AWS Partner Network Program
2019 Tier Requirements Guide

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Introduction

This guide is intended to provide AWS Partner Network (APN) Consulting and Technology Partners prescriptive guidance on the achievement of APN tier requirements. Included in this guide is a detailed description for each APN tier requirement, steps to comply, and a comprehensive set of Frequently Asked Questions (FAQ).

You are encouraged to engage your APN Partner Manager with any specific questions relating to your unique situation or circumstance.

APN Tier Requirements: Technology Partners

Requirement	Select Tier	Advanced Tier
Annual APN Program Fee	$2,500	$2,500
Knowledge		
AWS Technical Certified Individuals	1 Required (Can be Associate, Professional or Specialty)	4 Required (Minimum 2 Professional or Specialty)
Experience		
Direct Revenue *	$15,000	$350,000
or		
Launched Opportunities *	3 (total estimated MRR of at least $1,500)	20 (total estimated MRR of at least $10,000)
Product Listing	X	X
Partner Business Plan *		X
Technical Program Validations		Technical Baseline Review
Customer Success		
Publicly Referenceable Customers *	1	2
Customer Satisfaction Responses *	5	20
* Represents time-bound requirements that must be refreshed every 12-months		

APN Tier Requirements: Consulting Partners

Requirement	Select Tier	Advanced Tier	Premier Tier
Annual APN Program Fee	$2,500	$2,500	$2,500
Knowledge			
AWS Accredited Professionals	4 Required (Minimum 2 Technical & 2 Business)	8 Required (Minimum 4 Technical & 4 Business)	20 Required (Minimum 10 Technical & 10 Business)
AWS Foundational Certified Individuals	2	4	10
AWS Technical Certified Individuals	2 Required (Can be Associate, Professional or Specialty)	6 Required (Minimum 3 Professional or Specialty)	25 Required (Minimum 10 Professional or Specialty)
Experience			
Launched Opportunities *	3 (total estimated MRR of at least $1,500)	20 (total estimated MRR of at least $10,000)	50 (total estimated MRR of at least $50,000)
Partner Business Plan *		X	X
Technical Program Validations			3 (Must include MSP or DevOps Competency)
Sustained Attainment of Premier Tier Criteria			X
Executive Business Review			X
Customer Success			
Publicly Referenceable Customers *	1	2	6
Customer Satisfaction Responses *	5	20	30

* Represents time-bound requirements that must be refreshed every 12-months

APN Tier Requirements: Steps to Comply

1. Annual APN Program Fee
Applicable partner type: APN Consulting and Technology Partners
Applicable APN tier: Select, Advanced, Premier

The $2,500 annual APN Program fee covers membership into the APN. For APN Partners at the Select or above APN tier, the fee is billed annually on your organization's membership renewal date.

→ **Steps to comply:**
Complete payment of the APN Program Fee. APN Partners are given up to 90-days to demonstrate payment of the fee before they are considered at risk for downgrade.

2. AWS Accredited Professionals
Applicable partner type: APN Consulting Partners
Applicable APN tier: Select, Advanced, Premier

Employ a specific number of individuals that have obtained the AWS Technical Professional and AWS Business Professional accreditations. An individual can count under each of the three Knowledge-related requirements (1. Accredited Professional, 2. Foundational Certified Individual, 3. Technical Certified Individual). For example, if an individual holds the Technical Professional Accreditation, Cloud Practitioner Certification, SA – Professional Certification, and the Big Data Specialty Certification they will count toward the following APN tier requirements:

Accredited Professional = 1
Foundational Certified Individual = 1
Technical Certified Individual = 1 (at the Professional or Specialty level)

→ **Steps to comply:**
Individuals registered for access to your APN Partner Central account complete the required [AWS Business or Technical Professional Accreditations](#).

3. AWS Foundational Certified Individuals
Applicable partner type: APN Consulting Partners
Applicable APN tier: Select, Advanced, Premier

Employ a specific number of individuals that have obtained the AWS Cloud Practitioner Certification. An individual can count once under each of the three categories of Knowledge-related requirements (1. Accredited Professional, 2. Foundational Certified Individual, 3. Technical Certified Individual.

