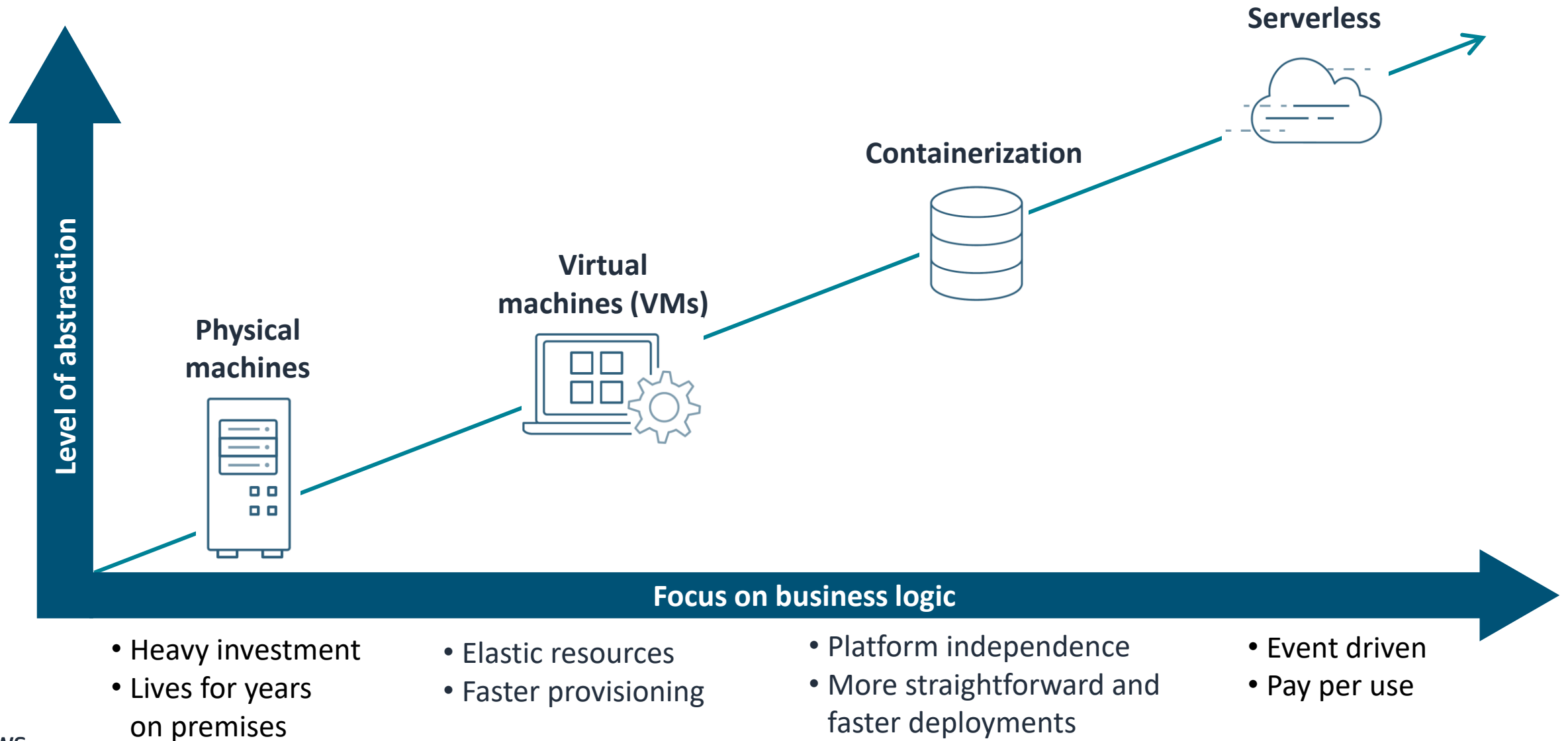# Partner Enablement
Sales Accreditation Recap
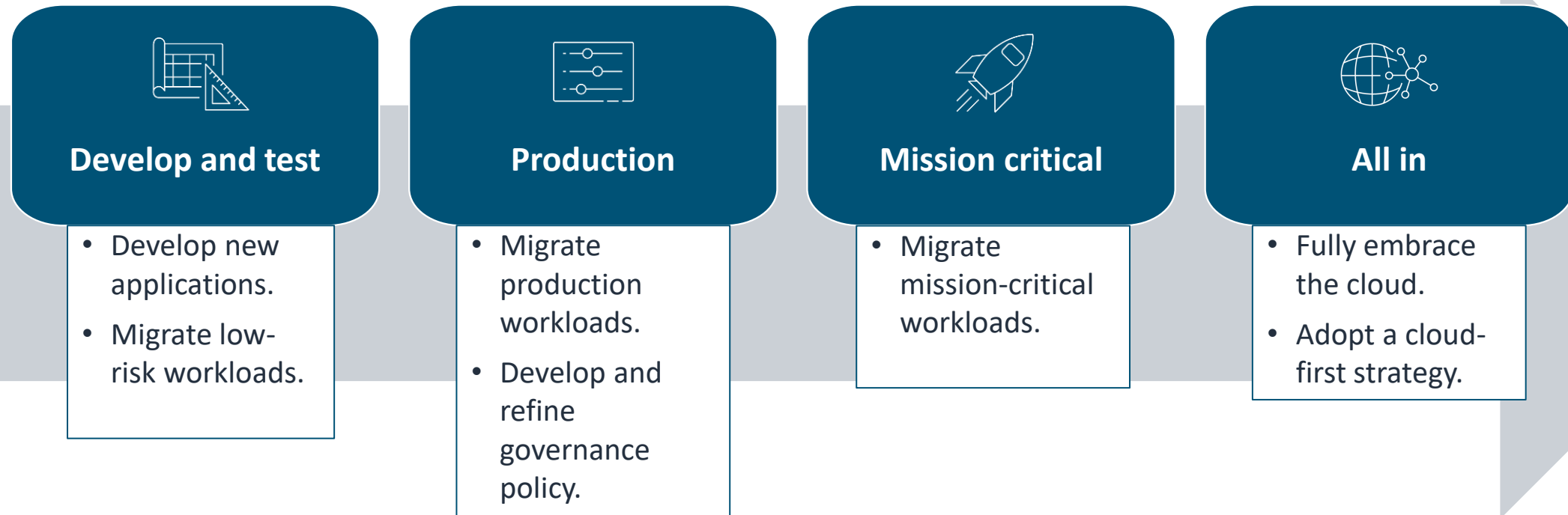
What is cloud computing?

