

AWS Partner: Foundations – Business



Module 0: Introduction



Your AWS journey as an APN Partner



*APN Partner qualification requirements must be met to be eligible for some programs.

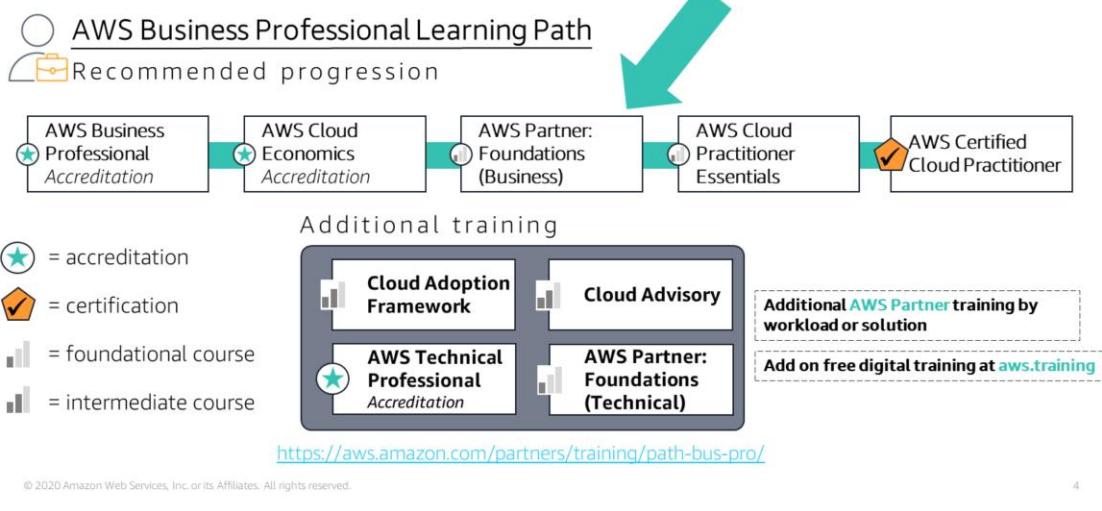
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To help partners along their journey as an APN Partner way, AWS identified several milestones.

1. Join **the AWS Partner Network, or APN**. Depending on your business type, offerings, billing, certification, and customer references, you can join either as a Consulting Partner or Technology Partner.
2. Build a **business plan**. You develop an internal practice plan for your firm.
3. Get **AWS trained and certified**.
4. Move up **partner tiers and unlock benefits** through certifications. Earning certifications help you and your business gain credibility for your proven experience working with AWS.
5. The fifth milestone is to **join APN Partner Programs** based on your business model.
6. The sixth milestone is to **go to market with AWS**.

Learning Path



If you look at the AWS Business Professional Learning Path, you can see the recommended progression of training. The arrow shows your current location on the path – you are here!

Direct link to hyperlinked image:

<https://aws.amazon.com/partners/training/path-bus-pro/>

Learning Path tool



What type of partner training works best for you?

The screenshot shows the AWS Learning Path tool interface. On the left, a sidebar lists roles: Account & Sales Manager, Business Consultant (selected), Technical Consultant, Solutions Architect, Developer, and System Operator. The main area has two sections: 'WHAT IS YOUR AREA OF FOCUS?' and 'RECOMMENDED' and 'OPTIONAL' training paths.

WHAT IS YOUR AREA OF FOCUS?

- Generalist - Foundational Business Knowledge
- Machine Learning on AWS - Business
- Amazon Connect - Business
- Migrating to AWS - Business
- AWS for Microsoft Workloads - Business
- Desktop and Application Streaming - Business

RECOMMENDED

AWS Solutions Training for Partners: AWS for Microsoft Workloads (Business)

In this course, you will learn about the specific benefits of moving Microsoft workloads to AWS. This course is intended as a business approach for AWS Partner Network (APN) Partners to demonstrate their knowledge of cloud technology. Partners have the option to take this course with an instructor or online. This digital course concludes with an online Business Accreditation exam.

Digital | 2 hours
Classroom | 4 hours
No cost

OPTIONAL

Explore Digital Specialty Training by Role

Discover additional digital training you can search by domain, role, skill level and language.

EXPLORE

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<https://pages.awscloud.com/AWS-Partner-Learning-Path-Tool.html>

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AWS provides a new AWS Learning Path tool. You can find it online at <https://pages.awscloud.com/AWS-Partner-Learning-Path-Tool.html>

To use the tool:

Build 1 - First, choose your role.

Build 2 – Then, select your area of focus.

Build 3 – Review the digital and classroom offerings for that area.

Course overview



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Why cloud and AWS

- Module 1: Build Your Business with AWS
- Module 2: What Matters to AWS Customers
- Module 3: Security, Identity, and Compliance



Win your first workload

- Module 4: Pricing and Licensing
- Module 5: Migration and Cloud Adoption Opportunities
- Module 6: Opportunity Management
- Module 7: APN Funding and Call to Action

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Course objectives



After you complete this course, you will be able to:



Identify opportunities to help your customers successfully implement the AWS Cloud.



Describe the core AWS value proposition and the value you add as a partner to a sales opportunity.



Describe AWS use cases and solutions.



Position AWS value to meet your customers' needs.



Access key APN technology partner solutions that operate on AWS.



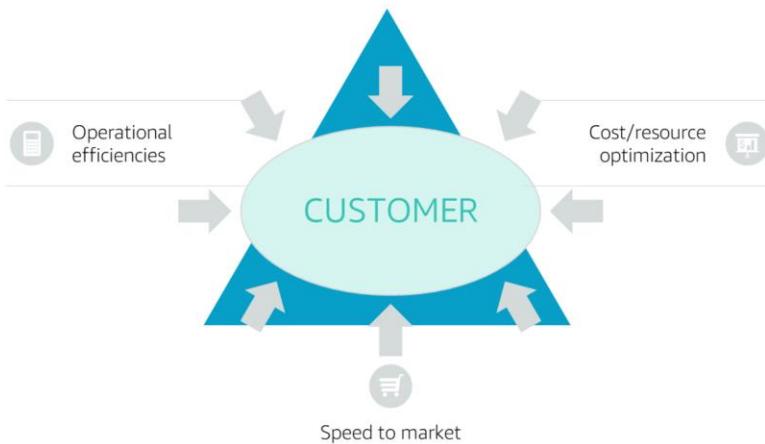
Understand when to engage with local AWS Partner teams.

Module 1: Build Your Business with AWS



Customer obsession

aws training and certification



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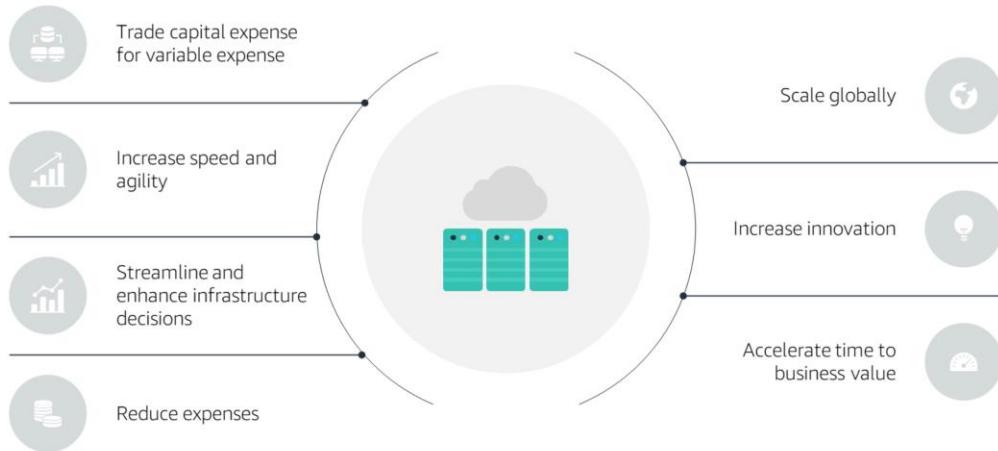
AWS is driven by the Amazon Leadership Principles, chief of which is “customer obsession.” AWS achieves customer success by working with our partners. As an AWS Partner, you should understand why customers are moving to the cloud. To demonstrate this, look at this customer triangle.

The triangle is composed of three core motivations that drive customers to cloud adoption:

- **speed to market.** Cloud resources can accelerate time-to-business value.
- **operational efficiency.** Customers want to maximize resource use.
- **cost and resource optimization.** Customers want to reduce costs and optimize resources over the long term,

All of these tenets of the customer triangle drive innovation.

