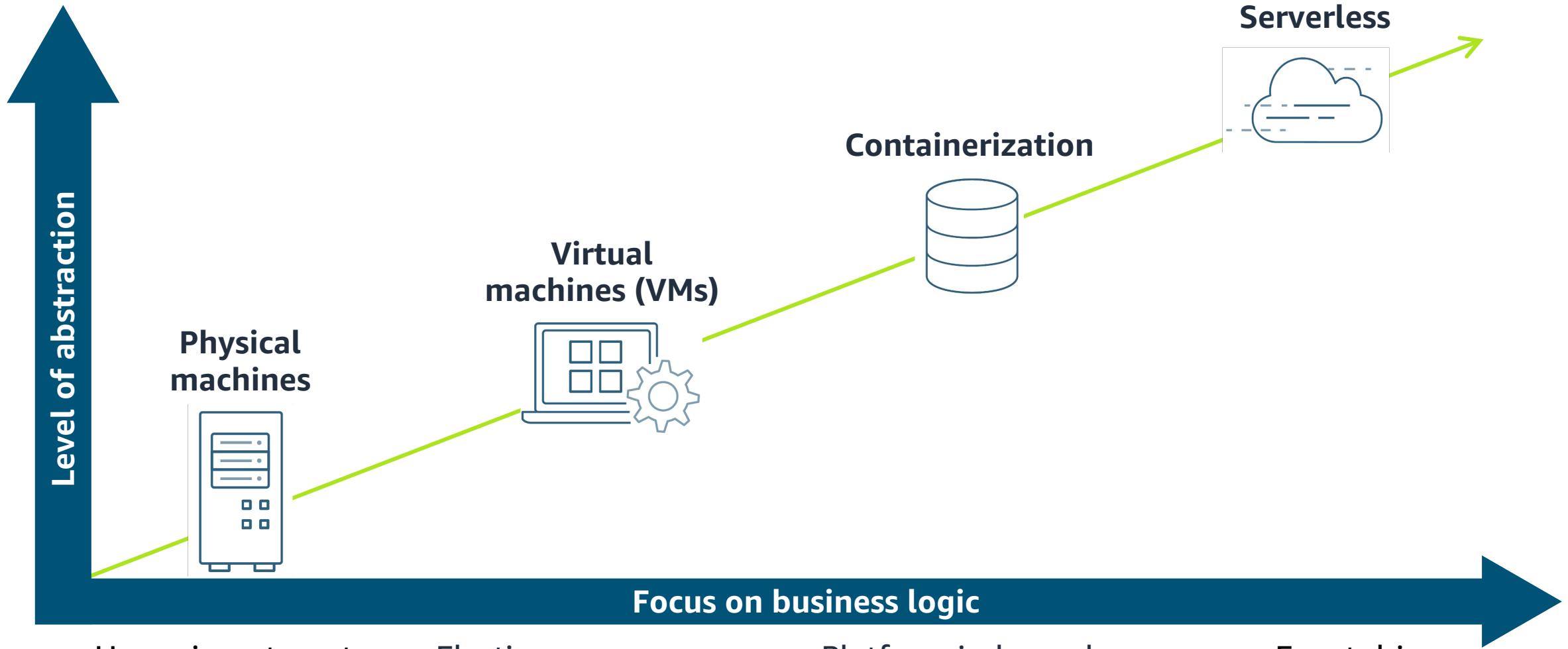
Cloud Concepts and AWS Services



What is cloud computing?

"Cloud computing is the on-demand delivery of IT resources over the internet with pay-as-you-go pricing."

Trends in computing evolution



Cloud computing deployment models



Cloud

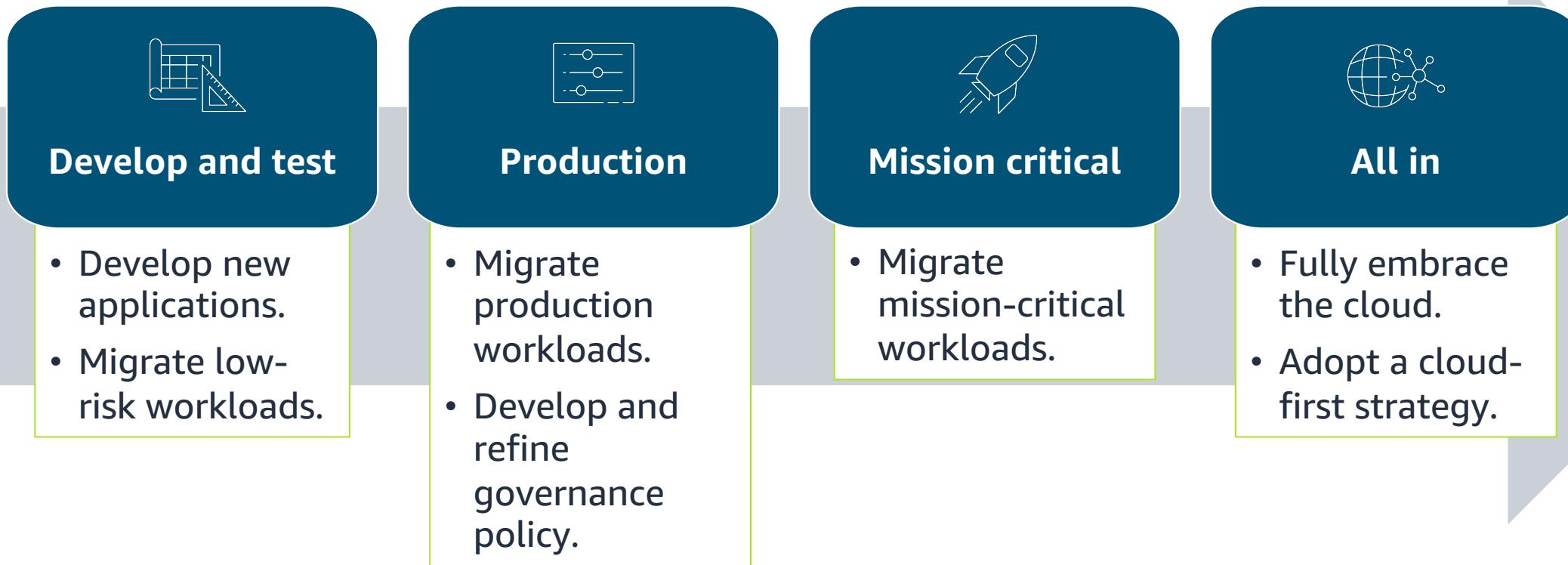


On premises



Hybrid

Patterns among AWS customers



Cloud Concepts and AWS Services

Why Customers Choose AWS

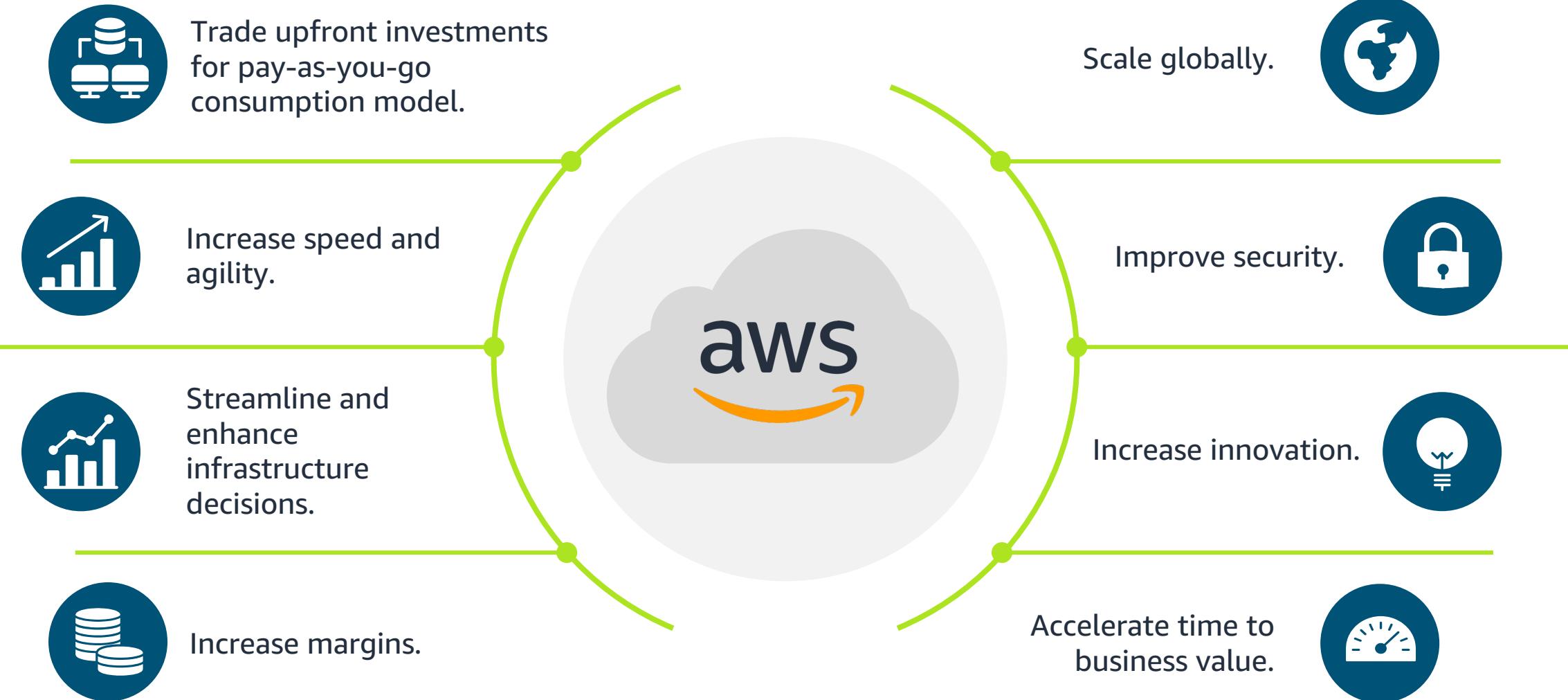


Customer obsession



What is customer
obsession?

Why customers choose AWS



What sets AWS apart



Experience and
enterprise
leadership



Amazon culture



Service breadth
and depth



Pace of innovation

200+ services
3,084
features in
2021



Global footprint



Security and
privacy



Largest partner
community



Hybrid cloud
capabilities



AWS Recognized as a Cloud Leader for the 11th Consecutive Year

Gartner 2021 Magic Quadrant for Cloud Infrastructure & Platform Services (CIPS)



Figure 1. Magic Quadrant for Cloud Infrastructure and Platform Services



COMPLETENESS OF VISION →

@ Gartner, Inc.

AWS recognized as
a Cloud Leader for the
11th consecutive year

Gartner 2021 Magic Quadrant for Cloud
Infrastructure & Platform Services (CIPS)



Gartner, Magic Quadrant for Cloud Infrastructure as a Service, Worldwide, Raj Bala, Bob Gill, Dennis Smith, David Wright, July 2019. ID G00365830. Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose. The Gartner logo is a trademark and service mark of Gartner, Inc., and/or its affiliates, and is used herein with permission. All rights reserved.

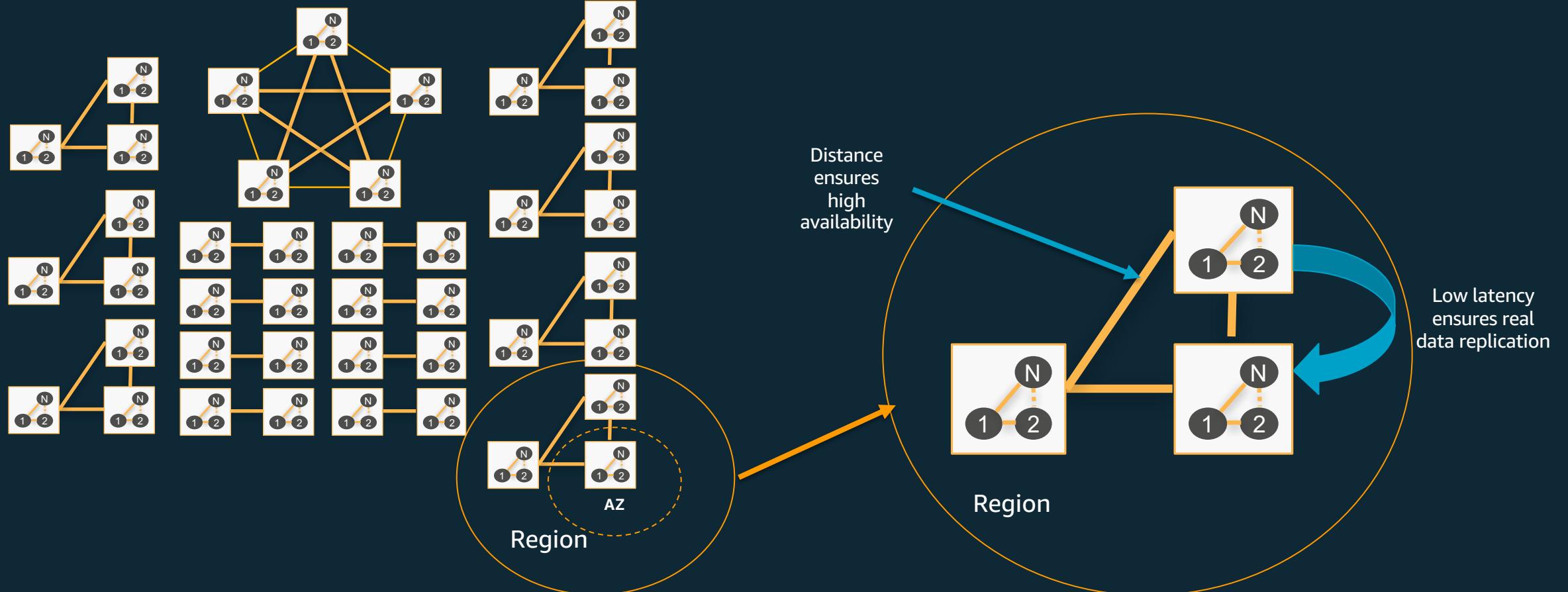


Why customers choose AWS

<p>Most experience</p> <p>16</p> <p>years helping millions of customers</p>	<p>Global reach & high availability</p> <p>87</p> <p>availability zones spanning 27 geographic regions</p>	<p>Security & compliance</p> <p>230+</p> <p>security features</p>
<p>Customer obsession & innovation</p> <p>200+</p> <p>service offerings</p>	<p>Capable of delivering up to</p> <p>80,000 IOPS/ instance</p> <p>with consistency</p>	<p>Improve TCO</p> <p>100+</p> <p>price reductions since 2006</p>
<p>Machine learning</p> <p>81%</p> <p>of all deep learning is running on AWS¹</p>	<p>Ecosystem</p> <p>10,000+</p> <p>software listings from ISVs</p>	

Regions and Availability Zones

Same words different meanings



Regional expansion

First 5 years: 4 regions

Regional expansion

- First 5 years: 4 regions
- Next 5 years: 7 regions

AWS GovCloud West

Oregon
N. California

N. Virginia

Ireland

Frankfurt

Beijing

Tokyo

Singapore

São Paulo

Sydney

Regional expansion

- First 5 years: 4 regions
- Next 5 years: 7 regions
- 2016–2022: 16 regions
- Coming soon: 7 regions



