



# INNOVATE

ONLINE CONFERENCE

# Build, market, and sell with the AWS Partner Network

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Senior APN Program Manager, AWS

# Agenda

AWS Partner Network (APN) overview

Why customers value APN Partners

Why become an APN Partner

APN Partner community: APN tiers

APN Partner journey: Build, market, and sell with APN

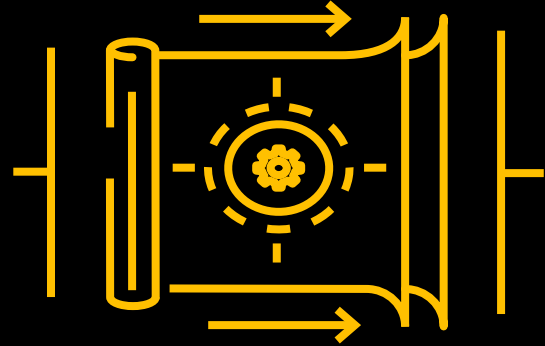
# What is the AWS Partner Network (APN)?



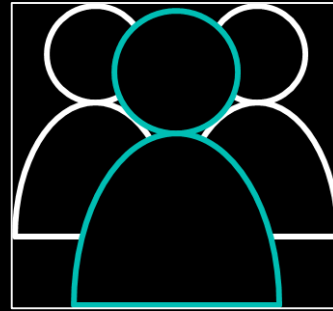
Helping APN Partners build successful AWS-based  
businesses and solutions

# Why do customers value APN Partners?

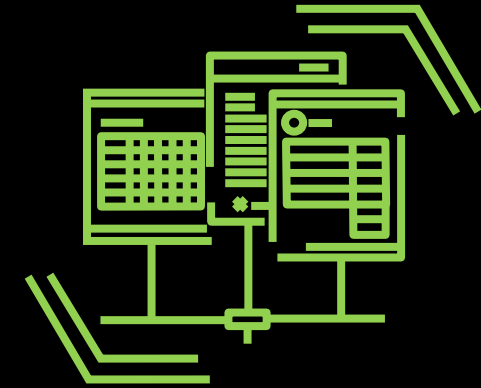
The APN offers the most...



**Innovation**



**Experience**



**Functionality**



# Why become an APN Partner?

- ✓ Deliver more innovation
- ✓ Gain credibility with customers
- ✓ Define your APN Partner journey
- ✓ Work with an assigned Partner Manager upon signing up
- ✓ Increase visibility with AWS field team and AWS customers
- ✓ Market your business and participate in exclusive events
- ✓ Promote and sell your solutions through AWS Marketplace
- ✓ Highlight and differentiate your expertise with APN Programs
- ✓ Save time and money, and reach customers with APN resources

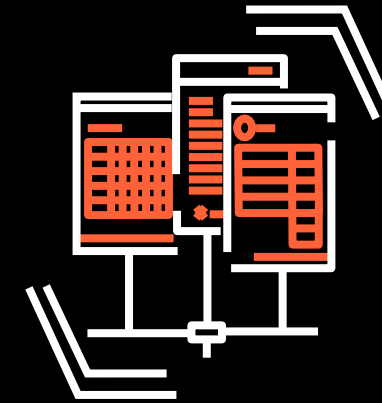
# APN Partner journey

# APN Partner community



## Consulting Partners

IT consulting  
System integration  
Application development  
Managed services

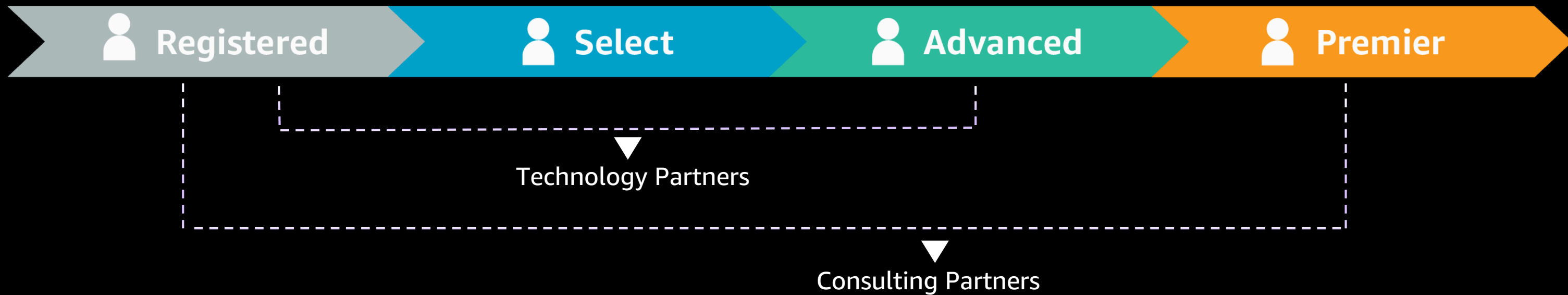


## Technology Partners

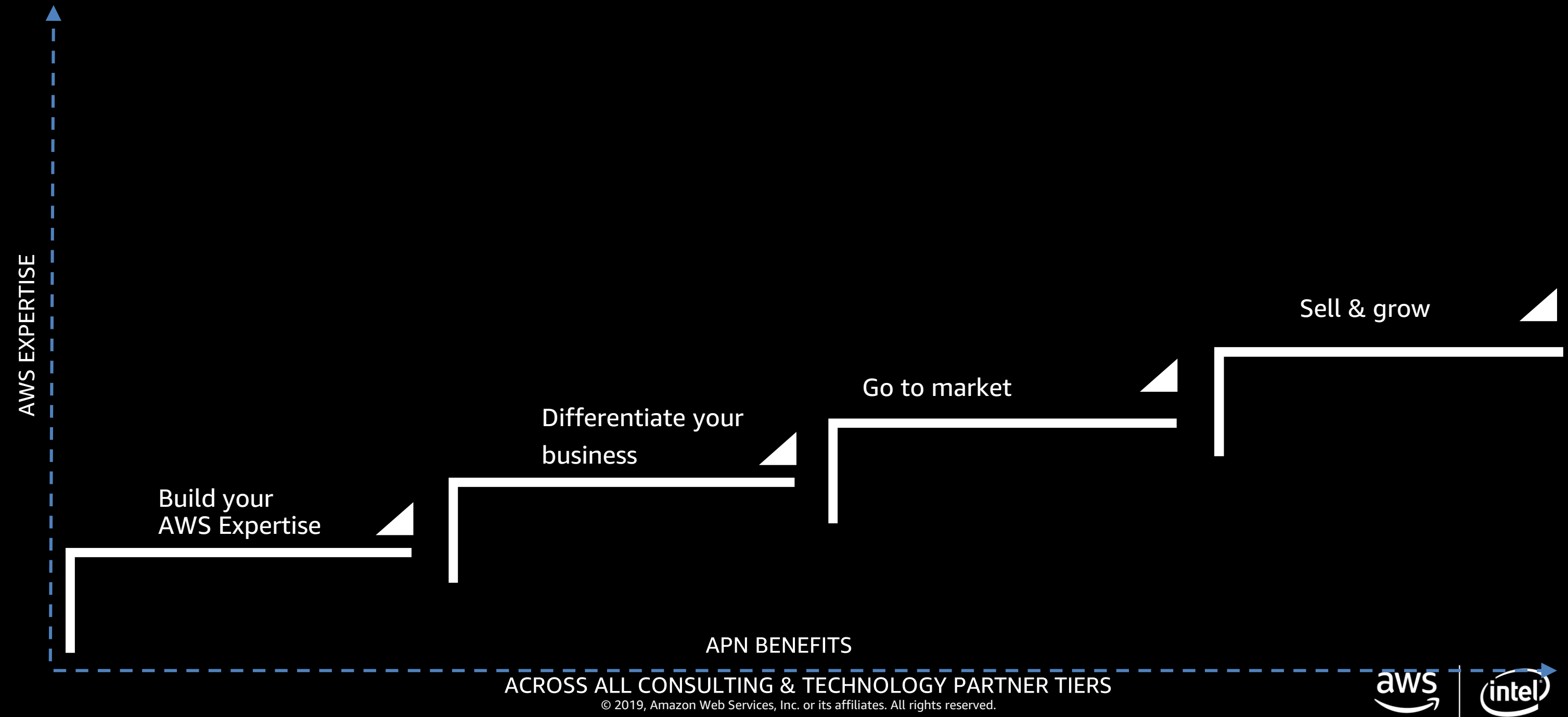
Software  
Operating systems  
Databases  
Hardware