Why customers move to AWS



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Now, why are customers choosing the AWS Cloud?

Many customers move to the AWS Cloud because they can trade capital expense for variable expense. They can also lower variable expenses overall, and increase the speed and agility of their IT infrastructure.

The tools available to them with AWS allow them to streamline and enhance infrastructure management, which can lower costs and free resources that can then be used to develop innovative solutions to existing problems.

Having cloud resources available through AWS accelerates time-to-business value, which allows many companies to meet competitive challenges in new ways.

All of these benefits are made available to customers on a global scale, so companies with an international footprint can benefit from AWS services.

Patterns among AWS customers



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Every customer travels a different path on their journey to the cloud. A few common trends can be identified in the cloud adoption process

Develop and test

The first phase involves either developing new applications or moving low-risk workloads to the cloud.

Production

The next phase involves moving production workloads to the cloud. This is where organizations start to realize the value of building a cloud-first approach for their IT environment.

Mission-critical workloads

Mission-critical workloads are necessary to the success of any business.

All-in

Either through new development or a total migration to the cloud, customer fully

realizes the benefit of the cloud.

What you bring to the customer



Your unique
consulting expertise



Customer
knowledge

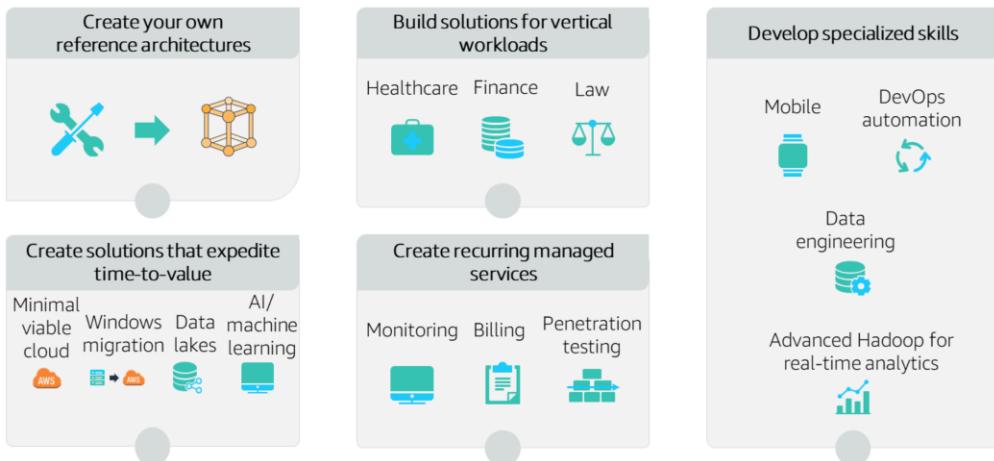


Skills and expertise with
AWS tools

Your skills and experience drive customer outcomes.

Partnering with AWS can be a rewarding experience for you, as a partner, and your customers. Many synergies are available when you work with AWS. You can use your team's skills and knowledge about your customer, AWS tools, and unique consulting expertise to help drive customer outcomes. Use your expertise to guide the customers on their cloud adoption journey.

Custom differentiated services on AWS



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Create your own reference architectures as part of value-added solutions that are unique to you as a partner to define your expertise.

Educate your prospects on how to use your knowledge to expedite time-to-value on solutions such as a minimal viable cloud environment, a Windows migration methodology, data lakes, or virtual desktop solutions. AWS Quick Starts can be used to achieve this.

Building a cloud practice that sets you apart can include developing security and compliance automation solutions for sensitive, highly regulated verticals such as healthcare, finance, or law.

Many successful partners have developed specialized skills in areas such as mobile applications, DevOps automation, data engineering, and Hadoop knowledge for real-time analytics or machine learning. The best way to build a practice is to create a niche where you excel in driving value for your customers.



Consulting

Technology

- Offers global partner program to help partners build solutions and services for customers
- Helps companies build, market, and sell AWS offerings
- Provides business, technical, and marketing support
- Supports Consulting Partners and Technology Partners

The APN is the global partner program for technology and consulting businesses who use AWS to build solutions and services for customers. The APN helps companies build, market, and sell AWS offerings by providing valuable business, technical, and marketing support.

Tens of thousands of AWS Partners are located around the globe. More than 90 percent of Fortune 100 companies and the majority of Fortune 500 companies use AWS Partner solutions and services.

The APN Partner program supports Consulting Partners and Technology Partners.

APN Consulting Partners



Design, architect, build, migrate, and manage workloads and applications

System
integrators

Strategic
consultants

Agencies

Managed service
providers

Value-added
resellers

Registered

Select

Advanced

Premier

<https://aws.amazon.com/partners/consulting/>

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APN Consulting Partners can achieve one of four performance tiers based on training, customer engagements, and overall business investment on AWS. These tiers are Registered, Select, Advanced, and Premier. By increasing your firm's level of AWS expertise and engagement, you can advance through APN tiers to receive additional benefits.

APN Technology Partners



- Provide hardware, connectivity services, and software solutions
- Deliver components to broader AWS Cloud customer solutions
 - By APN Consulting Partners
 - Through AWS Marketplace
 - As part of a customer-ready solution
 - From the APN Technology Partner



<https://aws.amazon.com/partners/technology/>

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APN Technology Partners provide hardware, connectivity services, and software solutions that are hosted on or integrated with the AWS Cloud. APN Technology Partner products are often delivered as components of broader AWS Cloud customer solutions.

APN Technology Partners include independent software vendors, who create software as a service, platforms as a service, and developer tools. APN Technology Partners also include management and security vendors.

Technology Partners can achieve one of three performance tiers based on product status, customer engagements, and overall business investment on AWS. These tiers are Registered, Select, and Advanced.

AWS Competency programs



Application		Workload		Industry	
Mobile			Security	SAP	
Data and analytics			Storage	Microsoft	
DevOps			IoT		VMWare
Migration			Networking	aws competency	
Machine learning			Cloud management tools	Financial services	
Containers			End-user computing	Government	

Customer References, Proven Capabilities: <https://aws.amazon.com/partners/competencies/>

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The AWS Competency Program is designed to feature partners who have demonstrated technical proficiency and proven customer success in a specialized solution area, such as mobile or security; with specific workloads, such as Microsoft or SAP; or in a specific industry, such as healthcare, financial services, or education. Attaining an AWS Competency allows partners to differentiate their services and show AWS skills in a specific domain.

APN Technology Partners can only qualify for the AWS Solution and AWS Industry competencies.

APN Navigate program highlights



AWS Partner's path to building their AWS business and specializing on AWS

Prepare for AWS service delivery, AWS competency, and/or MSP

Framework on how to specialize

Looking to upgrade your organization's tier or specialize your practice?
Check out [APN Navigate home page](#) for step-by-step guidance on how!

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APN Navigate is our Partner enablement program that provides you with prescriptive guidance on how to specialize on AWS and build your AWS business. The ultimate goal is to help your organization become experts and a trusted AWS Partner via our Competency and/or MSP program. It also prepares your business for achieving Service Delivery, as it is one of the milestones in a Partner's specialization journey.

Current paths – APN Navigate



APN Navigate is divided into two enablement paths...

Foundations Path

Upgrade to Select Tier

Start your APN Journey



APN Consulting Partner
APN Technology Partner

Specialization Path

Over a Dozen Tracks Available!

THEN



Specialize your AWS Offering



Looking to upgrade your organization's tier or specialize your practice?
Check out [APN Navigate home page](#) for step-by-step guidance on how!

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APN Navigate is the ultimate onboarding tool for any business new to the APN, or established Partners looking to advance their existing partnership and expertise.

Foundations Path

APN Navigate Foundations will help new AWS Partners establish the fundamental building blocks to become a successful APN Technology or Consulting Partner and ultimately upgrade to Select Tier. New AWS Partners are automatically added to the APN Navigate Foundations path.

Specialization Path

Business that already have a specific expertise or are further along in their APN journey can deepen their knowledge and validate their expertise with the APN Navigate Specialization Path, and its various specialization tracks, to differentiate their practice or solution.

AWS Solution Provider Program (SPP)



Designed for 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.