AWS Global Infrastructure

27 geographical regions, 87 availability zones, 410+ POPs

Region & Number of Availability Zones (AZs)

GovCloud (US)

US-East (3), US-West (3)

US West

Oregon (4)

Northern California (3)

US East

N. Virginia (6), Ohio (3)

Canada

Central (3)

South America

São Paulo (3)

Africa

Cape Town (3)

Europe

Frankfurt (3), Paris (3),
Ireland (3), Stockholm (3),
London (3), Milan (3)

Middle East

Bahrain (3)
UAE (3)

Asia Pacific

Singapore (3), Sydney (3),
Tokyo (4), Osaka (3)
Seoul (4), Mumbai (3),
Hong Kong (3), Jakarta (3)

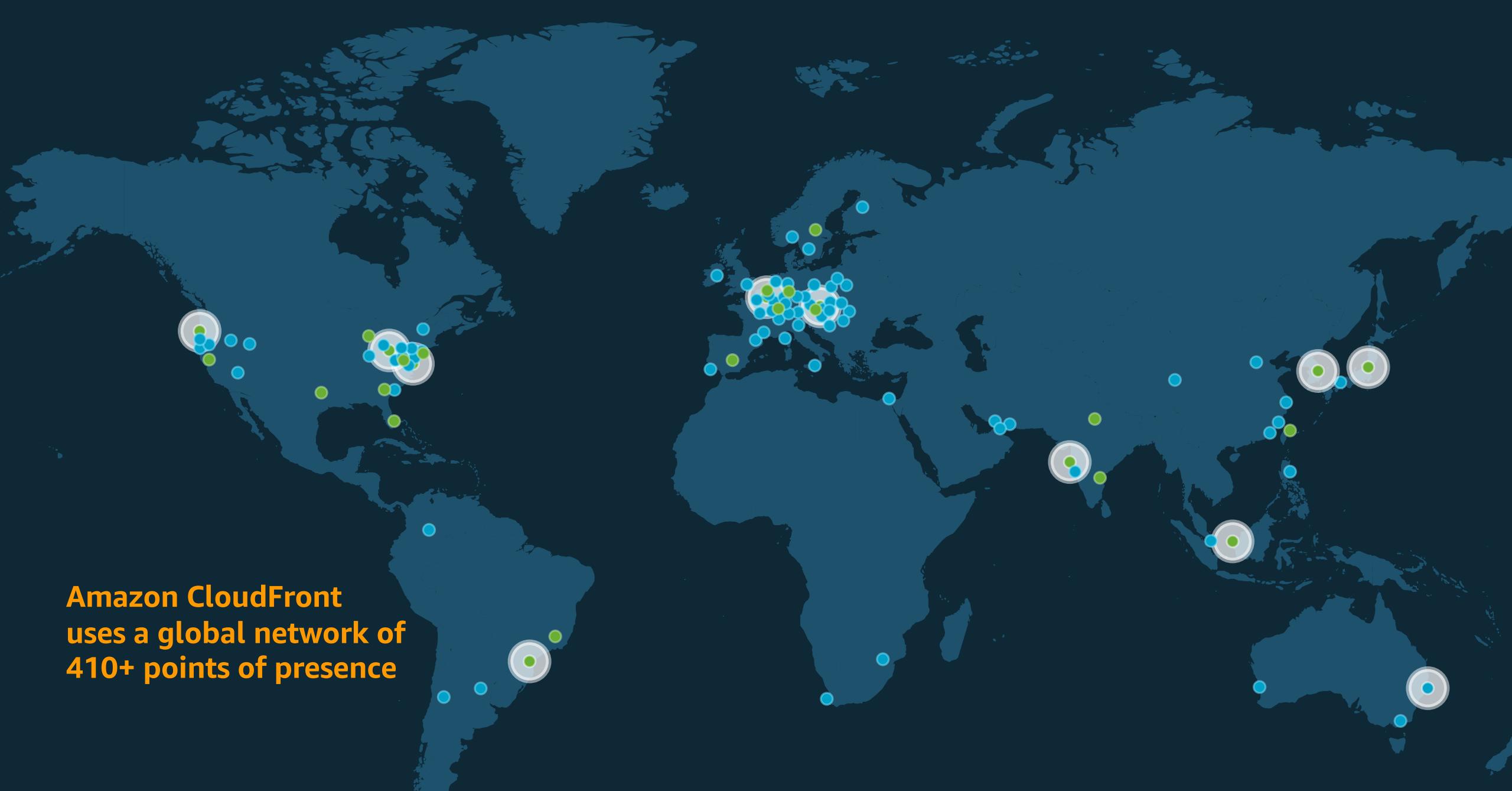
China

Beijing (3), Ningxia (3)

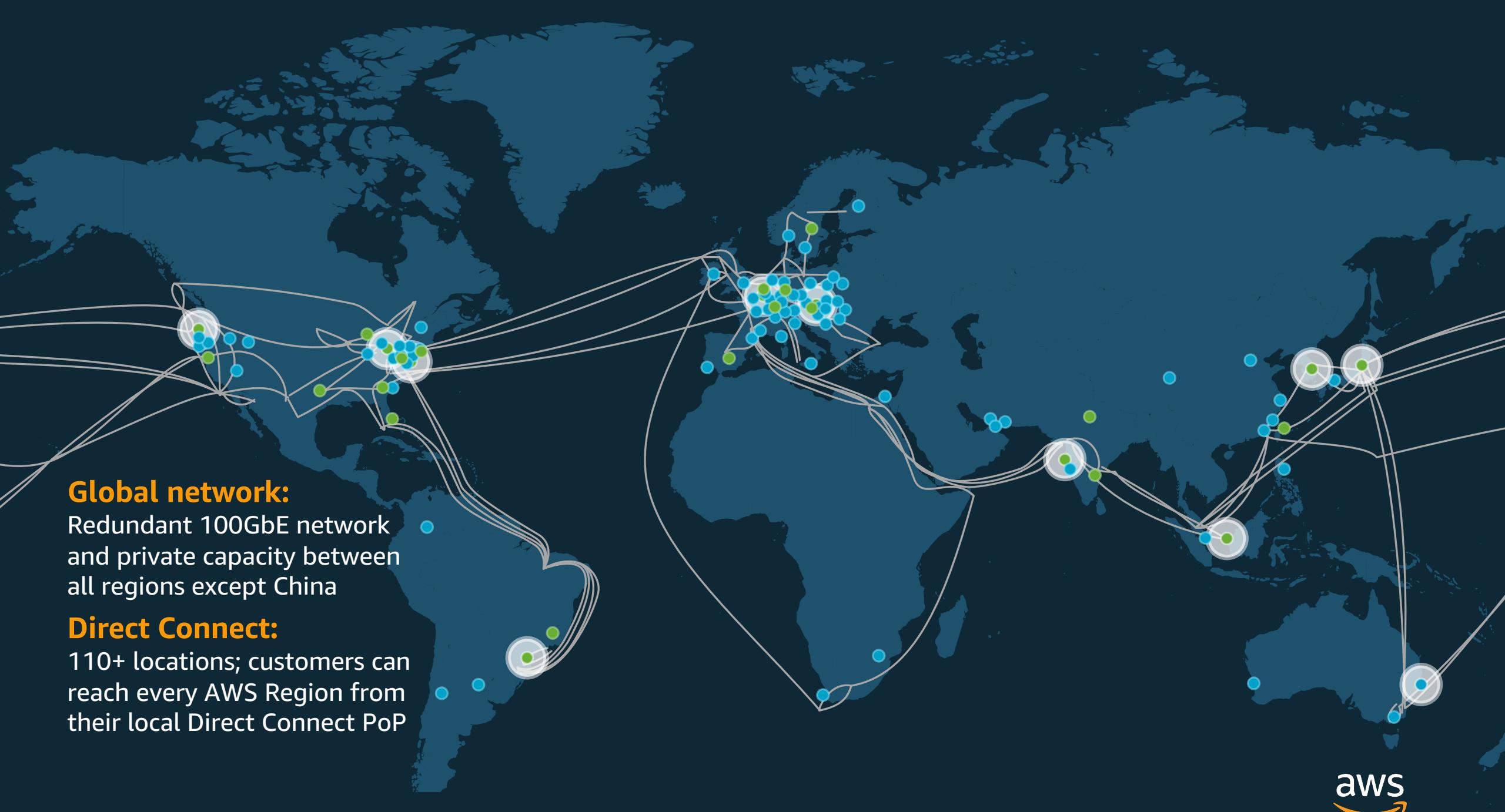


Announced Regions

7 Regions and 21 AZs in Australia, Canada, India, Israel, New Zealand, Spain and Switzerland



Amazon CloudFront
uses a global network of
410+ points of presence



Cloud Business Value

AWS Services



Service breadth and depth



Analytics



Application Integration



AR and VR



AWS Cost Management



AWS Marketplace



Blockchain



Business Applications



Compute



Customer Engagement



Database



Desktop and App Streaming



Developer Tools



Game Tech



Internet of Things



Machine Learning



Management and Governance



Media Services



Migration and Transfer



Mobile



Network and Content Delivery



Robotics



Satellite



Security, Identity, and Compliance



Storage

AWS products and services



AWS Solutions Library

AWS solutions are vetted, technical reference implementations designed to help customers solve common problems and build faster.

Solutions by Industry



Advertising
and
marketing



Consumer
packaged goods



Retail



Media and
entertainment

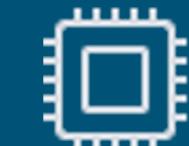
Solutions by Technology



Analytics



Blockchain

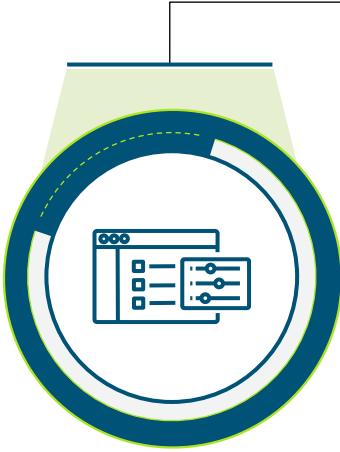


Compute and
networking



Databases

AWS Marketplace features



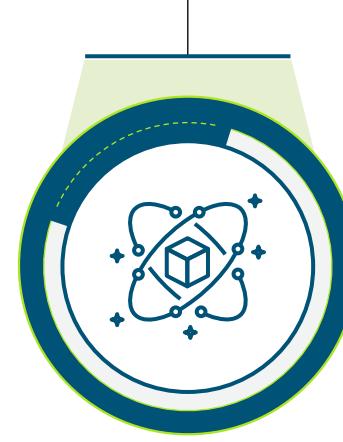
1

A curated digital catalog
of third-party software
and professional services



2

Opportunity for AWS
Sales teams to receive
compensation



3

Provides customers
faster procurement
and therefore time to
value



4

Worldwide co-sell
support with AWS
Marketplace customer
advisors

What customers are building



Backup and restore

Non-disruptive
Straightforward place to start
Integrated with all major vendors



Archive and compliance

Media workflows
Tape replacement
Public sector, financial services, healthcare and life sciences



Home directories

Straightforward to move
Less latency sensitive
Significant cost savings



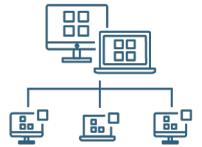
Data lakes

Variety of analytics tools
Foundation for artificial intelligence (AI) and machine learning (ML)



Modern applications

Persistent storage for containers
Serverless



Business-critical applications

Integrated with major vendors
Fully managed infrastructure
Lift-and-shift migrations

Built for streaming data

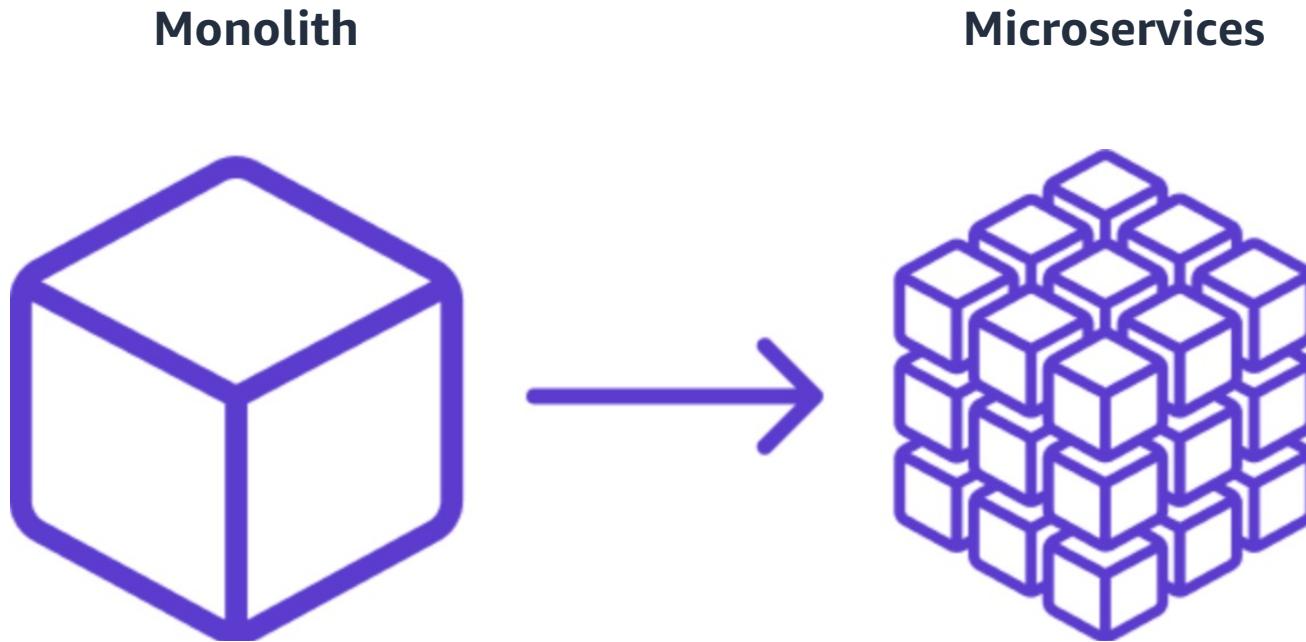
Data visualization

Cloud Concepts and AWS Services

Facilitating Digital Transformation



Typical application modernization



Why modernize? Any application at any scale

Business benefits

Improve ROI and reduce TCO



Modern application characteristics

Scales to millions of users



Increase the efficiency of developers

Global availability



Increase business agility

Responds in milliseconds



Handles petabytes of data

You should now be able to:



- Define the basics of cloud computing.
- Explain what sets AWS apart from other providers.
- List AWS service categories and key product offerings.
- Identify the importance of modernization to facilitate business value.



AWS Partner Course

Cloud Business Value

Learning outcomes



- Define cloud business value.
- Identify how each pillar of the AWS Cloud Value Framework contributes to business value for customers.

Cloud Business Value

Cloud Value Framework



What is business value?