→ **Steps to comply:**
Individuals registered for access to your APN Partner Central account obtain required [AWS Foundational Certifications](#).

4. AWS Technical Certified Individuals

Applicable partner type: APN Consulting and Technology Partners
Applicable APN tier: Select, Advanced, Premier
Employ a specific number of individuals that have obtained AWS Certifications at the Associate, Professional, or Specialty level. If an individual has multiple certifications, only one certification (the highest certification) will be counted towards tier eligibility & compliance. An individual can count once under each of the three categories of Knowledge-related requirements (1. Accredited Professional, 2. Foundational Certified Individual, 3. Technical Certified Individual).

→ **Steps to comply:**
Individuals registered for access to your APN Partner Central account obtain required AWS Associate, Professional, or Specialty level Certifications.

5. Launched Opportunities

Applicable partner type: APN Consulting and Technology Partners
Applicable APN tier: Select, Advanced, Premier

Maintain a total number of newly "Launched" opportunities via the APN Customer Engagements (ACE) tool in APN Partner Central over a rolling 12-month period with a minimum combined total of estimated monthly recurring revenue (MRR).

→ **Steps to comply:**
Track and manage opportunities to "Launched" status via the ACE Pipeline Manager in APN Partner Central. Eligible opportunities include APN Partner and AWS referred launched opportunities. For 2019, all AWS account IDs previously submitted via the legacy AWS Revenues tool in APN Partner Central will provide your organization with launched opportunity credit for up to 12-months from the original submission date.

6. Direct Revenue

Applicable partner type: APN Technology Partners
Applicable APN tier: Select, Advanced

As an alternative to the launched opportunity requirement, your organization can maintain a cumulative direct revenue total over the previous 12-months derived from the AWS Accounts you own. This includes AWS accounts used for internal production, test or development workloads.

→ **Steps to comply:**
Maintain a current list of domains owned by your organization in APN Partner Central. To report a new domain, your Alliance Lead must do the following: Log into APN Partner Central > navigate to the View My APN Account link > scroll down to the My Domains section > follow the link to contact APN Support with information on the additional domain/s to be added.

7. Product Listing
Applicable partner type: APN Technology Partners
Applicable APN tier: Advanced

Your organization must have at least one product listed as being under General Availability (GA) on AWS.

→ **Steps to comply:**
Your Alliance Lead must do the following: Log into APN Partner Central > navigate to the View My APN Account section > scroll down to the Solutions section > click New to enter a new solution to mark under GA.

8. Partner Business Plan
Applicable partner type: APN Consulting and Technology Partners
Applicable APN tier: Advanced, Premier

Identify and track specific objectives relating to your organization's APN journey via a documented business plan. Business plans must be validated and signed off on by your APN Partner Manager, and reviewed at least once per year.

→**Steps to comply:**
Your organization's APN Partner Manager is responsible for confirming this requirement on your behalf.

9. Technical Program Validations
Applicable partner type: APN Consulting and Technology Partners
Applicable APN tier: Advanced, Premier

Obtain a validation, or validations, from one of several different global APN programs. Options for Premier tier APN Consulting Partners include AWS Competency, AWS Managed Service Provider (MSP), or AWS Well-Architected Partner Program designations. At least one of the three required validations must be either the AWS MSP or AWS DevOps Competency designation. Advanced tier APN Technology Partners need to complete an APN Technical Baseline Review.

→ **Steps to comply:**
Successfully complete an audit or review for eligible program validation options. For the APN Technical Baseline Review, the Alliance Lead must do the following: Log into APN Partner Central > navigate to the View My APN Account section > scroll down to the Solutions section > click New to enter a new solution to mark in GA > scroll down to the Validation option and select "yes" from the dropdown menu.

10. Executive Business Review
Applicable partner type: APN Consulting Partners
Applicable APN tier: Premier

Like all APN tiers, the process of obtaining the Premier Tier APN Consulting Partner designation is application-based. Advanced tier APN Consulting Partners looking to obtain the Premier Tier designation will need to complete an Executive Business Review (EBR) as the final step in the Premier Tier application process. The EBR includes a review of multiple aspects of your relationship with AWS, such as key business and technical milestones. EBRs take place four times per year shortly after the close of each calendar quarter. This requirement does not apply to existing Premier tier APN Consulting Partners.

