

AWS Partner Network Guide

Your all-in-one resource to begin and advance your AWS Partner Network journey.

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partner
network

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1. Overview

The adoption of cloud technologies and AWS in particular is accelerating globally. More and more, customers across the globe are turning to the cloud and looking to take advantage of AWS to meet their business needs. We know that our customers want new, innovative, flexible and scalable solutions, and that they want to engage with companies that offer AWS technical expertise, proven customer access and well-architected solutions. There is an enormous opportunity for customer-centric companies to build or grow a successful cloud-based business.

Whatever your needs, Amazon Web Services (AWS) is the right place to start your cloud adoption journey. The AWS Partner Network (APN) has the services and solutions to help customers of all sizes to **Build – Market – Sell** their solutions and services to grow their business. Did you know **that over 90 percent of Fortune 100 companies utilize APN Partner solutions and services?**

This guide provides an introduction to the APN and sheds light on how you can build, market, differentiate, sell and grow your business by partnering with APN. The guide walks you through APN Partner journey detailing the different Partner types, tiers and APN Programs, and the various marketing opportunities and resources available to you as an APN Partner to grow your business. As the APN continues to grow, we continue to invest in, develop, and expand the tools and resources available to you. This guide is your all-in-one resource to begin and advance your journey as an APN Partner.

For up-to-date information, please visit the APN home page <https://aws.amazon.com/partners/>, and read the APN Blog at <https://aws.amazon.com/blogs/apn/>.

2. What is APN?

The AWS Partner Network (APN) is a global partner program for Technology and Consulting businesses using AWS. Whether you are just beginning to build your business or are expanding your practice on AWS, the APN is a great place to start. APN is dedicated to helping you build, market, and grow a successful cloud business by providing you with invaluable – constantly updated – business, technical and marketing support.

Goal of APN: APN strives to enable customers to easily find specialized AWS Partners who:

- Possess extensive experience building/deploying customer solutions on AWS
- Develop and retain a strong bench of AWS-trained and certified staff
- Provide well-architected solutions for customers on AWS invest significantly in their AWS practice
- Invest significantly in their AWS practice
- Provide extensive support to customers.

The APN helps you achieve all of the above, and much more.

3. How does partnering with APN help your business?

The APN program strives to help your firm **build your AWS business, uniquely position and differentiate itself** on AWS, **be recognizable**, and **helps connect you with respective customers** leading your firm to **greater success and valuable future opportunities**. APN makes it easy for you to find professional, customizable marketing resources that will help you build a long term healthy, sustainable and profitable business to better serve joint customers.

By becoming an APN Partner, you can:

- ✓ **Gain credibility** by leveraging the AWS brand, known for innovation, customer centricity, and the pace of innovation.
- ✓ **Deliver more innovation** with the constantly evolving portfolio of groundbreaking AWS technology and services.
- ✓ **Highlight your expertise** with APN Programs and differentiate your business practice.
- ✓ **Define your APN Partner journey** based on your business focus area and capabilities and make the most of your investment.
- ✓ **Work with an assigned Partner Manager** who will contact you within one business day of signing up with APN.
- ✓ **Increase visibility to AWS field team and AWS customers** and take advantage of sales opportunities.
- ✓ **Promote and sell your solutions** through AWS Marketplace, a digital catalogue for AWS customers.
- ✓ **Maximize opportunities** by collaborating and sharing resources, knowledge, and experience with the community.
- ✓ **Save time, save money, and get the tools and resources** you need to reach customers and respond quickly to customer issues.

4. What makes APN Partners valuable to customers?

APN is on the same journey that you and your customers are on – a journey that encompasses growth, change, and innovation. The AWS Partner Network (APN) has the services and solutions to help customers of all sizes to **Build – Market – Sell** their solutions and services to grow their business.

APN offers the most innovation, experience, functionality to its customers and partners – All of which are critical elements in making a business decision.

The most innovation: Innovation, agility and our pace of innovation are our key differentiators. Our customers want authentic, customizable, complete solutions that can be catered to the specific business needs. Stemming from our inspiration to improve customer's life and experience in any way possible, we are constantly inventing and striving to build new, differentiated or improved solutions that are frictionless, economical and easy to scale. By working with APN Partner, our customers have the opportunity to leverage the new ground-breaking AWS services and solutions to support their growing unique business needs.

The most experience: The AWS Cloud spans across 60 availability Zones within 20 geographic regions around the world (as of December 19, 2018). Millions of [customers](#) are currently leveraging AWS cloud [products](#) and [solutions](#) to build sophisticated applications with increased flexibility, scalability and

reliability. Our customers trust the APN partners that have gained credibility by attaining APN program designations and specializations and rely on them to grow their business.

The most functionality: With technology moving at fast pace, staying up to-date and relevant is a necessity and at the same time challenging. AWS has been continually expanding its services to support virtually any cloud workload, and it has tons of fully featured services for compute, storage, databases, networking, analytics, machine learning and artificial intelligence (AI), Internet of Things (IoT), mobile, security, hybrid, virtual and augmented reality (VR and AR), media, and application development, deployment, and management. The growing portfolio of services and products allows AWS to cater to the new and challenging business scenarios that our customers need help with, thus uniquely positioning our APN partners to support them.

5. How do I get started?

Registering with APN is just the first step of your journey. As an organization registering with the APN for the first time, you should be looking to make the most of the benefits available to you and begin to build your AWS-based business and deeply train your staff.