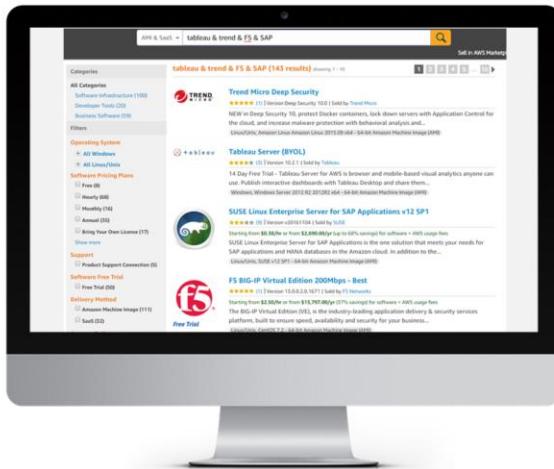
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Under this program, Authorized Solution Providers manage, service, support, and bill Amazon Web Services (AWS) accounts for end customers.

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.

AWS Marketplace Overview



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AWS Marketplace is an online store that supports:

- 01 **1,600+** participating ISVs
- 02 **310,000+** active customers
- 03 **10,000+** software listings
- 04 More than **2 million** current software subscriptions
- 05 Connects customers with more than **500** registered consulting partners

The AWS Marketplace is an online store where you can work with your customers to find, evaluate, and purchase IT and business software – both open source and commercial – optimized for AWS Cloud.

AWS Marketplace allows customers to directly deploy business applications to their AWS solutions, which streamlines licensing and deployment.

AWS Partner programs define expertise

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Consulting Partner Programs	Technology Partner Programs
APN Immersion Days	APN Global Startup Program
AWS Managed Services Provider Program	AWS Database Ready Program
AWS Service Delivery Program	AWS Device Qualification Program
Both	AWS Service Ready Program
APN Navigate	 Adobe Acrobat Document
AWS ISV Workload Migration Program	
AWS Public Sector Partner Program	

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Programs

AWS has a number of programs that can help define a partner's practice, as shown here.

The AWS MSP Program is designed for APN Consulting Partners. It offers proactive management of their customers' environment. In 2018, AWS revenue generated by AWS MSP Program Partners grew by more than 100%. All 20 of the companies on the 2017 Gartner Magic Quadrant for Public Cloud Infrastructure Managed Service Providers, Worldwide are APN Partners and are audited MSP Partners in the AWS MSP Program. For more information, see the AWS Managed Service Provider Program page (<https://aws.amazon.com/partners/managed-service/>).

APN Navigate offers a prescriptive path for APN Partners to define their partner journey and will guide them through the benefits, requirements, tools, and knowledge needed to advance their partnership with APN. From moving to the next APN tier to building specialty practices or solutions on AWS based on their business focus, every partner has a different journey and path to success.

The **ISV Workload Migration Program** helps customers migrate ISV workloads to AWS to achieve their business goals and accelerate their cloud journey. This program

works with both technology and consulting partners to create a repeatable migration process and methodology for their AWS offering. The program helps APN Partners drive and deliver ISV workload migrations, to enhance their cloud practices and customer success on AWS. For specific details, go to <https://aws.amazon.com/partners/isv-workload-migration>.

Traits of successful partners



Strong customer obsession



Defined capabilities competencies

(Specific workloads, MSP)



Trained and certified technical resources



Communicate early and often to align with AWS



Customer references



Engage with professional AWS services team



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The most successful AWS Consulting Partners display the following traits:

- AWS trained and certified technical resources
- Defined capabilities, such as specific workloads, MSP, competencies, specific tier, and so forth
- Communicating early and often with AWS personnel to enable customer success
- Acquiring customer references testimonials highlighting the partnership
- Strong customer obsession that focuses on creating long-term value for their customers, instead of short-term results

Successful partners develop customer references and learn the value of engaging with AWS Professional Services team members. AWS can work with you at the initial stages of customer on-boarding to help develop a cohesive cloud adoption strategy that you implement.

Working with AWS

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AWS Partner Network

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The AWS Partner Network, or APN, is the global partner program for Amazon Web Services. In this 10-minute overview, Amazon Alexa guides you through the APN Partner journey and how you can build, market, and sell with the APN.

YouTube video - https://youtu.be/NB_XGw_Zbr4 (10:58)

AWS roles and responsibilities



Partner Development Representative (PDR)	First point of contact for new partners, helping to onboard and guide partners through their journey.
Partner Development Manager (PDM)	Manage the relationship with the largest Regional, national, and global partners.
Partner Sales Success Manager (PSM) and ISV Success Manager (ISM)	Drive sales execution with partners working closely with AWS sales, professional services, and solutions architects.
Partner Solutions Architect (PSA)	Ensure technical delivery quality, enablement, and support for the sales cycle. Help partners build customer solutions.
Program teams	Manage programs that provide business, technical, sales, and marketing resources to partners.
Partner segment	Respond to customer demand with specific partner solutions and competencies.

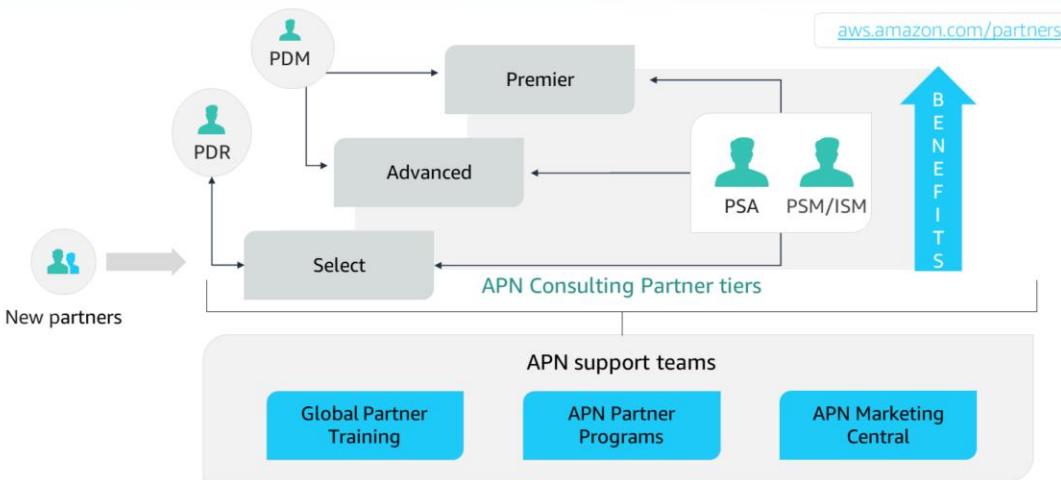
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*Note: *For APAC the PDM and PSM is simply referred to as PM.*

These are the roles and responsibilities of people that you will be working with.

Engage with APN support teams



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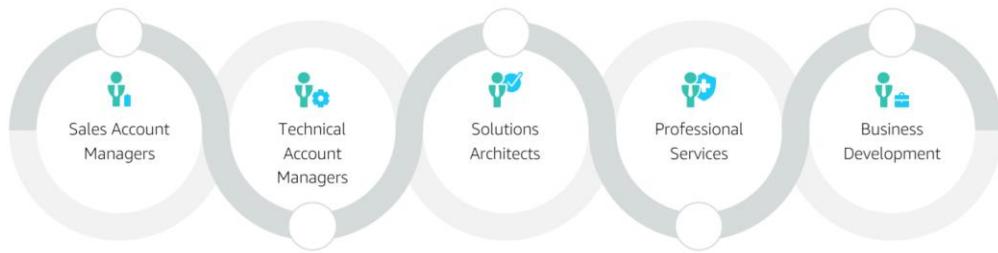
Select tier APN Partners work with a Partner Development Representative, or PDR, who helps you take your first steps in training and certification or helps you navigate our APN Partner portal. Advanced and Premier partners are assigned a Partner Development Manager, or PDM, who helps you more deeply develop your overall business with AWS.

To enable business development at the Select, Advanced, or Premier partner level, you can work with a Partner Sales Manager, or PSM, or a Partner Solutions Architect, called a PSA, who will enhance your presence in a specific customer account or work with you to craft a solution for an identified customer.

Partner with AWS sales organization



You might be in an account with a member of the AWS sales team.



