

ACE CRM Integration Frequently Asked Questions (FAQs)

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1. Purpose

This document provides information on the Frequently Asked Questions (FAQs) for a Partner to connect their CRM to APN Customer Engagement module within Partner Central (ACE).

2. General FAQs

2.1 What documentation that APN will share with partners?

A: APN will provide following documentation. The sample codes files are for reference only.

	Description	File Names	Comments
1	User Guide	ACE CRM Integration - User Guide GA	Provides the detailed information about the onboarding process
2	Checklist	Development Task Checklist	Provides the checklist for the list of steps to be followed for onboarding, read operation and update operation. This also has FAQs for the same.
4	Field definition file	Field Definitions_V11.xlsx	Provides the definition for each field and if a field is updatable or read only.
3	Sample Lead and Opportunity file and format	Lead-Outbound-Sample.json Opportunity-Outbound-Sample.json	Provides sample files for both inbound and outbound data structure.
5	Sample Results file and format	Results Sample file.json	Provides sample results file that we produce after processing each file for update operation.
6	Sample Code files	ace_read_s3.py Apex_Sample_REST_API_Code.cls S3_Authentication.cls Sample_AceOutboundBatch.cls SFDC apex s3 sample.txt	Provides sample code files to authenticate to S3, pull the files from S3 and update in SFDC.
7	Test scripts	ACE CRM integration_UAT Test Scripts_V4.xlsx	Provides test scripts that Partner has to validate before going live.
8	FAQs	ACE - Partner CRM Integration_FAQs.docx	Provides test scripts that Partner has to validate before going live.

2.2 What skillset is needed from the partner developer?

A: Partner has to identify developer having the skillset of their CRM system and AWS S3.

2.3 Do the sample code files include complete code or does Partner have to write the code?

A: Partner has to write the code.

2.4 Is the integration a batch process?

A: Yes, it is a batch process.

2.5 What is the frequency of lead and opportunity file uploads by ACE?

A: ACE will send the leads and opportunities data for every 1 hour.

2.6 Is there any sandbox environment for ACE?

A: Yes, We do have a sandbox environment for ACE. We will not be able to provide access for this sandbox to partners due to security reasons. We will be able to help you if any sample opportunities are needed and throughout the testing phase.

2.7 How do we maintain identifiers across Partner's CRM and APN?

A: To give partners more flexibility we will be having two sets of identifiers in the system

- apnCrmUniqueIdentifier - Managed by AWS and will begin with OXXXXXX for opportunities and LXXXXXX for leads.
- PartnerCrmUniqueIdentifier/partnerCrmLeadId- Managed by Partner on opportunities and leads respectively within their CRM. Partners should add this identifier while ingesting new opportunities, so as to trace back updates to their CRM.

Example:

	Partner CRM			Sync	AWS/APN CRM		
	Unique Identifier	APN identifier	Customer/Account		apnCrmUniqueIdentifier	partnerCrmUniqueIdentifier	Customer Company Name
Scenario 1	PCRM1		A	Use partner's identifier to read and update - PCRM1. Will need partner to ingest their identifier into APN while submitting new opportunities	O1234	PCRM1	A
Scenario 2	PCRM1	O1234	A	Use AWS/APN identifier to read and update - O1234. Will need partner to ingest APN's identifier into their system while creation of the lead/opportunity in their CRM	O1234	PCRM1	A

2.8 How do we prevent duplicate records getting created in both systems?

A: From partner CRM perspective, there needs to be a unique identifier for each record that is sent to ACE which is called partnerCrmUniqueIdentifier. Similarly, ACE also maintains a unique identifier for each record which is called apnCrmUniqueIdentifier. Whenever the data is sent, both ACE and partner have to include these two fields, which will help to identify if the record is a new opportunity (if blank) or an existing opportunity (if populated).

3. FAQs - ACE

3.1 What are the ACE sales stages?

Prospect: Opportunity has been identified. Opportunity can be active (i.e. coming directly from the end customer via a lead, etc.) or latent (i.e. your Account Team believes exists based on research, account plans, sales plays, etc.).

Note: 'Prospect' opportunity needs to be further matured to a 'Qualified' opportunity before submission in ACE Pipeline Manager.

Qualified: Your account Team has engaged with prospect / end customer to discuss viability, understand requirements, etc. Prospect / End customer has agreed the opportunity is real, of interest, and may solve for key business / technical needs.

Technical Validation: Once implementation plan is understood.

Business Validation: Once pricing has been proposed and steps to close have been agreed upon.

Committed: Once launch date is committed and final obstacles understood.

Launched: Workload is complete and billing has started on AWS.

Closed Lost: Opportunity is lost and there are no steps to move forward.

3.2 What are the Partner Primary Need from AWS?

Architectural Validation | Confirmation from AWS that the APN Partner's proposed solution architecture is aligned with AWS best practices and poses minimal architectural risks.

Business Presentation | Request AWS Seller's participation in joint customer presentation.

Competitive Information | Access to AWS Competitive resources and support for APN Partner's proposed solution.

Pricing Assistance | Connection with AWS Seller for support situations where an APN Partner may be receiving an up-front discount on a service (e.g., EDP deals).

Technical Consultation | Connection with an AWS SA to address APN Partner's questions of proposed solution.

Total Cost of Ownership Evaluation | Assistance in quoting the different cost savings of running the proposed solution on AWS vs on-premises or a traditional hosting environment.

For Visibility – No Assistance Needed | No assistance needed and submitted for tracking purposes only.

Deal support | Request AWS Seller's support to progress the opportunity (e.g., joint customer call, strategic positioning).

Other | Assistance required not currently described.

4. Technical FAQs - Onboarding

4.1 How to create an AWS account?

A: Follow the steps mentioned in the below link.