Upon registering with the APN, use your time to become well-versed on AWS, embracing all of the AWS training options available to your firm, and begin to define what you'd like to achieve as an APN Partner. Start to build your AWS customer base, and begin to document your customer wins. And if you are a Technology Partner, specifically use your time to get your first solution launched in General Availability (GA) on AWS, following [AWS Well-Architected best practices](#).

We recommend you to deepen your knowledge on the APN Partner tiers, the different APN Programs available to you and define your partner journey leveraging APN Navigate path and learn how you can develop a specialization with various APN programs.

Every partner has a different journey and path to success. Define your journey as an APN partner with programs that align to your capability and best support your business growth to deliver memorable customer experiences.

Once registered, **make sure you stay 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 about how APN Partners are driving business solutions for AWS Customers worldwide.

Key resources to get you started:

- [APN Partner Central](#), your one-stop-shop for all the resources you would need as an APN partner to grow your AWS business.
- Download [APN How-to Guides](#) to learn best practices for marketing with AWS
- Find an [AWS Partner](#)
- Browse [APN programs](#)
- See what [Partner training](#) is available to you
- For Technology partners specifically looking to build SaaS on AWS - Download [Forrester study on building SaaS on AWS](#) and visit the [SaaS page](#) on AWS website, and visit the APN Blog for a number of [SaaS-specific blog posts](#).

6. Are you a Consulting or Technology Partner?

Upon registering, the APN classifies its partners into 2 categories: **Consulting** or **Technology** partners based on the requirements set forth for the two partner types.

[APN Consulting Partners](#) are professional services firms that help customers of all types and sizes design, architect, build, migrate, and manage their workloads and applications on AWS on a global basis, accelerating their journey to the cloud. APN Consulting Partners often implement Technology Partner solutions in addition to the professional services they offer. Consulting Partners include System Integrators, Strategic Consultancies, Agencies, Managed Service Providers, and Value-Added Resellers.

[APN Technology Partners](#) provide hardware (e.g. OEMs, semiconductor manufacturers), connectivity services (e.g. network carriers), or software solutions that are either hosted on, or integrated with, the AWS Cloud (e.g. SaaS Providers, ISV). APN Technology Partner products are often delivered as components to broader AWS Cloud customer solutions and can be delivered globally by APN Consulting Partners, through AWS Marketplace, as part of a customer-ready solutions (e.g. AWS Quickstarts, or Solution Space Solutions) or direct from the APN Technology Partner.

7. How can you grow your business with APN?

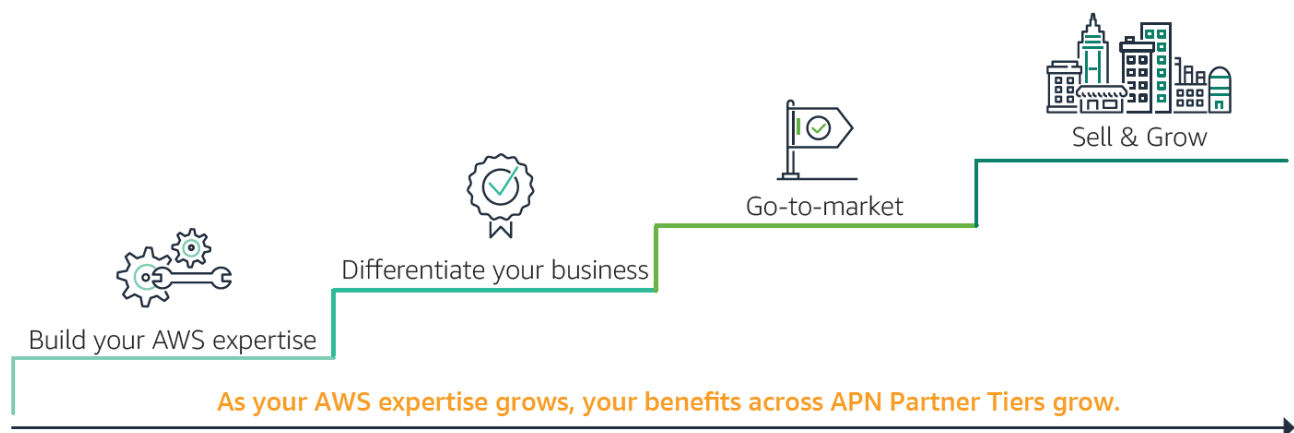
The APN is a tiered program. We engage on a deeper level with higher tier APN Partners who invest significantly in their AWS practice, possess extensive experience building and deploying customer solutions on AWS. Such high tier partners become eligible for deeper engagements with AWS team and receive a greater number of benefits, such as additional eligibility for funding and marketing activities with AWS

APN Consulting Partner can attain one of three tiers (Select, Advanced, Premier), and an APN Technology Partner can attain one of two tiers (Select and Advanced). The requirements for each tier are dependent on 3 key parameters – experience, knowledge and success.



Select tier APN Partners are partners who are getting established on AWS. **Advanced tier APN Partners** have built a strong AWS practice or solution. Advanced APN Partner tier is the highest tier for Technology Partners. **Premier tier APN Partners** represent the highest level of achievement. These highest tier APN Partners (Advanced APN Technology Partners and Premier APN Consulting Partners) are partners that have invested significantly in their AWS practice and have committed to building a mature cloud practice. They have extensive experience in deploying customer solutions on AWS with a strong bench of trained and certified technical resources. These partners have achieved deep technical expertise through multiple APN Program validations such as those from the AWS Competency, AWS Managed Service Provider (MSP), or AWS Well-Architected Partner Programs.