→ **Steps to comply:**
Engage your organization's APN Partner Manager regarding next steps and documentation for the Premier Tier application process.

11. Sustained Attainment of Premier Tier Criteria
Applicable partner type: APN Consulting Partners
Applicable APN tier: Premier

Advanced tier APN Partners looking to apply for the Premier tier must meet and maintain Premier tier requirements for at least six consecutive months before they are eligible to submit for an Executive Business Review. This requirement does not apply to existing Premier tier APN Consulting Partners.

→ **Steps to comply:**
No additional steps required to meet this requirement.

12. Publicly Referenceable Customers
Applicable partner type: APN Consulting and Technology Partners
Applicable APN tier: Select, Advanced, Premier

Designate a specific number of publicly referenceable customers via APN Partner Central. Details relating to publicly referenceable customers may be displayed in AWS Marketing material, the Partner Solutions Finder (PSF), and AWS Webpages.

Assets associated with public reference submissions should clearly indicate the relationship between your organization and the AWS customer, by name, as well as a reference to the AWS-based workload that was delivered. Examples of potential assets include a link to a publicly available case study authored by your organization that mentions the customer and delivery of an AWS-specific workload, webpage under your domain that makes mention of the customer in conjunction with your AWS-based product or service, or blog post from your organization that mention the customer and the AWS-based workload that was delivered. Several other options will be considered so long as the aforementioned requirements for the referenceable asset have been met. APN Partners doing business in the public sector space can optionally include a link to a public award listing for a net new contract.

The mention of a customer name using text, a testimonial, or a logo on your domain must coincide with the mention of your organization's AWS-based product, service, or solution within the same webpage.

→ **Steps to comply:**
There are two ways in which your organization can designate a publicly referenceable customer within [APN Partner Central](#).

1) Previously launched opportunities can be designated as publicly referenceable via the ACE Pipeline Manager by doing the following: Log into APN Partner Central > navigate to the My Customers tab > click into a previously launched opportunity from your list of customers > select the Public Reference tab > complete the required fields and click save.

2) Your organization's Alliance Lead contact can also designate a publicly referenceable customer via the Public Reference tool by doing the following: Log into APN Partner Central > navigate to the View My APN Account section > scroll down to the Aws Public Reference tool > click new > complete the required fields and click save.

13. Customer Satisfaction (CSAT) Responses
Applicable partner type: APN Consulting and Technology Partners
Applicable APN tier: Select, Advanced, Premier

Obtain a specific number of customer responses via the "Rate this Partner" function within your organization's APN Partner Solutions Finder (PSF) listing. A link to your organization's Rate this Partner form is available to your Alliance Lead contact within the Partner Scorecard in APN Partner Central. Multiple individuals within the same customer organization can submit a qualifying Rate this Partner response.

→ **Steps to comply:**
AWS customers complete your organization's Rate this Partner form.

Frequently Asked Questions

General APN Program Requirements

1. Why are you making changes to the APN Program?
As the APN Partner community continues to grow at an accelerated pace, we are implementing programmatic changes to continue to recognize and support the growth, investment, and innovation of our evolving APN community to deliver positive customer outcomes.

2. How can my organization track its progress toward compliance against new APN tier requirements?
Your organization's Alliance Lead can track compliance against new APN tier requirements at any time via the Partner Scorecard Overview in APN Partner Central. The Alliance Lead can also monitor your organization's upgrade eligibility for the next available APN tier in the same view.

3. My organization has multiple lines of business, including a consulting service and a software product. Should we be a part of the APN Consulting or Technology Partner track?
We understand that APN Partners deliver multiple services, solutions, and products today. Your APN Partner track should be closely aligned to your primary line of business.

4. When will my organization be required to meet new APN tier requirements?
If your organization's membership renewal date is between April 1, 2019 and December 13, 2019, you will have until December 13, 2019 to meet new APN tier requirements. If your membership renewal date is after December 13, 2019, you will be reviewed for compliance on your actual renewal date. All APN Partners will be reviewed for compliance on an annual basis on their membership renewal date as of 2020. Your membership renewal date can be found in the Partner Scorecard Overview in APN Partner Central.