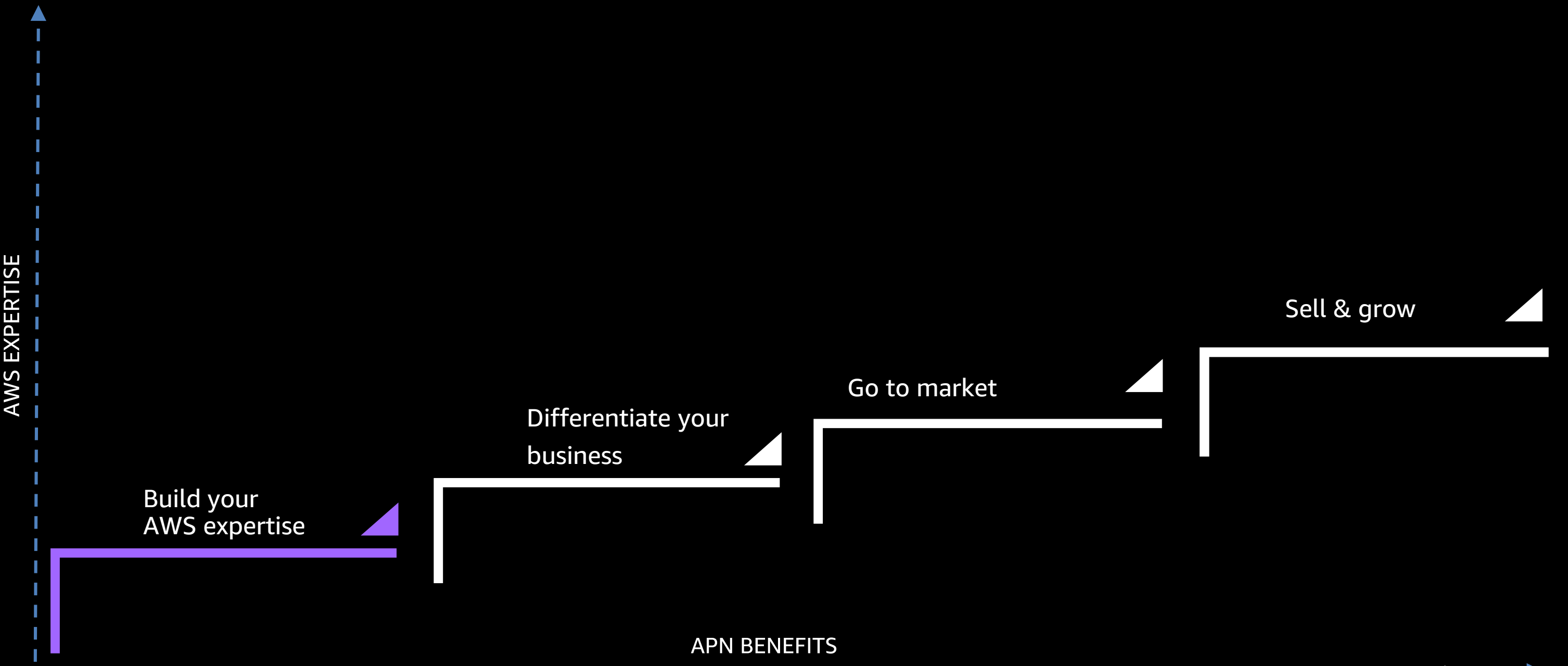
# APN Partner stages



# APN Partner journey



# Build your AWS expertise



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# Build your AWS expertise

## APN Partner Training

- APN Customer Engagements (ACE) Program
- Device Qualification Program (DQP)
- SaaS Factory
- Marketplace
- Navigate
- **Training and Certification**