Progressing through the APN tiers means greater access to benefits that will help you **Build, Market, and Sell** your solutions, regardless of workload, vertical or solution area and ultimately grow your business. The **APN Navigate path** provides prescriptive guidance to help you move through the APN tiers and define what you'd like to achieve as an APN Partner and become an AWS expert.



8. Define your partner journey with APN Navigate path

APN Navigate offers a prescriptive path for APN Partners to define their partner journey and walks you through all the benefits, requirements, tools, and knowledge you will need to advance your journey with APN—move to your next APN tier and build specialty practices or solutions on AWS based on your business focus. Every partner has a different journey and path to success.

To kick-off your partner journey, APN Navigate will help your organization establish the fundamental building blocks to become a successful APN Partner, advance you through APN tiers, and become AWS specialists in a solution, industry, workload, or services area based on your business focus. Thus,

empowering you to shape your own path as you partner with APN, build on your core strengths, and enable you to deploy innovative solutions on behalf of AWS Customers.

As your organization progresses through APN, you can select Navigate specialization tracks to deepen your knowledge and validate your expertise with the resources on how to differentiate your practice or solution. Each Navigate specialization track includes e-learning, advanced tools and resources, clear calls to actions, and “Apply Your Knowledge” checkpoints to allow APN Partners to track and stay on course.

If you are new to APN, build your foundational blocks by having two (2) individuals from your organization go through the Business Professional training and two (2) individuals go through the Technical Professional training. These trainings will help you gain knowledge of the AWS business solutions and services. If you are a business that already has a specific expertise or are further along in your APN journey, you can deepen your knowledge and validate your expertise with the Navigate Specialization tracks that suit your business area. For more information visit the [APN Navigate Website](#).

Common FAQs:

[How do I register for a training/course?](#)

[How can I buy or sell solutions on AWS marketplace?](#)

[What marketing support does APN provide to promote my business?](#)

[How do I access MDF?](#)

[What other funding options are available to APN Partners?](#)

[How do I manage my AWS Leads?](#)

[I need help with TCO analysis?](#)

9. APN Consulting Partners – Benefits and Requirements

Registered	Select	Advanced	Premier
Benefits <p>Access to APN Partner Central for:</p> <ul style="list-style-type: none"> Online training and AWS Accreditations AWS Solution Training for Partners Discounts on AWS instructor-led trainings APN Webcasts <p>&</p> <p>Access to APN Navigate to define your APN journey</p> <p>Get contacted by AWS Partner Manager in 1 business day of sign-up</p> <p>Access to AWS Educate Job Board</p> <p>Leverage AWS Marketplace</p> <p>Eligible to receive support on AWS validated customer engagements</p> <p>Access to sponsorship packages for re:Invent & other AWS events</p>	Registered Benefits <p><i>Plus</i></p> <p>Get the APN Select Tier Badge</p> <p>Company profile listed on Partner Solutions Finder</p> <p>Access to APN Marketing Central and go-to-market resources</p> <p>Access to Partner Opportunity Acceleration (POA) Funding and AWS Promotion credit</p> <p>Access to Partner Development Resource</p> <p>Unlock Programs:</p> <ul style="list-style-type: none"> AWS Service Delivery Program AWS Solution Provider Program AWS Customer Engagement Program (ACE) AWS Public Sector Partner Program 	Registered Benefits <p>Select Benefits</p> <p><i>Plus</i></p> <p>Get the APN Advanced Tier Badge</p> <p>Eligible for Market Development Funding (MDF)</p> <p>Opportunity to be featured on APN Blog</p> <p>Early access to sponsorship packages for re:Invent & other AWS events</p> <p>Eligible for 1 AWS joint case study</p> <p>Promotion of case study on APN forums</p> <p>Unlock Programs:</p> <ul style="list-style-type: none"> AWS Managed Service Provider Program (MSP) AWS Competency Program AWS Well-Architected Partner Program 	Registered Benefits <p>Select Benefits</p> <p>Advanced Benefits</p> <p><i>Plus</i></p> <p>Get the APN Premier Tier Badge</p> <p>Featured on APN Premier, APN Program Pages</p> <p>Access to AWS Professional Service Boot Camp Training</p> <p>Eligible for 2 AWS joint case studies</p> <p>Named AWS Partner Development Manager</p> <p>Assigned an AWS Solution Architect</p> <p>Eligible for customer-facing joint webinars</p>
Requirements <p>Complete online Partner Profile</p>	Requirements <p>Annual APN Program fee \$2500</p> <p>4 AWS Accredited individuals: 2 Technical Professionals 2 Business Professionals</p> <p>AWS Certified individuals: 2 Foundational Certified individuals 2 Technical Certified individuals</p> <p>3 launched opportunities (total MRR >= \$1,500)</p> <p>1 publicly referenceable customer</p> <p>5 customer satisfaction responses</p>	Requirements <p>Annual APN Program fee \$2500</p> <p>8 AWS Accredited individuals: 4 Technical Professionals 4 Business Professionals</p> <p>AWS Certified individuals: 4 Foundational Certified individuals 6 Technical Certified individuals (min. 3 Professional or Specialty)</p> <p>20 launched opportunities (total MRR >= \$10,000)</p> <p>2 publicly referenceable customers</p> <p>20 customer satisfaction responses</p> <p>Partner business plan</p>	Requirements <p>Annual APN Program fee \$2500</p> <p>20 AWS Accredited individuals: 10 Technical Professionals 10 Business Professionals</p> <p>AWS Certified individuals: 10 Foundational Certified individuals 25 Technical Certified individuals (min. 10 Professional or Specialty)</p> <p>50 launched opportunities (total MRR >= \$50,000)</p> <p>6 publicly referenceable customers</p> <p>30 customer satisfaction responses</p> <p>Partner business plan</p> <p>Executive business review</p> <p>3 technical program validations</p> <p>6 months of sustained attainment of Premier Tier Criteria</p>

