

APN Partner Goals Checklist



partner
network


navigate




APN Foundations – Consulting Partners

Welcome to APN Navigate! This checklist is your roadmap for understanding the goals and milestones your organization must meet as you advance towards achieving **APN Select Tier**.

Instructions on using this checklist. Use this as your guide through the **APN Navigate Foundations** path to help you achieve APN Select Tier status. Resources, actions, checkpoints, and benefits are listed throughout this checklist and contain the following components:

Learn	Recommended resources by AWS experts to help you develop your expertise
Action!	Actions to complete as you build your business on AWS
Checkpoint! 	Log and track your progress by filling out each required checkpoint
Tip!	Helpful information as you progress through APN Navigate

Get Started! Review this checklist and fill out each **Checkpoint!**  your organization might have already satisfied. While you will receive a series of emails to provide you with prescriptive guidance for each phase outlined below, we encourage you to jump ahead!

Last but not least... Make sure you bookmark your dedicated toolbox of resources on Partner Central, all your resources (including this checklist) live there.



Bookmark!



APN Partner Goals Checklist

Welcome to the AWS Partner Network (APN)

Learn about why AWS customers work with APN Partners: [Why Work With an APN Partner?](#) [VIDEO]

Learn!

[See the APN Consulting Journey](#)

Learn!

[APN Partner Central Overview](#) [VIDEO]

Learn!

[APN Navigate Foundations Path](#)

Learn!

Access and bookmark your dedicated [APN Navigate Toolbox](#) for business and technical resources

Action!

Invite individuals to utilize APN Partner Central

Action!



APN Partner Goals Checklist

APN Navigate Foundations – Consulting Partners



navigate

Navigate the APN Part 1: Key APN resources to **Build, Market, and Sell** with the APN

[Getting started with the AWS Partner Network](#)

Learn!

[The APN Program Guide](#)

Learn!

[How to Build Your Business on AWS - Best Practices](#)

Learn!

[Learn how to specialize with APN Navigate Specialization path](#)

Learn!

Access your dedicated [APN Navigate Toolbox](#)

Action!

Learn more about APN tier requirements and benefits in the [APN Program 2019 Tier Requirements Guide](#) and [APN benefits blog](#)

Learn!

Navigate the APN Part 2: Use your APN Navigate Goals Checklist to progress to the **Select tier**

Learn more about [AWS Business Professionals Accreditation](#).

Learn!

Learn more about [AWS Technical Professional Accreditation](#).

Learn!

Learn more about [AWS Certified Cloud Practitioner](#).

Learn!

Prepare with the [AWS Cloud Practitioner Essentials](#) digital course.

Learn!

Learn more about [AWS Associate level Certification or higher](#).

Learn!

Explore [APN Partner Learning Paths](#) for Training and Certification

Learn!

Identify individuals to meet **Select tier** accreditation and certification requirements

- Minimum total of four (4) [Business](#) and four (4) [Technical](#)
- Minimum of two (2) [AWS Cloud Practitioner Certifications](#) totaling four (4)
- Minimum two (2) associate level or higher [AWS Technical Certified](#) individuals

Action!

Select tier APN Partners receive \$3,500 in AWS Promotional Credits upon payment of the Annual APN Program Fee

Tip!

Navigate the APN Part 3: Demonstrate your knowledge with **AWS Accreditations and Certifications**

Confirm the **Knowledge pillar** as **In Progress** or **Complete** by clicking on the **Checkpoint!** to the right.

- Minimum total of four (4) [Business](#) and four (4) [Technical](#)
- Minimum of two (2) [AWS Cloud Practitioner Certifications](#) totaling four (4)
- Minimum two (2) associate level or higher [AWS Technical Certified](#) individuals

Checkpoint!



APN Partner Goals Checklist

APN Navigate Foundations – Consulting Partners



navigate

Navigate the APN Part 4: Gain visibility with AWS Sales Teams by participating in the ACE Program

Learn more about the [APN Customer Engagements \(ACE\) Program](#)

Learn!

Review [APN Customer Engagements \(ACE\) Platform User Guide](#) for step by step guidance for submitting and *launching* opportunities

Learn!