*"Cloud computing is the **on-demand** delivery of IT resources **over the internet** with **pay-as-you-go** pricing."*

Trends in computing evolution

Level of abstraction (vertical axis)

Focus on business logic (horizontal axis)

Physical machines
- Heavy investment
- Lives for years on premises

Virtual machines (VMs)
- Elastic resources
- Faster provisioning

Containerization
- Platform independence
- More straightforward and faster deployments

Serverless
- Event driven
- Pay per use

Patterns among AWS customers

Develop and test

- Develop new applications.
- Migrate low-risk workloads.

Production

- Migrate production workloads.
- Develop and refine governance policy.

Mission critical

- Migrate mission-critical workloads.

All in

- Fully embrace the cloud.
- Adopt a cloud-first strategy.

What sets AWS apart

Experience and enterprise leadership

Amazon culture

200+ services

Service breadth and depth

3,084 features in 2021
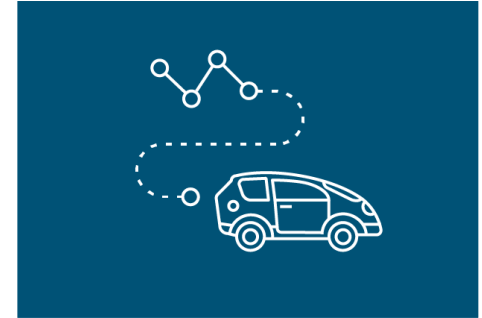
Pace of innovation

100,000+ partners globally

Global footprint

Security and privacy

Largest partner community

Hybrid cloud capabilities

Figure 1: Magic Quadrant for Strategic Cloud Platform Services

Longest-running Magic Quadrant Leader –
Gartner names AWS a Leader for the 13th consecutive year.

What are customers building?