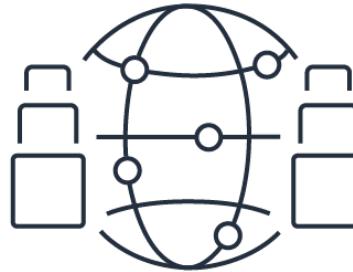


"I need to reduce my infrastructure spend."

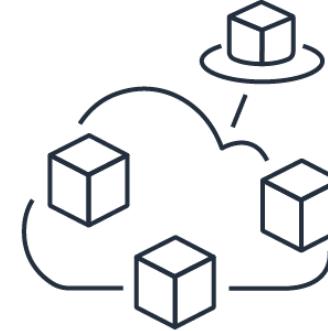
--
Cost saving



"I need to pivot my IT employees to more strategic work."
--
Staff productivity



"I need decrease unplanned downtime."
--
Operational resilience



"I want to decrease my time to market for new products
--
Business agility

AWS Cloud Value Framework



**Cost
savings**



**Staff
productivity**



**Operational
resilience**



**Business
agility**



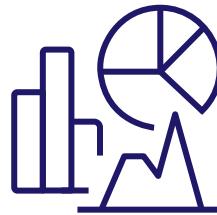
Typical focus

Most compelling cloud benefits

What is value benchmarking?



Quantification of actual customer business outcomes achieved



Supplements anecdotes and soundbites with quantitative data and metrics

How have other businesses in my industry realized value?

[URL: https://pages.awscloud.com/rs/112-TZM-766/images/hackett-group-the-business-value-of-migration-to-aws-012022.pdf](https://pages.awscloud.com/rs/112-TZM-766/images/hackett-group-the-business-value-of-migration-to-aws-012022.pdf)

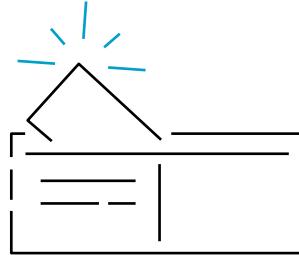
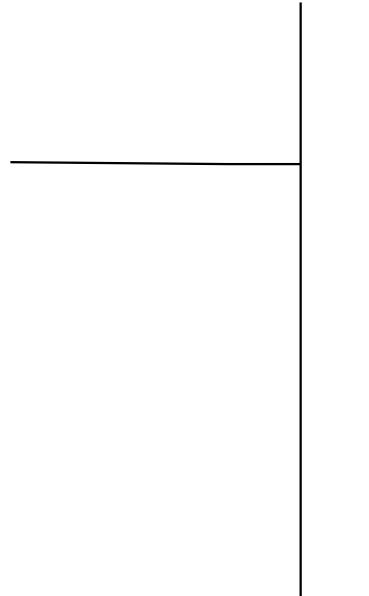
Cost savings pillar

Cost savings

Staff productivity

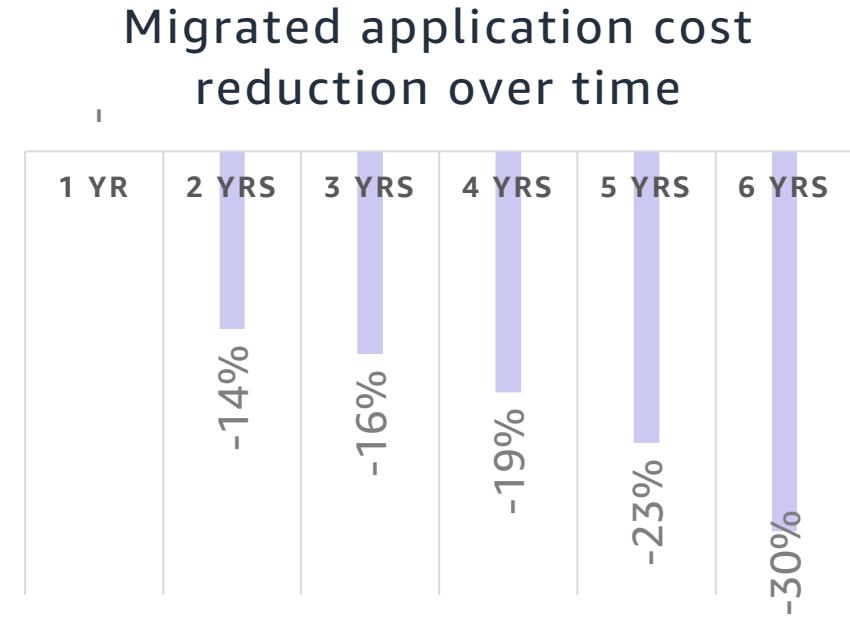
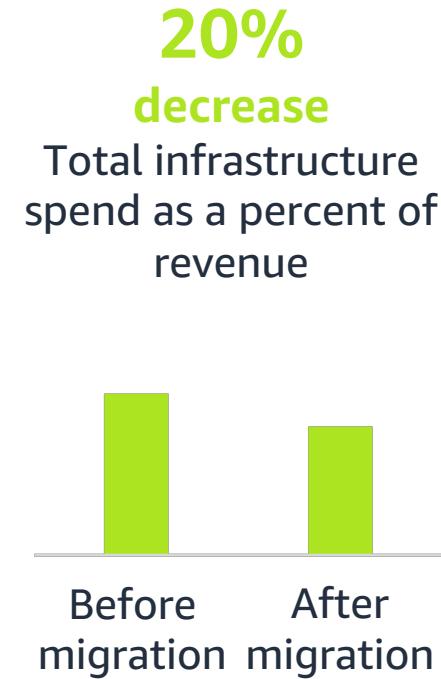
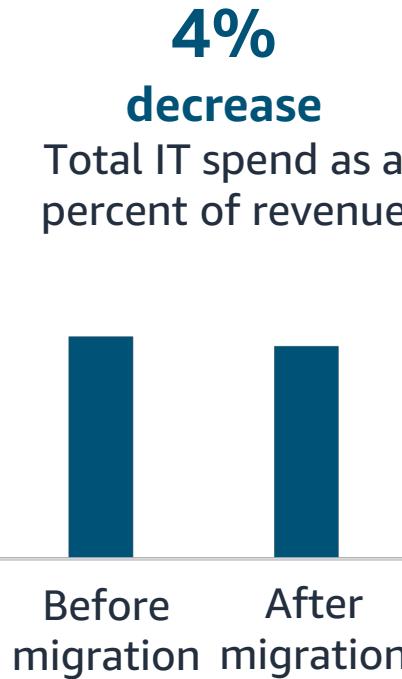
Operational resilience

Business agility



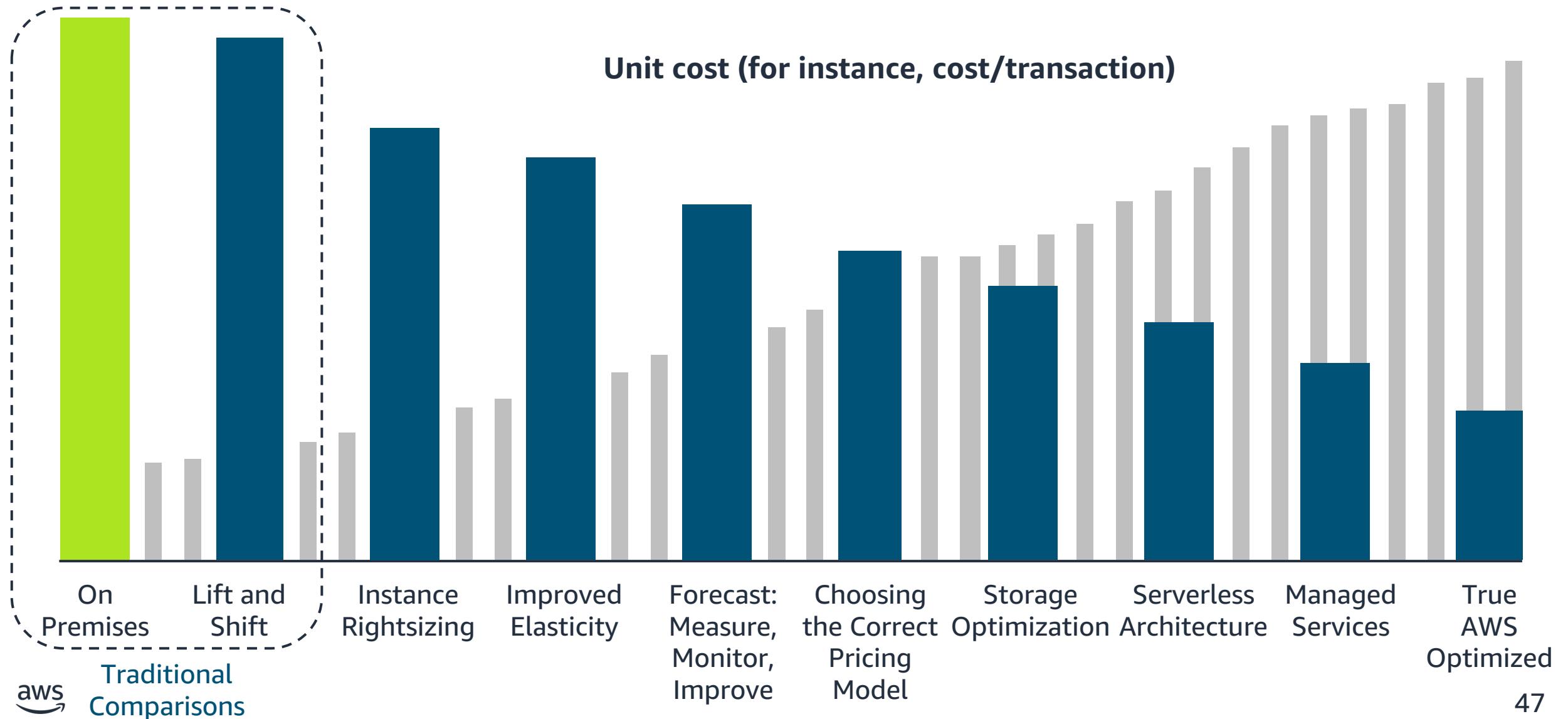
Infrastructure cost
savings and avoidance
from moving to the
cloud

Cost savings benchmarking insights



Resource: "The Business Value of Migration to Amazon Web Services," February 2022, The Hackett Group

Cost reduction through optimization



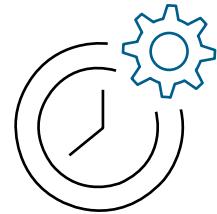
Staff productivity pillar

Cost savings

Staff productivity

Operational resilience

Business agility



Efficiency improvement
by function on a task-by-
task basis

Staff productivity example

Server administrator

Task

Prepare detailed implementation plans.

Task

Arrange repair for hardware in case of hardware failure.

AWS benefit

Implementation plans will be reduced because instance initiation is very straightforward.

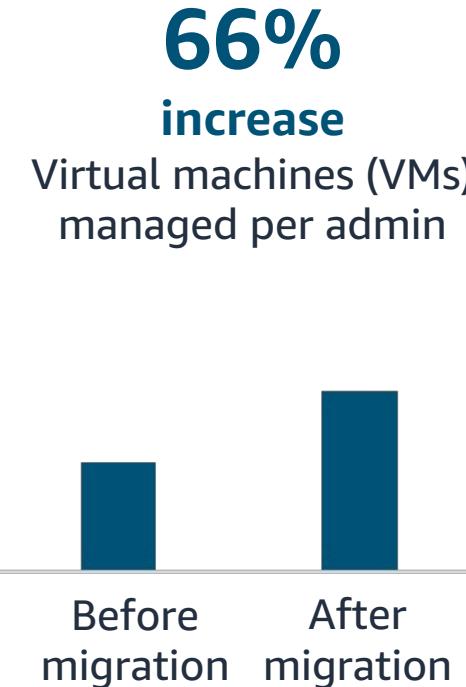
AWS benefit

Not necessary with AWS.

Typically results in a **75%** reduction.

Typically results in a **100%** reduction.

Staff productivity benchmarking insights



Resource: "The Business Value of Migration to Amazon Web Services," February 2022, The Hackett Group

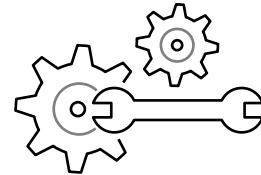
Operational resilience pillar

Cost savings

Staff productivity

Operational resilience

Business agility



Benefit of improving
SLAs and reducing
unplanned outage

Cost of downtime and security

79
minutes

Average
downtime for a
single outage

\$85k
per hour

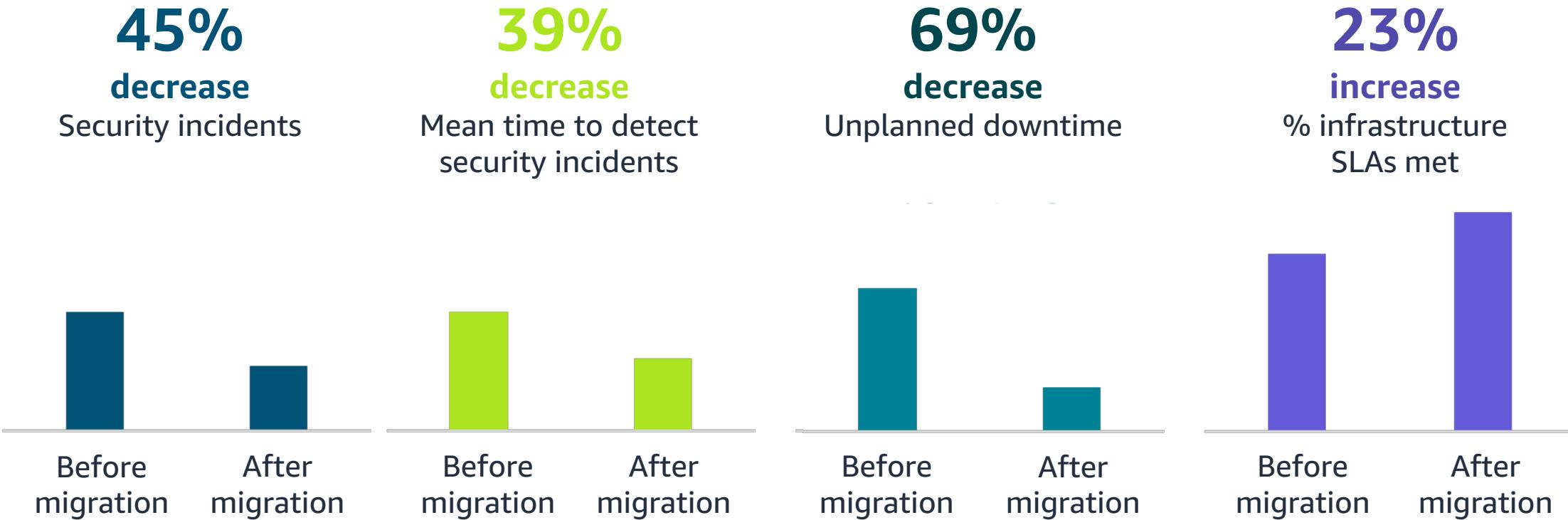
Average
downtime
cost

\$180
per record

Average cost
per lost or
stolen personal
record

Resource: 2022 Data Protection Trends Report, Veeam; Cost of a Data Breach Report 2021, IBM Security