<https://aws.amazon.com/es/premiumsupport/knowledge-center/create-and-activate-aws-account/>

4.2 How to create an IAM user & role and how to delegate access using IAM role?

A: we can delegate access to AWS resources in 2 ways:

Using an IAM User:

Follow the steps in the below link to create an IAM user:

https://docs.aws.amazon.com/IAM/latest/UserGuide/id_users_create.html

Using an IAM role:

An IAM role is similar to an IAM user, instead of being uniquely associated with one person, a role is intended to be assumable by anyone who needs it. If partner has shared IAM role then the role can be assumed by any user during S3 bucket access through integration.

Follow the steps in the below link to create an IAM role:

https://docs.aws.amazon.com/IAM/latest/UserGuide/id_roles_create_for-service.html

4.3 Is there any cost associated with the AWS account?

A: No, there is no cost associated with AWS account.

4.4 Where will get the AWS S3 rest API documentation?

A: Follow the link that provides the rest API documentation in various languages.

<https://docs.aws.amazon.com/AmazonS3/latest/API/Welcome.html>

4.5 How do we get key details to authenticate S3 bucket?

A: APN will share a policy that includes the key name.

4.6 How often we rotate the keys?

A: 90 days. As the Key name is same, no change needed from partners for any keys rotation.

4.7 Who owns the S3 bucket?

A: APN team owns the S3 bucket in their AWS account. The partner can gain access to this using the IAM user.

4.8 Are there separate folders or buckets for receiving and sending files?

A: There will be one single bucket with different folders for receiving and sending the files. Refer to the user guide for further details on the folders.

4.9 Do I need to access S3 bucket using Lambda or can I directly access using the CRM system?

A: Either, Partner can build the code to directly access the S3 bucket using CRM system. It is up to the partner to decide which option best works for them.

4.10 Is S3 bucket secured or encrypted?

A: Yes, we enabled the default encryption mechanism that AWS S3 offers.

4.11 Is it possible to enable SNS listening to the S3 bucket so that Partner can have an efficient system to act only on the event, rather than keep polling periodically?

A: No, Currently ACE does not support this feature.

4.12 If Partner develops their solution in Python or Golang or any other languages, does ACE provide any SDK in those languages for this integration?

A: No

4.13 What is SPMS ID?

A: SPMS ID is a unique identifier for a given Partner from ACE. ACE team will provide the value for this as part of onboarding process.

4.14 What folders do the partner have access to and what is the purpose of each folder

Folder	Purpose	Access Level
lead-outbound	To receive lead updates from ACE	Get/Delete object
lead-outbound-archive	To archive the original files received from ACE	Get
lead-inbound	To send updates on leads to ACE	Get/Put
lead-inbound-processed-results	To check the status of the update sent	Get
lead-inbound-processed-results-archive	To archive the original results files	Get
opportunity-outbound	To receive opportunity updates from ACE	Get/Delete object
opportunity-outbound-archive	To archive the original files received from ACE	Get
opportunity-inbound	To send updates on opportunities to ACE	Get/Put
opportunity-inbound-processed-results	To check the status of the updates sent	Get
opportunity-inbound-processed-results-archive	To archive the original results files	Get

5. Technical FAQs – File formats/Field definitions

5.1 What is the format of the leads and opportunities?

A: APN will share the sample format and field definition files as a part of ACE CRM Development Kit.

For Leads: File named “Lead-Outbound-Sample.json”, present in File Formats and Field Definitions folder.

For Opportunities: File named “Opportunity-Outbound-Sample.json”, present in File Formats and Field Definitions folder.

For Results: File named “Results Sample file”, present in Sample Results folder.

Field definition file: “Field Definitions_V11.xlsx”, present in File Formats and Field Definitions folder.

5.2 What is the format for inbound JSON files?

A: Same as outbound JSON file provided in File Formats and Field Definitions folder in ACE CRM Development Kit.

5.3 Does the integration support csv format?

A: No, The integration accepts only JSON file formats.

5.4 When do the files have to be deleted from outbound folders?

A: Delete only after successful processing by the Partner. If partially updated, you can tag the files as well.

5.5 In case we delete the files by mistake from outbound folders, where can I find the original files?

A: The files will be available in the opportunity-outbound-archive and lead-outbound-archive folders.

5.6 What needs to be done for support during development?

A: For any kind of assistance during development, please reach out to assigned contact.

5.7 What is the difference between opportunityOwnerName and opportunityOwnerEmail ?

A: opportunityOwnerName --> Name of the owner of the opportunity in the Partner organization. This needs to be a Partner Central user.

opportunityOwnerEmail --> Email of the owner of the opportunity in the Partner organization. This needs to be a Partner Central user. If not provided then the opportunity will be created with the Alliance lead on Partner Central as the owner.

5.8 What is the time zone for target close Date?

A: It is GMT time zone

5.9 What is the file naming convention?

A: As mentioned in the user guide, each file name need to be unique when Partner sends the files to ACE. The recommended file name is "Partner provided file name_timestamp.json"

5.10 Does ACE support versioning of inbound JSON files?

A: No, ACE doesn't support versioning of the files. ACE will process the file immediately after receiving and then delete files after successful processing. If ACE receives same file name again, it will get rejected.

5.11 What fields in S3 JSON file indicates the creation and latest update date of a particular lead and opportunity?

A: "createdDate" and "lastModifiedDate"

5.12 How do you determine if an opportunity is new or an existing opportunity?

A: The field "PartnerCrmUniquelIdentifier" on each opportunity is a unique identifier we expect from the Partner. This identifier must be defined in the source CRM of the Partner's system. AWS will use this to determine if an opportunity already exists in ACE or not. If the "PartnerCrmUniquelIdentifier" is available in ACE, we will use the information shared to update the opportunity, otherwise if "PartnerCrmUniquelIdentifier" is not available in ACE we will use the information shared to create a new opportunity.