5. Can my organization upgrade by using legacy APN tier requirements?
No. APN Partners are required to meet new APN tier requirements to apply for an upgrade to the next available APN tier.

6. When will my organization be billed for the $2,500 annual APN Program fee?
If you are an APN Partner at the Select and above APN tier, the $2,500 annual APN Program Fee is billed on your organization's membership renewal date. The December 13, 2019 grace period only applies to APN tier compliance reviews.

7. How can I find my organization's membership renewal date?
The Alliance Lead for your APN Partner Central account can find the membership renewal date listed near the top of the Partner Scorecard Overview located in APN Partner Central.

8. What happened to the "Standard" Tier?
The Standard Tier has been renamed the Select Tier to more accurately describe the types of organizations beginning their journey with the APN.

9. I don't see "Registered" as an APN tier? Has this changed?
No. Registering for access to APN Partner Central is a partner's first step with the APN. The first official APN tier is Select. Registering with the APN provides you with access to certain training and enablement materials designed to kick start your journey with AWS.

10. My organization recently upgraded to our current APN tier. Will we still be reviewed for compliance on our annual membership renewal date?
Yes. All APN Partners are reviewed for compliance on their membership renewal date regardless of the time at which they were upgraded. For example, if you recently upgraded to the Advanced Tier on March 1 of the current year and have a membership renewal date of December 15, you will be reviewed for compliance at the Advanced Tier on December 15.

11. How will updated APN tiers impact my organization's eligibility to participate in other programs such as the AWS Competency, AWS MSP, or AWS Solution Provider Programs?
Please engage your APN Partner Manager to learn more about the potential impact of your APN tier on specific APN programs designations.

12. How are Premier tier upgrade requests processed?
The process of obtaining the Premier Tier APN Consulting Partner designation is application-based. Advanced tier APN Consulting Partners that meet the minimum stated requirements to apply are eligible to move on to the application process that consists of two parts; a readiness pre-assessment and the Executive Business Review (EBR). The Premier Tier application process takes place four times per year shortly after the close of each calendar quarter. Please note that the Q3 EBR timeline is accelerated in support of AWS re:Invent. Engage your APN Partner Manager to learn more about the application process.

APN Knowledge Requirements

13. How are AWS certifications calculated for inclusion in my organization's Partner Scorecard?
The foundational and technical certification requirement is based on the count of unique certified individuals for each requirement. In the event an individual has obtained multiple certifications, we will only count them once at their highest certification level. For example, an individual has obtained the Cloud Practitioner certification and holds an Associate, Professional and Specialty level certification. That individual will count once as a foundational certified individual and once as a technical certified individual at the Professional or Specialty level.

14. Can the same individual count as an Accredited individual as well as a Foundational or Technical certified individual?
Yes. The same individual can count as an Accredited, Foundational or Technical certified individual. However, the same individual can only count once for each requirement. For example, if an individual has an AWS Business Professional Accreditation, is a certified AWS Cloud Practitioner, and has obtained the AWS Certified Security Specialty they will count once under each Knowledge-based requirement.

15. How does my organization receive credit for the accreditations and certifications of its employees?
All users that support your organization's AWS-based practices must be registered for access to your organization's APN Partner Central account. Your users should complete the secondary training & certification account email field in the event they originally registered for their accreditation or certification exam using a personal email address. Your Alliance Lead can view which users have registered against your organization's account, and which have completed the secondary training & certification account email field from within APN Partner Central. Additional guidance on how users can update their APN Partner Central profile can downloaded here.

16. How often is the count of accredited or certified individuals updated in my organization's Partner Scorecard?
Net new accreditations and certifications obtained by individuals that have registered for access to your organization's APN Partner Central account are automatically updated at least once per week. Please see the question above for information on how to accurately capture accreditations and certifications for your APN Partner Central users.

17. What certification options are available to fulfill the foundational certified individuals requirement?
Currently, the only option available to fulfill the foundational certified individuals requirement is the AWS Cloud Practitioner certification.