Backup and
restore

Archive and
compliance

Home
directories

Data lakes

Modern
applications

Business-critical
applications

aws

Service breadth and depth

Analytics

Application Integration

AR and VR

AWS Cost Management

AWS Marketplace

Blockchain

Business Applications

Compute

Customer Engagement

Database

Desktop and App Streaming

Developer Tools

Game Tech

Internet of Things

Machine Learning

Management and Governance

Media Services

Migration and Transfer

Mobile

Network and Content Delivery

Robotics

Satellite

Security, Identity, and Compliance

Storage

Facilitating Digital Transformation

Modernization

AI/ML/Gen AI

Monolith

Microservices

![aws]
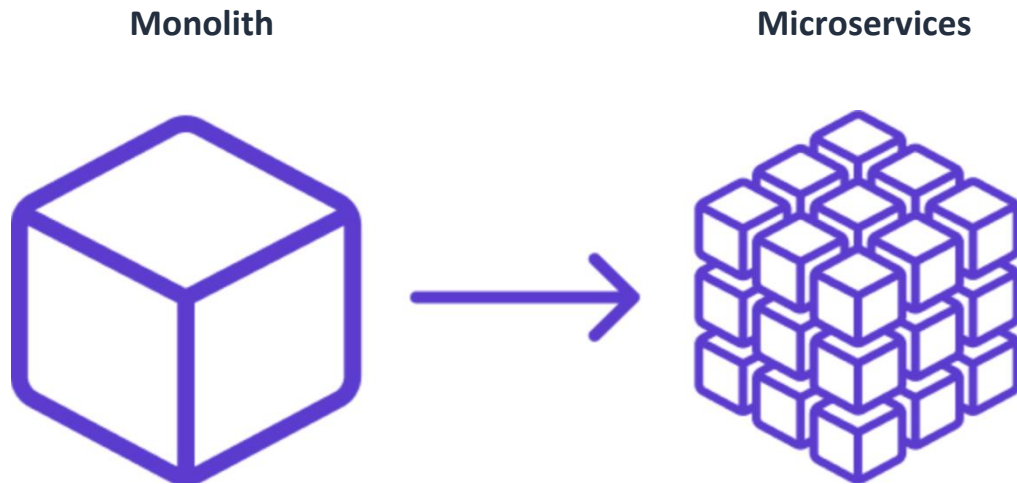
Cloud Business Value

Cloud Value Framework

What is business value?

"I need to reduce my infrastructure spend."

--

Cost saving

"I need to pivot my IT employees to more strategic work."

--

Staff productivity

"I need decrease unplanned downtime."