10. APN Technology Partners – Benefits and Requirements

 Registered	 Select	 Advanced
<div data-bbox="243 304 496 336">Benefits</div> <p>Access to APN Partner Central for:</p> <ul style="list-style-type: none"> Online training and AWS Accreditations AWS Solution Training for Partners Discounts on AWS instructor-led trainings APN Webcasts <p>&</p> <ul style="list-style-type: none"> Access to APN Navigate to define your APN journey Get contacted by AWS Partner Manager in 1 business day of sign-up Access to AWS Educate Job Board Eligible to list your solutions for sale on AWS Marketplace Eligible to receive support on AWS validated customer engagements Access to sponsorship packages for re:Invent & other AWS events 	<div data-bbox="638 304 893 336">Registered Benefits</div> <p><i>Plus</i></p> <ul style="list-style-type: none"> Get the APN Select Tier Badge Company profile listed on Partner Solutions Finder Access to APN Marketing Central and go-to-market resources Access to Partner Opportunity Acceleration (POA) Funding and AWS Promotion credit Access to Partner Development Resource <p></p> <p>Unlock Programs:</p> <ul style="list-style-type: none"> APN Customer Engagement Program (ACE) AWS Public Sector Partner Program 	<div data-bbox="1037 304 1292 336">Registered Benefits</div> <div data-bbox="1037 346 1292 378">Select Benefits</div> <p><i>Plus</i></p> <ul style="list-style-type: none"> Get the APN Advanced Tier Badge Eligible for Market Development Funding (MDF) Opportunity to be featured on APN Blog Early access to sponsorship packages for re:Invent & other AWS events Eligible for 1 AWS joint case study Promotion of case study on APN forums <p></p> <p>Unlock Programs:</p> <ul style="list-style-type: none"> AWS Competency Program
<div data-bbox="293 1213 448 1245">Requirements</div> <ul style="list-style-type: none"> Complete online Partner Profile 	<div data-bbox="678 1213 833 1245">Requirements</div> <ul style="list-style-type: none"> Annual APN Program fee \$2500 AWS Certified Individuals: <ul style="list-style-type: none"> 1 Technical Certified individual \$15K in direct revenue OR <ul style="list-style-type: none"> 3 launched opportunities (total MRR >= \$1,500) 1 product listing 1 publicly referenceable customer 5 customer satisfaction responses 	<div data-bbox="1073 1213 1227 1245">Requirements</div> <ul style="list-style-type: none"> Annual APN Program fee \$2500 AWS Certified Individuals: <ul style="list-style-type: none"> 4 Technical Certified individuals (min. 3 Professional or Specialty) \$350K in direct revenue OR <ul style="list-style-type: none"> 20 launched opportunities (total MRR >= \$10,000) 1 product listing 2 publicly referenceable customers 20 customer satisfaction responses Partner business plan Technical baseline review

11. How to differentiate your business through APN Partner Programs?

The goal of all APN Partner Programs is to help you stand out and differentiate your firm to AWS customers, and to provide you with specific resources to support your unique business need. APN Partners who qualify for and join these programs receive promotion support and many additional benefits, such as increased visibility throughout the AWS website, increased eligibility for funding, more direct promotion to the AWS field organization, and additional go-to-market opportunities.

11.1. Programs available upon registration to all APN Partners

11.1.1. AWS Device Qualification Program (DQP)

The AWS Device Qualification Program is a hardware qualification and incentive program that is open to all partners in the AWS Partner Network who want to qualify their device hardware (development kits, SBCs, embedded modules, gateways, PLCs, sensors, cameras, and more) by validating that it works with AWS IoT Core, AWS IoT Greengrass, Amazon FreeRTOS, and Amazon Kinesis Video Streams.

Qualified devices are eligible for listing in the [AWS Partner Device Catalog](#), which allows customers to discover IoT devices that work with AWS. The catalog helps customers explore and find validated partner device hardware, including a call-to-action to purchase listed hardware for evaluation and prototyping from APN partners, and creates a new channel for our APN Partners to reach and engage new customers.

The program helps driving success for customers by simplifying the selection of IoT hardware, connecting with APN Partners, leveraging APN IoT Partner expertise, and going to market with new products, services, and solutions. Learn more about the AWS Device Qualification Program benefits and requirements by [visiting the AWS DQP webpage](#). The most current list of participating partners is available [here](#).

11.1.2. AWS Marketplace

[AWS Marketplace](#) is a sales channel that makes it easy for both APN Technology and Consulting Partners to showcase software solutions that run on the AWS cloud.

For technology partners, we are focused on providing low-friction tools and offering powerful business, technical, and marketing programs to help establish, manage, and grow a successful business on AWS. Benefits include:

- **Streamlined software delivery.** A managed Amazon Machine Image (AMI) can be offered to customers to take advantage of 1-Click purchasing and the ability to launch pre-configured software in minutes, or Software as a Service (SaaS), where customers can subscribe via the Marketplace, register and use your software on your site, and pay for it on their AWS bill.
- **Discover New Customers.** By launching directly from AWS Marketplace, customers can run software instantly, decreasing the length of your sales cycle. You can also offer free trials with no additional engineering effort.
- **Simplified Billing & Payments.** Customers pay for AWS Marketplace software as part of the regular AWS billing cycle. AWS manages the complexity of metering, billing, payment collection and financial reporting so you can focus on building and selling core products.