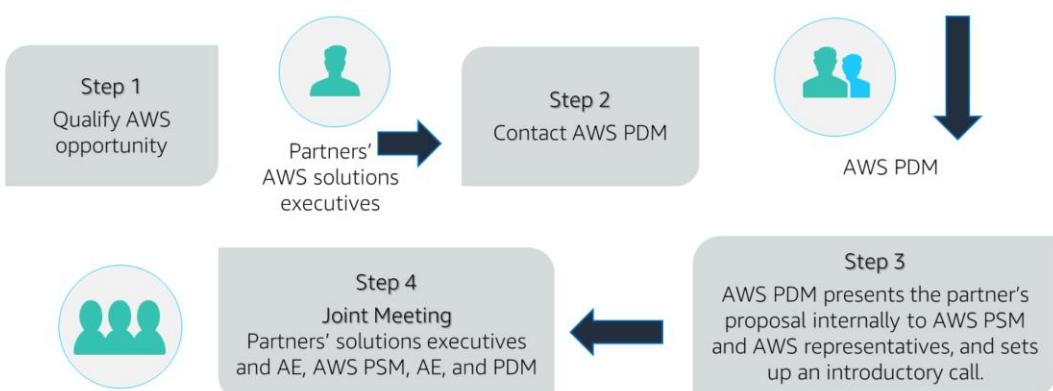
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At different times, you might work with sales account managers, technical account managers, solutions architects, professional services, and business development resources. Each person and team will work with you to ensure that the account remains in good standing.

AWS encourages partners to take a unified team approach, since this typically provides the best customer experience. When all parties are engaged, customers can receive the resources they need to succeed on their AWS journey.

Engage with AWS sales teams



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Here are the four steps you can take to obtain an introduction to an AWS sales representative:

Step 1: Share answers to the with your

Step 2: Specify partner contacts – choose an

Step 3: The presents the proposal internally to AWS PSM and AWS Representatives, and

Step 4: Participate in a joint meeting with the Solutions Executives, AE, AWS PSM, AWS AE, and AWS PDM.

AWS sales methodology – OBAM (outcome based account management)

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AWS developed an account management philosophy called *Outcome-Based Account Management*, or OBAM. AWS tailored OBAM around working backwards from the customer needs. This methodology helps you work more systematically together with AWS sales personnel in an account.

First, you **EXPLORE** the customer dynamics on a regular basis before engaging. Questions include:

- What are their business drivers?
- Who are their executives and what are their motivations?
- What challenges does their industry face?
- And, what can you find out about their technology roadmap?

Second, you **ENGAGE** with the customer to confirm if earlier research. Questions include:

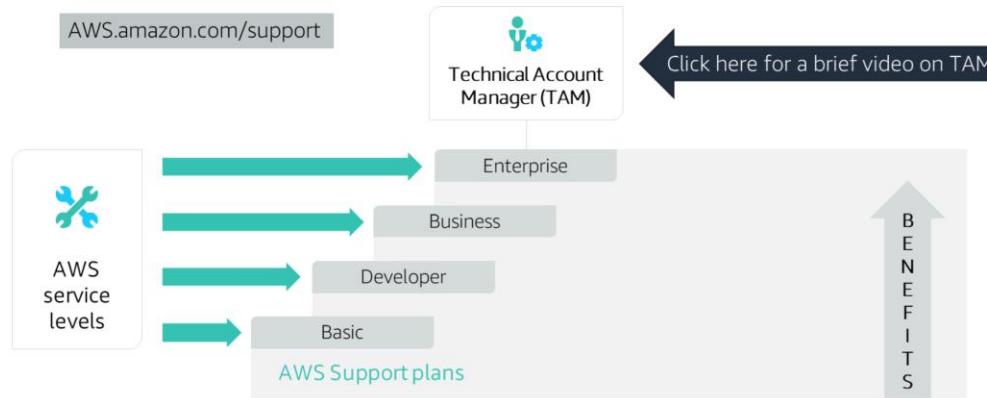
- Were the assumptions correct?
- What else can be learned?
- How do they make decisions?
- And, what does their current partner landscape look like?

Next, you **EMPATHIZE** with each of the executives you meet with. You ask:

- What are their professional and personal agendas?
- How do AWS products and services help them achieve their goals?
- And how can we make them successful?

Finally, you **ENABLE** by defining customer outcomes, establishing a plan to achieve those outcomes, and executing. As you help your customers transform, you continue these four Es in a virtual cycle.

AWS Support services



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Accounts with an AWS Enterprise support agreement are assigned an AWS Technical Account Manager, or TAM. If you are a managed service provider, or MSP, you can work with the TAM on behalf of your customer in the account.

Moving to partner-led support – (reselling) partner-led TAM.

Partner Led Enterprise Support

Many partner offer, PLES, Partner usually takes Level 1 and Level 2 support. Our sellers will be the highest value because they get a TAM, but partners are able to offer their own support plans.

AWS TAM on two accounts are rare, but can be a resource.

A bit more on support levels. AWS has four support plans: Basic, Developer, Business, and Enterprise.

All customers receive **Basic** support, 24/7 access customer service, AWS documentation, whitepapers, and support forums.

The **Developer** support plan offers resources for customers who are testing or doing

early development on AWS and any customers who:

- Want access to guidance and technical support,
- Are exploring how to quickly put AWS to work, or
- Use AWS for non-production workloads or applications.

The **Business** support plan offers resources for customers running production workloads on AWS and any customers who:

- Run one or more applications in production environments,
- Have multiple services activated,
- Use key services extensively, or
- Depend on their business solutions to be available, scalable, and secure.

The **Enterprise** support plan offers resources for customers running business- and mission-critical workloads on AWS and any customers who want to:

- Focus on proactive management to increase efficiency and availability,
- Build and operate workloads following AWS best practices, and
- Use AWS expertise to support launches and migrations.

Module questions



01.

In what ways do you add unique value to your customers as an APN Partner?

02.

What are the patterns AWS is seeing with customers in their cloud journey?

03.

What are some of the tools available to help you develop your skills and organization on AWS?

04.

What distinguishes Select from Advanced partner tiers?



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You have completed the *Build Your Business with AWS* module.

Module 2: What Matters to AWS Partners and Customers



Gartner Magic Quadrant

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AWS is positioned as a leader in the Gartner Magic Quadrant for cloud infrastructure as a service, worldwide.*

AWS is positioned highest in execution and furthest in vision in the Leaders Quadrant.



*Gartner, Magic Quadrant for Cloud Infrastructure as a Service, Worldwide, Smith, Dennis, Leong, Lydia, Bala, Raj, July 2019 G00336148

This graphic was published by Gartner, Inc. as part of a larger research document and should be evaluated in the context of the entire document. The Gartner document is available upon request from AWS: http://www.gartner.com/doc/reprints?id=1_2G205FC&ct=150519&stb=1.

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You might have seen that AWS is positioned as a leader in the Gartner Magic Quadrant for cloud infrastructure as a service, worldwide. This module explores why AWS is an industry leader here.

What sets AWS apart



Experience and enterprise leadership

Building and managing the cloud since 2006



Pace of innovation

1,957 features in 2018



Amazon culture

79 proactive price reductions



Largest partner ecosystem

Thousands of partners, and 7,000+ AWS Marketplace products



Service breadth and depth

175+ services to support any cloud workload; rapid customer-driven releases



Global footprint

22+ Regions, 69+ Availability Zones, 199+ edge locations



Security

Fine-grained control



Hybrid cloud

Broad set of hybrid capabilities



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Key AWS differentiators:

- **Experience and enterprise Leadership:** Customers have selected AWS for years because the company has proven to be committed to customer success.
- **Service breadth and depth:** AWS service breadth and depth provides unmatched opportunities for customers to innovate with their businesses.
- **Pace of innovation:** AWS developed over 1,900 new features in 2018 and is committed to maintaining this pace of innovation.
- **Global footprint:** AWS has 25+ Regions, more than 80 Availability Zones, and over 230 edge locations that are highly available and durable.
- **Amazon culture:** AWS shares a culture that is driven by customer obsession, including proactive price reductions and a long-term approach to customer success.
- **Security:** AWS has leadership developed from hands-on experience meeting the requirements of the most rigorous government agencies.
- **Largest partner ecosystem:** AWS has thousands of partners and Marketplace products.
- **Hybrid cloud:** AWS has the broadest set of hybrid capabilities of any cloud

provider.

Highly available global infrastructure



Global Infrastructure

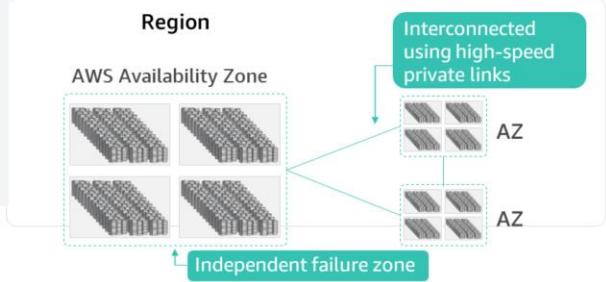


Regions Coming Soon
Spain Jakarta Hyderabad
Switzerland Melbourne Israel UAE

25+
Regions

81+
Availability
Zones (AZs)

230+
Edge
locations



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<https://aws.amazon.com/about-aws/global-infrastructure/>

AWS continues to grow and offer more Regions and more Availability Zones than other cloud providers, with new Regions continuously emerging.