Operational resilience benchmarking insights



Resource: "The Business Value of Migration to Amazon Web Services," February 2022, The Hackett Group

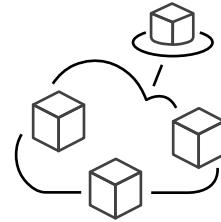
Business agility pillar

Cost savings

Staff productivity

Operational resilience

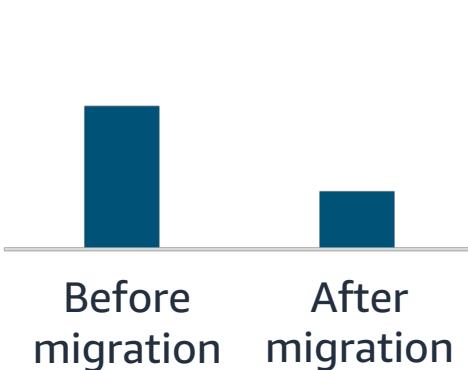
Business agility



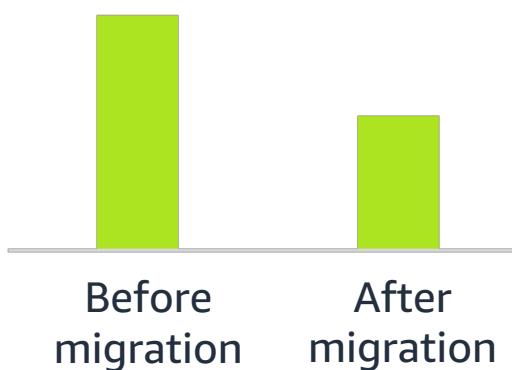
Deploying new features
and applications faster
and reducing errors

Business agility benchmarking insights

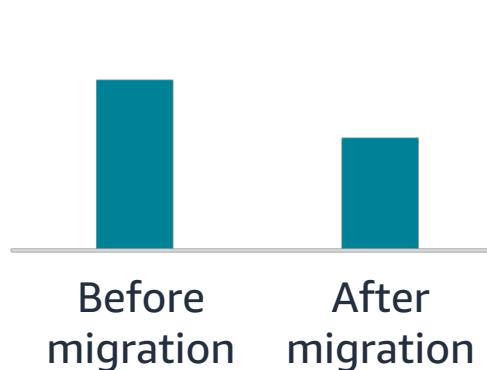
60%
decrease
Time to
actionable insight



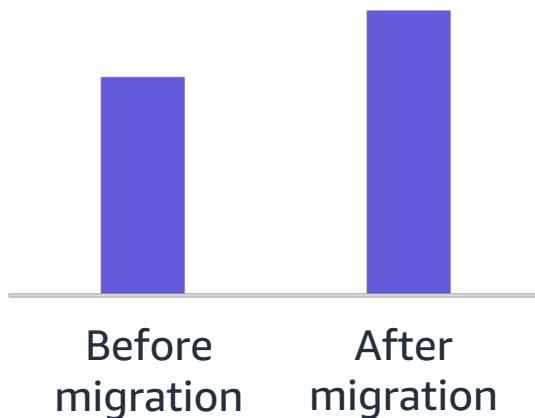
43%
decrease
Time to market for
new features



34%
decrease
Average time for
production releases



40%
increase
% of projects using
agile or DevOps



Resource: "The Business Value of Migration to Amazon Web Services" February 2022, The Hackett Group

You should now be able to:



- Define cloud business value
- Identify how each pillar of the AWS Cloud Value Framework contributes to business value for customers



AWS Partner Course

Cloud Objection Handling

Learning outcomes



- Recognize common objections to cloud adoption.
- Respond to customer questions and objections to cloud adoption.



Cloud objections



Objection categories: Overview



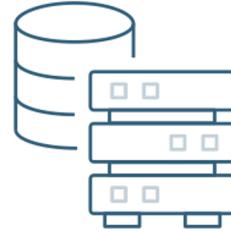
Cost



Security,
compliance,
and privacy



Loss of control
or visibility



Existing
infrastructure



Skills gap



Vendor
lock-in



Sustainability

Objection categories: Cost

Cost

Security, compliance, and privacy

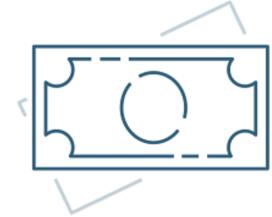
Loss of control or visibility

Existing infrastructure

Skills gap

Vendor lock-in

Sustainability



What you might hear:

- The cloud is too expensive.
- We can't afford the cost of migrating to the cloud.



"The Cloud is too expensive"

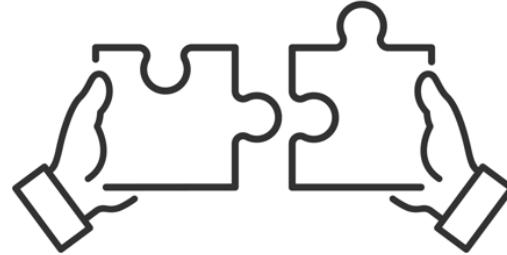


AWS cost optimization



1

Choose the right pricing models.



2

Match capacity with demand.



3

Implement processes to identify resource waste.

Objection categories: Security, compliance, and privacy

Cost

Security, compliance, and privacy

Loss of control or visibility

Existing infrastructure

Skills gap

Vendor lock-in

Sustainability



What you might hear:

- Will our data be private?
- Does it comply with the Clarifying Lawful Overseas Use of Data (CLOUD) Act or with the General Data Protection Regulation (GDPR)?



**"We're concerned that our
data won't be secure"**



Security – #1 priority

Compliance and security at scale on a single platform



Highly automated



Highly available



Highly accredited



Security



At AWS, security is our top priority.

The security posture is higher than in legacy environments.

Customers inherit all the benefits of our experience.

Our security is validated against the strictest of third-party assurance frameworks.

For more information, see <https://aws.amazon.com/compliance/testimonials/>.

Shared responsibility model



Earn trust

Security of the Cloud

AWS is responsible for protecting the infrastructure that runs all of the services offered in the AWS Cloud

Security in the Cloud

Customer responsibility will be determined by the AWS Cloud services that a customer selects

CLOUD Act



CLOUD Act

- Provides a limited mechanism for US law enforcement to request data
- Creates additional safeguards for cloud content
- Does not affect AWS services or how we operate our business

GDPR

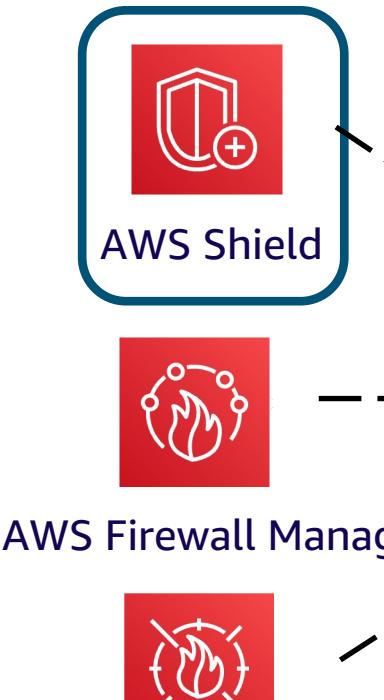
GDPR

- Is a European privacy law
- Harmonizes data protection laws throughout the European Union (EU)
- Applies to all organizations established in the EU and to any organization that processes personal data of EU individuals



Layered security services

Perimeter Protection



External Security Services



Recap: "Will our data be private?"



- We take measures to prevent unauthorized access.
- We have a world-class team of security experts.
- AWS customers can choose to encrypt their content.

Objection categories: Loss of control or visibility

Cost

Security, compliance, and privacy

Loss of control or visibility

Existing infrastructure

Skills gap

Vendor lock-in

Sustainability



What you might hear:

- How do you ensure that sensitive data is not inadvertently exposed?



"I hear news stories about sensitive data being exposed"



Loss of control

Example:

A customer wants to ensure that they do not accidentally expose data when they configure S3 buckets.



AWS provides a range of features and services that can help avoid misconfigurations.



Using AWS CloudTrail customers can log, continuously monitor, and retain account activity related to actions across their AWS infrastructure.



The Amazon Macie security service uses ML to help prevent data loss by automatically discovering, classifying, and protecting sensitive data in AWS.

Objection categories: Existing infrastructure

Cost

Security, compliance, and privacy

Loss of control

Existing infrastructure

Skills gap

Vendor lock-in

Sustainability



What you might hear:

- We are heavily invested in our on-premises infrastructure.

**"We're heavily invested in our
on-premises infrastructure"**



Objection categories: Skills gaps

Cost

Security, compliance, and privacy

Loss of control or visibility

Existing infrastructure

Skills gap

Vendor lock-in

Sustainability



What you might hear:

- Our existing staff do not have the cloud skills to support this project.



**"Our staff do not have the
cloud skills to support this
project"**



Objection Categories: Vendor lock-in

Cost

Security, compliance, and privacy

Loss of control or visibility

Existing infrastructure

Skills gap

Vendor lock-in

Sustainability



What you might hear:

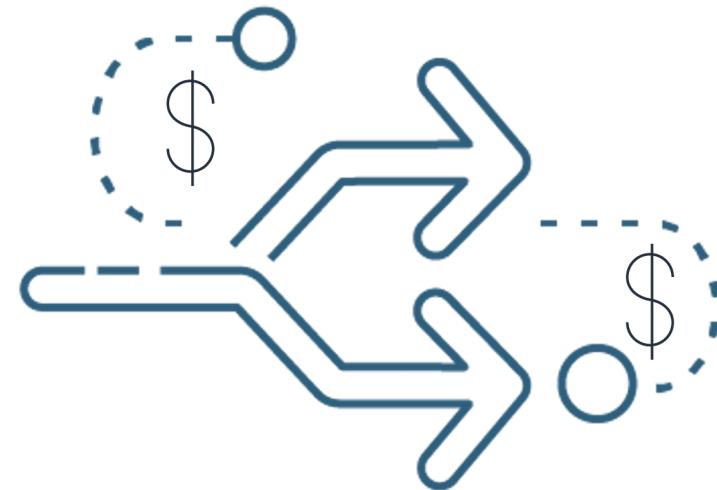
- Moving to the cloud means that I am dependent on one platform vendor and its offerings.

The concept of lock-in

The term "lock-in" is misleading.

We should really talk about
switching costs.

Switching costs has existed
throughout the history of IT.



Objection categories: Sustainability

Cost

Security, compliance, and privacy

Loss of control or visibility

Existing infrastructure

Skills gap

Vendor lock-in

Sustainability



What you might hear:

- Can AWS help us improve our sustainable use of our IT landscape?



"What is the AWS position on sustainability?"



Greener in the cloud



The AWS infrastructure is
3.6 times more
energy efficient.



AWS performs the same
task with an
88 percent lower
carbon footprint.

You should now be able to:



- Recognize common objections to cloud adoption.
- Respond to customer questions and objections to cloud adoption.



AWS Partner Course

Pricing and Licensing

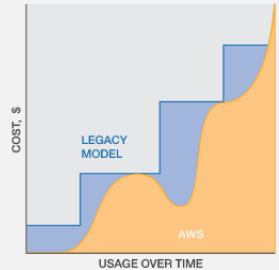
AWS pricing categories

AWS Free Tier



Experiment
Run test
workloads

Pay as you go



Pay less when you reserve



Volume discounts



Additional AWS pricing benefits

Pay less as AWS grows
and lowers prices

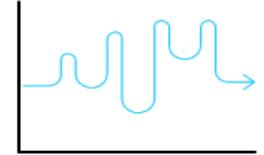


EC2 purchasing options at a glance

On-Demand Instances

Pay for compute capacity by the hour with no long-term commitments

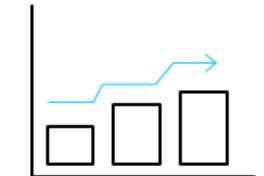
For spiky workloads or to define needs



Reserved Instances

Make a low, one-time payment and receive a significant (up to 75%) savings on the hourly charge

For committed usage



Spot Instances

Charged at a Spot price which fluctuates based on supply and demand, (up to 90% savings)

For time-insensitive or transient workloads



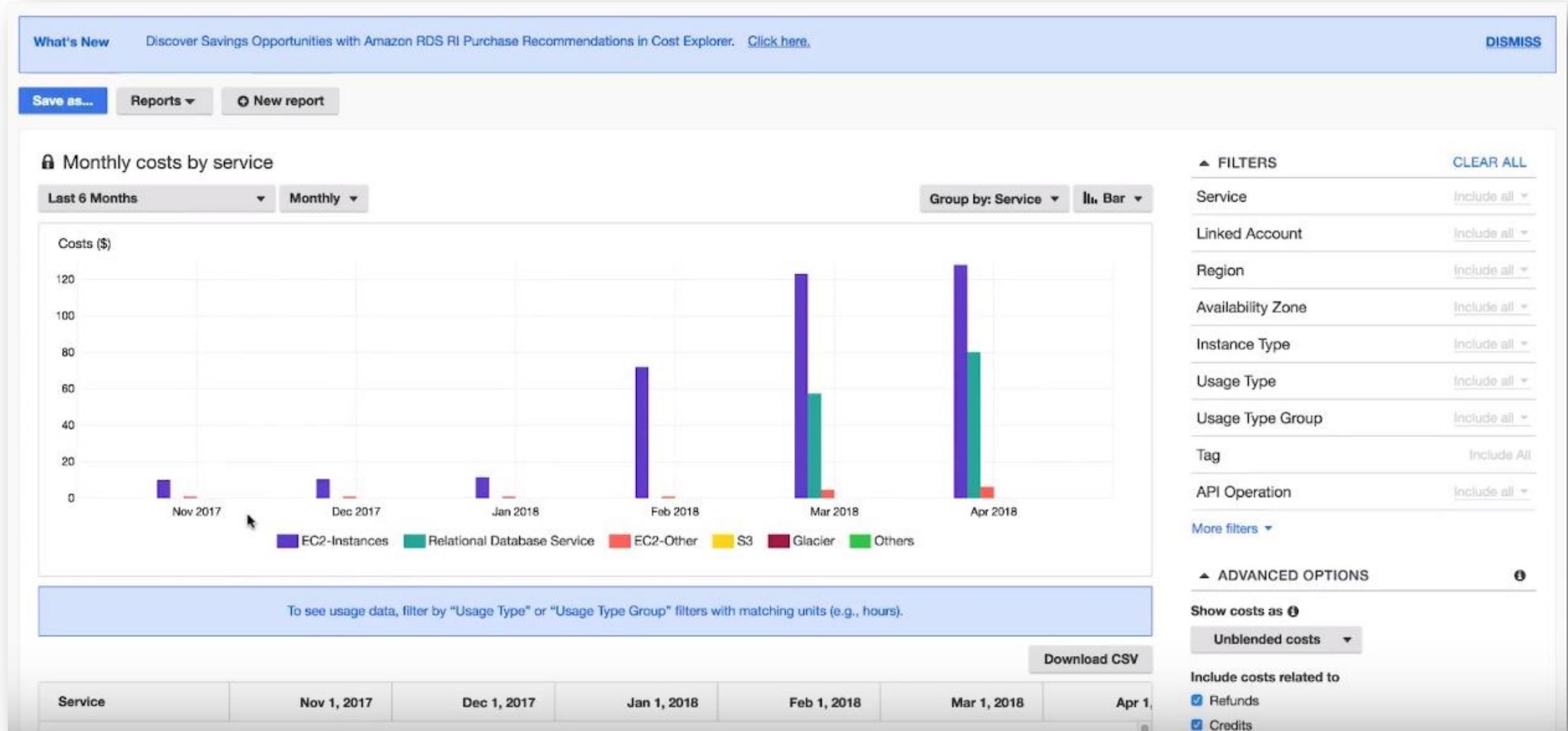
Savings Plans

Flexible with savings up to 72%; 1- or 3-year terms to use a specific amount of compute power (measured in \$/hour)

For any instance family, size, OS, tenancy or AWS Region



AWS Cost Explorer



AWS Pricing Calculator

Estimate your monthly bill:

- Cost breakdown per service
- Aggregate monthly estimate
- Estimate and breakdown of cost for common solutions

<https://calculator.aws/#/>

The screenshot shows the AWS Pricing Calculator homepage. The main title is "AWS Pricing Calculator" with the subtitle "Estimate the cost for your architecture solution." Below this is a sub-subtitle "Configure a cost estimate that fits your unique business or personal needs with AWS products and services." To the right is a sidebar with a "Create an estimate" section containing a button "Create estimate". Further down are sections for "Getting started" (with links to "What is the AWS Pricing Calculator?", "Getting started", and "Generating estimates"), and "More resources" (with a link to "User guide"). The central part of the page shows a flow diagram titled "How it works" with four steps: 1. AWS Pricing Calculator (Estimate the cost of AWS products and services) 2. Add services (Search and add AWS services that you need) 3. Configure service (Enter the details of your usage to see service costs) 4. View estimate totals (See estimated costs per service, service group, and totals)

AWS Pricing Calculator
Estimate the cost for your architecture solution.

