

## Introduction:

Amazon Web Services (AWS)[\[i\]](#) may provide qualified members of the AWS Partner Network (APN), who have demonstrated their capabilities to drive customer engagements on AWS and have achieved a minimum tier status of Standard APN Partner, with benefits, including, access to engage with AWS customers or potential customers (“Leads” and “Opportunities”) to assist with their journey to cloud adoption on AWS (“APN Customer Engagements Program”).

Eligible APN Partners will be granted access to customer engagement tools hosted on APN Partner Central, to submit, receive, access and manage information related to engagements with customers or potential customers on AWS (“Lead and Opportunity information”). All APN Partners participating in the APN Customer Engagements Program must abide by these guidelines and the APN Terms & Conditions.

## Partner Eligibility

### 1. **Opportunity Submission:**

Registered, Standard, Advanced and Premier Consulting Partners.  
Registered, Standard and Advanced Technology Partners

### 2. **Customer Engagement Referrals:**

Standard, Advanced, and Premier Consulting Partners.  
Standard and Advanced Technology Partners

- 10 Validated Opportunities [\[ii\]](#)
- 10 APN Customer Satisfaction (CSAT) Reviews
- Active Partner Solutions Finder Directory (PSF) Listing
- APN Program Designation e.g. AWS Competency, Managed Solution Provider, Service Delivery
- Identified lead and opportunity capabilities and preferences
- Commitment to provide updates on AWS Customer Engagement referrals (leads and opportunities)

## Opportunity Submission Guidelines

1. An opportunity will not be considered validated if the opportunity is already being pursued by AWS at the time of submittal in the Opportunity Management Tool.
2. By submitting an opportunity, you are acknowledging that you’ve made significant pre-sales efforts related to the opportunity, such as but not limited to meeting with the customers’ decision-makers, qualifying the opportunity, helping the customer to quantify the project budget with AWS services, and helping the end-user to define the project requirements to include AWS services. You must include a

description of your efforts in the Project Description field in the opportunity management tool. In addition, you must document such efforts, including proof of date and time to be provided to AWS on request.

3. At the time of submittal of an opportunity, you are acknowledging that you've obtained clear and affirmative consent from the customer to disclose customer contact information and opportunity information to AWS. For example:

Yes, I'd like for you to provide my information to Amazon Web Services, Inc. and its affiliates (AWS) and to receive from them marketing information related to their services, events and any special offers. I understand AWS will handle my information in accordance with the [AWS Privacy Notice](#).

4. You should not disclose any information to AWS that is confidential, sensitive or that would be considered personal information of an individual (except contact information with the consent of the individual) in the Opportunity Management Tool.
5. Leads originating from a contact form, webinar, marketing campaign or any other lead generation sources will not be eligible for submission until such time that the above opportunity eligibility criteria is met.

## Lead and Opportunity Sharing Guidelines:

1. Lead and Opportunity Information is confidential and is provided to you is solely for the purpose of you contacting customers or potential customers in your own name and capacity (as an independent service provider) to assist them with their AWS needs (the "**Intended Purpose**").
2. You may only use Lead and Opportunity Information for the Intended Purpose, and not, for example, general marketing or competitive offerings.
3. You may contact Leads and Opportunities only after you have accepted them in the Lead and Opportunity Management Tool.
4. AWS may, in its sole discretion, revoke your access to any Lead and Opportunity, including associated Lead and Opportunity Information, Lead and Opportunity Management Tool or APN Customer Engagement Program.
5. You may reach out to a Lead or Opportunity by email or phone only.
6. Your message to the customer or potential customer must be consistent with the Intended Purpose.
7. You may disclose to the customer or potential customer that you were referred by AWS, and provide them with information to unsubscribe, if asked. See <https://pages.awscloud.com/Partner-Communication-Preferences.html>. You must inform AWS of any instructions, or similar communication, from a customer or potential customer that they wish to be unenrolled as participant from the APN Customer Engagements Program.
8. You must make it clear to the customer or potential customer that you are acting in your own capacity and name and not on AWS' behalf.
9. Failure to engage with Leads or Opportunities within 3 business days may result in your access to that Lead and Opportunity Information being revoked.

10. If your access to a Lead or Opportunity and Lead and Opportunity Information has been revoked or is no longer accessible through the Lead and Opportunity Management Tool, you must delete all Lead and Opportunity Information from your systems that was received through your participation in the APN Customer Engagements Program and you may not use the Lead and Opportunity Information received from the APN Customer Engagements Program further, except with the express permission of the Lead and Opportunity or any Lead and Opportunity Information you have obtained rightfully outside of the APN Customer Engagements Program.
11. You must have a publicly available privacy policy for any Lead or Opportunity to view without any fee or charge and readily accessible.
12. You are responsible for all complying with all legal obligations applicable to your possession and use of Lead and Opportunity Information.

In the Lead Management Tool, if you qualify an opportunity, you may submit the opportunity to AWS for sales support, technical validation, or any other reason you see fit through the APN Opportunity Management Tool. If you submit an opportunity through the APN Opportunity Management Tool, the Lead data will become visible to AWS personnel, enabling coordination on the engagement. Any Lead originating from AWS will be converted to an opportunity through this process.

Failure to abide by the APN Customer Engagements Guidelines may result in disqualification from the APN Customer Engagements Program and may violate the APN Terms & Conditions.

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[\[i\]](#) AWS includes AWS Inc. and its affiliates, as applicable to APN Partners. For India, Amazon Internet Services Private Limited (“AISPL”) is the local seller of AWS services in India. New APN Partners located in India must sign up with AISPL for availing AWS services and any associated benefits. AISPL administers the APN Opportunity Management Program and its benefits for such partners in India. Amazon Web Services EMEA SARL (“AWS Europe”) is the local seller of AWS services in Europe, the Middle East, and Africa. New APN Partners located in these regions must sign up with AWS Europe for availing AWS services and any associated benefits. AWS Europe administers the APN Customer Engagements Program and its benefits for such partners in Europe, the Middle East, and Africa

[\[ii\]](#) AWS Validated opportunities will be considered on a twelve-month rolling basis