AWS Platform services



Over 175 services

Advanced services



Business process services



Foundational services



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This is why AWS has such a broad range of customers!

What matters to partners and customers



How can customers automate security, compliance, and governance to keep pace with their business?



How can customers take advantage of new tools to derive greater value from their data?



How can customers modernize their infrastructure and applications development to better service their customers?



What is the best approach to executing a large migration?



What changes must your customers make to ready their organization for cloud adoption at scale?

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Examples of questions from AWS customers include the following:

- How can we automate security, compliance, and governance to keep pace with the business?
- How can we take advantage of new tools to derive greater value from our data?
- How can we modernize our infrastructure and application development to better service our customers?
- What is the best approach to executing a large migration?
- What changes must we make to ready our organization for cloud adoption at scale?

This course explores these customer questions.

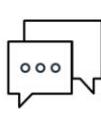
Digital transformation



Customer experience



Business operations



Decision making



Innovation



Competitive advantage

\$50B

Predicated spend on digital transformation initiatives supported by AI in 2021

—IDC

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AI and machine learning are top priorities for customers because they can drive increased customer experiences, more efficient business operations, and faster, more accurate decision making across every industry.

The recent hype for these technologies is transitioning to real impact on businesses. A recent IDC study estimated that this year 40 percent of digital transformation initiatives will take advantage of AI. IDC also predicted that by 2021 global spending on AI and cognitive technologies will exceed \$50 billion. There's a lot of opportunity here.

Here are some real life examples:

- Customer experience is being transformed via capabilities such as conversational interfaces, smart biometric authentication, and personalization and recommendations.
- In retail, sophisticated demand planning and forecasting models are dramatically improving accuracy.
- Automation is making supply chain management more efficient.
- Healthcare is shifting from reactive to predictive care, including the use of predictive models to accelerate research and discovery of new drugs and

treatment regimens.

Digital transformational services



Machine Learning Services



Amazon
SageMaker



Amazon
Comprehend



Amazon
Lex



Amazon
Polly



Amazon
Rekognition



Amazon
Translate



Amazon
Transcribe



AWS Deep
Learning AMIs



AWS
DeepLens



Amazon
CodeGuru



Amazon
Fraud
Detector



Amazon
Kendra



AWS DeepRacer

Case
study

[Watch video](#) (2:56)

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There's a lot of interest in machine learning today, and customers are going after it in a big way. AWS allows customers to build, train, and deploy ML fast. More machine learning happens on AWS than anywhere else. Tens of thousands of customers are building and running machine learning on AWS today.

We're focused on delivering the broadest and deepest set machine learning capabilities for builders of all levels of expertise and putting machine learning in the hands of every developer.

AWS Lambda – Serverless compute



No servers to manage



Continuous scaling



Pay only for compute time used

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AWS Lambda is a serverless compute service that automatically runs code without requiring anyone to provision or manage servers. With Lambda, your customers can run code for virtually any type of application or backend service, all with zero administration. Customers can use Lambda for data processing, real-time file processing (such as creating image thumbnails), or real-time stream processing (such as real-time analysis of streaming social media data).

Lambda runs code on a high availability compute infrastructure and performs all of the administration of the compute resources. This includes server and operating system maintenance, capacity provisioning and automatic scaling, code monitoring, and logging.

Lambda automatically scales applications by running code in response to each trigger. The service scales your application precisely with the size of the workload, from a few requests per day to thousands per second. Customers pay only for the compute time they consume; there is no charge when their code is not running. Customers are charged for the total number of requests they use across their functions.

AWS hybrid architecture support



01.

Almost **every AWS customer with on-premises infrastructure is running a hybrid architecture.**

02.

AWS offers **seamless integration** with existing on-premises data centers – customers can use existing investments.

03.

Run AWS infrastructure On premises for a **truly consistent hybrid** experience with AWS Outpost.

04.

Build applications that deliver single-digit millisecond latencies to mobile devices and end-users with **AWS Wavelength**.

* IDC Worldwide Cloud System Software 2015 Share Snapshot

79%

of existing enterprise workloads run on VMware*



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Almost every AWS customer with on-premises infrastructure is running a hybrid architecture. AWS customers are able to use a seamless experience between their existing on-premises investments while obtaining the benefits of the AWS Cloud.

VMware Cloud on AWS is the solution that simplifies the way your customers can choose to run VMware workloads on the AWS Cloud. It enables customers to use VMware's virtualization and management software to seamlessly deploy and manage VMware workloads across on-premises and AWS environments.

VMware is the most used hypervisor in the enterprise. AWS uniquely enables the enterprise at this core level for those running VMware on premises who want to extend applications to the cloud.

AWS Outposts are fully managed and configurable compute and storage racks built with AWS-designed hardware, that allow customers to run compute and storage services on-premises, while seamlessly connecting to the rest of AWS's broad array of services in the cloud.

AWS Outposts enable customers to run applications that are latency sensitive and need to be in close proximity to other assets on-premises using the same

programming interface, the same familiar cloud services, and the same infrastructure both in the cloud and on-premises

AWS Wavelength enables developers to build applications that deliver single-digit millisecond latencies to mobile devices and end-users. AWS developers can deploy their applications to Wavelength Zones, AWS infrastructure deployments that embed AWS compute and storage services within the telecommunications providers' data centers at the edge of the 5G networks, and seamlessly access the breadth of AWS services in the Region. This enables developers to deliver applications that require single-digit millisecond latencies such as game and live video streaming, machine learning inference at the edge, and augmented and virtual reality (AR/VR).

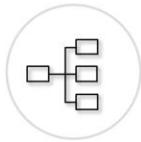
Amazon Connect



Cloud-based contact center solution scales
to support businesses of any size



with tools that grow with customers' needs!



Skills-based routing
automatic call
distribution (ACD)



Recording



Historical analytics



High-quality
voice capability



Machine learning

[Case
study](#)

[Watch video](#) (1:46)

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AWS built an intuitive system that enables customer service agents to focus their attention on the customer, rather than on navigating a complex, difficult-to-use system.

Amazon Connect is the contact center solution AWS designed and built to enable Amazon to deliver an exceptional customer experience.

It includes all the standard functionality contact center operations teams have come to expect.

At the heart of that is a contact center system that needs to be reliable, simple to manage, open, and scales with needs. With respect to scalability, consider that in preparation for Amazon Prime Day, Amazon's Customer Service Centers scale up adding thousands of new agents and we scale back down literally in a day.

Using Amazon Machine Learning natural language processing, or NLP, and speech-to-text, Contact Lens for Amazon Connect transcribes contact center calls to create a fully searchable archive and surface valuable customer insights.

Case study: Next Gen Stats and AWS



"At the NFL, we are more efficient in the development of metrics for the Next Gen Stats offering by using AWS technology. Machine learning and other computations that could take months to refine now take weeks or days, allowing us to engage, inform, and excite the fan in new and unique ways."

- Matt Swensson, Vice President, Emerging Products and Technology at the NFL

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Products powering Next Gen Stats

Amazon SageMaker	Amazon EC2	Amazon S3
AWS Lambda	Amazon Cloudfront	Amazon ElastiCache
Amazon DynamoDB	Amazon EMR	Amazon QuickSight

<https://aws.amazon.com/nextgenstats>

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NFL player tracking, known as Next Gen Stats, is the capture of real-time location, speed, and acceleration data for every player, on every play, on every inch of the field. Sensors throughout the stadium track tags placed on players' shoulder pads, charting individual movements within inches. AWS powers Next Gen Stats by supporting the analysis and complex stats that enhance the fan experience.

Amazon ML and AI technology enable the NFL to predict formations, play outcomes, routes, and key events in a game. Data can be used to enhance broadcasts during games and provide insights for post-game analysis.

The NFL can scale down their AWS services during off days and in the off-season.

Case study: Formula One Racing



Formula 1 Accelerates Cloud Transformation by Moving to AWS

For our needs, AWS outperforms all other cloud providers, in speed, scalability, reliability, global reach, partner community, and breadth and depth of cloud services available.