Get started:

- Identify individuals with **sales or customer relationship management experience** to submit and manage opportunities
- **Grant access to the individuals in** APN Partner Central. Be sure to add the specific individuals as a user to [APN Partner Central](#)
- **Ensure they have the** [proper permissions](#) to submit and manage opportunities within APN Partner Central.

Action!

Get a head start! If your organization has an opportunity, submit it through the [ACE Platform](#) in APN Partner Central and accelerate your journey.

Action!

Tip! *Update, update, update. Avoid a close/lost opportunity by regularly updating your opportunities; updating opportunities will also increase your visibility to AWS Sales teams and your AWS contacts.*

Navigate the APN Part 5: Demonstrate Your Expertise Through Opportunities

Submit at least one (1) new opportunity on the [APN Customer Engagements \(ACE\) platform](#).

Reminder: Three (3) *launched* opportunities is a requirement to upgrade to **Select Tier** status.

Action!

Tip! *Update, update, update. Avoid a close/lost opportunity by regularly updating your opportunities; updating opportunities will also increase your visibility to AWS Sales teams and your AWS contacts.*

Confirm the **Experience pillar** as **In Progress** or **Complete** by clicking on the **Checkpoint!** to the right, once you have submitted at least one or more opportunity.

Checkpoint!

Navigate the APN Part 6: Do You Have Customers You Can Publicly Reference?

Start discussions with your customer(s) early to make an opportunity publicly-referenceable

Action!

Identify **launched opportunities** that are publicly referenceable and update as “**Public**” in the [ACE platform](#) OR submit publicly referenceable customers in the [Public References section in My APN Account](#) in Partner Central

Action!

Tip! Only *launched* opportunities can be updated to “public” in the [ACE platform](#).

Review the [CSAT Guide](#) and use the [CSAT Email Template](#) to reach out to five (5) of your customers for feedback

Action!

Confirm the **Customer Success pillar** as **In Progress** or **Complete** by clicking on the **Checkpoint!** to the right.

Checkpoint!



APN Partner Goals Checklist

APN Navigate Foundations – Consulting Partners



navigate

Navigate the APN Part 7: Updating and Launching Validated Opportunities

Confirm your organization's progress or completion of AWS Professional Accreditations and Certifications:

- Minimum total of four (4) [Business](#) and four (4) [Technical](#)
- Minimum of two (2) [AWS Cloud Practitioner Certifications](#) totaling four (4)
- Minimum two (2) associate level or higher [AWS Technical Certified](#) individuals

Action!

Submit and launch opportunities (at least three (3) must be *launched* to meet Select Tier requirements)

Tip! *Update, update, update. Avoid a close/lost opportunity by regularly updating your opportunities; updating opportunities will also increase your visibility to AWS Sales teams and your AWS Partner contacts.*

Action!

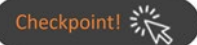
Mark at least one (1) launched opportunity as “**Public**” using the [APN Customer Engagements \(ACE\) platform](#) in Partner Central OR submit publically referenceable customer in the [Public References section in My APN Account](#) in Partner Central

Action!

Collect a minimum of five (5) customer satisfaction reviews as part of Select Tier requirements

Action!

Confirm the **Knowledge, Experience, Customer Success** pillars as **In Progress** or **Complete** by clicking on the **Checkpoint!** to the right.



Navigate the APN Part 8: Final steps Before Upgrading to Select tier

Review the requirements for upgrade to APN Select-tier against the current status. Visit Partner Scorecard in [APN Partner Central](#) and review your current status against the requirements

Action!

In the Partner Scorecard Overview, submit application for upgrade by clicking ‘**Request for Upgrade Review**’. Note that the \$2,500 APN Program Fee will be billed to the AWS Account ID submitted in this process.

Action!

Reminder: Select Tier APN Partners receive \$3,500 in AWS Promotional Credits upon payment of the Annual APN Program Fee.

Navigate the APN Part 9: Stay Connected with the APN

[Join the APN LinkedIn group](#) to get timely updates about APN Programs, APN Blog posts, training, and more.

Action!

[Read the APN Blog](#) to get timely updates on the top APN Partners and their solutions to customers, media, internal teams, media, and technology influencers.

Learn!

Review APN Navigate Specialization tracks and watch [Learn more about APN Navigate Specializations](#) video. [APN Navigate Specialization tracks](#) provides a prescriptive path for APN Partners to specialize on AWS.

Learn!