Consulting Partners can leverage [AWS Marketplace Channel Programs](#) to recommend and deliver software to their customers, growing their AWS-based business.

APN Technology Partners can authorize Consulting Partners to own and maintain the financial and contractual relationship with customers in AWS Marketplace. In addition to value-added services, customers can work with their Consulting Partner to receive custom pricing and end-user licensing terms that meet the needs of their business.

Visit the [AWS Marketplace Management Portal](#) to learn more about the requirements and benefits of becoming a seller in AWS Marketplace.

11.1.3. APN Customer Engagements (ACE) Program for Opportunity submission

Registered Tier APN Partners can leverage the ACE Platform to submit opportunities for AWS Validation. By leveraging the ACE Platform, all APN Partners are driving internal visibility of the engagements they are driving on AWS. AWS Validated opportunities are then surfaced to our AWS Sales teams to engage with and collaborate with APN Partners on. Higher tier APN partners are eligible to receive AWS generated leads and opportunities, as well as access to sales and technical support resources.

To learn more about the benefits and requirements of participating in the APN Customer Engagements Program, visit our [ACE program webpage](#).

11.1.4. AWS Training Partner Program

AWS works closely with selected training organizations around the globe to ensure that customers can access training courses in their preferred language and location. [AWS Training Partner Program](#) allows customers to easily identify APN Partners that provide training which will enhance their knowledge of AWS. Our APN Training Partners meet the robust requirements of AWS course delivery and are the only organizations endorsed by AWS to deliver our classroom-based training.

11.1.5. AWS Event Sponsorship Program

[AWS Sponsorship](#) is one of the best resources you can take advantage of as an APN Partner to get in front of the customers you hope to engage through events like AWS re:Invent, re:Mars, re:Inforce, and AWS Summits etc. Through targeted networking opportunities, brand awareness, and thought leadership, each sponsorship program features value rich, impactful benefits offered at industry competitive pricing. To learn more about sponsorship opportunities, [click here](#). Learn tips for making the most of AWS Sponsorship from APN Partners who've found sponsorship success on the APN Blog, "[Best Practices for Making the Most of AWS Sponsorship](#)".

11.1.6. AWS Direct Connect Program

[The AWS Direct Connect Program](#) is designed for APN partners who provide network services to customers and are interested in connecting to AWS. The AWS Direct Connect Partners improve customer experiences by providing flexibility and choices on how to connect with AWS. The AWS Direct Connect Program helps AWS Customers establish network connectivity between AWS Direct Connect locations and their datacenter, office, or colocation environment. Network Service Providers who are present at existing AWS Direct Connect locations, as well as support required connection offerings for AWS Direct Connect should apply. Learn more about the program [here](#).

11.1.7.AWS Public Sector Partner Transformation Program

The AWS Public Sector Partner Transformation Program: 110 Days to Transformation is a comprehensive assessment, training, and enablement program focused on helping you build a successful and profitable AWS Cloud business. Whether you are new to the cloud or in the advanced stages of building your cloud business, this program provides you with the guidance to accelerate the development of your AWS skills and expertise to better serve your customers' journey to the cloud. Participation in the program helps APN partners accelerate business growth by unlocking additional revenue opportunities; enhance credibility through defined and validated cloud capabilities; build a robust go-to-market strategy with AWS to stand out to customers; differentiate your practice for a competitive edge in the market; and access enhanced resources, programs, tools, and support. For more information on the AWS Public Sector Partner Transformation Program, visit the [website](#).

11.2. Programs available to APN Consulting Partners

11.2.1.AWS Service Delivery Program

The AWS Service Delivery Program highlights APN Consulting Partners- Select Tier or above with a track record of delivering specific AWS services to customers. Attaining an AWS Service Delivery Distinction allows partners to differentiate themselves by showcasing areas of specialization to AWS customers. From helping customers run serverless code with AWS Lambda or migrating databases to Amazon Aurora, AWS Service Delivery Program Partners can assist AWS customers with using many AWS services.

To receive an AWS Service Delivery designation, APN Partners must undergo service-specific technical validation by AWS Partner Solutions Architects, and complete a customer case business review. APN Partners in the AWS Service Delivery Program become more visible to AWS Customers and AWS Service teams, have more opportunities to connect with AWS Customers, and develop confidence building customer solutions through access to deeper learning. To learn more about applying for the AWS Service Delivery Program, [please visit the AWS Service Delivery Program page](#).

11.2.2.AWS Solution Provider Program

The AWS Solution Provider Program is designed for APN Consulting Partners - Select Tier or above, including 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. Under this program, Authorized Solution Providers manage, service, support, and bill Amazon Web Services (AWS) accounts for end customers.

The AWS Solution Provider Program provides Authorized Solution Providers a tiered discount structure based on partners' technical capabilities and success in driving new business, has flexible contracting options to meet the unique needs of end customers, and provides partners multiple AWS Support models that align to a partners' AWS practice. Learn more about the AWS Solution Provider Program requirements and benefits [here](#).