Pete Samara

Director of Innovation and Digital Technology



Amazon
SageMaker



AWS
Lambda



Formula One

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<https://aws.amazon.com/solutions/case-studies/formula-one/>

Case study video

aws training and certification



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YouTube link: <https://youtu.be/MiDryXiRINK>

VideoPeel is a video platform that enables brands to collect, manage, and publish consumer testimonials. See how VideoPeel is transforming the traditional ways of consumer research by automating the analysis of user-generated content to produce dynamic consumer personas and actionable insights.

Case study success



Challenge

With a rapidly growing user base leading to petabytes of monthly data traffic and hundreds of terabytes of stored data, Sua Música realized it needed a more scalable, agile, and performant solution for hosting its data.

Solution

The company worked with BRLink to migrate and optimize its architecture on AWS. Through a detailed analysis, BRLink evaluated Sua Música's environment and helped the company design and implement a serverless architecture on AWS.

Benefit

As a result of the migration to AWS and its expanded use of automation, Sua Música improved its scalability by 22 percent and its agility by 14 percent compared to its previous solution.

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<https://aws.amazon.com/partners/apn-journal/all/sua-musica-brlink/>

Sua Música is an entertainment platform focused on the Brazilian region. The platform enables independent artists to offer content to the public for free. Artists can deliver news, videos, interviews, quizzes, live streams, and pocket shows to engage millions of users within the Sua Música app, website, and social networks.

With a rapidly growing user base leading to petabytes of monthly data traffic and hundreds of terabytes of stored data, Sua Música realized it needed a more scalable, agile, and performant solution for hosting its data. The company decided to migrate to AWS to better support its fast-growing business.

To support its migration and optimize its architecture on AWS, Sua Música chose to engage with BRLink. Through a detailed analysis, BRLink evaluated Sua Música's environment. They then helped the company design and implement a serverless architecture on AWS, taking advantage of Docker containers and using a blue/green deployment and a CI/CD pipeline for development. To manage the massive data migration securely, Sua Música used [AWS Snowball](#) and created a media automation pipeline using [AWS Lambda](#) and [Amazon Simple Storage Service](#) (Amazon S3). Because of the migration to AWS and its expanded use of automation, Sua Música improved its scalability by 22 percent and its agility by 14 percent compared to its

previous solution.

You can read the full case study here: <https://aws.amazon.com/partners/apn-journal/all/sua-musica-brlink/>

Module questions



01.

What makes AWS different from other cloud providers?

02.

What value-added advanced services does AWS offer that can help your customers drive business outcomes?

03.

Why are digital transformation services, like ML and AI, so important to our customers?



Module 3: Security, Identity, and Compliance



Security – #1 priority



Compliance and security at scale on a single platform



Highly automated



Highly available



Highly accredited



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Nothing is more important than protecting customer data and privacy. AWS works closely with you and the customer to offer a flexible cloud computing environment that satisfies security and compliance needs of the most risk-sensitive organizations.

Highly automated

At AWS, security tools are purpose-built for the unique environment, size, and global requirements. Building custom security tools helps automate routine tasks. By automating security tasks, many human configuration errors can be avoided to allow teams to focus on higher-priority areas.

Automation of platform and application security checks whenever new code is deployed makes it easier to enforce security and compliance controls that ensure confidentiality, integrity, and availability at all times.

Highly available

AWS data centers are built in multiple geographic Regions to offer high availability. Within the Regions, multiple Availability Zones provide resiliency.

Highly accredited

At AWS, environments are continuously audited, with certifications from accreditation bodies across the globe. AWS stands out when it comes to security capabilities, with over 200 significant compliance, governance, and security certifications.

Attend re:Inforce



aws RE:INFORCE

2019 Highlights

Keynote deep dive with AWS CISO Steve Schmidt

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In June 2019, we launched our first re:Inforce conference. AWS re:Inforce is a learning conference focused on cloud security, identity, and compliance. The event includes hundreds of technical sessions, a keynote featuring AWS security leadership, and access to cloud security experts in the Security Learning Hub expo experience.

Sensitive workloads on AWS



"We determined that security in AWS is superior to our on-premises data center across several dimensions, including patching, encryption, auditing and logging, entitlements, and compliance."

—*John Brady, CISO, FINRA (Financial Industry Regulatory Authority)*

"AWS allowed us to scale our business to handle 6 million patients a month and elevate our security – all while maintaining HIPAA compliance – as we migrated 100% to cloud in less than 12 months."

—*Brian Lozada, CISO, Zocdoc*

"Amazon Web Services was the clear choice in terms of security and PCI DSS Level 1 compliance compared to an on-premises or colocation data center solution."

—*Stefano Harak, online senior product manager for Vodafone Italy*

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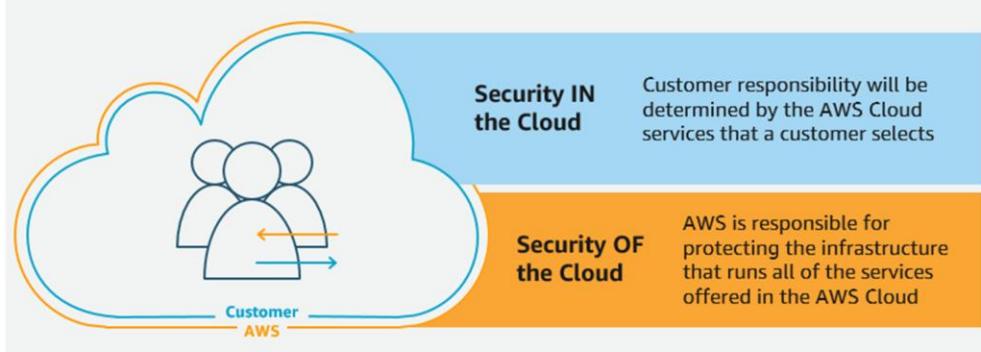
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FINRA security blog: <https://aws.amazon.com/blogs/publicsector/analytics-without-limits-finras-scalable-and-secure-big-data-architecture-part-2/>

Zocdoc: <https://www.zocdoc.com/about/blog/tech/outgrowing-our-monolith/>

Vodafone Italy: <https://partners.wsj.com/aws/vodafone-italy-tops-up-mobile-security/>

Shared responsibility model



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Security and compliance is a shared responsibility. AWS is responsible for “security of the cloud,” which means it is responsible for the security measures that it implements and operates. AWS is responsible for protecting the global infrastructure that runs all of the services offered in the AWS Cloud. The infrastructure is composed of the hardware, software, networking, and facilities that run AWS services.

Customers are responsible for “security in the cloud,” which refers to security measures that the customer implements and operates related to the security of customer content and applications that use AWS services.

As a Consulting Partner, you can increase quality for customers by creating solutions that address their areas of responsibility in the cloud, such as solutions to handle the management and security of operating systems, networks, and firewall configurations.

AWS compliance programs



<http://aws.amazon.com/compliance/>

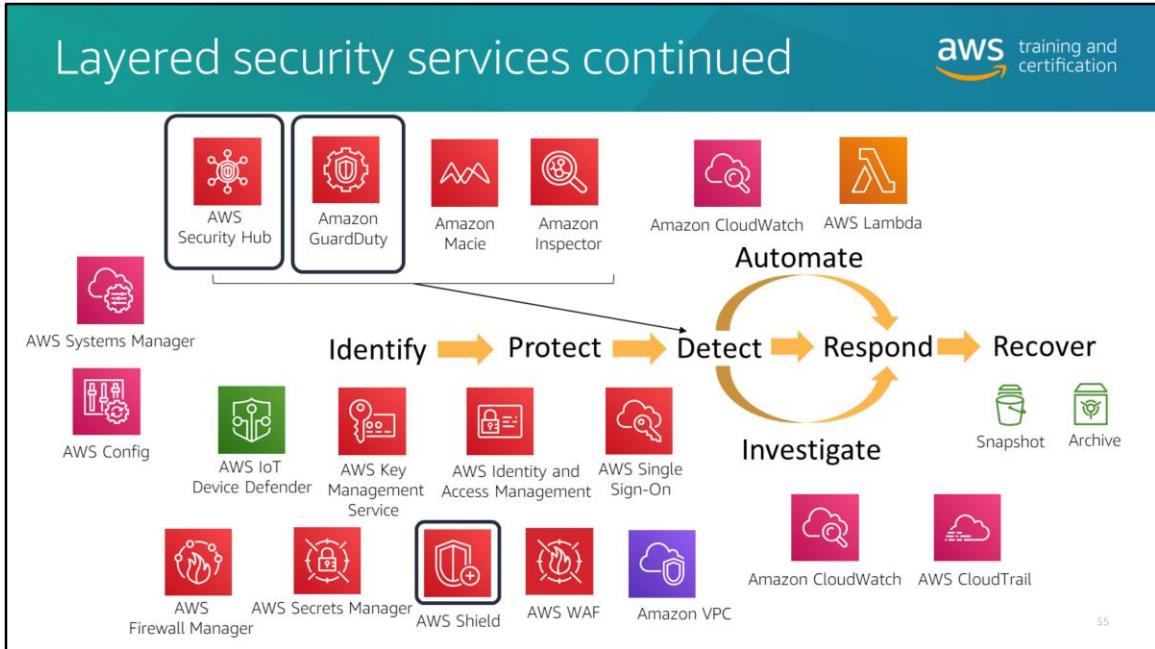
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The current AWS compliance programs are shown here, broken out by Region.