Configure a cost estimate that fits your unique business or personal needs with AWS products and services.

Create an estimate

Getting started

What is the AWS Pricing Calculator? [↗](#)

Getting started [↗](#)

Generating estimates [↗](#)

More resources

User guide [↗](#)

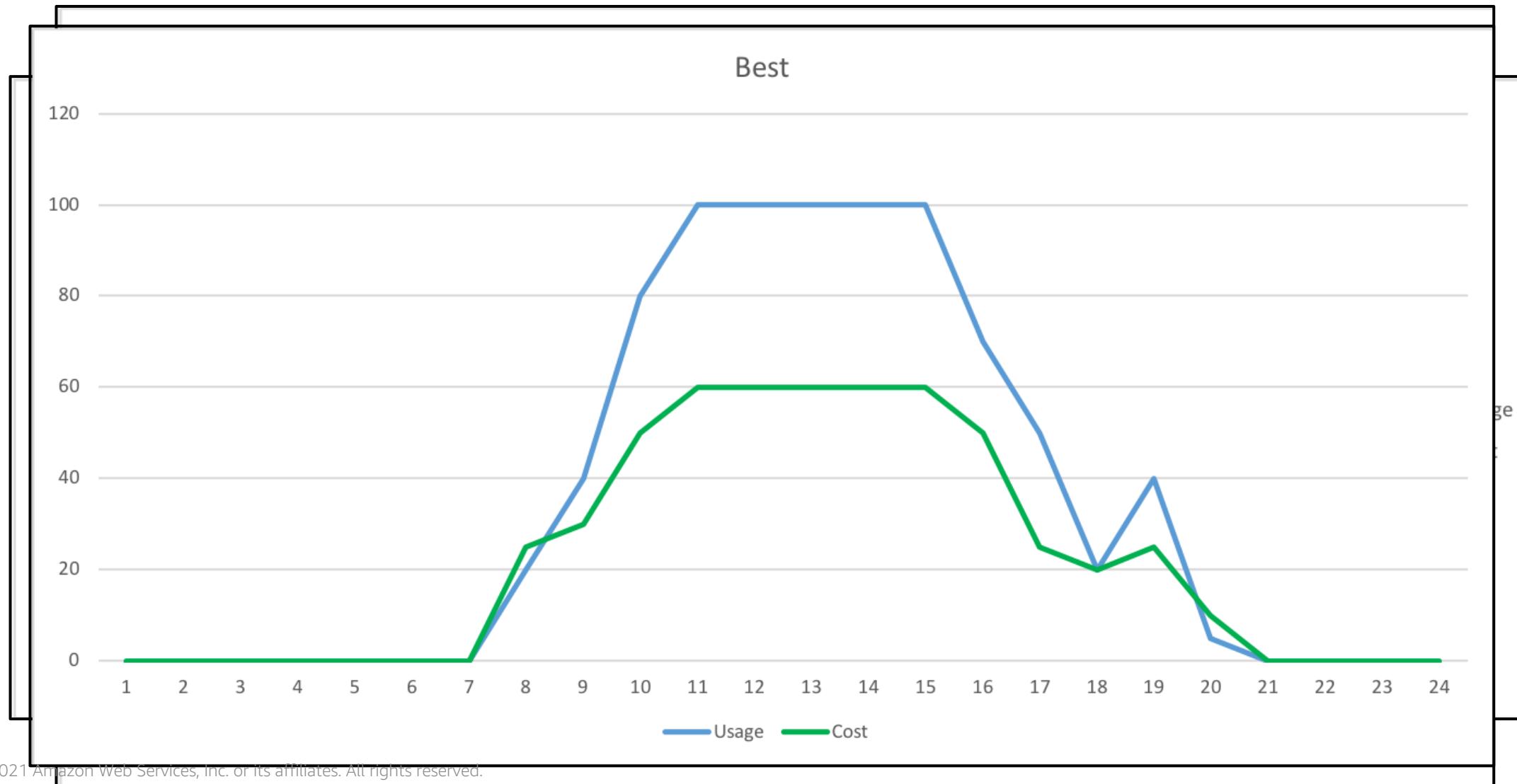
How it works

- AWS Pricing Calculator (Estimate the cost of AWS products and services)
- Add services (Search and add AWS services that you need)
- Configure service (Enter the details of your usage to see service costs)
- View estimate totals (See estimated costs per service, service group, and totals)

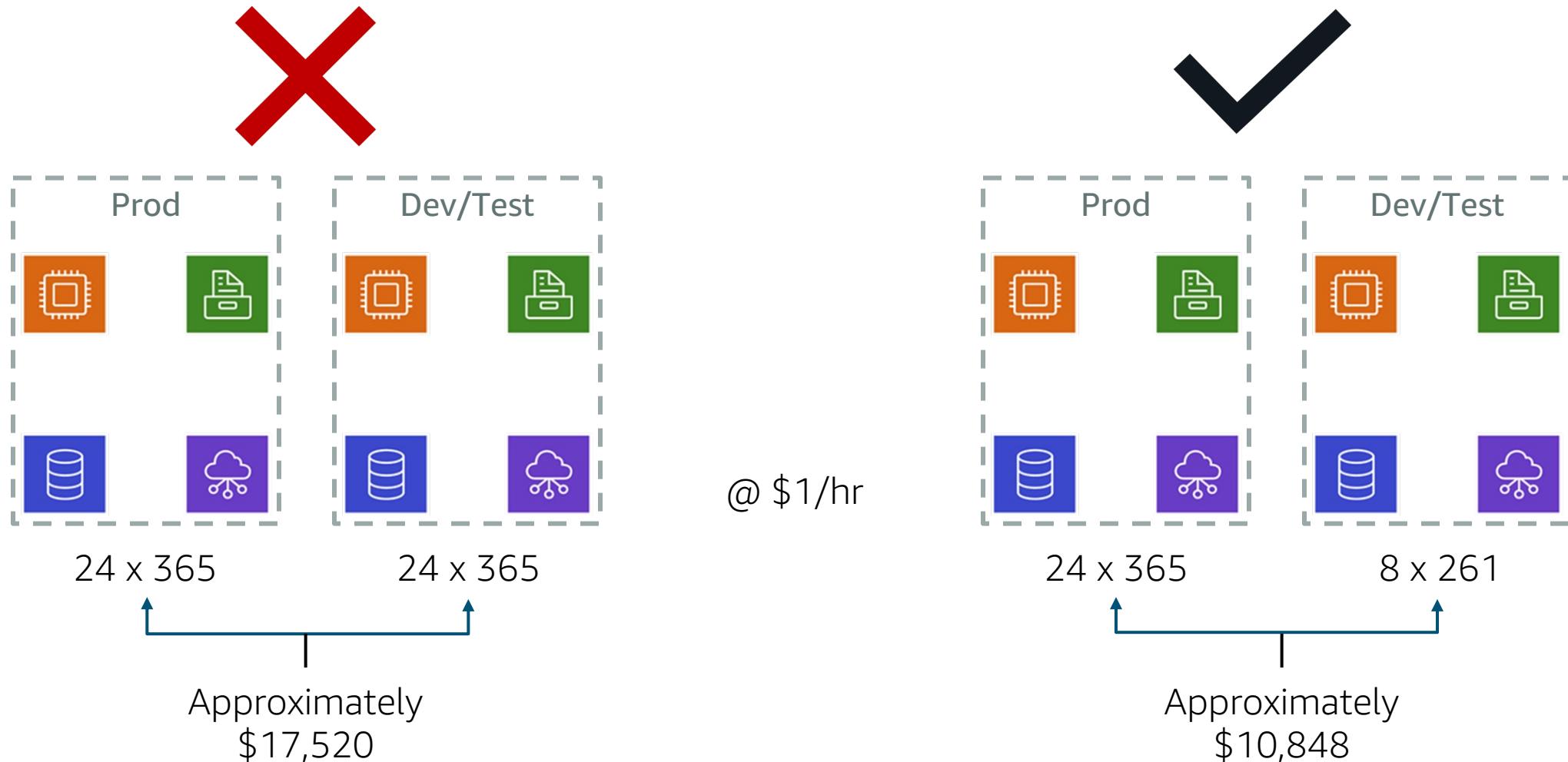
Adopt a consumption model

Pay only for the computing resources that you require and increase or decrease usage depending on business requirements, not by using elaborate forecasting. For example, development and test environments are typically only used for eight hours a day during the work week. You can stop these resources when they are not in use for a potential cost savings of 75% (40 hours versus 168 hours).

Costs and usage



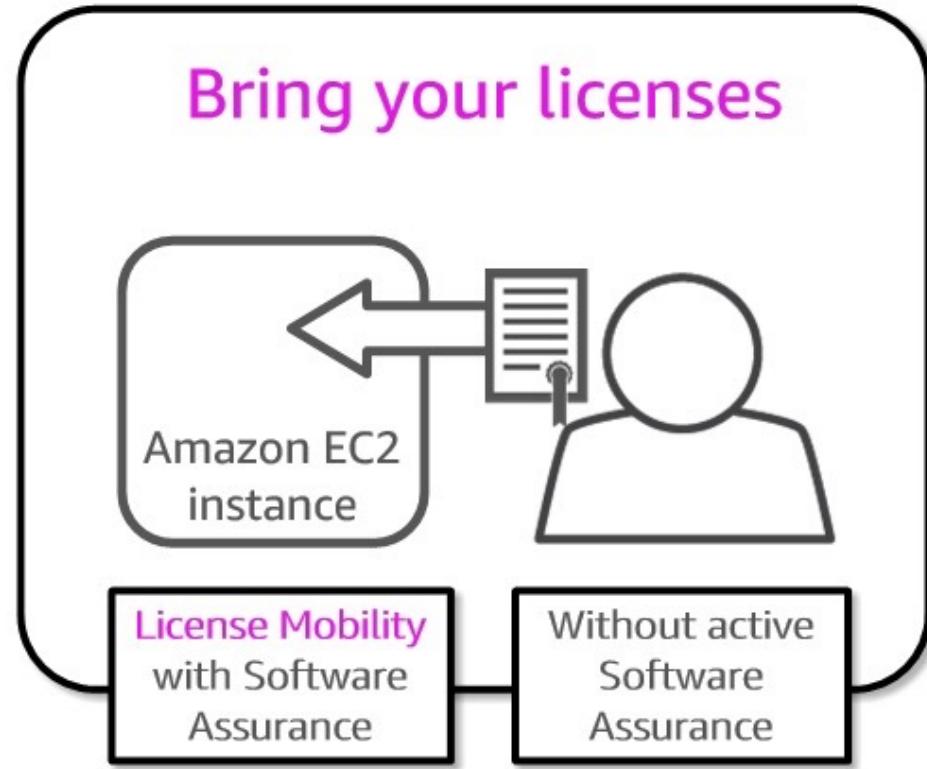
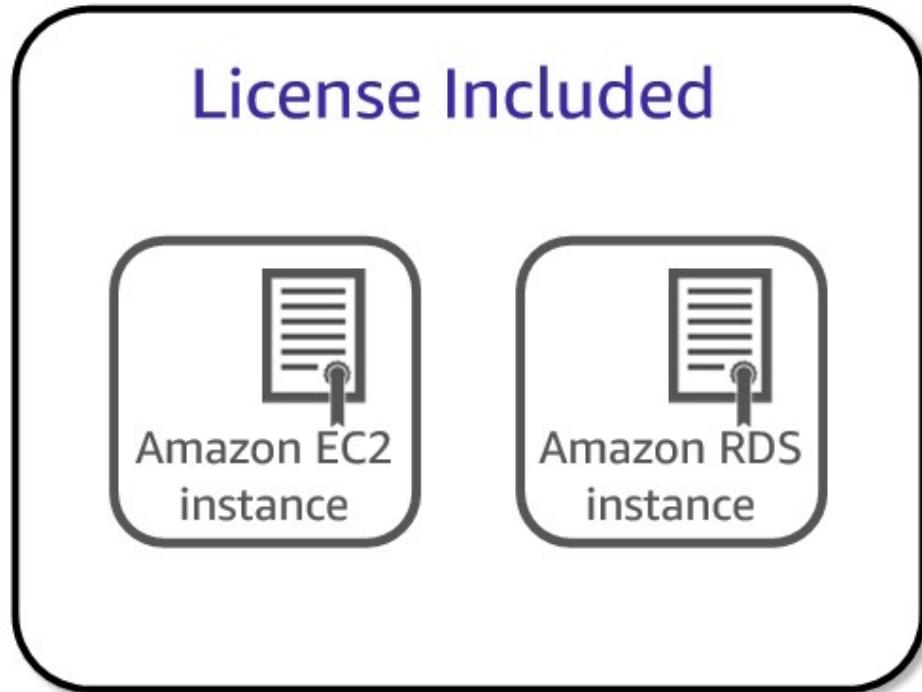
Pay for what you use



Licensing

Licensing strategy

Microsoft example



Software Assurance and License Mobility are not required for licenses purchased prior to October 1, 2019 and are not upgraded to versions released after October 1, 2019.

<https://aws.amazon.com/windows/faq/>



AWS Partner Course

Co-selling with AWS

Learning outcomes



1. Describe what co-selling is with AWS.
2. Identify the AWS roles that support a co-selling motion.
3. Identify the steps and best practices in the co-selling process.
4. Recognize opportunity funding benefits available to AWS Partners.