--

Operational resilience

"I want to decrease my time to market for new products

--

Business agility

AWS Cloud Value Framework

Cost savings
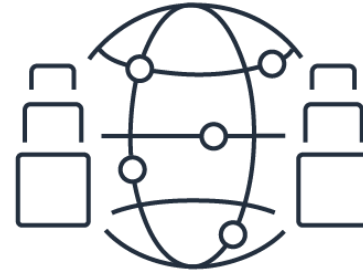
Staff productivity

Operational resilience

Business agility

Typical focus

Most compelling cloud benefits

Cost savings benchmarking insights
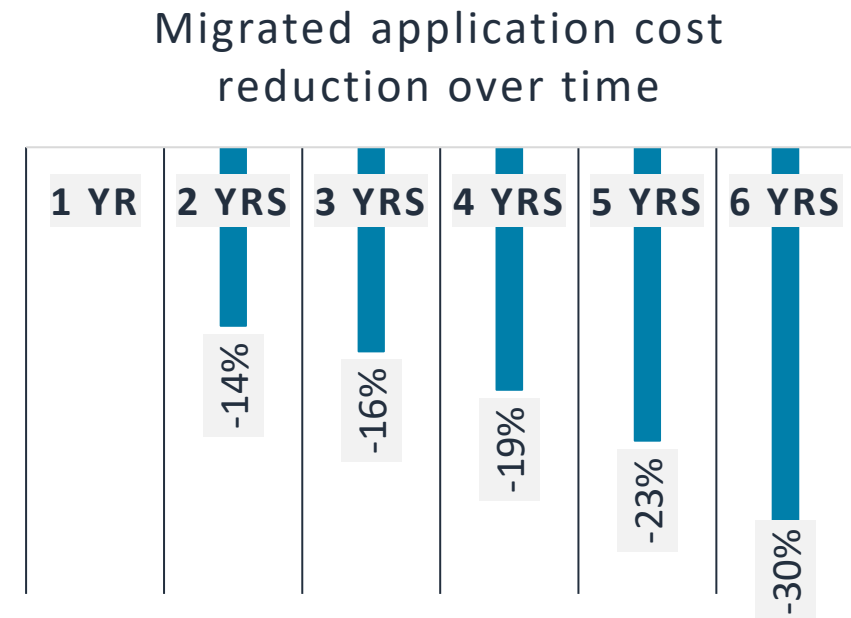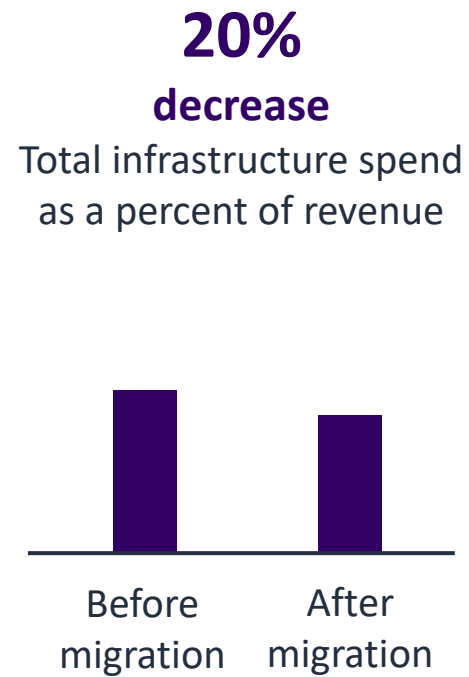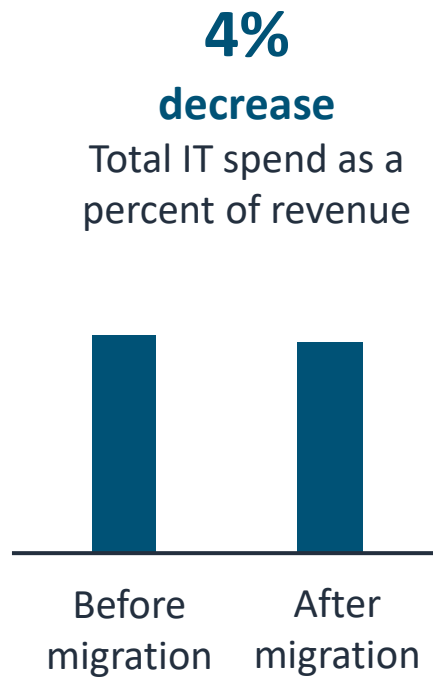
4%
decrease
Total IT spend as a
percent of revenue

Before
migration

After
migration

20%
decrease
Total infrastructure spend
as a percent of revenue

Before
migration

After
migration

Migrated application cost
reduction over time

1 YR	2 YRS	3 YRS	4 YRS	5 YRS	6 YRS
	-14%	-16%	-19%	-23%	-30%

Resource: "The Business Value of Migration to Amazon Web Services," February 2022, The Hackett Group

Staff productivity benchmarking insights
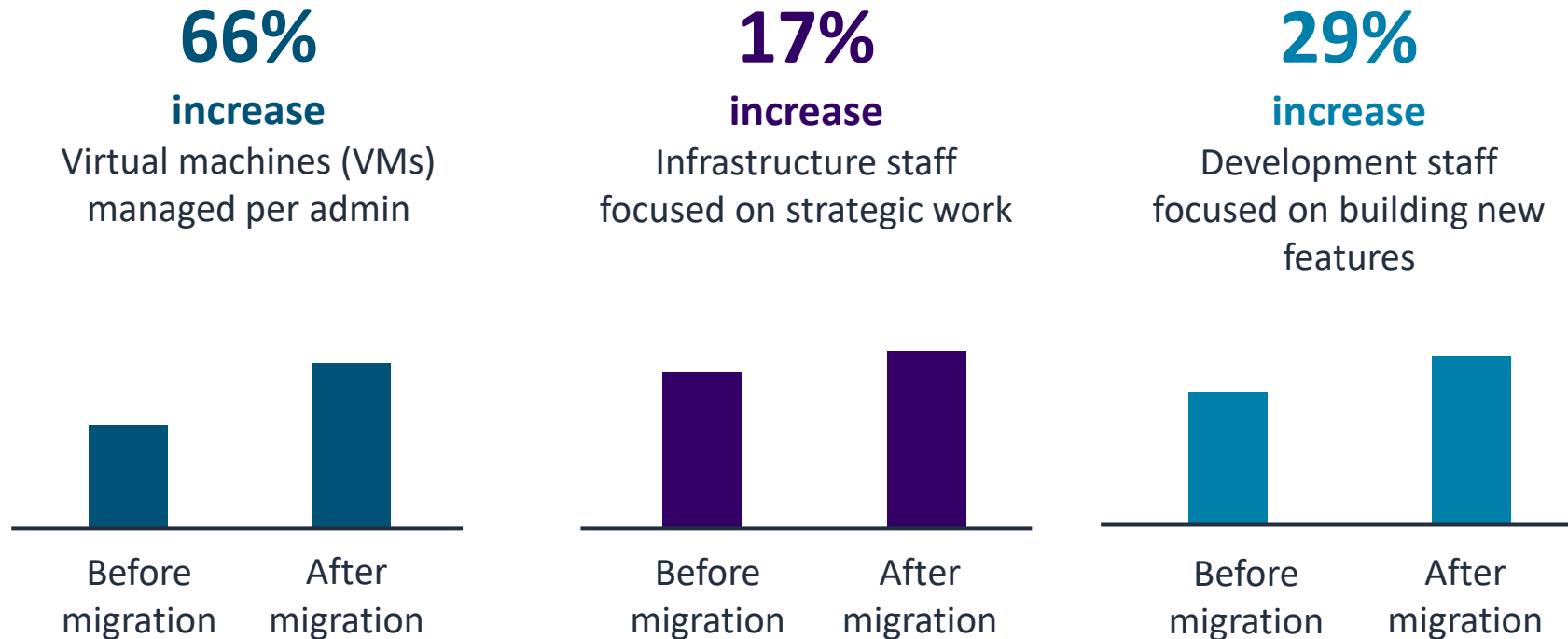
66%
increase
Virtual machines (VMs) managed per admin