For more information about AWS compliance programs, see:
<https://aws.amazon.com/compliance>

Specific FAQs can also be found here:
<https://aws.amazon.com/compliance/faq/>

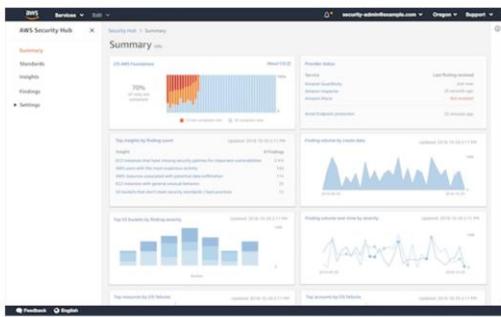


These highlighted services, along with other AWS services, work continuously to identify, protect, detect, respond and recover.

AWS Security Hub – Built-in security



AWS Security Hub



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AWS security

Security Focus	Security Services and Features
Infrastructure Security	<ul style="list-style-type: none">Amazon VPCAWS WAFEncryption in-transit with TLS with all servicesConnectivity options to enable private or dedicated connections from your office or on-premises environment
Identity and Access Control	<ul style="list-style-type: none">AWS Identity and Access Management (IAM)AWS Multi-Factor AuthenticationAWS Directory Service
Monitoring and Logging	<ul style="list-style-type: none">AWS Trusted AdvisorAWS CloudTrailAmazon CloudWatchAmazon MacieAmazon Detective
Inventory and Configuration	<ul style="list-style-type: none">Amazon InspectorAWS ConfigAWS CloudFormation
DDoS Mitigation	<ul style="list-style-type: none">Auto ScalingAmazon CloudFrontAmazon Route 53AWS Shield and AWS Shield Advanced
Data Encryption	<ul style="list-style-type: none">Encryption with all AWS storage and database servicesFlexible Key Management optionsAWS KMSAWS CloudHSM

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AWS service-specific security

AWS services are architected to work efficiently and securely with all AWS networks and platforms. For example, Amazon EC2 provides security at multiple levels: the operating system of the host platform, the virtual instance OS or guest OS, a firewall, and signed API calls.

AWS security

All customers, regardless of size, benefit from AWS security expertise developed over more than a decade of providing secure services to military, government, and other security-sensitive organizations. The measures that AWS takes to secure services—combined with a comprehensive suite of security services such as infrastructure security, identity and access control, monitoring and logging, inventory and configuration, distributed denial of service (DDoS) mitigation, and data encryption—are unparalleled.

As an APN Partner, you can offer many of these services at no additional cost to your customers. Competitive pay-as-you-go pricing on additional advanced services gives

you broad and deep choices for how to achieve the level of protection your customers require.

AWS Trusted Advisor

AWS Trusted Advisor is an online resource that helps you work with customers to reduce cost, increase performance, and improve security by optimizing the environment. Trusted Advisor provides real-time guidance to help provision resources following AWS best practices.

Amazon Macie

Amazon Macie is a security service that uses machine learning to automatically discover, classify, and protect sensitive data in AWS. Macie recognizes sensitive data such as personally identifiable information (PII) or intellectual property, and provides you with dashboards and alerts that give visibility into how this data is being accessed or moved.

AWS Security Hub

AWS Security Hub quickly assesses your high-priority security alerts and compliance status across AWS accounts—all in one comprehensive view.

Continuously aggregate and prioritize findings from AWS and partner security services, and highlight emerging trends or possible issues.

Conduct automated compliance checks using industry standards, such as the CIS AWS Foundations Benchmark.

Take action by selecting an option such as send to ticketing, chart, email, or auto-remediation using CloudWatch Events and Lambda integration.

On-demand compliance reports



AWS Artifact



Download compliance reports on demand

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Your customers can validate that AWS has performed its responsibilities to secure the cloud by using AWS Artifact through the AWS Management Console. AWS Artifact provides on-demand access to print AWS security and compliance reports, also known as *audit artifacts*.

Using AWS Artifact, customers can download available compliance reports. For example, customers can download the SOC 1 report, which evaluates the effectiveness of controls that affect their financial reporting (ICOFR). Some reports require an NDA to download, so it is recommended that you alert your customers to this service for them to self-service with their own login and NDA credentials.

Artifact allows customers to validate the implementation and operating effectiveness of the AWS security control environment from any geography or vertical.

AWS Competency in Security



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Partners have many opportunities to develop and offer consulting expertise to help customers protect their data in cloud. Below are some areas in which APN Partners should focus.

Data protection

- APN Partners should review data protection requirements for data at rest encryption and data in transit encryption.
- APN Partners should also review data classification/life-cycle requirements and development of an encryption strategy.

Infrastructure security

- APN Partners should be able to articulate the importance of network security to their customers. Concepts such as virtual private clouds (VPCs), security groups, and inbound and outbound points should be reviewed.
- APN Partners should review how CloudFormation templates and Golden AMI can make it easier to establish a hardened infrastructure.
- APN Partners should stress the importance of implementing a security architecture

into an AWS deployment to meet security standards and deploying security solutions such as antivirus, IDS, and DLP.

Access control

- APN Partners should understand the importance of properly managing users and user permissions in AWS to ensure secure environments.
- APN Partners should review developing a custom IAM to meet the identity management and access control standards for authentication and authorization.

Incident response

- APN Partners should understand how to define an incident response strategy, including conducting threat modeling exercises to identify what would happen to their business if a specific incident occurs.

Logging and monitoring

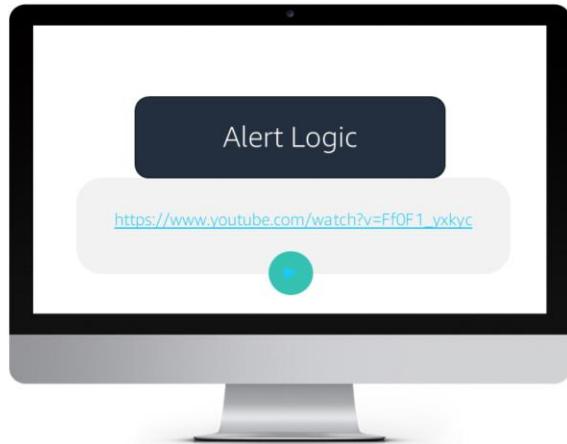
- APN Partners should be able to identify the tools needed for collecting and analyzing security logs for all resource-related activities.

The AWS Security Competency, recognizes APN Partners who are able to guide customers through all phases of a security project.

Video: Alert Logic



Extend your skills by taking advantage of services from APN Technology Partners



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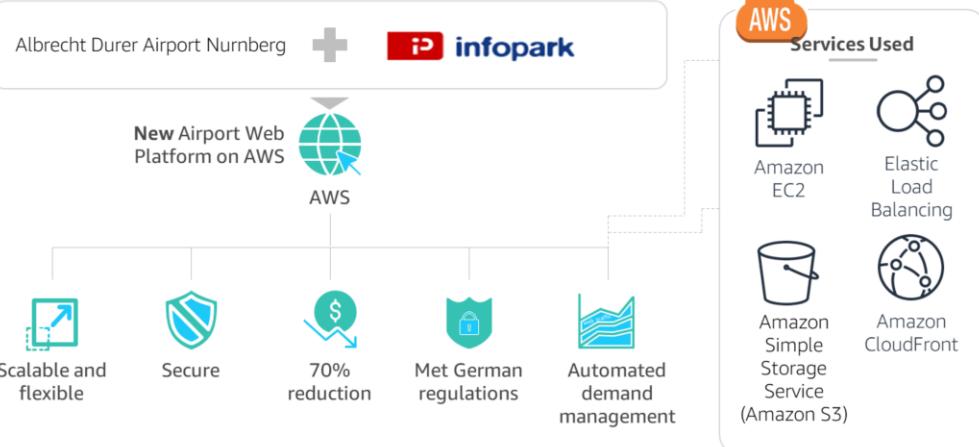
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Alert Logic is an Advanced APN Technology Partner holding both the AWS Security and Marketing and Commerce Competencies. In this video, Misha Govshteyn, founder and chief strategy officer, and Stelio D'Alo, cloud platform executive, discuss why the firm decided to retool the company's platform for native AWS deployment. They also discuss the benefits of building and deploying a security solution on AWS, and describe how the company takes advantage of being an AWS Security Competency Partner.