Co-selling with AWS

Co-selling Fundamentals



What is co-selling?

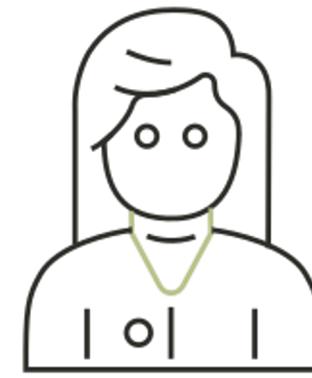
Co-selling at AWS is a sales motion where AWS and AWS Partners work together on a customer opportunity.



AWS introduces the partner into new business.



The partner requests AWS support on an opportunity.

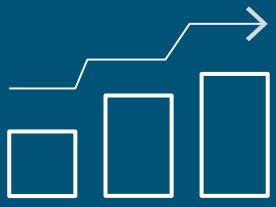


AWS
Partner



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

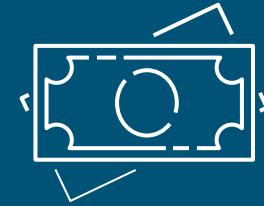
Why co-sell with AWS?



**Help grow
revenue**



**Enrich customer
relationships**

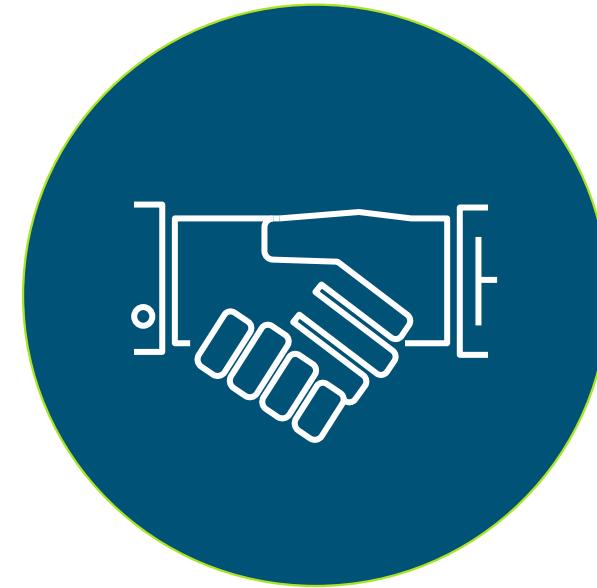


Earn benefits

How to co-sell with AWS

Use the **APN Customer Engagements (ACE) program** to securely **connect** and **collaborate** with AWS throughout the sales lifecycle.

Ask your AWS Alliance Lead how your company uses ACE.



Build your foundation

ACE helps you engage deeper with AWS.

Value starts here.



Share opportunities and co-sell with AWS Sales.

Build relationship with AWS Sales.

Demonstrate your value to customers and AWS.

Become eligible for AWS referrals.

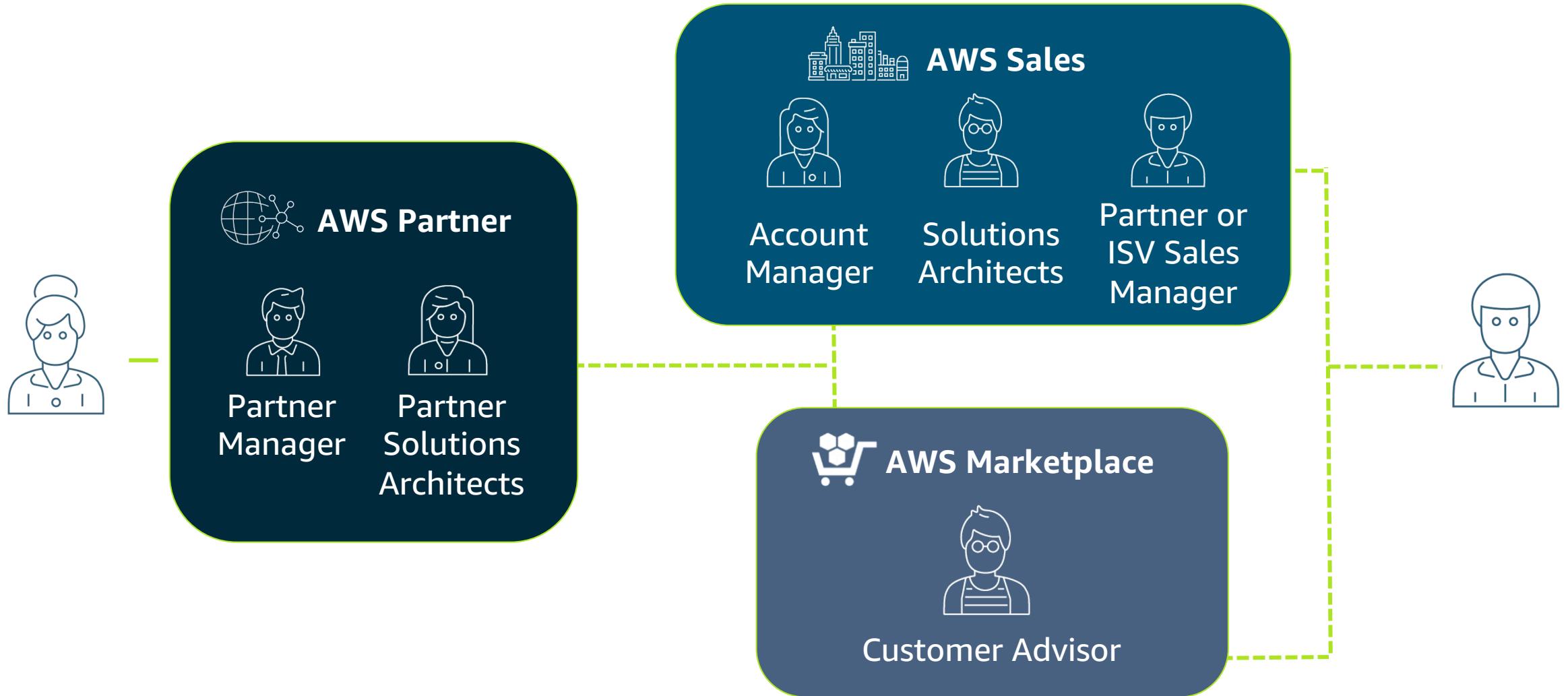
Help grow your revenue.

Co-selling with AWS

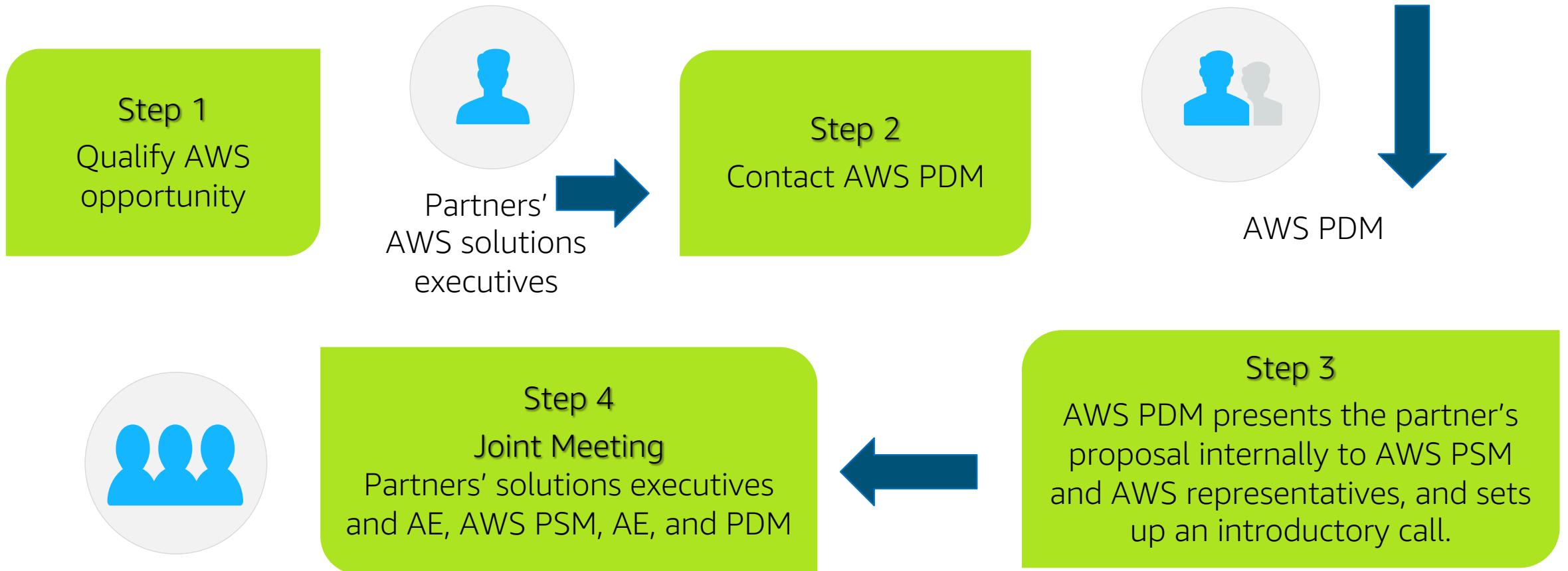
Working with AWS



AWS teams



Engage with AWS sales teams



PDM/PDR Contact

AWS partner network

Home Content Training Webcast Marketing Programs FAQ End User Information Funding My Customers Device Listings

QUICK LINKS

- [View Partner Scorecard](#)
- [View My APN Account](#)
- [View My Profile](#)
- [My Partner Solutions Finder Listing](#)
- [AWS Educate Job Board](#)
- [AWS Certifications](#)
- [Invite New User to AWS Partner Central](#)
- [Partner Terms & Conditions](#)
- [Find AWS Partners](#)
- [Badge Manager](#)

APN CONTACT

Primary Development Manager
Jim Koch

QUESTIONS?

 View [Webcasts](#) to learn more about AWS

Welcome to the new AWS Partner Central experience. Look for further updates in Q1, 2022 with the launch of the Services Path(s). Update your [Company Profile](#) with the products and services you offer to customers to ensure the right Path(s) are recommended to you.

 **AWS PARTNER CENTRAL UPDATES**

Explore new enablement resources with APN Navigate to help you achieve key business outcomes. APN Navigate's new experience helps you progress through [AWS Partner Paths](#), establish a [Public Sector](#) practice, achieve differentiated statuses ([AWS Competency](#), [AWS Seals](#)), and build, market and sell activities with [AWS Partner funding benefits](#) and specializing in additional focus areas like [Amazon Acceleration Plan \(ASAP\)](#). Get Started!

WELCOME TO AWS PARTNER CENTRAL

 **PARTNER OVERVIEW**

Company Name:	Membership	Partner Path
AWS Partner Net	Tier Review Date: 09-Mar-2023 APN Fee Renewal Date: 10-Dec-2022	Services Path Training Path Discovery Path

 **AWS PARTNER PATHS (4)**



Preparing to engage with PDM

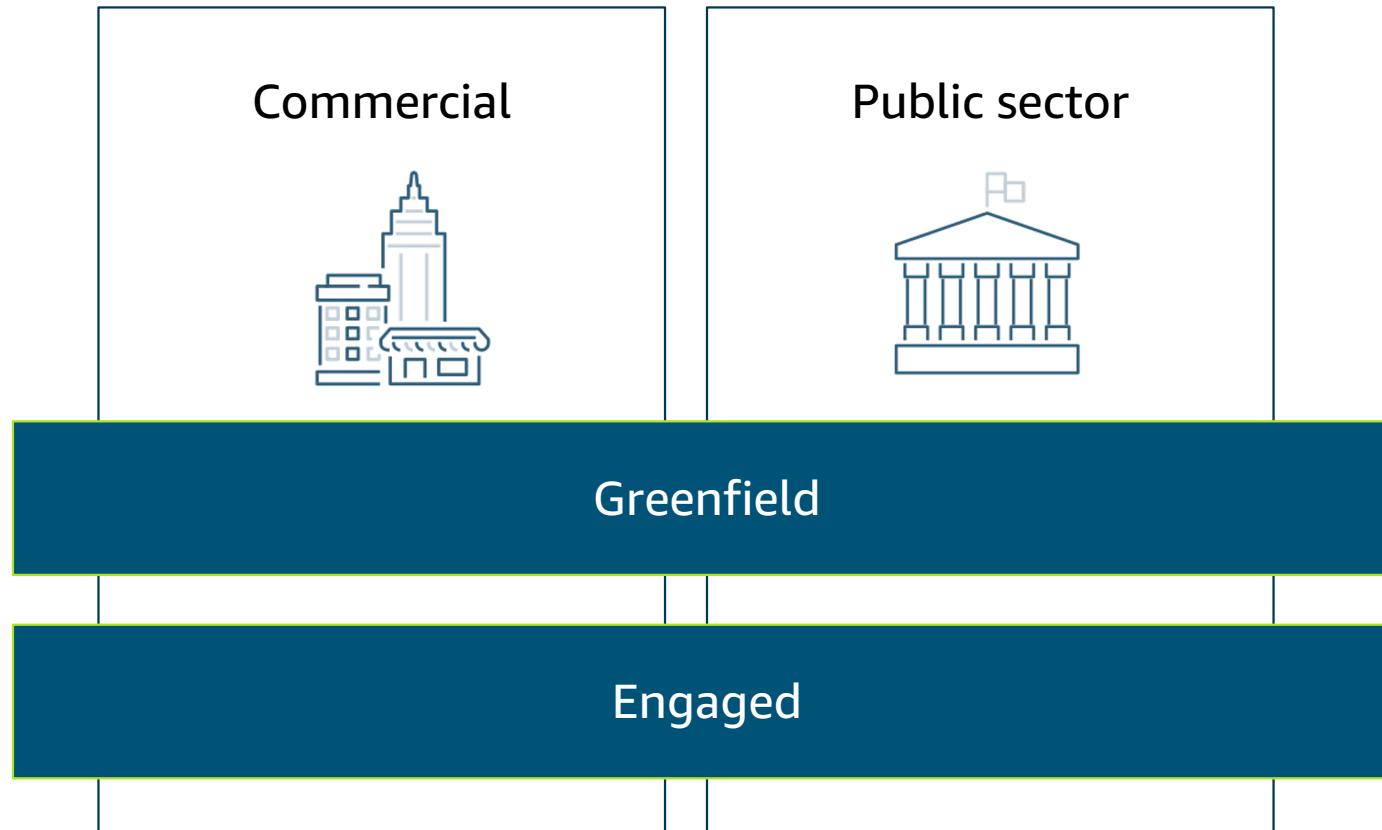
Key Account Profile Questions

- 1 Current stage of your engagement at the customer account?
- 2 Are there specific Windows/ VMware/SAP/Oracle, or other workloads to migrate to AWS?
- 3 How would you like the AWS rep to help you?
- 4 Customer contact name with title and relevant info

Send Key Account Profile Answers to your PDR/PDM. They will work to set up a meeting with PSM/AWS Sales

Consider which of your partner value-added services is best for the customer

Customer segmentation



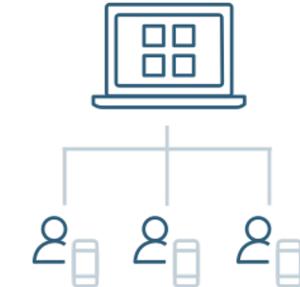
Commercial segments



Digital native
business



Enterprise



Independent
software vendor



Startup



Small and
midsize business

Public sector segments



Government



Education



Nonprofit



Healthcare

Earn trust with AWS



Articulate and promote your unique value!