Similarly, when we send the data to Partner, we include PartnerCrmUniquelIdentifier and apnCrmUniquelIdentifier. If the opportunity shared by AWS, for the first time, you will not see any value for PartnerCrmUniquelIdentifier. That helps you to consider the opportunity as a new opportunity from ACE. Once you ingest it into your CRM, you would send the updates back to us with both PartnerCrmUniquelIdentifier and apnCrmUniquelIdentifier.

5.13 What timezone (e.g. last modified date) is in the outbound JSON file?

A: GMT

5.14 Is there a possibility to have more than one outbound and result JSON files in S3?

A: Yes. Sometimes we may generate more files in the outbound folder. Similarly, if you send files into inbound folder, we will process them and keep the results files in result folder. You will have to tag/delete the result files after processing at your end.

5.15 In the scenario when 20 inbound opportunities are sent in a single input JSON file under the opportunities section and let's say one of the opportunities doesn't comply with APN standard. Will the behavior of the result file from APN will be the same as mentioned by you or it changes?

A: If the format itself is incorrect, irrespective of the case, the entire file will be rejected. If the format is correct but only one opportunity can't be processed at our end, the results file will include all 20 opportunities and their status, along with the error message for the failed opportunity.

5.16 What are the key attributes to validate if the json file got processed successfully?

A. Below are the key attributes that will help you understand if the json file processed successfully:

```
"inboundApiResults": [  
  {  
    "warnings": null, // no warnings  
    "partnerCrmUniquelIdentifier": "XXXX" //uniquel from Partner side  
    "isSuccess": true, // file successfully processed  
    "errors": null, //no errors reported  
    "apnCrmUniquelIdentifier": "OXXXX" //uniquel from AWS side  
  }  
]
```

5.17 What happens if partner sends an invalid json?

A. Partner would receive a response as "error": "[{input JSON}] is not of type 'object'".

5.18 How many lead/opportunity records should be included in a single inbound JSON file?

A: We highly recommend one lead or opportunity record per inbound JSON file.

6. Technical FAQs – Send and Receive leads and opportunities

6.1 How to authenticate S3 from SFDC?

A: Sample code file (S3_Authentication.cls) to authenticate the S3 from SFDC is provided in Sample code folder in ACE CRM Development Kit.

6.2 How to upload the file from AWS SDK to S3?

A: Use the following command to upload the file to S3.

AWS s3 cp example.json s3://awsexamplebucket/opportunity-inbound/filename.json --acl bucket-owner-full-control

Sample code file (Sample_AceOutboundBatch.cls) for uploading the data file from SFDC is provided in Sample code folder in ACE CRM Development Kit.

6.3 Is there any file naming convention?

A: Each file name needs to be unique. The recommended file name is 'Partner provided file name+timestamp.json'

6.4 What is the structure of the results?

A: Sample files for the results (success, error and partial) provided in Sample Results folder in ACE CRM Development Kit.

6.5 What is the naming convention of the results?

A: Partner given file name_result.json

6.6 What happens if partner submits a duplicate json file?

A: We will not process the file and file will be moved to archive folder.

6.7 What is the inbound file size limit?

A: 1MB

6.8 Is there a maximum number of opportunities and leads that can be batched into 1 JSON file?

A: As the file has 1 MB limit, we recommend Partner to generate 1 opportunity or lead per file.

6.9 I am not able to upload the files. Getting access denied error message.

A: Partners will receive "Access denied message" in 2 situations:

1) The common mistake that partners make is that they upload the file into the outbound folder instead of inbound folder. In that case, you will receive the access denied error message.

2) Partner needs to provide acl by using following command for uploading the data file:

AWS s3 cp example.json s3://awsexamplebucket --acl bucket-owner-full-control

6.10 What happens if files with extension such as .pdf, .docx other than .json uploaded?

A: We will reject the files and generate *_error.json file with the reason details.

6.11 What needs to be done after receiving a data issue error message in Production?

a) If the data needs to be corrected at partner CRM system, send the revised file to S3 after correcting the data.

b) If any clarifications required for the data, reach out to PDMs.

c) For any other technical support, reach out to APN support by raising a ticket via APN Portal.

6.12 Where can I find the results files and how long will the results file be available?

A: The results files will be available in the lead-inbound-results and opportunity-inbound-results.

Partners can delete the files after successful pull.

6.13 In case we need to find the results file after deletion, where can we find?

A: You can find the results files in the lead-inbound-results-archive/YYYY/MM/DD and opportunity-inbound-results-archive/YYYY/MM/DD

6.14 If there is any failure in processing the file by APN, how will we be notified?

A: APN has alarms which will autocreate sev2 tickets to track the processing errors at APN. We will review, resolve and communicate to partners.

6.15 What fields can be updated after the opportunity is launched?

A: The following fields can be updatable for every partner.

isThisAPublicReference

publicReferenceUrl

publicReferenceTitle

Following additional fields can be updatable only for ISV Accelerate Partners.

isThisForMarketplace
isNetNewBusinessForCompany
deliveryModel
awsFieldEngagement
additionalComments

6.16 Receiving “Record not editable” error. What does this mean?

A: When Partner sends new Partner referred opportunities, the opportunity has to go through the validation process and needs to be either Approved or Rejected by the ACE team. While the opportunity is in review and has not yet been validated (Approved or Rejected), the Partner will not be able to update the record and will receive this error.

6.17 What happens if there is no activity happening on the Partner side [i.e Partner is not processing the file or Partner is not sending any inbound opportunity]

A: If Partner doesn't send any information or is not processing the files that we provide, we currently do not have a mechanism in place to alert the Partner. We encourage Partner to monitor their system to ensure the information is flowing to APN.

6.18 How soon will the JSON results be available in the results folder following the submission of a new/updates inbound opportunity/lead?

A: The processing is almost real time. You would receive the files less than 5 minutes

6.19 What happens if the partner doesn't delete the file after reading it from the S3 folder?

A: If Partner does not delete the files, Partner would have to tag the file as Processed. This will help to filter the files that are pending processing in the Partner's folder. Otherwise, Partner would be processing the same files again and again which may override the latest info in your CRM system.