17%
increase
Infrastructure staff focused on strategic work

29%
increase
Development staff focused on building new features

Before migration — After migration

Before migration — After migration

Before migration — After migration

Resource: "The Business Value of Migration to Amazon Web Services," February 2022, The Hackett Group

aws

Operational resilience benchmarking insights

45%
decrease
Security incidents

39%
decrease
Mean time to detect
security incidents

69%
decrease
Unplanned downtime

23%
increase
% infrastructure
SLAs met

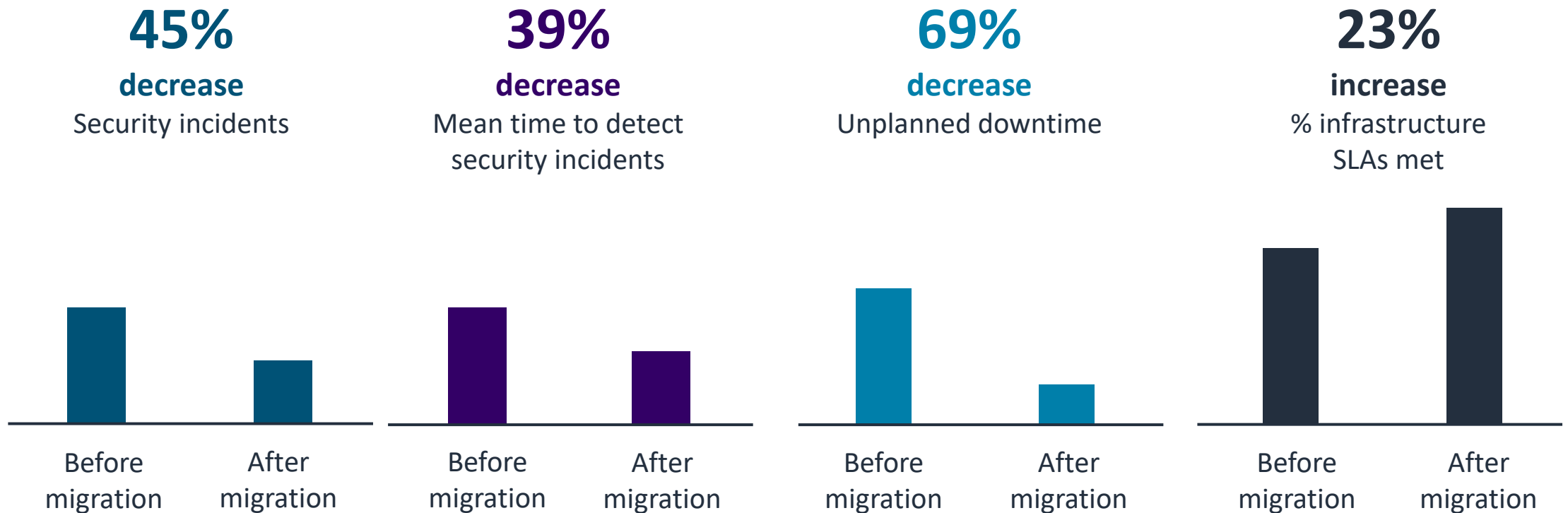|							
Before migration	After migration	Before migration	After migration	Before migration	After migration	Before migration	After migration