Co-selling with AWS

Best practices



Articulate unique value



Proven AWS Partner
solutions



Segment or industry
expertise



Customer references,
wins, or case studies

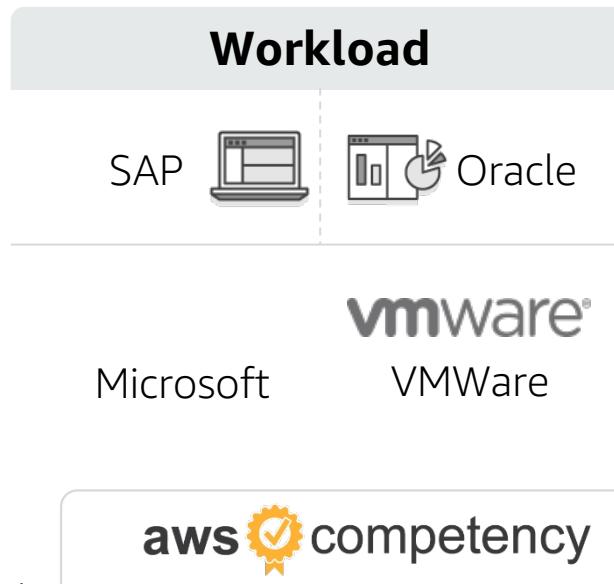


Customer relationships
in territory

AWS Competency programs

Application	
Mobile	
Security	
Data and analytics	
Storage	
DevOps	
IoT	
Migration	
Networking	
Machine learning	
Cloud management tools	
Containers	
End-user computing	

 AWS Public Safety and Disaster Response Competency



Industry	
Financial services	
Healthcare	
Government	
Life sciences	
Education	
Digital media	
Nonprofit	
Digital customer experience	
Industrial software	
Retail	

Customer References, Proven Capabilities: <https://aws.amazon.com/partners/competencies/>

AWS Service Delivery Program (SDP)

Service Category	Service Programs
 Analytics	Amazon EMR, Amazon Kinesis, Amazon Redshift, Amazon QuickSight
 Database Services	Amazon Aurora, Amazon Relational Database Service (Amazon RDS), AWS Database Migration Service (AWS DMS)
 Compute Services	Amazon Elastic Compute Cloud (Amazon EC2) for Windows Server, AWS Server Migration Service (AWS SMS)
 Security	AWS Well-Architected Framework
 Content Delivery	Amazon CloudFront, AWS Direct Connect
 Serverless Computing	AWS Lambda, Amazon API Gateway, Amazon DynamoDB
 Management Tools	AWS CloudFormation, AWS Service Catalog, AWS Config, AWS Systems Manager
 Customer Engagement	Amazon Connect
 Internet of Things Services	AWS IoT Core, AWS IoT Analytics, AWS IoT Greengrass

AWS Solution Provider Program (SPP)



Designed for systems integrators, managed service providers, value-added resellers, and public sector partners to resell AWS Services to end customers as part of their differentiated solution.

* Must have the ability to scale up their business to a **\$25K USD per month** in AWS usage **within a year** of becoming an AWS Solution Provider

Well-Architected Partner Program



Learn AWS best practices



Improve customer experience



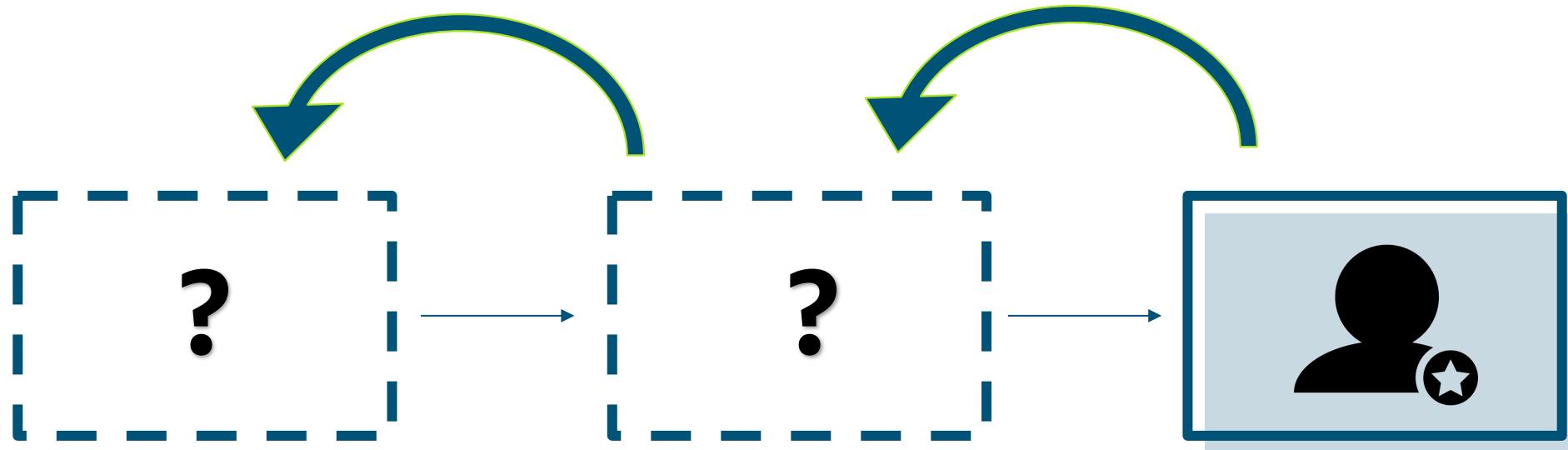
Use more opportunities

A dark blue rectangular area containing a blurred background image of two people working on a laptop. Overlaid on the left is the white 'logicworks' logo with three small cubes next to it. On the right is a quote from Chuck Price.

"It's very clear to us that the latest evolution of the AWS Well-Architected Framework has been distilled from some of the highest-impacting experiences in the marketplace. The refinement of the framework, supported by guidance on a more effective engagement process, has improved our ability to make targeted positive impacts in our customers and prospects environments much more efficiently and effectively. The AWS Well-Architected team is also first-rate and has clearly accelerated our ability to deliver real business-impacting value to our mutual customers in as little as a week!"

- Chuck Price, SVP Professional Services of Logicworks

Work backward from the customer



Own the opportunity

- Create the opportunity through ACE.
- Communicate often.
- Ask for help.

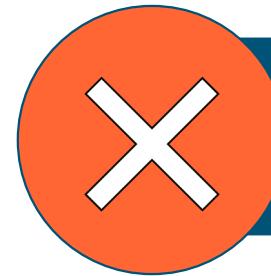


When to submit an opportunity to AWS



Ready

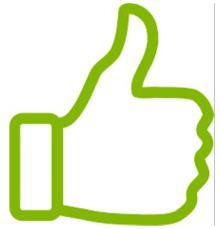
- Customer consent
- Partner originated and led
- Active status and target close date
- Net-new AWS business
- Clear project description



Not Ready

- Launched (won) or closed status
- Prospect, lead, or request for account introductions
- Lacking detail
- Duplicate opportunity

What to ask AWS teams



Ask for:

- Feedback on customer alignment
- Procurement recommendation
- Opportunity funding
- Technical solution design



Do NOT ask for:

- Confidential information
- Account lists
- Cold introductions

Co-selling with AWS

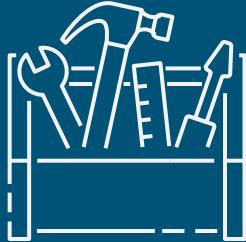
AWS Partner funding programs



AWS Partner funding programs

*"I want to test, try,
experiment."*

Proof of Concept



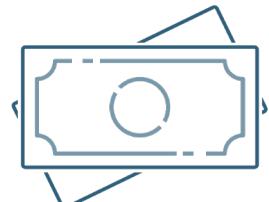
*"I want to migrate and
modernize."*

Migration Acceleration
Program Partner
Funding

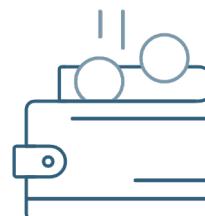


*"I want to move to a
SaaS solution."*

ISV Workload
Migration Program

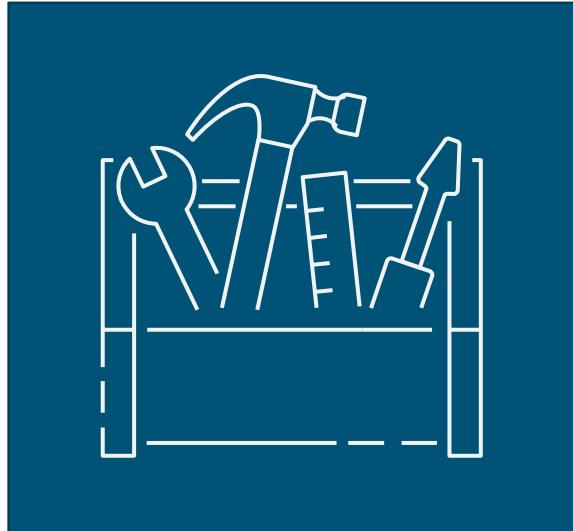


Cash funding to lower the
cost of services to the
customer.



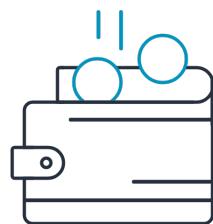
AWS promotional **credits** to
help offset AWS usage
incurred during a project.

AWS Partner Proof of Concept funding



Proof of concepts (POCs) are small-scale projects for customers who have **not fully committed** to adopting AWS.

A POC is meant to **determine the feasibility** of the AWS solution.

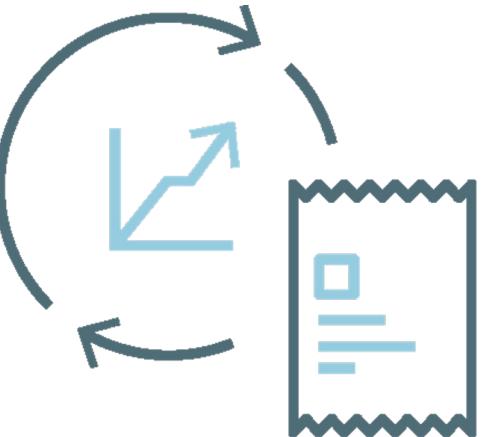


Partner Eligibility: AWS Partners at Validated Stage or higher on the Software, Services, or Hardware Partner Path

Migration Acceleration Program Partner funding



The AWS Partner Funding Portal



A transparent and secure self-service tool for AWS Partners to request and manage all AWS Partner funding benefits

AWS Partner Funding Benefits

The AWS Partner Funding Benefits accelerate various stages of the Partner's business development, from technical to sales & marketing enablement. The goal is to enable AWS Partners to build a sustainable business model and expand AWS practices as you reach new customers and continue to differentiate your business within AWS.

The AWS Partner Funding Benefits is designed to help eligible AWS Partners to successfully **Increase** capacity for delivery of AWS solutions, **Build** pipelines with qualified AWS opportunities, **Accelerate** customer onboarding of enterprise workloads to AWS, and **Develop** wins to demonstrate AWS experience.

Terms and Conditions:
Any receipt of funding, including AWS Promotional Credits, is subject to the [AWS Partner Network Terms and Conditions](#) and the [AWS Promotional Credit Terms and Conditions](#), as may be updated by AWS from time to time. Dollar values assigned to benefits merely represent dollar value equivalents solely for purposes of defining the scope of the available benefit. AWS Promotional Credits are not redeemable or exchangeable for cash under any circumstance.

Build

Training and Certification

One way to increase your capacity and capability for delivery of AWS solutions is through achieving AWS certifications. AWS Training & Certification offers funding to accelerate the onboarding of your technical resources and prepare your team for AWS certification exams. AWS Partners may be eligible for highly discounted AWS training, delivered by AWS Training Partners (ATPs), as well as an AWS certification voucher upon training completion. As an incentive, AWS also offers AWS Promotional Credits for net new certification(s) your organization attains, reported in the current year of completion.

How to register for ATP led discounted training courses? [Click here](#)

Innovation Sandbox

To help increase your AWS capabilities, we encourage innovation and development. The AWS Innovation Sandbox Credits benefits (Sandbox credits) helps you effectively integrate AWS services into your solution or launch a product to general availability on AWS. The AWS Innovation Sandbox credits help offset AWS usage costs incurred during the development. This benefit is available to partners that build or offer services and solutions. For further program information, view the APN funding Programs Guide. To get started, APN Partners must submit 1) AWS simple monthly calculator and 2) the development plan.

Market

Marketing Development Funds

The Marketing Development Funds (MDF) is your resource to drive demand generation and go-to-market (GTM) activities. When your firm has attained a program designation (i.e. AWS Competency, AWS Well Architected Partner Program (WAPP), AWS Managed Service Provider (MSP), AWS Service Ready, AWS Service Delivery or AWS Device Qualification Program (DQP)), you are eligible for MDF benefits to support marketing activities designed to promote your solutions or offerings on AWS. The goal of the MDF Program is to create brand awareness to drive demand generation and build pipeline to create sales opportunities.

Sell

Migration Acceleration Program OR Proof-of-Concept

This template supports APN sell motion funding programs: The Migration Acceleration Program (MAP) and Proof-of-Concept (POC) Funding Programs. These programs are both designed to encourage customers to work with AWS Partners to achieve their business objectives on AWS, and can be used by eligible AWS Partners in customer proposals to reduce the cost of the migration, modernization, or POC project. MAP is a comprehensive and proven cloud migration program that supports migrations of any size or workload throughout each phase of the customer migration journey: Assess, Mobilize, and Migrate & Modernize. POC funding is for small scale projects where the customer has not fully committed to adopting AWS, but are keen to see if AWS is a viable solution for their business project through a POC project. To get started with MAP or POC funding, please submit your opportunity in ACE Partner Central. Opportunities must first be qualified by AWS prior to requesting MAP or POC benefits. MAP and POC funding are independent of one another and cannot be combined.