11.2.3. APN Customer Engagements (ACE) Program

The ACE program provides the framework to enable APN Consulting Partners Select Tier or above, to support customers and drive successful engagements on AWS. The eligible APN partners receive AWS generated leads and opportunities, as well as access to sales and technical support resources (e.g. AWS Compete resources, AWS Cloud Economics resources) to

increase alignment, collaboration and support for our APN Partners to ensure successful outcomes with our mutual customers.

To learn more about the benefits and requirements of participating in the APN Customer Engagements Program, visit our [ACE program webpage](#).

11.2.4.AWS Managed Service Provider (MSP) Partner Program

Customers are increasingly looking for APN Consulting Partners with end-to-end capabilities to help them migrate to the AWS Cloud. They are looking for ongoing support for the full cycle of: *plan/design >> build/migrate >> run >> optimize*.

The AWS MSP Partner Program provides APN Consulting Partners – Advanced Tier or above with new opportunities to learn cloud management best practices, expand your cloud managed service portfolios, and receive recognition from AWS that reflects the experience you create for customers. Further, the program provides qualified APN Consulting Partners with business, marketing and enablement benefits to deliver AWS Cloud services as business solutions to AWS customers. APN Partners who wish to become an AWS MSP Partner must undergo a comprehensive third-party audit of their cloud managed services practice and capabilities.

The Program is designed for APN Consulting Partners who are AWS experts, skilled in cloud infrastructure and application migration, and who deliver value to customers by offering proactive monitoring, automation, and management of their customer's environment. You can find all of the AWS MSP Program benefits and requirements by [visiting the AWS MSP webpage](#). Find the most current list of AWS MSP Partners [here](#).

11.2.5.AWS Competency Program

[The AWS Competency Program](#) provides APN Consulting Partners – Advanced Tier or above with a crucial opportunity to demonstrate your expertise to customers. Through the AWS Competency Program, customers are able to easily find and connect with APN Partners with expertise in specific industries, solutions, and/or workloads who can help them take advantage of AWS. APN Partners can qualify for one or more AWS Competency by having a strong overall AWS practice, showcasing customer success, and demonstrating technical readiness within the Competency.

To learn about the benefits of the AWS Competency Program, requirements to apply, and to find the most up-to-date information on available Competencies, visit the [AWS Competency Website](#).

11.2.6.AWS Distribution Program

The AWS Distribution Program is designed for APN Consulting Partners – Select Tier or above including systems integrators, managed service providers, value-added resellers, and public sector contractors, to resell authorized services to end customers as part of an AWS solution. Distribution program provides a path for distributors to support innovative go to market and business models of large set of APN partners. Value-added authorized distributors enable APN Consulting Partners to leverage existing relationships with such value-added authorized distributors to become a distribution seller. Value-added authorized distributors offer APN partners operations and billing support as well as additional solutions and services to support their effort to enhance customer experience. To find the most up-to-date information, visit [AWS Distribution Program](#) webpage.

11.2.7. AWS Solutions Space Program

The Solutions space program offers the opportunity to AWS Competency partners to work with AWS to build solutions for featured customer use cases. Through this program, AWS customers can discover scalable and secure solutions that will empower them to achieve their business needs. Customer ready solutions are based on architectures validated by AWS, include a combination of AWS services and APN Partner technologies, can be deployed quickly with solution accelerators like AWS Quick Starts, and feature optional consulting offerings provided by APN Partners, to accelerate your cloud transformation. Explore the different use cases, learn about the solutions, and get started by launching your solution projects on AWS listed on the [Solution Space page](#).

11.2.8. AWS Well-Architected Partner Program

The AWS Well-Architected Partner Program trains APN Consulting Partners – Advanced Tier or above on how to perform Well-Architected workload reviews. The Program is designed to enable you to help AWS customers establish good architectural habits, eliminate risk, and respond faster to changes that affect designs, applications, and workloads. Well-Architected Partners will gain the expertise needed to build high quality solutions, implement best practices, check the state of workloads, and make improvements when and where AWS customers need assistance.

To learn more about the benefits and requirements of participating in the AWS Well-Architected Partner Program, visit our [program](#) webpage.

11.2.9. AWS Public Sector Partner Program

[AWS Public Sector Partner](#) Program identifies and differentiates APN Consulting Partners- Select Tier or above,, that serve government, education, and nonprofit entities around the world. The PSP program helps you build your AWS Public Sector business by highlighting your solutions and services portfolio, skills, and expertise to the public sector community. Benefits include alignment with our public sector sales, marketing, partner, and bid and proposal teams; designation as a Public Sector Partner in our APN Partner Solutions Finder; and eligibility for additional opportunities, benefits, and programs designed to expand, differentiate, transform, and accelerate your public sector business with AWS.

To learn more about joining the AWS Public Sector Partner program, including benefits and requirements, visit the AWS [Public Sector Partner Program](#) page.

11.2.10. APN Customer Satisfaction (CSAT) Program

The APN Customer Satisfaction (CSAT) program offers tools and resources to the APN Consulting – Select Tier or above to enable them to demonstrate their ongoing customer success with AWS and advance in their APN partner journey. The CSAT program is intended to validate the experience of our customers in their own words to help Partners apply to APN Programs and move up through the APN Tiers. The APN Partners are required to submit a defined number of CSAT responses to fulfil the requirements to move to the next tier (detailed in Benefits and Requirements in Section 9 in this guide). For more information, please see the [APN Customer Satisfaction \(CSAT\) Program Guide](#).

11.3. Programs available to APN Technology Partners

11.3.1. AWS SaaS Factory Program

The AWS SaaS Factory Program helps APN Technology Partners at any tier to build a successful AWS-based SaaS business by providing a comprehensive set of business and technical enablement content and collateral, which empower and support APN Technology Partners at each stage of their SaaS on AWS journey.