18. What certification options are available to fulfill the technical certified individuals requirement?
All Associate, Professional, and Specialty level certifications are eligible options that can be used to fulfill the technical certified individuals requirement. Please note that a minimum number of individuals certified at the Professional or Specialty level is required at the Advanced and Premier tiers.

19. Where can I learn more about AWS Cloud Practitioner and AWS Specialty certifications?
The AWS Certified Cloud Practitioner exam is the first business-focused AWS certification intended for individuals who have the knowledge and skills necessary to demonstrate an overall understanding of the AWS Cloud, independent of specific technical roles addressed by other AWS Certifications (for example, AWS Certified Solutions Architect - Associate, AWS Certified Developer - Associate, or AWS Certified

SysOps Administrator - Associate). Specialty certifications validate advanced skills in specific technical areas, such as Advanced Networking and Big Data.

20. What type of technical certification is required at the Select Tier?
Any individual registered for access to your organization's APN Partner Central account with an Associate, Professional, or Specialty level AWS certification will count toward the technical certified individuals requirement at the Select Tier.

21. What is the minimum number of individuals needed to meet the accreditation and certification requirements at each APN tier?
For APN Consulting Partners, a minimum of four individuals are required for the Select Tier, eight individuals for the Advanced Tier, and 25 individuals for the Premier Tier. For APN Technology Partners, a minimum of one individual is required for the Select Tier, and four individuals are required for the Advanced Tier.

22. My organization in an Independent Software Vendor (ISV) that relies heavily on our channel for consulting and integration work. What is the value of an AWS certification?
As an ISV, you can benefit from having AWS certified individuals on staff in several ways. AWS certifications help to identify skilled professionals to lead IT initiatives with AWS technologies, help reduce risks, costs, and time to implement workloads on the AWS platform, and ultimately help improve customer outcomes.

APN Experience Requirements

23. I see that APN Consulting Partners no longer have a revenue requirement. How will my organization's experience working with AWS customers be measured?
Previously, APN Consulting Partners were asked to meet a general revenue requirement at each APN tier. Your organization is now required to achieve a launched opportunity goal under the Experience category. Beginning in 2019, APN Partners will need to launch a specified number of opportunities every 12 months via the ACE Pipeline Manager.

24. What constitutes an "opportunity?"
An opportunity is defined as a net new individual workload deployed for an AWS customer. What is traditionally known as a closed opportunity in many organizations is what AWS refers to as a "launched" opportunity. You will not only receive recognition for launched opportunities submitted by your organization via the APN Customer Engagements (ACE) Pipeline Manager but by opportunities referred to you by AWS as a participant in the ACE Program and those you are tagged to by a member of the AWS sales team. Refer to the ACE Program Guide for additional information on best practices and requirements for opportunity approval.

25. How can I track the number of launched opportunities my organization is receiving credit for?
The total count of launched opportunities is made available to your organization's Alliance Lead contact via the Partner Scorecard Overview in APN Partner Central. This total includes the count of both partner and AWS referred opportunities. The total count of launched opportunities your organization is receiving credit for may exceed the count of launched opportunities in the ACE Pipeline Manager. As a benefit of participation in the ACE Program, APN Partners may be given additional visibility into AWS referred opportunities in addition to the opportunities that were submitted by your organization.

Through March 31, 2020, APN Partners that previously submitted AWS account IDs via the legacy Revenue Tool have been given a +1 launched opportunity credit for each submission, for up to 12 months from the original submission date. This may also account for the difference between the count of launched opportunities your organization sees in the Partner Scorecard Overview, and the count of launched opportunities listed in the ACE Pipeline Manager.

26. How is the estimated monthly recurring revenue (MRR) component of the launched opportunity requirement calculated?
The estimated MRR component is the cumulative total of the estimated opportunity or deal value associated with launched opportunities to which your organization is tagged. This is not based on actual billed revenue from the AWS accounts influenced by your organization. Similar to the count of launched opportunities, this includes estimated opportunity values from both AWS and partner referred opportunities.