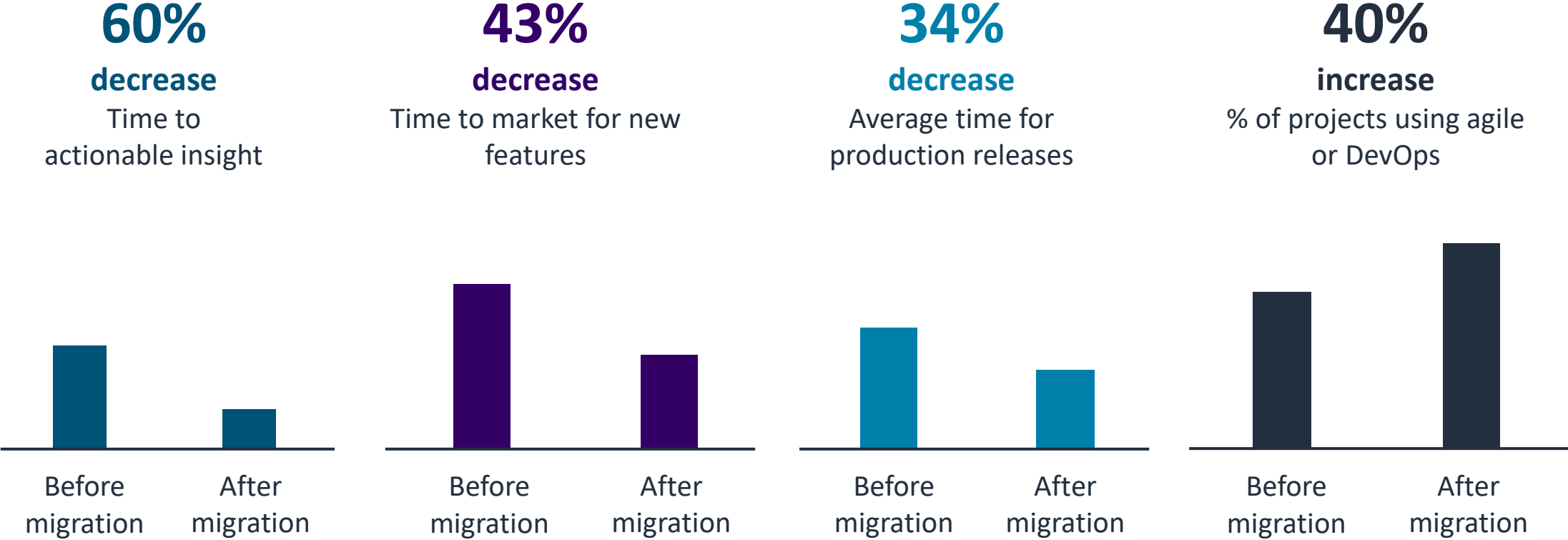**Resource:** "The Business Value of Migration to Amazon Web Services," February 2022, The Hackett Group

Business agility benchmarking insights

60%
decrease
Time to actionable insight

43%
decrease
Time to market for new features

34%
decrease
Average time for production releases

40%
increase
% of projects using agile or DevOps

Before migration	After migration

Before migration	After migration

Before migration	After migration

Before migration	After migration

Resource: "The Business Value of Migration to Amazon Web Services" February 2022, The Hackett Group

Cloud objections

Objection categories: Overview

Cost

Security, compliance, and privacy

Loss of control or visibility

Existing infrastructure

Skills gap

Vendor lock-in

Sustainability

Co-selling with AWS

Co-selling Fundamentals

What is co-selling?