6.20 Suppose the inbound opportunity sent by Partner CRM doesn't comply with the format/length restriction of the APN standard, how does the system handle it? Will it give the error report in this case, if yes then will the error report contain all the error details or just a single generic detail?

A: The result file from APN will call out the file is not as per the Field Definition format.

6.21 After processing the S3 file, Partner has to delete or tag the file. Is there any kind of specific way to tag the files?

A: No, it is up to Partner to go with convenient approach.

6.22 We do not have AWS Account ID at the time of launching. What needs to be done?

A: As per the ACE process, Launched means workload completed and billing started. This means there should be AWS Account Id. Please refer to [FAQs-ACE section](#).

6.23 How should the historical data be handled during the move to production, following UAT?

A: By default, whenever any updates happen in ACE, we will send those opportunities to S3 bucket. For historical data that Partners do not want to process, Partner has to provide the partnerCrmUniquelIdentifier with dummy values such as X0001, X0002....X000N in the extract for which you would not want to process in your System. You will need to write code to recognize these identifiers and process them accordingly. Then rest of the opportunities, provide the correct partnerCrmUniquelIdentifier value. This would ensure you would have full control on what to process and what not to process in your system.

6.24 Does the outbound file contain more than 1 record?

A: Yes

6.25 In the json files exchanged, is the version always “1”?

A: Yes

6.26 Why does the data send 'Accept to view' for some fields?

A: For AWS referred Opportunity or Lead, all PII fields will be masked with the label “Accept to view” until the opportunity or lead is accepted by the partner. Once accepted, the partner will receive all data fields in the next sync cycle.

6.27 What action should be taken when a new AWS referred opportunity or lead is synced for the first time?

A: When new Opportunity or Lead is synced for the first time, partner will have to accept or reject to get additional data (e.g. customer contacts).

6.28 How long do files stay in the outbound folder after partner marked them as read?

A. Tagged files will remain in the outbound folder until the partner deletes it.

7. FAQs for creating new opportunities

7.1 How do we ingest new “Partner Referred (Originated) opportunities into ACE through the integration”?

A: To create new opportunities into ACE through the integration, partners will need to ingest the required opportunity information in the defined JSON format (refer to the Field Definitions file to understand which fields are required) into the “opportunity-inbound” folder. AWS will process this information, create a new opportunity in ACE and share back results of a successful/failed create operation in the opportunity-inbound-processed-results folder.

7.2 How does the integration differentiate between new opportunity submissions and updates through the integration?

A: The field “PartnerCrmUniqueIdentifier” on each opportunity is a unique identifier we expect from the Partner. This identifier must be defined in the source CRM of the Partner’s system. AWS will use this to determine if an opportunity already exists in ACE or not. If the “PartnerCrmUniqueIdentifier” is available in ACE, we will use the information shared to **update** the opportunity, else if “PartnerCrmUniqueIdentifier” is not available in ACE we will use the information shared to **create a new** opportunity.

7.3 If I as a Partner, have already implemented the update functionality through the integration, what will I need to do to use the integration to submit (create) new opportunities?

A: The Partner will have to make the following changes to the existing integration

- Start ingesting new opportunities for creation in “opportunity-inbound” folder, in addition to the updates being provided in the same folder
- Ensure that the mandatory fields required for create are available in the Opportunity JSON shared
- Ensure each new opportunity has a unique “PartnerCrmUniqueIdentifier” which does not exist in ACE/Partner Central. An important go live best practice is to map and update the existing data in ACE to each “PartnerCrmUniqueIdentifier” in Partner’s CRM so that we do not create duplicates while receiving updates. Please contact ACE for assistance with this process.

7.4 As part of the go-live process, how does a partner update the existing opportunities in ACE with their PartnerCrmUniqueIdentifier?

A: The ACE Team will provide the Partner with all open opportunities to prepare for the production launch. The Partner has to map the existing opportunities in ACE with their respective PartnerCrmUniqueIdentifier and return the file to ACE to update AWS's CRM. In the case where a Partner only wants to sync some of the opportunities on the file that AWS provided, then they are responsible to build logic to ignore the AWS updates for the opportunities they do not want to wish to process. This also applies to opportunities in the future, once the onboarding is completed. The Partner should provide the associated “partnerCrmUniqueIdentifier” for the opportunities to be aligned in both CRMs, and then provide a denotation in the field for opportunities they will not be updating [for example: exclude updates to closed-lost, closed-won opportunities]. All open/active AWS shared and partner accepted opportunities should have a “partnerCrmUniqueIdentifier”.

7.5 What fields are required while creating a new opportunity?

A:

The following 14 fields are mandatory fields along with a new and unique “partnerCrmUniqueIdentifier”

```
{
  "version": "1",
  "spmsId": "XXXXX",
  "opportunities": [
    {
      "useCase": "Business Applications",
      "targetCloseDate": "2020-06-30",
```

```

    "projectDescription": "Automation Platform development for bank. Need support in understanding customer requirements and any background on their cloud projects",
    "postalCode": "84133",
    "partnerProjectTitle": "AllySegall - Development Platform",
    "partnerPrimaryNeedFromAws": "Architectural validation",
    "partnerCrmUniqueIdentifier": "PR123456",
    "industry": "Financial Services",
    "expectedMonthlyAwsRevenue": 100.0,
    "deliveryModel": "SaaS or PaaS",
    "customerWebsite": "ally.com",
    "customerCompanyName": "Ally Segall",
    "country": "United States",
    "state": "Alaska"
  }
]
}

```

In certain cases, there could be additional fields required, for example, Contract Vehicle is required if an incoming opportunity is the Education or Government Industry in the United States.

7.6 Can I update only a few fields in the opportunity or lead and not share all the fields illustrated in the samples?

A: Yes. As long as there are no additional validation requirements, you can share the identifiers and only the fields where there were updates. For example the following update with a reduced set of fields for an opportunity is a completely valid update.

```

{
  "version": "1",
  "spmsId": "spmsId",
  "opportunities":
  [
    {
      "targetCloseDate": "2020-03-01",
      "stage": "Committed",
      "nextStep": "Meet customer on 3rd Feb 2020",
      "partnerCrmUniqueIdentifier": "PCRM1",
      "apnCrmUniqueIdentifier": "O1234",
    }
  ]
}

```

7.7 what are the various error messages that partner would receive during integration and its meaning?

Error Message	Meaning
Missing Required Field: Closed Lost Reason is required when closing the opportunity	"closedLostReason" is mandatory whenever stage = 'Closed Lost'
Invalid Data: Select from the predefined <field name> list eg: Invalid Data: Select from the predefined Industry list	<field name> field accepts only Standard Values
Missing Required Field: State is required when Country is United States	State is mandatory if country = 'United States'
Invalid Data: Customer website should be a valid domain	Partner has to provide valid website URL

Missing Required Field: "Other Need" field is required when Partner Primary Need From AWS ="Other"	"partnerPrimaryNeedFromAwsOther" is mandatory if 'Other' value selected for "partnerPrimaryNeedFromAws"
Missing Required Field: Estimated AWS Monthly Recurring Revenue cannot be blank or 0	expectedMonthlyAwsRevenue should not be blank or zero
Invalid Data: Target Close Date should be a future date	Always targetCloseDate should be future date
Missing Required Field: Project description must have minimum of 50 characters	projectDescription must include minimum 50 characters.
Contract Vehicle is required for opportunities for this industry.	contractVehicle is mandatory if Industry = 'Education' or 'Government'
RFX/Public Tender Solicitation No is required when 'Education' or 'Government' industry vertical is selected.	rfxSolicitationNumber is mandatory if Industry = 'Education' or 'Government'
Record not editable	When Partner sends a new Partner referred opportunity, it has to go through the validation process and needs to be either Approved or Rejected by the ACE team. While the opportunity is in review and has not yet been validated (Approved or Rejected), the Partner will not be able to update the record and will receive this error.
User not found for Opportunity Owner email	opportunityOwnerEmail needs to be a Partner Central user email. If not provided then the opportunity will be created with the Alliance lead on Partner Central as the owner.
New in October 2022 Release	
Is Opportunity from Marketing Activity is required.	<i>IsOppFromMarketingActivity</i> is a mandatory field
Marketing Development Funds Used is required when Is Opportunity from Marketing Activity is Yes.	When <i>IsOppFromMarketingActivity</i> is set to 'Yes', <i>isMarketingDevelopmentFunded</i> is a required field
Clear values in Marketing Activity Channel, Marketing Activity UseCase, AWS Campaign Name and Was Marketing Development Funds Used.	When <i>IsOppFromMarketingActivity</i> is set to 'No', the following field need be NULL (cannot take a value): <i>marketingActivityChannel</i> , <i>marketingActivityUsecase</i> , <i>awsSFCampaignName</i> , <i>isMarketingDevelopmentFunded</i>
To launch opportunities with Customer Software Value greater than or equal to USD120,000 use Partner Central UI.	CRM integration only supports launching opportunities that have <i>customerSoftwareValue</i> lesser than USD 120K. For launching <i>customerSoftwareValue</i> lesser than USD 120K, users need to use Partner Central UI.
Following fields are required for all ISV Accelerate and SaaS Revenue Recognition when Opportunity is Launched: 'Customer Software Value (Number and Currency)', 'Procurement Type', 'Contract Effective Date/Term Start Date' and 'Contract Expiration Date'.	ISVA Partners who are part of SaaS Revenue Recognition Program, who have: <i>deliveryModel</i> = SaaS or Paas <i>isThisForMarketplace</i> = No <i>awsFieldEngagement</i> = Yes must send values for fields <i>procurementType</i> , <i>customerSoftwareValue</i> , <i>contractStartDate</i> , <i>contractEndDate</i> while setting <i>stage</i> = Launched

7.8 What are the various data validation rules that are applicable while creating and updating opportunities?
While creating new opportunities

Create Validations	<p>The following fields are mandatory on the opportunity (If any of these fields are missing then the opportunity will not be created)</p> <p>"useCase": "Business Applications", "targetCloseDate": "2020-06-30", "projectDescription": "Automation Platform development for bank. Need support in understanding customer requirements and any background on their cloud projects", "postalCode": "84133", "partnerProjectTitle": "AllySegall - Development Platform", "partnerPrimaryNeedFromAws": "Architectural validation", "partnerCrmUniqueIdentifier": "PR123456", "industry": "Financial Services", "expectedMonthlyAwsRevenue": 100.0, "deliveryModel": "SaaS or PaaS", "customerWebsite": "ally.com", "customerCompanyName": "Ally Segall", "country": "United States", "state": "Alaska"</p>
Create Validations	For Public Sector partner where Industry = (Education or Government) contractvehicle and rfxSolicitationNumber are mandatory
Create Validations	<p>The following fields require standard values</p> <p>partnerPrimaryNeedFromAws competitiveTracking useCase subUseCase partnerAcceptanceStatus stage Industry OpportunityOwnership isThisForMarketplace isThisAPublicReference isNetNewBusinessForCompany isMarketingDevelopmentFunded deliveryModel awsFieldEngagement Closed Lost reason Campaign name Country State/Province Status</p>
Create Validations	If Country is "United States", State is a required field
Create Validations	Optional but if present, AWS Account ID needs to be a 12 digit number
Create Validations	expectedMonthlyAwsRevenue cannot be negative or Zero
Create Validations	partnerCrmUniqueIdentifier is unique and a new entry for create opportunity
Create Validations	Project description must have minimum of 50 characters
Update Validations	<p>For an ISV Accelerate program partner</p> <p>isNetNewBusinessForCompany is mandatory before Stage = Launched awsFieldEngagement is mandatory before Stage = Launched isThisForMarketplace is mandatory before Stage = Launched</p>
Update Validations	<p>The following fields are mandatory on the opportunity (Note: if already available on the APN opportunity you are not required to share it subsequently)</p> <p>useCase</p>

	targetCloseDate stage partnerPrimaryNeedFromAws expectedMonthlyAwsRevenue deliveryModel
Update Validations	For consulting partners Stage cannot be updated to Launched till AWSAccountID (12 digit number) is updated
Update Validations	For Public Sector partner where Industry = (Education or Government) contractvehicle and rfxSolicitationNumber are mandatory
Update Validations	AWSclosedlost reason is mandatory if Stage = Closed Lost
Update Validations	The following fields are the only fields that can be updates when Stage = Launched isThisAPublicReference publicReferenceUrl publicReferenceTitle
Update Validations	For an ISV Accelerate program partners, following fields are the only fields that can be updated after Stage = Launched isThisAPublicReference publicReferenceUrl publicReferenceTitle isThisForMarketplace isNetNewBusinessForCompany deliveryModel awsFieldEngagement additionalComments
Update Validations	The following field updates allow only standard values partnerPrimaryNeedFromAws competitiveTracking useCase subUseCase partnerAcceptanceStatus stage Industry OpportunityOwnership isThisForMarketplace isThisAPublicReference isNetNewBusinessForCompany isMarketingDevelopmentFunded deliveryModel awsFieldEngagement Closed Lost reason Campaign name Country State/Province Status
Update Validations	Partner is not able to update opportunities where Status not equal to Approved
Update Validations	Partner is not able to update pipeline fields on the opportunity where Stage = Launched

7.9 What are the validations that ACE system performs on postal code?

Country	Validation Error Message
Bangladesh	The postal code is invalid for country Bangladesh, Bangladesh postal code must be in 9999 format.
Belarus	The postal code is invalid for country Belarus, Belarus postal code must be in 999999 format.
Belgium	The postal code is invalid for country Belgium, Belgium postal code must be in 9999 format.
Bermuda	The postal code is invalid for country Bermuda, Bermuda postal code must be in AA 99 OR AA AA format.
Bhutan	The postal code is invalid for country Bhutan, Bhutan postal code must be in 999999 format.
Bolivia	The postal code is invalid for country Bolivia, Bolivia postal code must be in 9999 format.
Poland	The postal code is invalid for country Poland, Poland postal code must be in 99-999 format.
Portugal	The postal code is invalid for country Portugal, Portugal postal code must be in 9999 OR 9999-999 format.
Puerto Rico	The postal code is invalid for country Puerto Rico, Puerto Rico postal code must be in 999999 format.
Reunion	The postal code is invalid for country Reunion, Reunion postal code must be in 974NN format.
Bosnia and Herzegovina	The postal code is invalid for country Bosnia and Herzegovina, Bosnia and Herzegovina postal code must be in 999999 format.
Brazil	The postal code is invalid for country Brazil, Brazil postal code must be in 999999 OR 999999-999 format.
Chad	The postal code is invalid for country Chad, Chad postal code must be in 999999 format.
China	The postal code is invalid for country China, China postal code must be in 9999999 format.
Christmas Island	The postal code is invalid for country Christmas Island, Christmas Island postal code must be in 9999 format.
Cocos (Keeling) Islands	The postal code is invalid for country Cocos (Keeling) Islands, Cocos (Keeling) Islands postal code must be in 9999 format.
Romania	The postal code is invalid for country Romania, Romania postal code must be in 9999999 format.
Russia	The postal code is invalid for country Russia, Russia postal code must be in 9999999 format.
Saint Vincent and the Grenadines	The postal code is invalid for country Saint Vincent and the Grenadines, Saint Vincent and the Grenadines postal code must be in VC9999 format.
San Marino	The postal code is invalid for country San Marino, San Marino postal code must be in 4789N format.
Brunei Darussalam	The postal code is invalid for country Brunei Darussalam, Brunei Darussalam postal code must be in KB9999 format.
Colombia	The postal code is invalid for country Colombia, Colombia postal code must be in 9999999 format.
Costa Rica	The postal code is invalid for country Costa Rica, Costa Rica postal code must be in 9999 or 999999 format.
Bulgaria	The postal code is invalid for country Bulgaria, Bulgaria postal code must be in 9999 format.
Saudi Arabia	The postal code is invalid for country Saudi Arabia, Saudi Arabia postal code must be in 999999-9999 format.
Senegal	The postal code is invalid for country Senegal, Senegal postal code must be in 999999 format.
Serbia and Montenegro	The postal code is invalid for country Serbia and Montenegro, Serbia and Montenegro postal code must be in 999999 format.
Cambodia	The postal code is invalid for country Cambodia, Cambodia postal code must be in 999999 format.
Canada	The postal code is invalid for country Canada, Canada postal code must be in A9A 9A9 or A9A9A9 format.
Cape Verde	The postal code is invalid for country Cape Verde, Cape Verde postal code must be in 9999 format.
Singapore	The postal code is invalid for country Singapore, Singapore postal code must be in 9999999 format.
South Africa	The postal code is invalid for country South Africa, South Africa postal code must be in 9999 format.
Croatia	The postal code is invalid for country Croatia, Croatia postal code must be in 999999 format.
Cyprus	The postal code is invalid for country Cyprus, Cyprus postal code must be in 9999 format.
Denmark	The postal code is invalid for country Denmark, Denmark postal code must be in 9999 format.
Dominican Republic	The postal code is invalid for country Dominican Republic, Dominican Republic postal code must be in 999999 format.
Ecuador	The postal code is invalid for country Ecuador, Ecuador postal code must be in 9999999 format.
Egypt	The postal code is invalid for country Egypt, Egypt postal code must be in 999999 format.
Spain	The postal code is invalid for country Spain, Spain postal code must be in 999999 format.
Sri Lanka	The postal code is invalid for country Sri Lanka, Sri Lanka postal code must be in 999999 format.

Saint Pierre and Miquelon	The postal code is invalid for country Saint Pierre and Miquelon, Saint Pierre and Miquelon postal code must be in 97500 format.
Swaziland	The postal code is invalid for country Swaziland, Swaziland postal code must be in M999 format.
Sweden	The postal code is invalid for country Sweden, Sweden postal code must be in 99999 OR 999 99 format.
Switzerland	The postal code is invalid for country Switzerland, Switzerland postal code must be in 9999 format.
El Salvador	The postal code is invalid for country El Salvador, El Salvador postal code must be in 1101 format.
Estonia	The postal code is invalid for country Estonia, Estonia postal code must be in 99999 format.
Ethiopia	The postal code is invalid for country Ethiopia, Ethiopia postal code must be in 9999 format.
Faroe Islands	The postal code is invalid for country Faroe Islands, Faroe Islands postal code must be in 999 format.
Finland	The postal code is invalid for country Finland, Finland postal code must be in 99999 format.
France	The postal code is invalid for country France, France postal code must be in 99999 format.
French Guiana	The postal code is invalid for country French Guiana, French Guiana postal code must be in 973NN format.
Taiwan	The postal code is invalid for country Taiwan, Taiwan postal code must be in 99999 format.
Tajikistan	The postal code is invalid for country Tajikistan, Tajikistan postal code must be in 999999 format.
Thailand	The postal code is invalid for country Thailand, Thailand postal code must be in 99999 format.
French Polynesia	The postal code is invalid for country French Polynesia, French Polynesia postal code must be in 987NN format.
Greenland	The postal code is invalid for country Greenland, Greenland postal code must be in 9999 format.
Guadeloupe	The postal code is invalid for country Guadeloupe, Guadeloupe postal code must be in 971NN format.
Guam	The postal code is invalid for country Guam, Guam postal code must be in 99999 format.
Georgia	The postal code is invalid for country Georgia, Georgia postal code must be in 9999 format.
Guatemala	The postal code is invalid for country Guatemala, Guatemala postal code must be in 99999 format.
Trinidad and Tobago	The postal code is invalid for country Trinidad and Tobago, Trinidad and Tobago postal code must be in 999999 format.
Tunisia	The postal code is invalid for country Tunisia, Tunisia postal code must be in 9999 format.
Turkey	The postal code is invalid for country Turkey, Turkey postal code must be in 99999 format.
Turkmenistan	The postal code is invalid for country Turkmenistan, Turkmenistan postal code must be in 999999 format.
Ukraine	The postal code is invalid for country Ukraine, Ukraine postal code must be in 99999 format.
Afghanistan	The postal code is invalid for country Afghanistan, Afghanistan postal code must be in 9999 format.
Germany	The postal code is invalid for country Germany, Germany postal code must be in 99999 format.
Guinea-Bissau	The postal code is invalid for country Guinea-Bissau, Guinea-Bissau postal code must be in 9999 format.
Haiti	The postal code is invalid for country Haiti, Haiti postal code must be in 9999 format.
Honduras	The postal code is invalid for country Honduras, Honduras postal code must be in 99999 format.
Hong Kong	The postal code is invalid for country Hong Kong, Hong Kong postal code must be in 999077 format.
Hungary	The postal code is invalid for country Hungary, Hungary postal code must be in 9999 format.
Aland Islands	The postal code is invalid for country Aland Islands, Aland Islands postal code must be in 99999 format.
Saint Barthelemy	The postal code is invalid for country Saint Barthelemy, Saint Barthelemy postal code must be in 97133 format.
Heard Island and McDonald Islands	The postal code is invalid for country Heard Island and McDonald Islands, Heard Island and McDonald Islands postal code must be in 9999 format.
Iraq	The postal code is invalid for country Iraq, Iraq postal code must be in 99999 format.
Montenegro	The postal code is invalid for country Montenegro, Montenegro postal code must be in 99999 format.
Saint Martin (French Part)	The postal code is invalid for country Saint Martin (French Part), Saint Martin (French Part) postal code must be in 97150 format.
Great Britain	The postal code is invalid for country Great Britain, Great Britain postal code must be in DT3 6GB OR L2 2DP format.
Greece	The postal code is invalid for country Greece, Greece postal code must be in 99999 OR 999 99 format.
Iceland	The postal code is invalid for country Iceland, Iceland postal code must be in 999 format.
India	The postal code is invalid for country India, India postal code must be in 999999 OR 999 999 format.
Indonesia	The postal code is invalid for country Indonesia, Indonesia postal code must be in 99999 format.

Israel	The postal code is invalid for country Israel, Israel postal code must be in 99999 OR 99999999 format.
Serbia	The postal code is invalid for country Serbia, Serbia postal code must be in 99999 format.
Svalbard and Jan Mayen	The postal code is invalid for country Svalbard and Jan Mayen, Svalbard and Jan Mayen postal code must be in 9999 format.
Wallis and Futuna	The postal code is invalid for country Wallis and Futuna, Wallis and Futuna postal code must be in 986NN format.
Sudan	The postal code is invalid for country Sudan, Sudan postal code must be in 99999 format.
South Sudan	The postal code is invalid for country South Sudan, South Sudan postal code must be in 99999 format.
Cuba	The postal code is invalid for country Cuba, Cuba postal code must be in 99999 format.
Italy	The postal code is invalid for country Italy, Italy postal code must be in 99999 format.
Jamaica	The postal code is invalid for country Jamaica, Jamaica postal code must be in 99 format.
Japan	The postal code is invalid for country Japan, Japan postal code must be in 99999999 OR 999-9999 format.
Jordan	The postal code is invalid for country Jordan, Jordan postal code must be in 99999 format.
Kazakhstan	The postal code is invalid for country Kazakhstan, Kazakhstan postal code must be in 9999999 format.
Kenya	The postal code is invalid for country Kenya, Kenya postal code must be in 99999 format.
Korea	The postal code is invalid for country Korea, Korea postal code must be in 99999 format.
Kuwait	The postal code is invalid for country Kuwait, Kuwait postal code must be in 99999 format.
Kyrgyzstan	The postal code is invalid for country Kyrgyzstan, Kyrgyzstan postal code must be in 9999999 format.
Lao People's Democratic Republic	The postal code is invalid for country Lao People's Democratic Republic, Lao People's Democratic Republic postal code must be in 99999 format.
Lesotho	The postal code is invalid for country Lesotho, Lesotho postal code must be in 999 format.
Liberia	The postal code is invalid for country Liberia, Liberia postal code must be in 9999 format.
Libyan Arab Jamahiriya	The postal code is invalid for country Libyan Arab Jamahiriya, Libyan Arab Jamahiriya postal code must be in 99999 format.
Liechtenstein	The postal code is invalid for country Liechtenstein, Liechtenstein postal code must be in 9999 format.
Luxembourg	The postal code is invalid for country Luxembourg, Luxembourg postal code must be in 9999 format.
Macedonia, The former Yugoslav Republic Of	The postal code is invalid for country Macedonia, The former Yugoslav Republic Of, Macedonia, The former Yugoslav Republic Of postal code must be in 9999 format.
Madagascar	The postal code is invalid for country Madagascar, Madagascar postal code must be in 999 format.
Malaysia	The postal code is invalid for country Malaysia, Malaysia postal code must be in 99999 format.
Morocco	The postal code is invalid for country Morocco, Morocco postal code must be in 99999 format.
Maldives	The postal code is invalid for country Maldives, Maldives postal code must be in 9999 OR 99999 format.
Mozambique	The postal code is invalid for country Mozambique, Mozambique postal code must be in 9999 format.
Myanmar	The postal code is invalid for country Myanmar, Myanmar postal code must be in 99999 format.
Namibia	The postal code is invalid for country Namibia, Namibia postal code must be in 99999 format.
Nepal	The postal code is invalid for country Nepal, Nepal postal code must be in 99999 format.
Netherlands	The postal code is invalid for country Netherlands, Netherlands postal code must be in 9999 AC or 9999AC format.
New Caledonia	The postal code is invalid for country New Caledonia, New Caledonia postal code must be in 988NN format.
New Zealand	The postal code is invalid for country New Zealand, New Zealand postal code must be in 9999 format.
Nicaragua	The postal code is invalid for country Nicaragua, Nicaragua postal code must be in 99999 format.
Marshall Islands	The postal code is invalid for country Marshall Islands, Marshall Islands postal code must be in 99999 format.
Martinique	The postal code is invalid for country Martinique, Martinique postal code must be in 972NN format.
Mayotte	The postal code is invalid for country Mayotte, Mayotte postal code must be in 976NN format.
Mexico	The postal code is invalid for country Mexico, Mexico postal code must be in 99999 format.

United Kingdom	The postal code is invalid for country United Kingdom, United Kingdom postal code must be in 9999 format.
United States	The postal code is invalid for country United States, United States postal code must be in 99999 OR 99999-9999 format.
Uruguay	The postal code is invalid for country Uruguay, Uruguay postal code must be in 99999 format.
Holy See (Vatican City State)	The postal code is invalid for country Holy See (Vatican City State), Holy See (Vatican City State) postal code must be in 120 format.
Viet Nam	The postal code is invalid for country Viet Nam, Viet Nam postal code must be in 999999 format.
VIRGIN ISLANDS, U.S.	The postal code is invalid for country VIRGIN ISLANDS, U.S., VIRGIN ISLANDS, U.S. postal code must be in 99999 format.
Zambia	The postal code is invalid for country Zambia, Zambia postal code must be in 99999 format.
Albania	The postal code is invalid for country Albania, Albania postal code must be in 9999 format.
Algeria	The postal code is invalid for country Algeria, Algeria postal code must be in 99999 format.
Monaco	The postal code is invalid for country Monaco, Monaco postal code must be in 980NN format.
Mongolia	The postal code is invalid for country Mongolia, Mongolia postal code must be in 99999 format.
Niger	The postal code is invalid for country Niger, Niger postal code must be in 9999 format.
Nigeria	The postal code is invalid for country Nigeria, Nigeria postal code must be in 999999 format.
Norfolk Island	The postal code is invalid for country Norfolk Island, Norfolk Island postal code must be in 9999 format.
Northern Mariana Islands	The postal code is invalid for country Northern Mariana Islands, Northern Mariana Islands postal code must be in 99999 format.
Norway	The postal code is invalid for country Norway, Norway postal code must be in 9999 format.
Armenia	The postal code is invalid for country Armenia, Armenia postal code must be in 9999 format.
Australia	The postal code is invalid for country Australia, Australia postal code must be in 9999 format.
Austria	The postal code is invalid for country Austria, Austria postal code must be in 9999 format.
Bahrain	The postal code is invalid for country Bahrain, Bahrain postal code must be in 999 OR 9999 format.
Oman	The postal code is invalid for country Oman, Oman postal code must be in 999 format.
Pakistan	The postal code is invalid for country Pakistan, Pakistan postal code must be in 99999 format.
Palau	The postal code is invalid for country Palau, Palau postal code must be in 99999 format.
Panama	The postal code is invalid for country Panama, Panama postal code must be in 999999 format.
Papua New Guinea	The postal code is invalid for country Papua New Guinea, Papua New Guinea postal code must be in 999 format.
Paraguay	The postal code is invalid for country Paraguay, Paraguay postal code must be in 9999 format.
Peru	The postal code is invalid for country Peru, Peru postal code must be in 99999 format.
Philippines	The postal code is invalid for country Philippines, Philippines postal code must be in 9999 format.