Next steps for AWS funding benefits

**Discuss with your AWS Partner
and AWS Sales Team **before**
introducing to the customer.**



Learn more

Migration Ambassador
Foundations



Funding Benefits
Guide



You should now be able to:

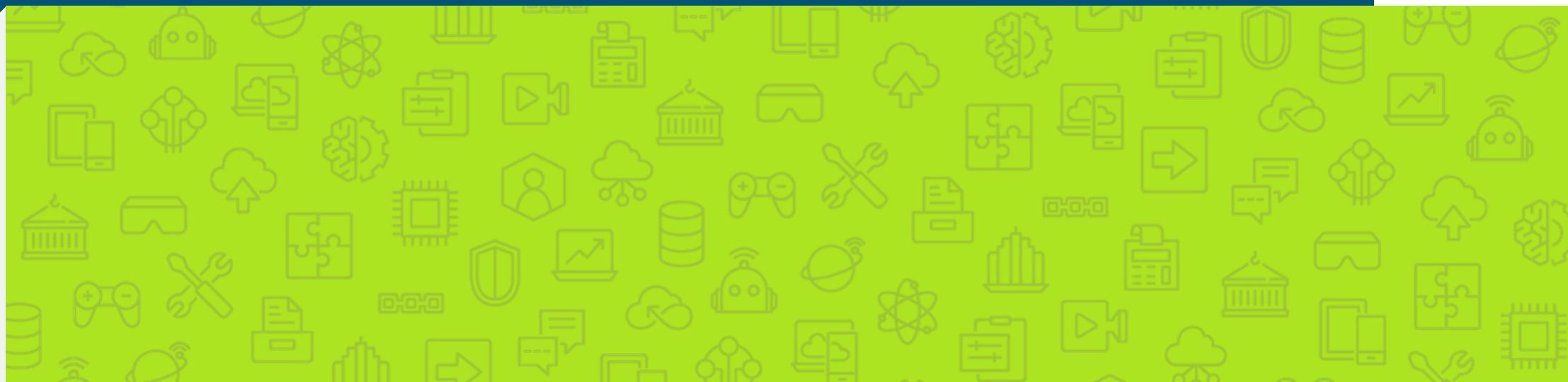


1. Describe what co-selling is with AWS.
2. Identify the AWS roles that support a co-selling motion.
3. Identify the steps and best practices in the co-selling process.
4. Recognize opportunity funding benefits available to AWS Partners.



Thank you for attending

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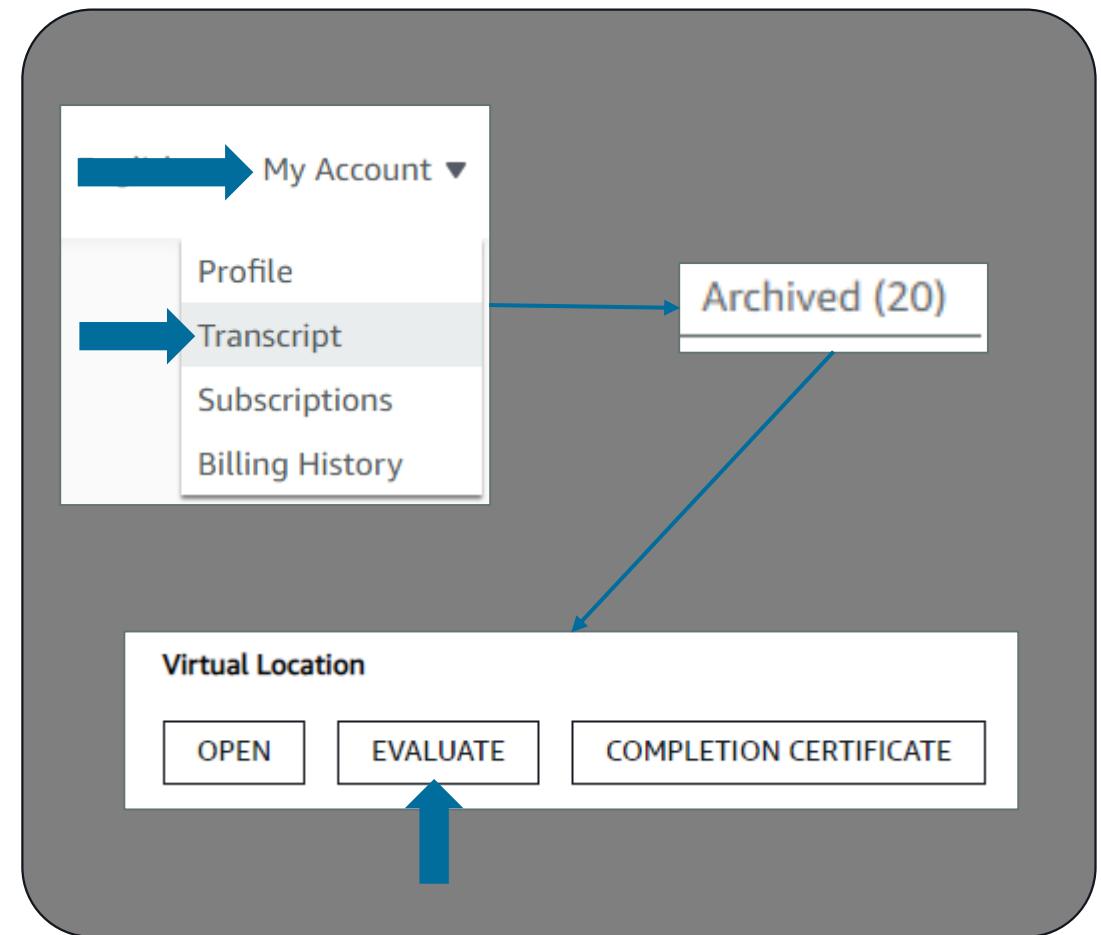
AWS Partner: Sales Accreditation (Business)

Course Summary and End of Course Assessment

Course survey

Please complete the course
satisfaction survey:

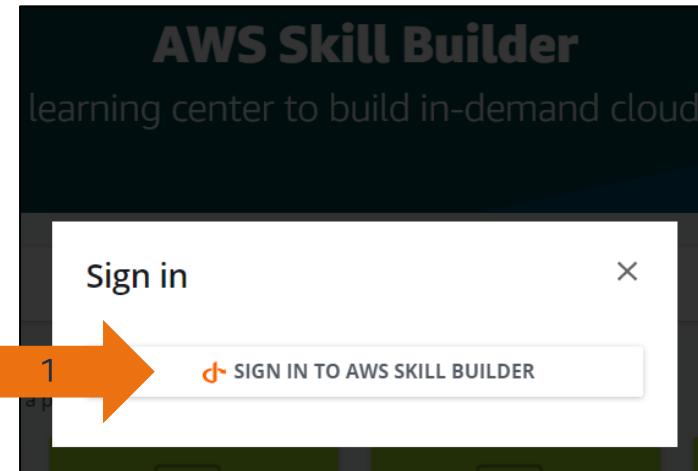
Survey : <https://www.aws.training/Account/Transcript/Archived>



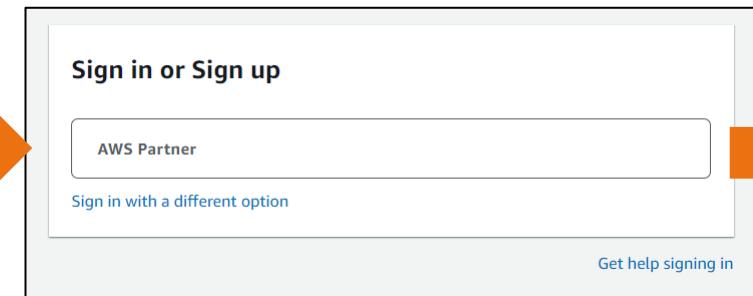
End of course assessment

0

<https://explore.skillbuilder.aws/learn/course/internal/view/elearning/13258/aws-partner-sales-accreditation-business>



2



3

A screenshot of the "Sign in to AWS Partner Network" form. It includes fields for "Business Email" (with placeholder "Your APN email") and "Password", and a "Forgot your password?" link. A blue arrow labeled "3" points to the "Sign in to AWS Partner Network" button. A dashed orange arrow labeled "If already signed in to APN" points from the top of the page towards this button.

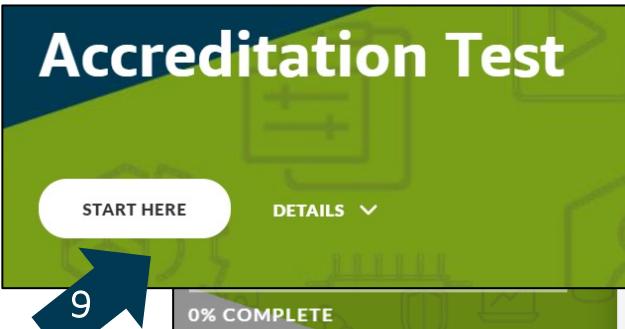
End of course assessment

The image consists of three panels illustrating a user's journey through a learning platform:

- Panel 1 (Top Left): Enrollment Confirmation**
 - A teal header bar displays a checkmark icon and the message "You've been enrolled successfully".
 - The main message states: "AWS Partner: Sales Accreditation (Business) has been added to your learning activity."
 - Buttons at the bottom include "CLOSE", "VIEW MY COURSES", and "START LEARNING NOW".
 - An orange arrow labeled "5" points to the "START LEARNING NOW" button.
- Panel 2 (Bottom Left): Course Overview**
 - The course title is "AWS Partner: Sales Accreditation (Business)" with ID "E-0572Z1".
 - Status: "0 / 8 lessons completed".
 - A large orange "START LEARNING NOW" button.
 - A list of lessons:
 - Course Welcome
 - Cloud Concepts and AWS
 - Cloud Business Value
 - Cloud Objection Handling
 - Co-Selling with AWS
 - Course Wrap-Up
 - An orange arrow labeled "6" points to the right edge of the screen, with the text "Find the hidden scroll bar".
- Panel 3 (Right): Lesson List**
 - The course title is "AWS Partner: Sales Accreditation (Business)" with ID "E-0572Z1".
 - Status: "0 / 8 lessons completed".
 - A large orange "START LEARNING NOW" button.
 - A list of lessons:
 - Cloud Business Value
 - Cloud Objection Handling
 - Co-Selling with AWS
 - Course Wrap-Up
 - Accreditation Test** (highlighted with a dashed blue border)
 - Course Feedback Survey
 - An orange arrow labeled "7" points down the right edge of the screen, with the text "Scroll down".
 - An orange arrow labeled "8" points to the "Accreditation Test" lesson, with the text "Click here".

aws logo is located in the bottom left corner.

End of course assessment



9

Accreditation Test

START >

Question

01/20

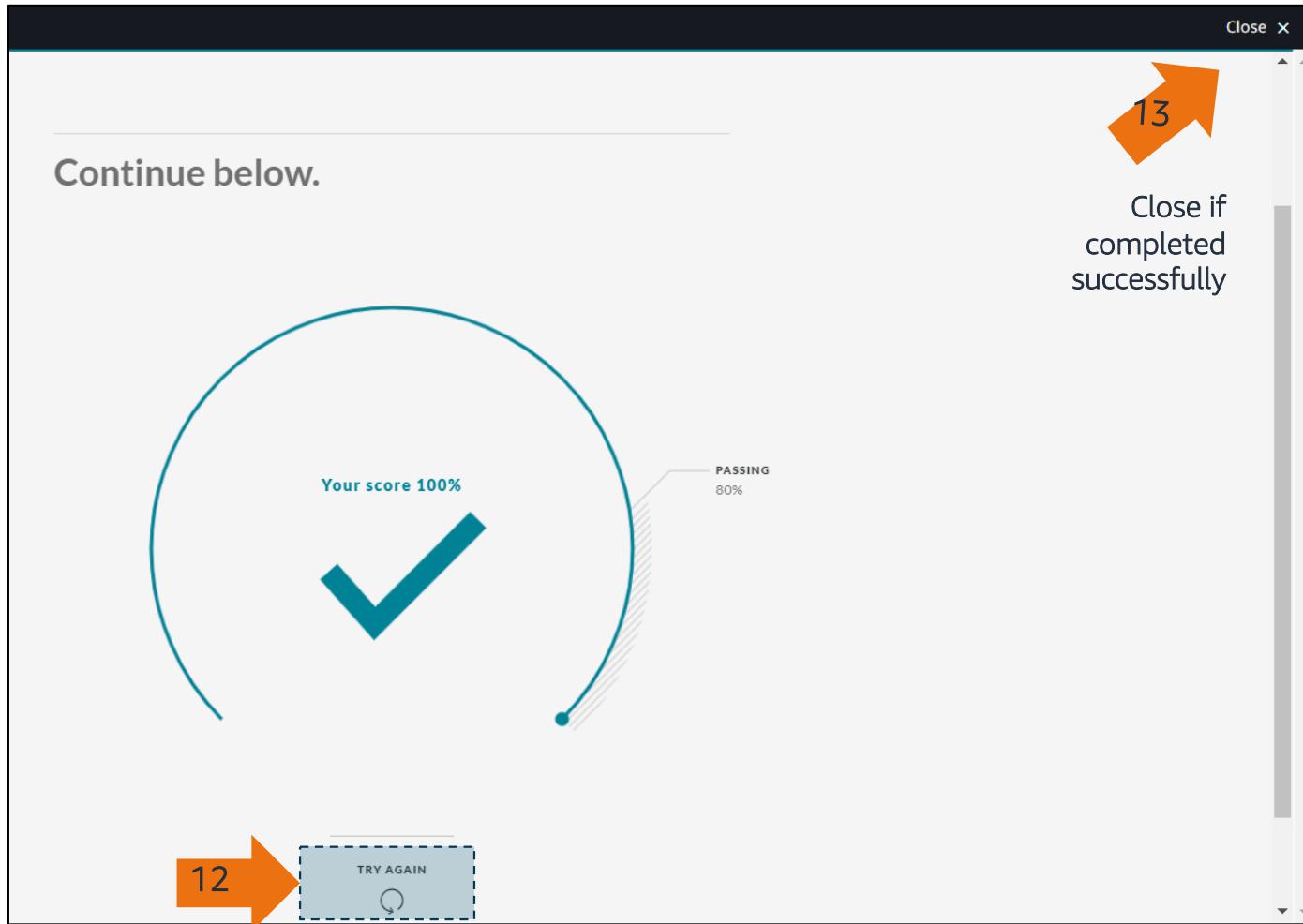
What are the best practices when engaging AWS teams? [Select THREE.]

- Request AWS customer account lists
- Request "cold" customer introductions
- Position that your company can do "everything"
- Own the opportunity and communicate opportunity status often
- Demonstrate solution alignment to customer objectives
- Articulate unique value, such as proven solutions and industry expertise

11

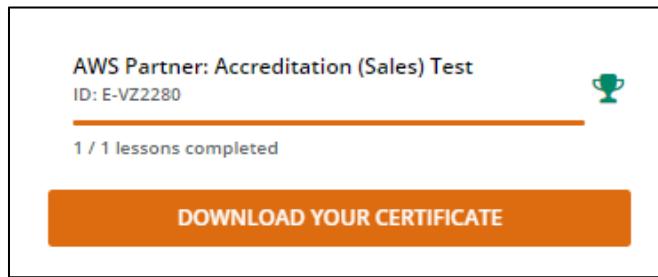
SUBMIT

End of course assessment



A screenshot of a course completion summary page for "AWS Partner: Sales Accreditation (Business)" with ID E-0572Z1. It shows "1 / 8 lessons completed". A large orange button labeled "DOWNLOAD YOUR CERTIFICATE" is prominent. Below it, a question asks "How would you rate this course? ★★★★★ 5". A list of course modules follows: "Cloud Objection Handling", "Co-Selling with AWS", "Course Wrap-Up", "Accreditation Test", and "Course Feedback Survey". The "Course Feedback Survey" item is highlighted with a green dashed box and a yellow warning icon. A text overlay at the bottom right states "This is not the teacher-led end of course survey".

End of course assessment



More info here → <https://aws.amazon.com/training/badges/>



Thank you for attending

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