27. Is the estimated monthly recurring revenue (MRR) component of the launched opportunity requirement a per opportunity minimum?
No. The MRR component of the launched opportunity requirement is an aggregate minimum total across all opportunities your organization has launched over the previous 12-months. It is not a per opportunity minimum requirement.

28. Can multiple APN Partners receive launched opportunity recognition for the same AWS customer opportunity?
Yes. Multiple APN Partners can receive launched opportunity recognition for the same AWS customer opportunity. All APN Partners involved in the same opportunity should follow the best practices outlined in the ACE Program Guide to receive recognition.

29. Is Channel revenue, or revenue based on the AWS Solution Provider Program (SPP), included as part of APN tier eligibility?

No. APN tier eligibility and compliance no longer includes a billed revenue component for APN Consulting Partners. APN Technology Partners can leverage a direct revenue alternative to the new launched opportunity requirement. APN Partners in the AWS SPP program that are delivering net new workloads to AWS customers will receive launched opportunity credit by submitting, tracking and managing AWS opportunities via the ACE Pipeline Manager.

30. Do AWS Marketplace transactions contribute toward the launched opportunity requirement?

No. AWS Marketplace transactions are independent of Opportunities submitted by APN Partners in the ACE Pipeline Manager. Your organization should submit all opportunities you are actively engaged with via the ACE Pipeline Manager to receive launched opportunity recognition. Please note that an AWS account ID is not required for an APN Technology Partner to designate an approved opportunity as launched.

31. How often is launched opportunity count updated in my organization's Partner Scorecard?

The count of launched opportunities and associated monthly recurring revenue (MRR) totals are updated each business day. Please note that your Partner Scorecard view includes a count of launched opportunities over the previous rolling 12-month period based on the current date. This metric may fluctuate as you approach your membership renewal date.

32. Will I have visibility into the opportunities my organization is tagged to by a member of the AWS sales team?

Yes. As a benefit of participation in the ACE Program, you may be given additional visibility into AWS referred opportunities they are tagged to in addition to the opportunities that were submitted by your organization. Your organization will still receive credit when an opportunity you are tagged to is closed as "launched" regardless of your participation in the ACE Program.

33. My organization focuses on a smaller number of strategic customers and workloads. How can we meet the launched opportunity requirement?

The launched opportunity requirement is not focused on the attainment of net new customers. This requirement is inclusive of all the individual workloads you deliver for the current or net new customers you support. By moving away from influenced revenue, we can provide you with recognition for launched opportunities regardless of deal size. This process allows APN Partners to benefit from delivering AWS-based workloads of all types with AWS customers of all sizes.

34. My organization is concerned about the privacy of the information we provide AWS about our opportunities. Where can I learn more about this?

You should not disclose any information to AWS that is confidential, sensitive, or would be considered personal information from an individual unless you've obtained clear and affirmative consent to provide that information to AWS. Please see the AWS Privacy Notice for more information.

35. My organization is in the AWS Solution Provider Program (SPP). Do we need to continue to provide end user reporting information for the opportunities we submit via the ACE Pipeline Manager?

Yes. Your organization is still required to provide end user reporting details via the End User Reporting tab in APN Partner Central as an AWS SPP Partner. The opportunity submission process is designed to provide visibility into the workloads your organization is delivering to AWS customers early on in the sales lifecycle. End user reporting is a post-engagement function designed to support the financial benefit you receive as an AWS SPP Partner.

36. What should my organization do if our customer does not want their personal contact information disclosed to AWS?
APN Partners assume responsibility for obtaining the clear and affirmative consent from a customer to share their information with AWS before submitting an opportunity to AWS. However, personal contact information (name, email address, phone number) of a customer is no longer a required field when submitting an opportunity. You should not disclose any information to AWS that is confidential, sensitive or would be considered personal information of an individual unless you've obtained clear and affirmative consent.

37. What is direct revenue and how is it calculated?
Direct revenue is defined as billed revenue for all of the internal AWS accounts owned by your organization that are used to deliver your products to AWS customers. Direct revenue calculations are based on an aggregate total for the 12 months leading up to your membership renewal date, or the date on which your request an upgrade to the next available APN tier. Out-of-cycle purchases such as Reserved Instances (RI) are also included so long as they were purchased within the previous 12-month period.