Software-as-a-Service (SaaS) is a licensing and delivery model whereby software is centrally managed and hosted by a provider and available to customers on a subscription basis. Your company may look to a SaaS model to deliver your product for a number of reasons, including customer demand, to improve operational efficiency and agility, drive innovation, and to attract new customers and expand your global reach. Amazon Web Services (AWS) provides a

low cost, reliable and secure foundation for you to use as you build and deliver Software-as-a-Service (SaaS) solutions to customers.

AWS SaaS Factory includes reference architectures, AWS Quick Starts, learning modules (e-learning), and interactive activities such as webinars and workshops for prescriptive guidance on building, migrating, and optimizing SaaS products on AWS. To learn more about AWS SaaS Factory, [click here](#). Partners migrating or building SaaS on AWS are also encouraged to sign up for the SaaS on AWS interest list [here](#).

11.3.2. APN Customer Engagements (ACE) Program

The ACE program provides the framework to enable APN Technology Partners Select Tier or above, to support customers and drive successful engagements on AWS. The eligible APN partners receive AWS generated leads and opportunities, as well as access to sales and technical support resources (e.g. AWS Compete resources, AWS Cloud Economics resources) to increase alignment, collaboration and support for our APN Partners to ensure successful outcomes with our mutual customers.

To learn more about the benefits and requirements of participating in the APN Customer Engagements Program, visit our [ACE program webpage](#).

11.3.3. AWS Public Sector Partner Program

[AWS Public Sector Partner](#) Program identifies and differentiates APN Technology Partners-Select Tier or above, that serve government, education, and nonprofit entities around the world. The PSP program helps you build your AWS Public Sector business by highlighting your solutions and services portfolio, skills, and expertise to the public sector community. Benefits include alignment with our public sector sales, marketing, partner, and bid and proposal teams; designation as a Public Sector Partner in our APN Partner Solutions Finder; and eligibility for additional opportunities, benefits, and programs designed to expand, differentiate, transform, and accelerate your public sector business with AWS.

To learn more about joining the AWS Public Sector Partner program, including benefits and requirements, visit the AWS [Public Sector Partner Program](#) page.

11.3.4. AWS Competency Program

[The AWS Competency Program](#) provides APN Technology Partners – Advanced Tier with a crucial opportunity to demonstrate your expertise to customers. Through the AWS Competency Program, customers are able to easily find and connect with APN Partners with expertise in specific industries, solutions, and/or workloads who can help them take advantage of AWS. APN Partners can qualify for one or more AWS Competency by having a strong overall AWS practice, showcasing customer success, and demonstrating technical readiness within the Competency.

To learn about the benefits of the AWS Competency Program, requirements to apply, and to find the most up-to-date information on available Competencies, visit the [AWS Competency Website](#).

11.3.5. APN Customer Satisfaction (CSAT) Program

The APN Customer Satisfaction (CSAT) program offers tools and resources to the APN Technology– Select Tier or above to enable them to demonstrate their ongoing customer success with AWS and advance in their APN partner journey. The CSAT program is intended to validate the experience of our customers in their own words to help Partners apply to APN Programs and move up through the APN Tiers. The APN Partners are required to submit a defined number of CSAT responses to fulfil the requirements to move to the next tier (detailed in Benefits and Requirements in Section 10 in this guide). For more information, please see the [APN Customer Satisfaction \(CSAT\) Program Guide](#).

12. APN Partner Central resources

As you begin your APN journey and move up the tiers and continue to mature your AWS-based business and develop a comprehensive GTM strategy on AWS, we encourage you to take advantage of a number of AWS technical, non-technical, marketing resources at your disposal at different stages of your APN Partner journey.

The first stop on your journey is [APN Partner Central](#). This exclusive resource is a one-stop-shop for all of the tools and content that you need to grow your business on AWS. Once your firm registers with the APN, anyone at your firm [can self-register for APN Partner Central access](#). Through APN Partner Central, you have access to AWS technical and non-technical training, can request marketing and business support, and can download APN Partner-focused content among other resources.

Your firm will utilize APN Partner Central to track your success with AWS, manage your APN Partner Profile page (once you've become a Select or higher-tier APN Partner), and access some exclusive resources.

It's important to note that the individual who registers your firm in the APN will automatically be listed as the firm's **Alliance Lead**. The Alliance Lead is the primary account holder and has exclusive permission to access and update your firm's information in the APN Partner Central. The Alliance Lead has exclusive access to provide updates to the APN Partner Scorecard, Company Account Details, Lead and Opportunity Management Tool permissions, and AWS Partner Solutions Finder.

You can take advantage of the below features by logging into APN Partner Central:

APN Partner Scorecard: Track your success on AWS in your firm's APN Partner Scorecard. The APN Partner Central tracks your firm's information and many metrics including:

- APN Partner Type and Tier
- AWS Revenue
- AWS Business Professional, Technical Professional, and TCO & Cloud Economics Accreditations
- AWS Certifications and other AWS Activities
- Apply to upgrade to the Select, Advanced, and Premier Tiers through the APN Partner Scorecard once you have met all minimum requirements for the next available tier.

APN Partner Training: Keep up-to-date with the latest online and in-person APN Partner training offerings from AWS including AWS Business Professional, AWS Technical Professional, AWS TCO & Cloud Economics (See section 13).

