

AWS Competency Program Benefits

The **AWS Partner Network (APN)** is the global partner program for technology and consulting businesses using Amazon Web Services (AWS). The APN is focused on building long-term sustainable businesses by helping APN Partners build, market, and sell their offerings, to grow a successful cloud-based business.

The **AWS Competency Program** is designed to highlight APN Partners with demonstrated technical proficiency and proven customer success in specialized solution areas. In addition to the benefits you receive as an AWS Partner Network (APN) Partner, the AWS Competency Program offers specific benefits that help you increase visibility and engagement with AWS teams and customers, access market development funds and go-to-market resources, and gain exclusive access to exclusive AWS events participation.

Increase Visibility with Go-to-Market Activities

- Opportunity to work with APN References team to create customer references;
- Eligibility to be featured on the [APN Blog](#) and APN social channels;
- Receive a welcome kit for guidance on go-to-market tools and resources;
- Inclusion in promotional material on attaining AWS Competency designation;
- Eligibility for [APN Marketing activities](#), including integrated partner campaigns (IPCs), joint marketing campaigns, and [webinars](#);
- Eligibility for co-branded marketing campaigns, like [The Next Smart](#);
- Prioritization in AWS Analyst Relations communications and briefings;
- Eligible for promotion to AWS teams through internal AWS channels.

Access Market Development Funds & Discounts

- Preferred access to Market Development Funds (MDF) and allocated MDF for each AWS Competency attained;
- Increased discount through the [AWS Solution Provider Program](#).

Drive Customer Acquisition

- Share customer opportunities via [APN Customer Engagement \(ACE\) Program](#);
- Drive visibility with AWS customers through prioritized listings on the [AWS Partner Solutions Finder](#), [AWS Competency Webpage](#), [AWS Competency Solutions](#) pages, and surfaced to sales teams on internal AWS tools.

Access to Selective Eligibility Benefits

- Gain access to dedicated APN Resources, including Partner Development Managers (PDMs) and Partner Solutions Architects (PSAs);
- Prioritization and eligibility for initiatives like the [AWS Quick Start Program](#) and [AWS Solution Space Program](#).

Exclusive Access to Event-Specific Activities

- Early access to AWS event sponsorship opportunities and participation in AWS Competency-Specific Events and Showcases;
- Opportunity for promotion at AWS events such as digital placements, pre-event, and post-event promotions.

Pre-requisites to apply for AWS Competencies:

- Achieving APN Advanced tier or above;
- Providing industry-specific references;
- Meeting program requirements listed in the [Validation Checklists](#)

Learn more about APN

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

Learn more about AWS Competency Program

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

[AWS Competencies: Specialization and Differentiation YouTube video](#)

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