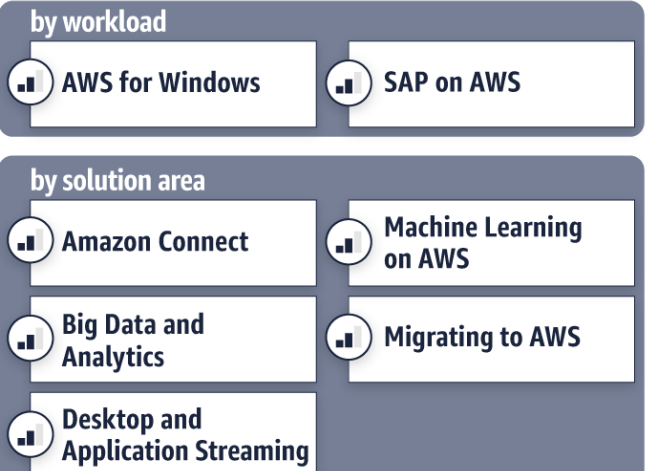
Build your  
AWS expertise

### AWS Business Professional

Recommended learning progression



Additional training

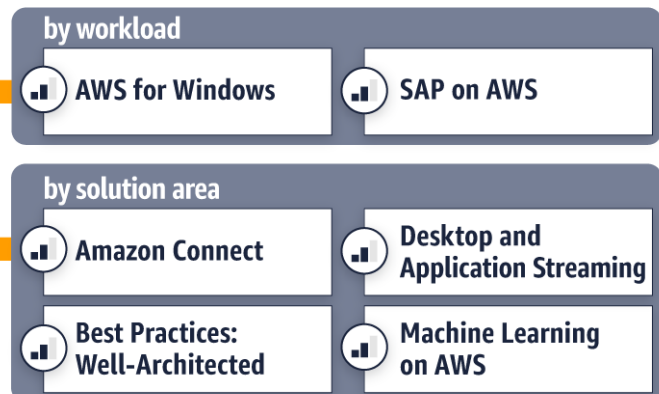


### AWS Technical Professional

Recommended learning progression



Additional training



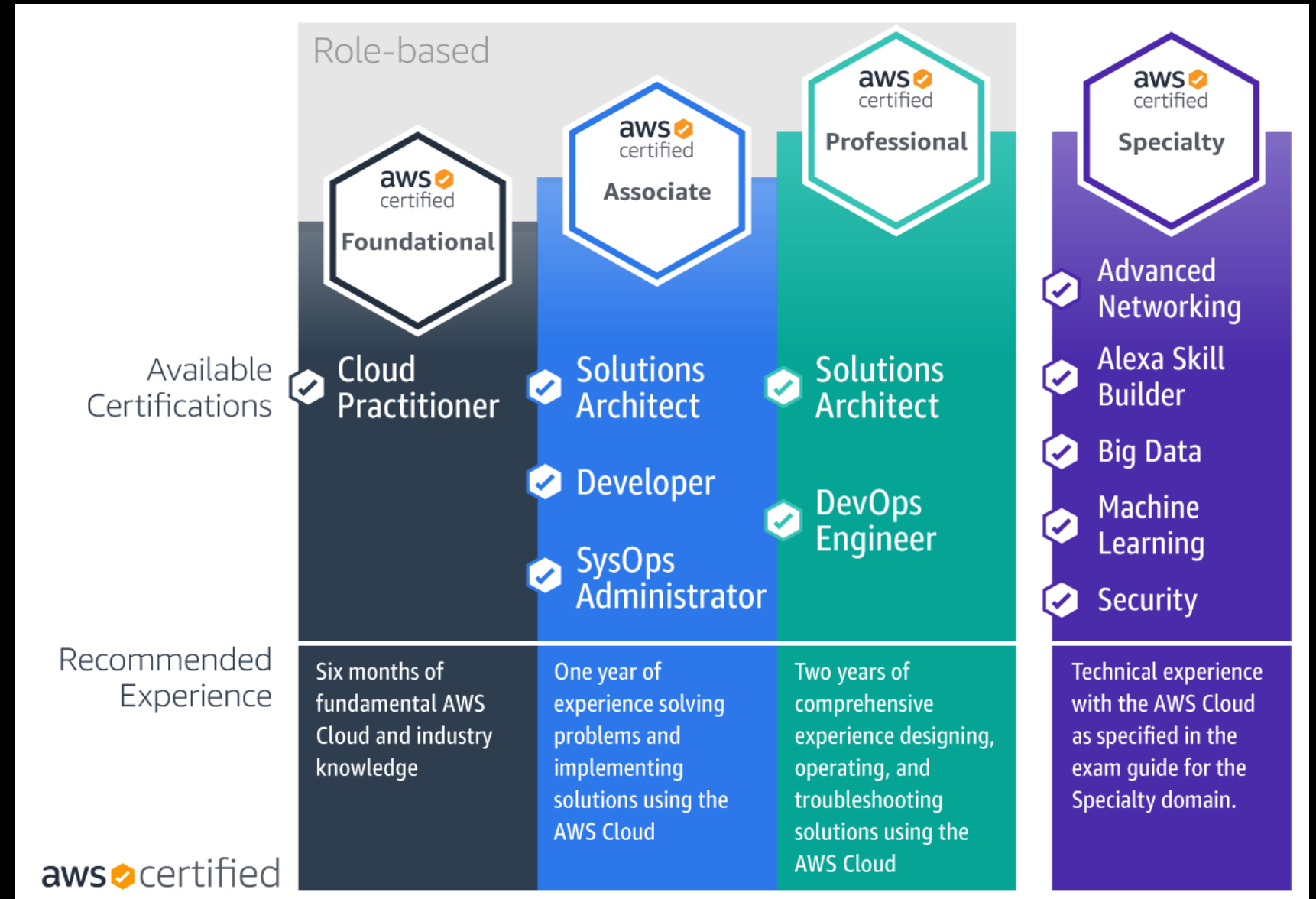
APN BENEFITS

# Build your AWS expertise

## AWS Certification

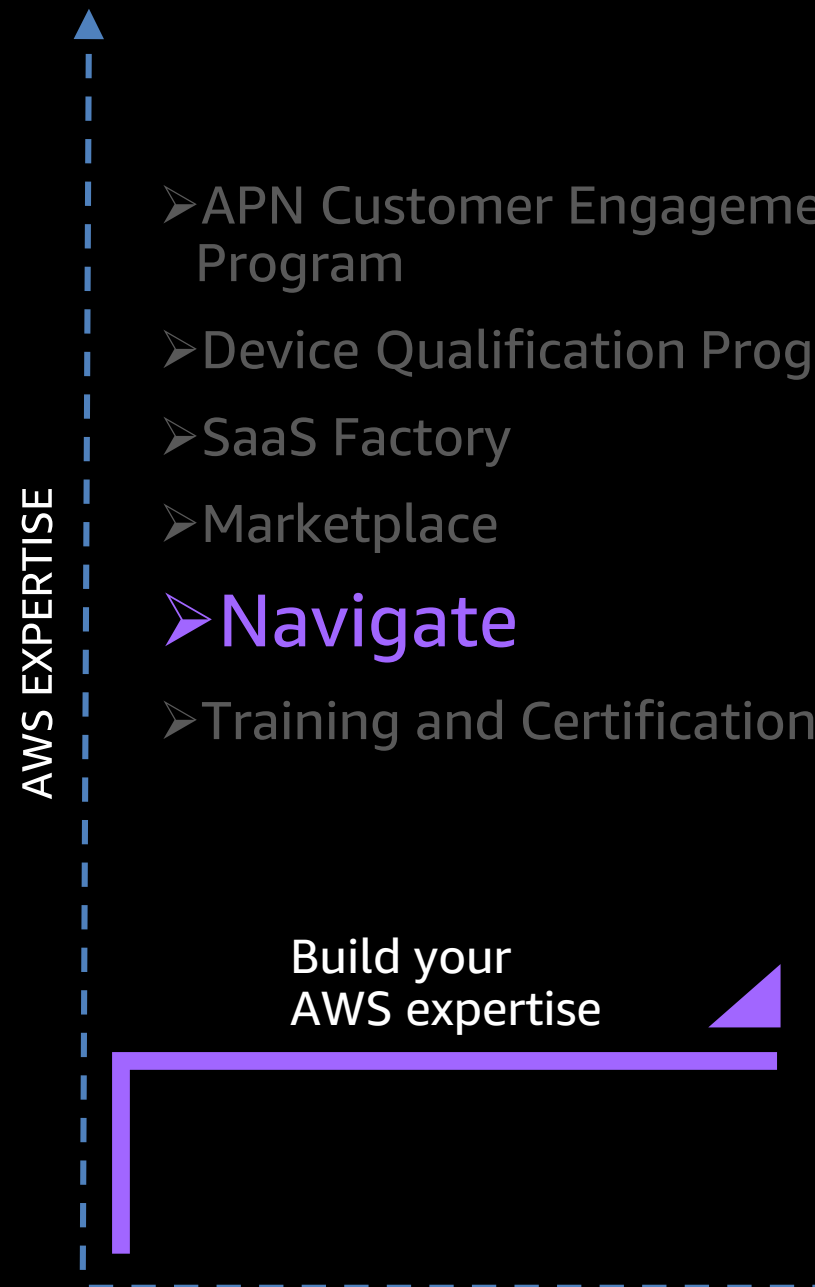
- APN Customer Engagements (ACE) Program
- Device Qualification Program (DQP)
- SaaS Factory
- Marketplace
- Navigate
- **Training and Certification**

Build your  
AWS expertise



APN BENEFITS

# Build your AWS expertise



## APN Navigate Path

**New APN Partners** looking for step-by-step guidance on **building a specialized practice** on AWS

**Existing APN Partners** looking to **expand** into new industries, workloads, and solution spaces



# Build your AWS expertise

- APN Customer Engagements (ACE) Program
- Device Qualification Program (DQP)
- SaaS Factory
- **Marketplace**
- Navigate
- Training and Certification

## AWS Marketplace Channel Programs

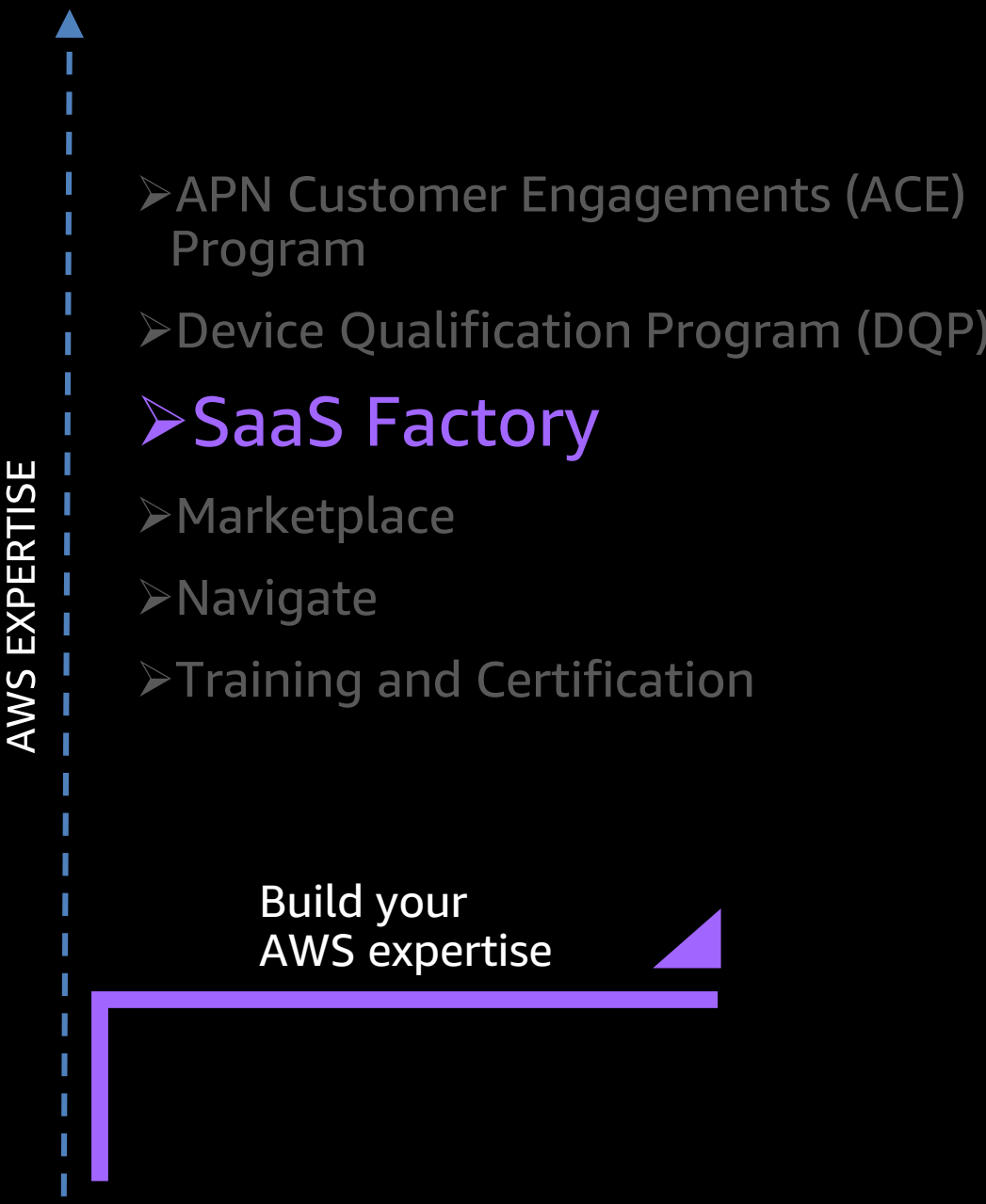
**Enables APN Consulting Partners** to recommend and deliver software for their customers to help **build and grow** their AWS-based business

Build your  
AWS expertise

APN BENEFITS



# Build your AWS expertise

- 
- APN Customer Engagements (ACE) Program
  - Device Qualification Program (DQP)
  - **SaaS Factory**
  - Marketplace
  - Navigate
  - Training and Certification


## AWS SaaS Factory

Available to **APN Technology Partners** interested in building, migrating, or optimizing SaaS products on AWS

Provides a broad range of business and **technical enablement resources**

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# Build your AWS expertise

- 
- APN Customer Engagements (ACE) Program
  - **Device Qualification Program (DQP)**
  - SaaS Factory
  - Marketplace
  - Navigate
  - Training and Certification

## AWS Device Qualification Program (DQP)

**Available for all APN Partners**, to validate their hardware

APN Partners can submit their hardware for **technical validation** for Amazon FreeRTOS, AWS IoT Greengrass, AWS IoT Core, and Amazon Kinesis Video Streams

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# Build your AWS expertise

## ➤ APN Customer Engagements (ACE) Program

- Device Qualification Program (DQP)
- SaaS Factory
- Marketplace
- Navigate
- Training and Certification

Build your  
AWS expertise

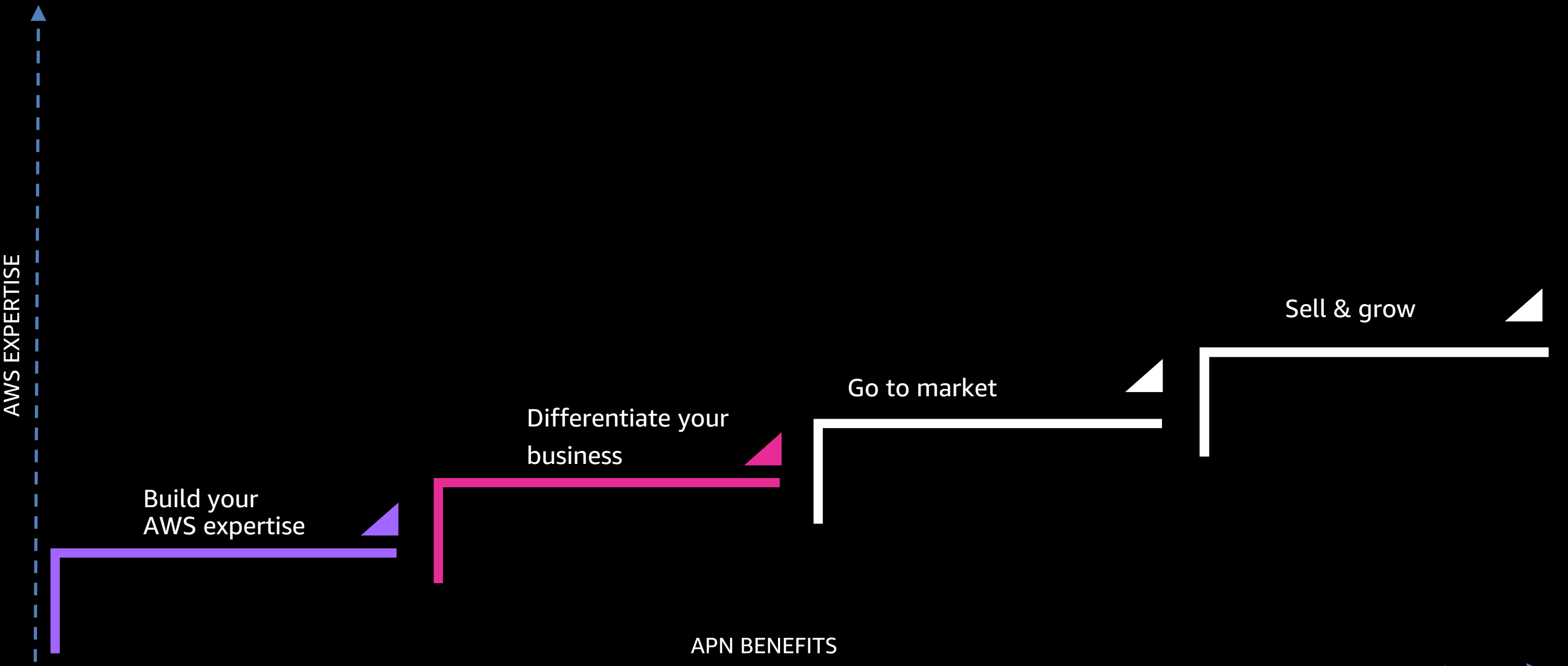
## ACE Program

Provides the **resources, tools, and sales support** to enable APN Partners to support customers and **drive successful engagements** on AWS

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# Differentiate your business



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# Differentiate your business

- MSP Program
- Competency Program
- Public Sector Partner Program
- **Service Delivery Program**

## AWS Service Delivery Program

Available to the APN Consulting and Technology **Select Tier Partners**, to **differentiate** via service level and be **recognized by AWS customers** more quickly

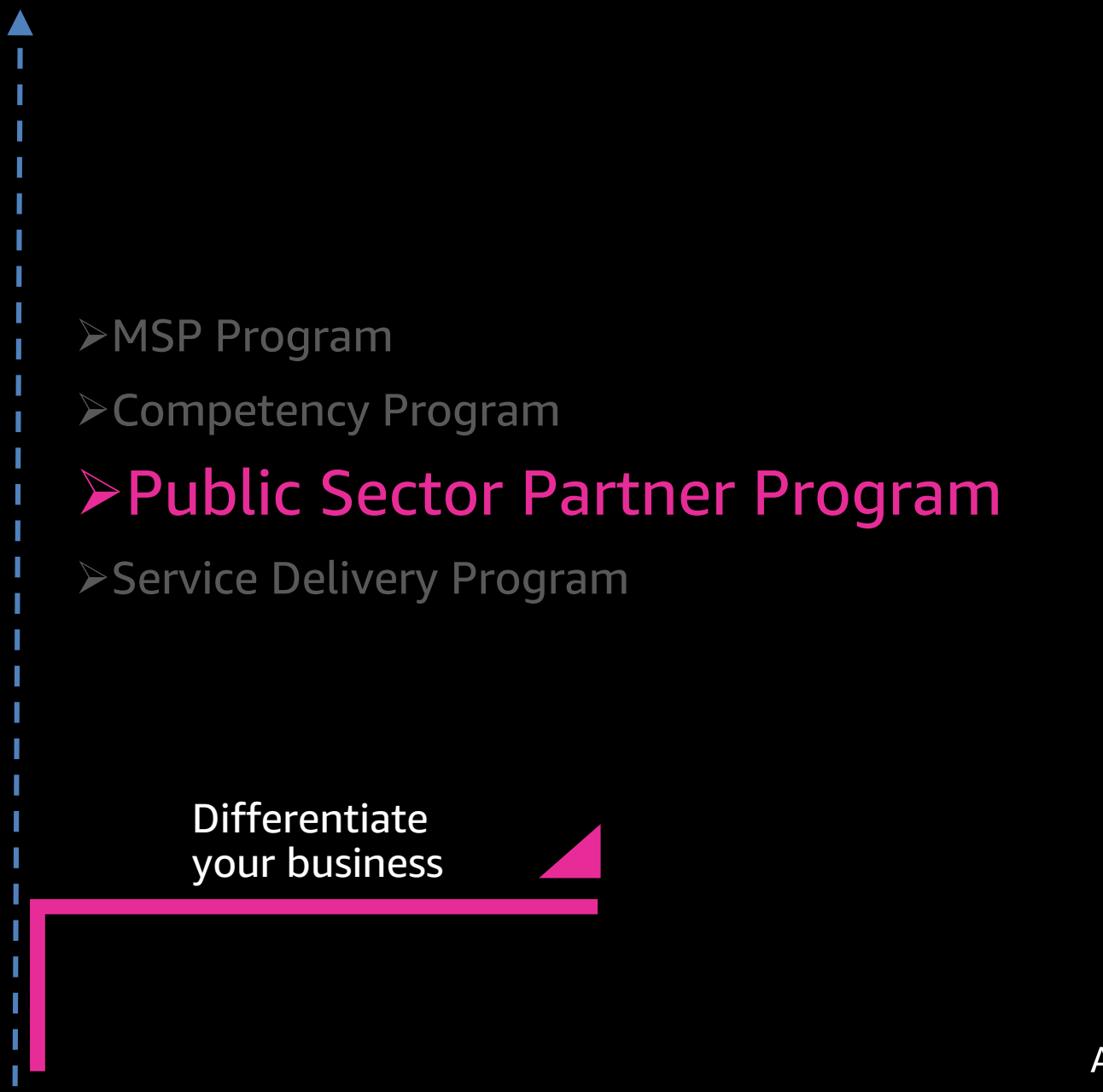
Differentiate  
your business

APN BENEFITS





# Differentiate your business

- 
- MSP Program
  - Competency Program
  - **Public Sector Partner Program**
  - Service Delivery Program

## AWS Public Sector Partner Program

Available to the APN Consulting and Technology **Select Tier Partners**, to identify their public sector solution and achieve recognition of their specialized skills by validating their solution through the **Government, Education, and Nonprofit Competencies, AWS GovCloud (US) skill, and AWS Solution Provider programs**

APN BENEFITS

# Differentiate your business

➤ MSP Program

➤ **Competency Program**

➤ Public Sector Partner Program

➤ Service Delivery Program

## AWS Competency Program

Available to the APN Consulting and Technology **Advanced Tier Partners**, to **demonstrate their proven solution area expertise** aligned with key verticals and key workloads

Differentiate  
your business

APN BENEFITS



# Differentiate your business

## ➤ MSP Program

- Competency Program
- Public Sector Partner Program
- Service Delivery Program

Differentiate  
your business

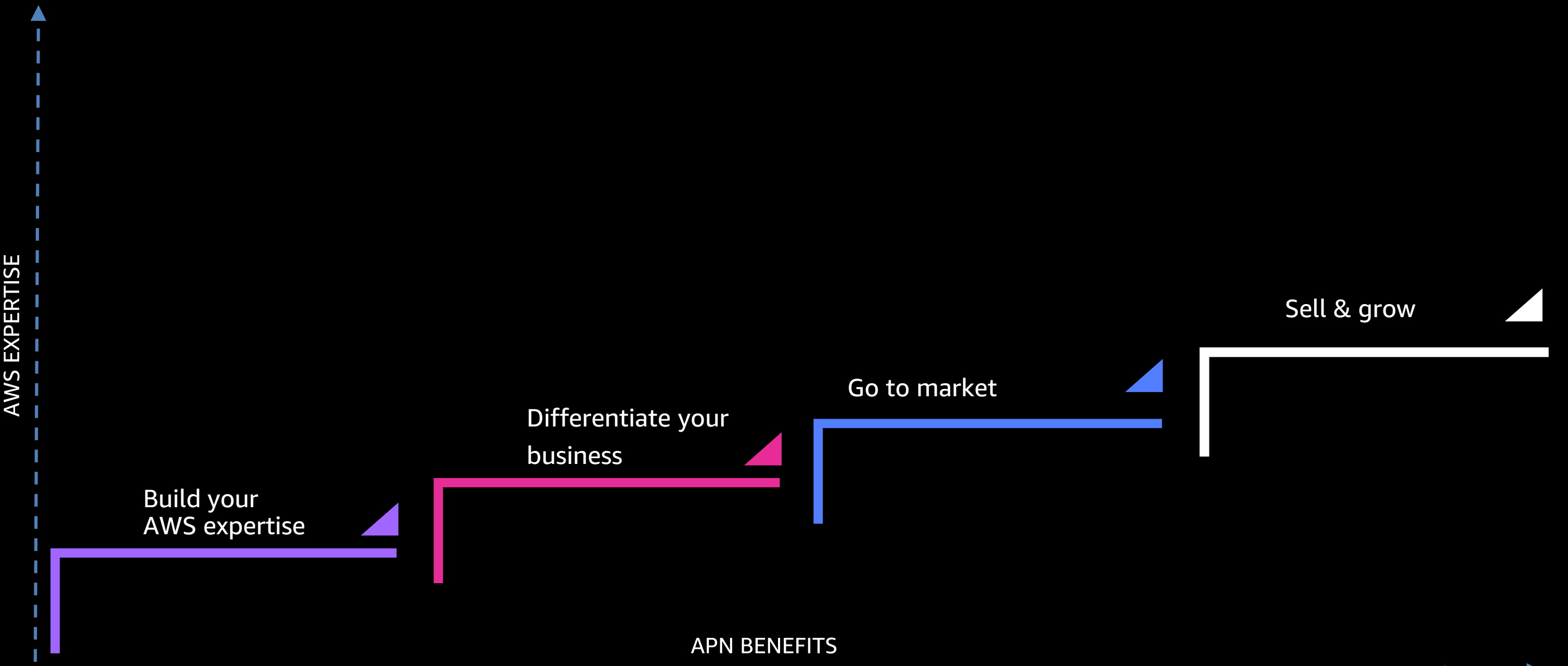
## AWS MSP Program

Available to the APN Consulting and Technology **Advanced Partner Tiers**, to specialize in **cloud infrastructure, application migration**, and delivering value to customers by offering proactive **monitoring, automation**, and management of their **customers' environments**

APN BENEFITS



# Go to market



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# Go to market

- Local Marketing Support
- Market Development Funds
- APN Marketing Central
- APN Marketing Toolkit
- AWS Global Sponsorships

AWS offers go-to-market opportunities and resources for all APN Partners

As Partners progress through the APN Tiers, they gain access to a wider variety of resources and additional support

Go to market

APN BENEFITS



# Go to market

- Local Marketing Support
- Market Development Funds
- APN Marketing Central
- APN Marketing Toolkit
- **AWS Global Sponsorships**

Go to market

## AWS Global Sponsorships

**Promote and grow** your AWS business by sponsoring an AWS event to gain in-person access to AWS customers and prospects

Applicable Partner Tiers: Registered and above

APN BENEFITS



# Go to market

AWS EXPERTISE

- Local Marketing Support
- Market Development Funds
- APN Marketing Central
- APN Marketing Toolkit
- **AWS Global Sponsorships**

AWS Sponsorships are available in the Americas, EMEA, APAC, and Japan for:

AWS Global Summits	AWSome Days	Builders'/Developer Days
Pop-up Lofts	Startup Days	Transformation Days
Virtual Programs	AWS re:Invent	AWS re:Inforce

Interested in sponsoring?  
Contact: [AWSSponsors@amazon.com](mailto:AWSSponsors@amazon.com)

APN BENEFITS



# Go to market

## APN Marketing Toolkit

Use the APN Marketing Toolkit to represent and **demonstrate your partnership** with AWS by leveraging AWS branding and messaging guidelines

Applicable Partner Tiers: Select and above

- Local Marketing Support
- Market Development Funds
- APN Marketing Central
- **APN Marketing Toolkit**
- AWS Global Sponsorships

Go to market

APN BENEFITS

# Go to market

AWS EXPERTISE

- Local Marketing Support
- Market Development Funds
- **APN Marketing Central**
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- AWS Global Sponsorships

Go to market

APN BENEFITS

## APN Marketing Central

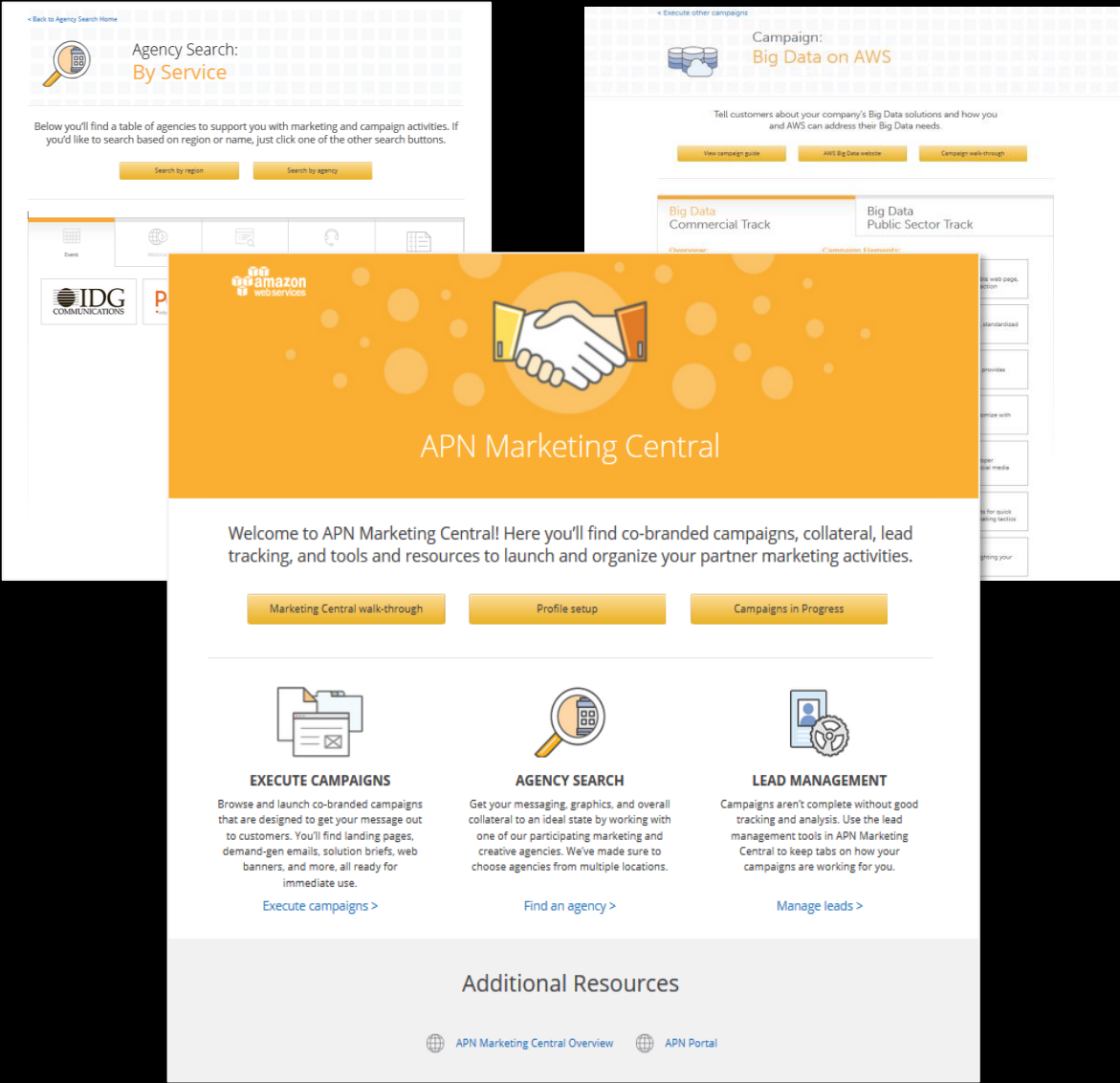
APN Marketing Central is a self-service platform where you **can access solution-based, co-branded marketing campaigns,** an agency marketplace, and virtual Partner Marketing Managers (vPMMs)

Applicable Partner Tiers: Select and above








# Go to market

- Local Marketing Support
- Market Development Funds
- **APN Marketing Central**
- APN Marketing Toolkit
- AWS Global Sponsorships

Go to market



## APN BENEFITS

-  **Emails and Landing Pages**
-  **Syndicated Content**
-  **Solution Briefs**
-  **Banner Ads**
-  **Social Media**
-  **Copy Blocks**
-  **Case Study Templates**

# Go to market

➤ Local Marketing Support

➤ **Market Development Funds**

➤ APN Marketing Central

➤ APN Marketing Toolkit

➤ AWS Global Sponsorships

## Market Development Funds (MDF)

MDF is available to help APN Partners partially fund the promotion of services and solutions on AWS

Applicable Partner Tiers: Advanced and above

Go to market

APN BENEFITS



# Go to market

AWS EXPERTISE

- Local Marketing Support
- **Market Development Funds**
- APN Marketing Central
- APN Marketing Toolkit
- AWS Global Sponsorships

## Eligible MDF activities include:

Email campaigns	Industry conference event	APN Partner-led customer event
Telemarketing campaigns	List purchase	Customer-focused webinars
AWS Integrated Partner Campaign (IPC)	Display advertisements and search marketing	APN Partner sales content/literature

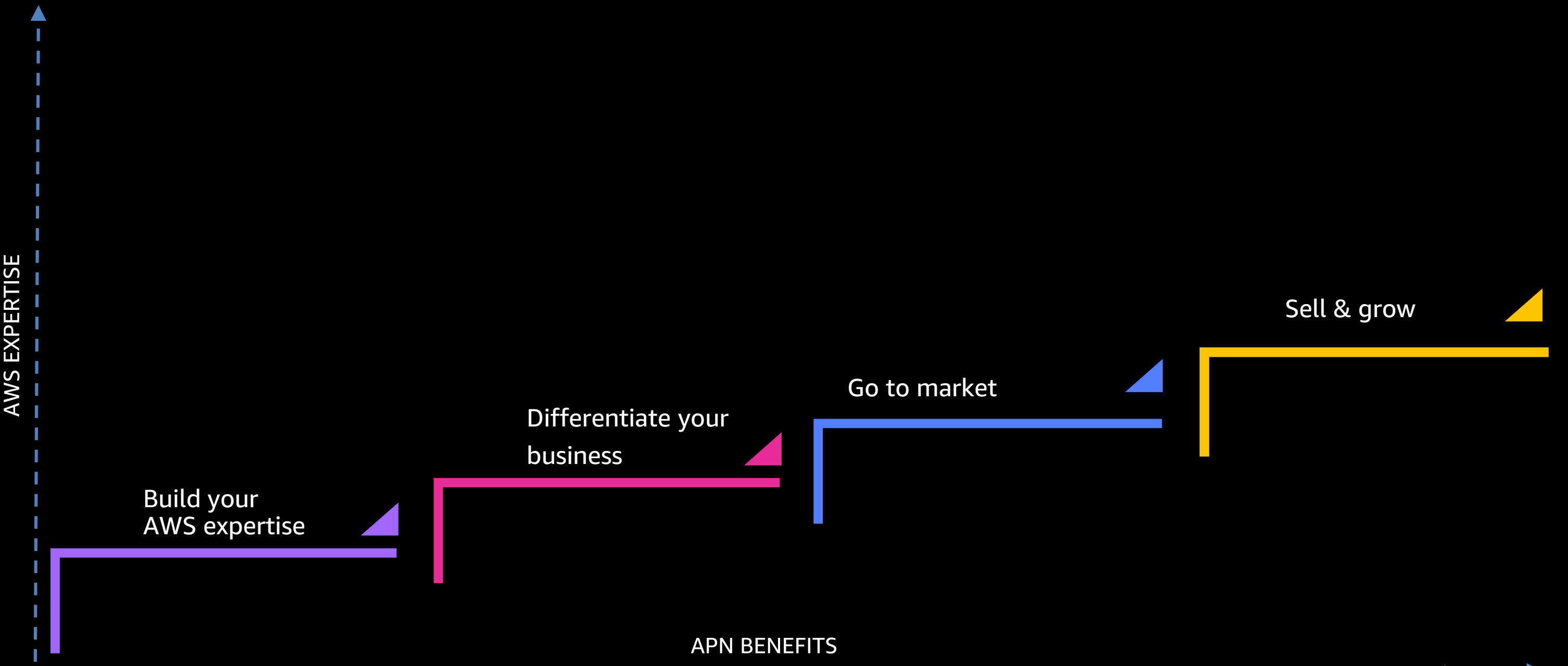
Go to market

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# Sell & grow



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# Sell & grow

AWS EXPERTISE

- AWS Partner Device Catalog
- Solution Provider Program
- **ACE Program**

Sell & grow

## ACE Program

The APN Customer Engagements (ACE) Program enables APN Partners to **support customers and drive successful engagements** on AWS

Qualifying APN Partners become eligible to receive AWS lead and opportunity referrals

APN BENEFITS



# Sell & grow

AWS EXPERTISE

- AWS Partner Device Catalog
- **Solution Provider Program**
- ACE Program

## Solution Provider Program

Available to the **APN Consulting Select or above** tier Partners, to **resell AWS services** to end customers as part of their differentiated solution

Sell & grow

APN BENEFITS



# Sell & grow

## ➤ AWS Partner Device Catalog

- Solution Provider Program
- ACE Program

Sell & grow

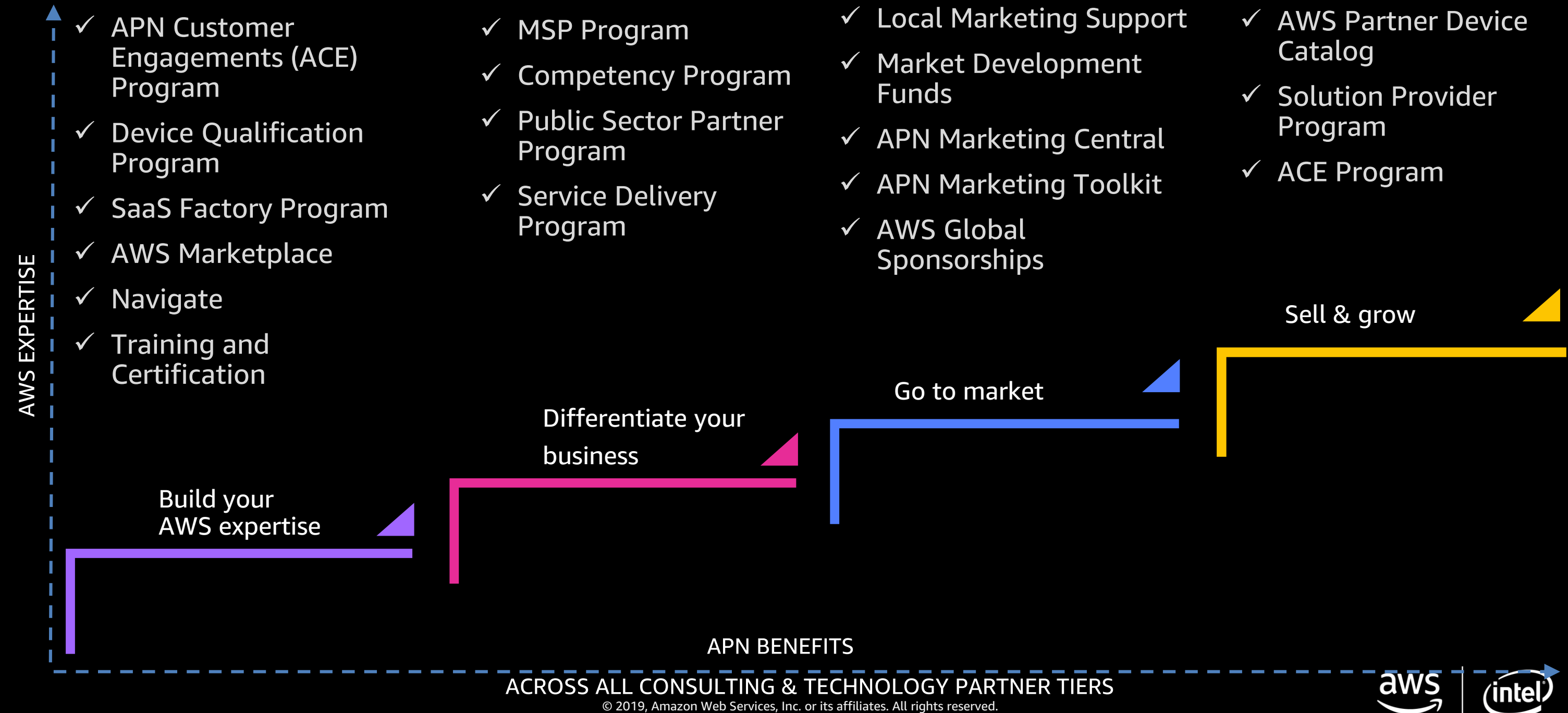
## AWS Partner Device Catalog

Devices qualified under the Device Qualification Program are listed in the AWS Partner Device Catalog, enabling **AWS customers to easily discover devices** that work with AWS services and **build on the IoT expertise** provided by the APN Partners

APN BENEFITS



# APN Partner journey



# Learn from AWS experts. Advance your skills and knowledge. Build your future in the AWS Cloud.



## Digital Training

Free, self-paced online courses built by AWS experts



## Classroom Training

Classes taught by accredited AWS instructors



## AWS Certification

Exams to validate expertise with an industry-recognized credential

Ready to begin building your cloud skills?  
Get started at: <https://www.aws.training/>

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