Co-selling at AWS is a sales motion where AWS and AWS Partners work together on a customer opportunity.
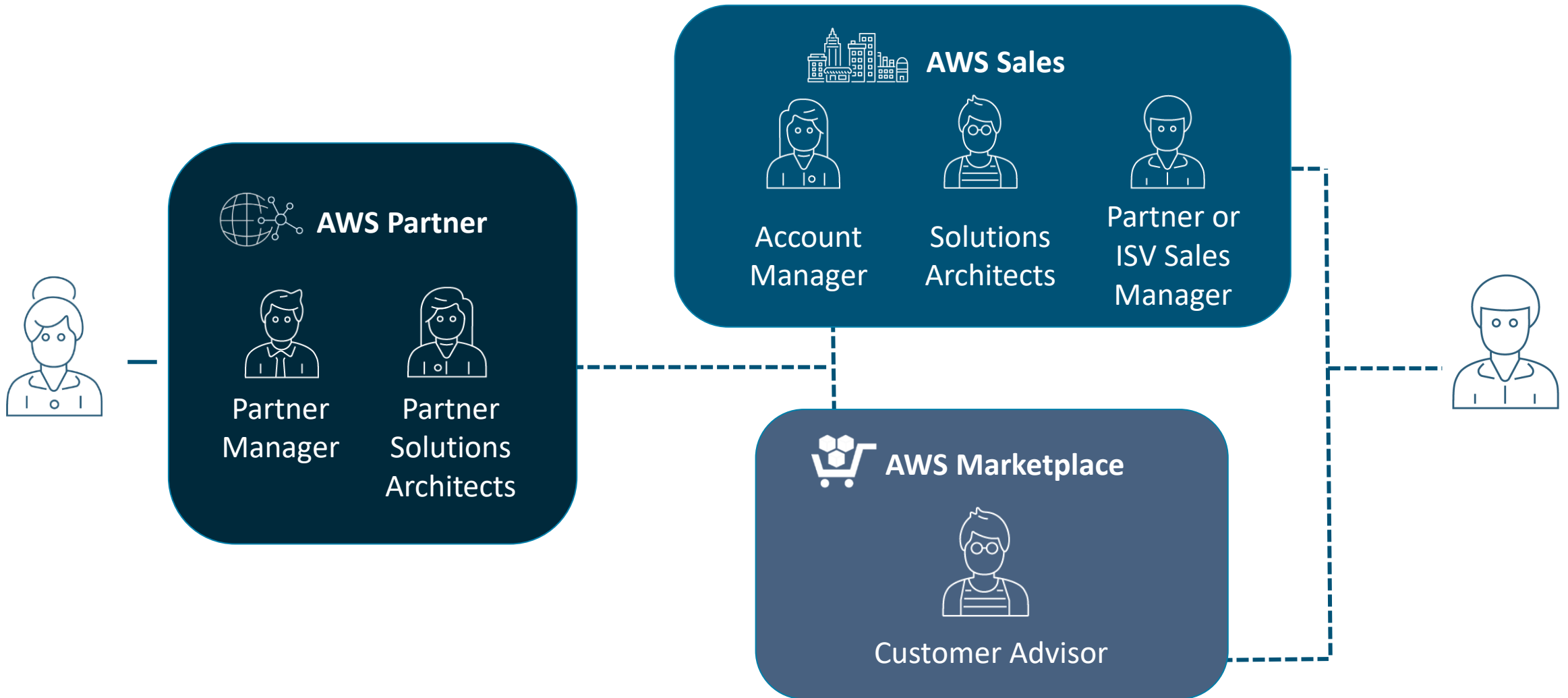
AWS introduces the partner into new business.

The partner requests AWS support on an opportunity.

aws

AWS Partner

🚫 Co-selling does not mean AWS and the AWS Partner are selling services or solutions on behalf of the other party.

Co-selling with AWS

Working with AWS

AWS teams

AWS Partner
- Partner Manager
- Partner Solutions Architects

AWS Sales
- Account Manager
- Solutions Architects
- Partner or ISV Sales Manager

AWS Marketplace
- Customer Advisor

Co-selling with AWS

AWS Partner funding programs

AWS Partner funding programs

"I want to test, try, experiment."

Proof of Concept

"I want to migrate and modernize."

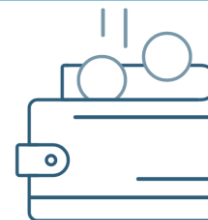**Migration Acceleration Program Partner Funding**

"I want to move to a SaaS solution."

ISV Workload Migration Program

Cash funding to lower the cost of services to the customer.

AWS promotional **credits** to help offset AWS usage incurred during a project.

Thank You