38. Can I add direct revenue into my APN Partner Central account?
No. Direct revenue is automatically calculated from the accounts that share the same domain/s on file for your organization in APN Partner Central. To report a new domain, the Alliance Lead must do the following: Log into Partner Central > navigate to the View My APN Account link > scroll down to the My Domains section > follow the link to contact APN Support with information on the additional domain/s to be added.

39. What is the difference between the direct revenue and launched opportunity option for APN Technology Partners?
APN Technology Partners are not required to meet both the launched opportunity and direct revenue requirements. Similar to APN Consulting Partners, APN Technology Partners will have the option to achieve a launched opportunity requirement as part of their Experience category. Alternatively, APN Technology Partners can meet a direct revenue requirement instead. The direct revenue option is ideal for APN Technology Partners with SaaS-based products that are deployed on AWS.

40. As an APN Technology Partner, is my direct revenue total impacted by AWS Promotional Credits applied to the AWS accounts we own?
Direct revenue for AWS accounts you own will not be impacted by the following AWS Promotional Credit types; MAP Credit, Reseller/SPP Discount, EAP Credit, PMP Credit, LSE Credit, ReThink Discount. All other promotional credit types will impact your direct revenue total.

41. What qualifies as a program validation for APN Consulting Partners?
Program validations are programmatic designations that require your organization's service, solution or product to meet a minimum technical bar of some kind. Program designation options include the AWS MSP Program, AWS Competency Program, and the AWS Well-Architected Partner Program.

42. What is the APN Technical Baseline Review requirement for Advanced tier APN Technology Partners?
An APN Technical Baseline Review connects APN Technology Partners to experienced AWS Partner Solution Architects (PSAs) for a review of their applications, infrastructure, and operational processes for compliance with a minimum set of best practices that help ensure successful outcomes for AWS Customers.

43. Is the APN Technical Baseline Review the same as a Well-Architected Review (WAR)?
No. The APN Technical Baseline Review consists of a small subset of AWS best practices that are most critical for your workload and customer success. The Baseline review meeting is expected to take no more than one hour, as opposed to at least 4 hours for the WAR.

44. Is the product listing requirement for APN Technology Partners similar to a technical validation?
No. This requirement asks that your organization lists a product as being under General Availability (GA) on AWS. Your organization's Alliance Lead can submit products via APN Partner Central.

45. Is AWS Business Support required for APN Technology Partners?
While not listed as an APN tier requirement for APN Technology Partners, AWS Business+ Support is required for production workloads as part of the APN Technical Baseline Review process. AWS Business Support (or higher) is essential to operate a production application on AWS successfully.

46. Where do I upload my organization's partner business plan?
Please work with your APN Partner Manager to confirm and upload your organization's partner business plan.

47. Are existing Premier tier APN Consulting Partners required to complete the Executive Business Review and sustained attainment of Premier tier criteria requirements?
No. The Executive Business Review and sustained attainment of Premier tier criteria requirements are intended for net new Premier tier applicants.

APN Customer Success Requirements

48. How do I enter a new public reference?
There are two ways in which you can designate a customer as publicly referenceable. The first, and most common, method is to designate a previously launched opportunity as publicly referenceable via the ACE Pipeline Manager. In the event your customer opportunity was not previously submitted via the ACE Pipeline Manager, the second method is to manually submit the customer name via the Public References tool in APN Partner Central. A video tutorial demonstrating both of these methods is available in APN Partner Central.

49. I see that a URL is required for publicly referenceable customers that are entered manually via the Public References tool in APN Partner Central. What should I enter in this field?
This field asks that you provide AWS with a link to a public facing asset that mentions the referenceable customer as a customer of your organization. Assets associated with public reference submissions should clearly indicate the relationship between your organization and the AWS customer, by name, as well as a reference to the AWS-based workload that was delivered. Examples of potential assets include a link to a publicly available case study authored by your organization that mentions the customer and delivery of an AWS-specific workload, webpage under your domain that makes mention of the customer in conjunction with your AWS-based product or service, or blog post from your organization that mention the customer and the AWS-based workload that was delivered. APN Partners doing business in the public sector space can optionally include a link to a public award listing for a net new contract.