APN Partner Content and Knowledge Base: Browse and download from a repository of business and technical documentation available under [APN Partner Resources](#) meant to help you navigate the APN. APN Partner Central houses many whitepapers geared toward helping you and your customers

understand and see the value in the core AWS technologies you implement and the value of the AWS platform. APN [How-to Guides](#) can help you learn best practices to maximize joint marketing efforts with AWS. Click the 'Content' tab or 'Knowledge' tab on [APN Partner Central](#).

APN Webcast: As an APN Partner, your firm has access to technical and business on-demand APN Webcasts. These webcasts provide your team the opportunity to learn directly from AWS technical and business thought leaders on AWS best practices, use cases, verticals, APN Program updates, and more. To access APN Webcast videos, log in to [APN Partner Central](#) and click the 'Webcast' tab.

APN Marketing Central: APN Select tier and above partners can take advantage of Marketing Central available APN Partner Central to increase awareness and generate demand for your company's products and solutions. This includes:

- Marketing tools that enable you to generate demand for your solutions on AWS. e.g. Emails, Landing Pages, Banner Ads, Copy blocks, Webinar-in-a-Box etc.
- Customer event sponsorship information (such as sponsorship information for AWS Summits and AWS re:Invent)
- Links to download best practices documents that discuss a number of joint marketing initiatives with AWS

APN Lead and Opportunity Management tool: Submit, manage, and receive AWS Sales engagement on validated opportunities and become eligible to receive and nurture AWS lead referrals through the AWS Customer Engagements Platform (ACE). AWS validated opportunities are surfaced to our AWS Sales teams to engage with and collaborate with APN Partners on in order to help accelerate deals with increased engagement and alignment with AWS Sales, Marketing, Technical and Compete teams. The ACE Platform also consolidates and presents AWS sourced Leads and Opportunities for APN Partners to choose to accept and nurture.

Customer satisfaction responses: The Partner Central offers tools and resources to enable APN partners to demonstrate their ongoing customer success with AWS by submitting customers satisfaction (CSAT) responses. The CSAT program is intended to validate the experience of our customers in their own words to help Partners apply to APN Programs and move up through the APN Tiers. The APN Partners are required to submit a defined number of CSAT responses to fulfil the

requirements to move to the next tier (detailed in Benefits and Requirements in Section 9 and 10 in this guide). For more information, please see the [APN Customer Satisfaction \(CSAT\) Program Guide](#)

Partner Case study submission: Leverage the case study kit included in the APN Marketing Toolkit on APN Marketing Central. The case study kit provides templates and basic guidance to help APN partners create case studies consistent with the APN brand and messaging to provide a seamless experience to our customers.

Manage Your APN Partner Profile Page on AWS Partner Solution Finder: The AWS Partner Solutions Finder is one of the best benefits we offer our Select and higher-tier Partners to enable business development. All of your AWS-validated solutions, competencies, and case studies are listed on your APN Partner Profile, and you can also use your Profile to classify your firm by region, language, industry, services offered, target sectors, technical expertise and use case expertise, to better reach AWS current and prospective customers looking for APN Partner solutions and services.

Apply for APN Programs: Explore APN programs of interest to your firm and apply for APN Programs like AWS Competency or AWS Service Delivery upon meeting criteria set for each program.

Funding options available: APN provides partners with funding support for specific type of engagements including POC, Workload, Partner Migration Program (PMP), and Migration Acceleration Program (MAP) and other unique business use cases. The [2019 Acceleration Funding Tool Quick Guide](#) walks you through the qualification criteria associated with various funding opportunities.

13. AWS Training & Certification

The goal of [AWS Training for APN Partners](#) is to **help you effectively address business and technical objectives** for your customers and **design innovative AWS-based customer solutions**. We want to empower your firm through AWS Training and Certification to tackle complex customer questions, challenges, and next steps.¹

We recommend that you establish a dedicated team to work on AWS-based solutions for customers (both sales and technical members of your staff), and ensure that this team takes advantage of appropriate AWS training as you begin to engage with customers. Getting AWS Trained and Certified allows your firm to move up the APN tiers. AWS Certifications validate technical expertise and demonstrate to customers that you understand AWS services and solutions. We've observed that APN Partners who invest more in Training and Certification achieve higher revenue on AWS.

How to access trainings?

As a first step, visit the [APN Partner Learning Plan webpage](#) produced by the AWS Training and Certification team, which outlines the courses, accreditations, and certifications we recommend taking as an APN Partner, depending on whether your role is business, technical, or professional services.

You can register for a number of AWS Training courses outlined in AWS Training & Certification through APN Partner Central. Registering for instructor led trainings via APN Partner Central gives you access to up to a 20 percent discount on instructor-led training courses delivered by AWS. Please take

¹ You can find the AWS Training Terms and Conditions here: <https://aws.amazon.com/training/training-agreement/>.

note of the terms and conditions outlined on the page. To Access AWS Training Resources, click the training tab in APN Partner Central.

AWS Certifications are recognized as a benchmark for cloud professionals. There are currently 9 certifications – 1 foundational level (Cloud Practitioner), 3 associate level, 2 professional level and 3 specialty certifications in Advanced Networking, Big Data, and Security. By having people in your organization earn these certifications, you will be able to prove to your customers your businesses expertise on AWS and give your technologists a career path.

An exciting addition to certifications is the AWS Certified Cloud Practitioner exam, which is for individuals in sales, marketing, finance, and legal roles. This exam covers cloud concepts, security, technology, and billing and pricing.

Available Certifications:

