Our APN Journey

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Why AWS Created the Partner Program

- AWS realizes it can't sell to everyone

- Partners = Scale without hiring 100,000 salespeople

- Launched early ~2014, now it's a whole ecosystem

Why Did We Even Bother?

Spoiler: It Isn't Just for the Logo

- Better margins (allegedly)

- Access to AWS customers

- Street cred with enterprise buyers

- Co-selling opportunities

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What You Actually Get

Benefits: Advertised vs Reality

- Training & certifications (actually good!)

- Technical support

- Marketing "support" (your mileage may vary)

- Lead generation (lol)

- The coveted logo for your website

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Select Tier Requirements

The Bar Is Lower Than You Think (But Higher Than You'd Like)

- 4 Accredited individuals

- 4 Certified Individuals

- 3 Launched Opportunities

- MRR >= $1500

- A few months of your life

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Advanced Tier - For When You're Serious

AKA "The Actually Hard One"

- 8 Accredited individuals

- 10 Certified Individuals

- 20 Launched Opportunities

- MRR >= $10000

- 2 Public References

- 10 Customer Satisfaction Responses

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Let's Talk About Distributors

Promises Made, Promises... Adjusted

- They promise: Easy billing, great margins, tons of support

- They deliver: Billing works, margins are fine, support is... there

- Pick the right one or regret it

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The Economics of Reselling AWS

Or: How to Not Make Money Selling Compute

- Pure reselling = race to the bottom

- Your discount: 3-1*% (if you're lucky)

- Customer can Google AWS pricing

- The money is in services, not markup

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Our curved road

A Timeline of Optimism and Paperwork

This will be easy!

Where are the certs?!

APN fee?! WTF?

I can use existing projects right???

When approval?!

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TL;DR - The Important Bits

What You Should Remember

- Worth doing, but not for the reasons AWS advertises

- Takes longer than you think

- The value is legitimacy + technical access, not leads

- Don't expect to get rich on reselling margins

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Questions?

(or beer🍺)

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