50. How often is the count of publicly referenceable customers updated in my organization's Partner Scorecard?
Existing launched opportunities that are designated as publicly referenceable via the ACE Pipeline Manager are immediately reflected in your Partner Scorecard. Publicly referenceable customers submitted via the Public References tool in APN Partner Central are manually approved once per week.

51. My organization submitted a public reference via the previous input method in APN Partner Central. Will this count?
Yes. All public customer references previously submitted via the legacy References tool will count toward the new publicly referenceable customer requirement for up to 12 months from the submission date.

52. Will non-public customer references count toward the publicly referenceable customer requirement?
No. Only publicly referenceable customers will contribute toward APN tier eligibility and compliance.

53. Will a customer satisfaction score be used to assess APN tier eligibility and compliance?
No. APN tier eligibility and compliance is based on the number of responses submitted via the "Rate This Partner" page in your organization's APN Partner Solutions Finder (PSF) listing. Your unique Rate This Partner page link can be found in the Partner Scorecard page of APN Partner Central.

54. Am I required to obtain a specific number of customer satisfaction (CSAT) responses from unique customers?
No. The CSAT requirement is designed to capture a specific number of responses. This means that multiple individuals from within the same customer entity can submit a CSAT response for your organization.

55. Are CSAT responses validated?
Yes. All Customer Satisfaction Responses are validated using two methods. When a customer submits a response, they immediately receive an email asking them to confirm the email address used. After confirming their email address, the APN team runs a check to ensure that the user is an AWS Customer. Both checks must be confirmed for the response to count in your organization's number of CSAT responses. If you have any questions or concerns about the review process, please reach out to your partner development contact or directly to apn-csat-reports@amazon.com.

56. Can I see my organization's CSAT responses?
By default, all CSAT responses are kept private unless the respondent proactively indicates that they would like their feedback to be made available to your organization. A respondent can do this by checking the permissions box at the time the response is submitted. All responses that have been made available to your organization are viewable by your Alliance Lead contact within the Customer Reviews section of your Partner Scorecard in APN Partner Central.

57. How often is the count of CSAT responses updated in my organization's Partner Scorecard?
Your organization's count of CSAT responses is updated immediately upon validation of each CSAT response.

58. How do I access my CSAT response link?
The "Rate This Partner" link is available accessible via your organization's Partner Solutions Finder (PSF) listing. This link is also made available to your organization's Alliance Lead contact within the Partner Scorecard in APN Partner Central.

59. Can I view my CSAT score?
No. At this time, APN tier requirements are based around the total count of CSAT responses. The CSAT score is not made visible in APN Partner Central.

60. I currently have a customer satisfaction process in place. Can I share collected responses with AWS?
No. At this time, we are not accepting responses from other sources. AWS has no process to validate data provided to us by 3rd parties or confirm that 3rd parties have acquired adequate legal consent to share customer information with us. The APN CSAT Customer Review form is intended to capture consistent data across all APN Partners with proper legal consideration. The form takes less than a minute to complete and can be added into your organization's existing CSAT practices.

Staying Up-To-Date

1. Sign up for the APN Newsletter
Receive our newsletter for the latest AWS Partner Network updates, including: webinars, best practice guides, upcoming events, and more.

2. Read the AWS Blog
The AWS Blog is a central repository of news for APN Partners, and we encourage you to visit it regularly for updates on the APN program, general AWS news with specific importance for APN Partners, and APN Partner highlights. We've also developed a number of specialty blogs that pertain to different areas of interest, including the AWS Security Blog, AWS Big Data Blog, AWS Public Sector Blog, and many others.

3. Follow us on Twitter
We recommend you check out our social media handles, including the main APN Twitter handle, and AWS Facebook.

4. Join the APN LinkedIn Group

5. Subscribe to the APN YouTube **Channel**
You'll find videos on a number of different topics and use cases, from basic introductory videos introducing the concept of cloud computing, to advanced videos covering a number of AWS services, partner and customer success stories.

6. Read Partner success **stories on APN journal**
The APN Journal includes stories about how APN Partners are driving business solutions for AWS Customers worldwide.