Case study: Albrecht Dürer Airport



InfoPark → Albrecht Dürer Airport Nuremberg



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Here is a partner success study from Germany. Albrecht Dürer Airport Nuremberg is a service-oriented company, and internet-based services are a central part of the airport's strategy. The airport's website provides information on flights, airport services, local destinations, online parking reservations, and other ecommerce services.

The airport initially used a third-party provider to host its website. Although this approach saved operating expenses at first, the website had difficulties when unexpected events, such as poor weather or air traffic issues, led to increased demand. Purchasing additional server capacity was too costly, and the airport began to look for alternatives.

Albrecht Dürer Airport Nuremberg chose Infopark AG, a Berlin-based member of the AWS Partner Network, to develop a new solution. Infopark used AWS to create an innovative platform to support the airport's website and ecommerce applications. Infopark created an environment that could use the elasticity and scalability of AWS to develop a solution for Albrecht Dürer Airport Nuremberg to handle fluctuating demand for its website. The environment also complied with German location-based data protection and compliance requirements because AWS leaves data where the

customer stores it. They now have a flexible and scalable infrastructure and estimate that they are saving 60–70 percent compared to their previous hosting costs.

Module questions



How does AWS delineate the shared security responsibility model with customers?



What are some of the built-in AWS security monitoring tools?



Where can customers go to review AWS compliance attestations and certifications?



In what areas can an APN Partner add value in helping a customer with their security compliance?

You completed the *Security, Identity, and Compliance* module.

Module 4: Pricing and Licensing



AWS pricing categories



AWS Free Tier



Pay as you go



Pay less when you reserve



Additional AWS pricing benefits

Volume discounts



Pay less as AWS grows and lowers prices



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The AWS pricing philosophy is composed of three basic tenets.

The first tenet is “Pay only for what you use.” With AWS, there are no upfront capital expenses, and services can be shut off when no longer needed, providing significant savings compared to maintaining underused hardware and software on premises.

The second tenet is “Keep prices as low as possible.” AWS operates at a massive scale, so we can offer our services at a low cost

The third tenet is “No upfront capital expense.” With AWS, customers can pay for services on a monthly basis without any upfront investment.

AWS Free Tier: AWS offers a free usage tier. Using the free tier, new customers can run a free Amazon EC2 micro instance for a year while also using a free tier for Amazon S3, Amazon Elastic Block Store, Elastic Load Balancing, AWS data transfer, and other AWS services.

Pay as you go: Pay-as-you-go pricing has no long-term commitments or long-term contracts required. It can replace upfront capital expense with low variable cost because customers pay only for what is used with no need to pay for excess capacity or penalty for under-planning.

Pay less when you reserve: For certain AWS services, you can invest in Reserved Instances and get a discounted hourly rate, which results in overall savings over the On-Demand pricing.

Pay even less per unit by using more: Customers save even more as they grow bigger.

Pay even less as AWS grows: AWS is constantly focused on reducing hardware costs, improving operational efficiencies, lowering power consumption, and generally lowering the cost of doing business. These optimizations and the substantial and growing economies of scale at AWS result in passing savings back to customers.

Pricing philosophy



1

Trade capital expenditures
for variable expenses



2

Economies of scale allow
AWS to continually lower
costs

79+ price
reductions

3

Pricing model choice to
support variable and
stable workloads

On-Demand
Reserved
Spot
Dedicated

4

Customers save more
as they grow

Tiered pricing
Volume discounts
Custom pricing

https://pages.awscloud.com/Global_IDC_Enterprise_Whitepaper.html

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Achieving lower total cost of ownership, or TCO, with AWS is an important topic for customers. AWS helps customers lower TCO by:

1. Replace upfront capital expense with low variable cost.
2. AWS economies of scale allow for continuous price reductions. As of January 2020, AWS has reduced prices **79 times** since launching in 2006.
3. The AWS pricing model offers choices to support both variable and stable workloads (we will review the options in just a moment).
4. Customers can save more as they continue to grow with AWS.

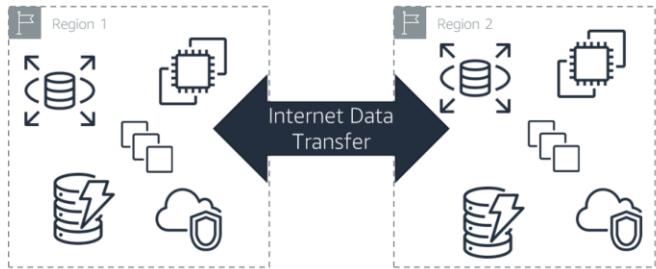
Source: IDC Whitepaper, sponsored by Amazon, “The Business Value of Amazon Web Services Accelerates Over Time.” February 2018

Data transfer charges



Data transferred between AWS Services in different Regions:

Amazon Elastic Compute Cloud
Amazon Simple Storage Service
Amazon Relational Database Service
Amazon DynamoDB
Amazon Simple Queue Service
Amazon Simple Notification Service
Amazon Virtual Private Cloud



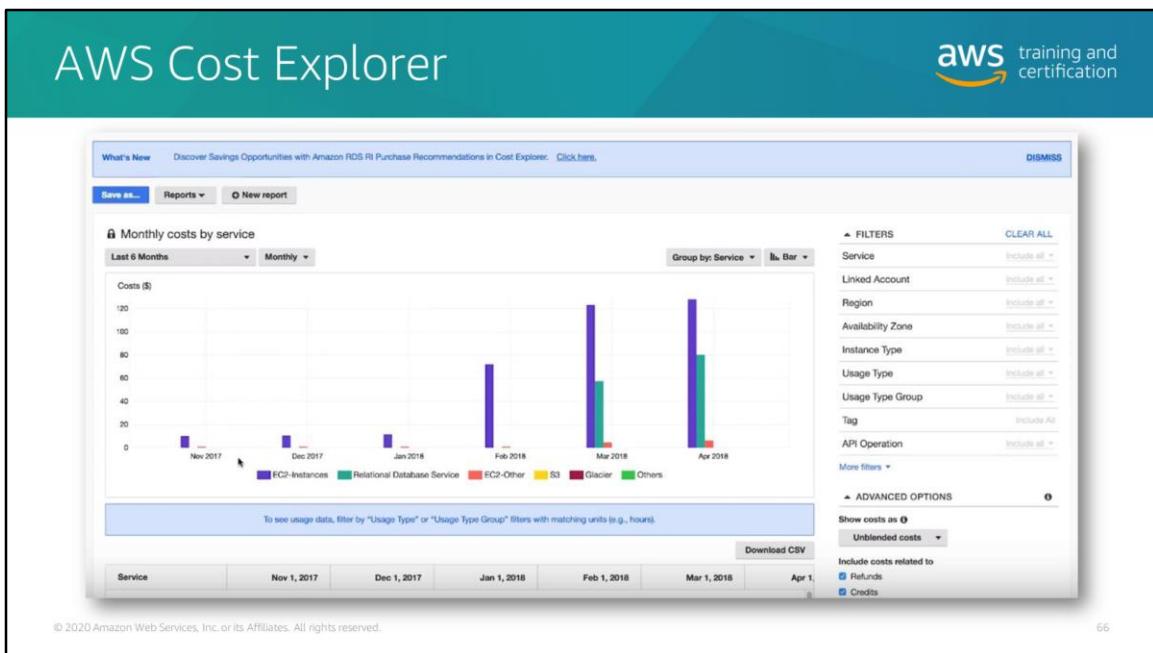
Compute – Pay per minute/hour
Storage – Pay per GB
Data Transfer Out – Pay per GB transferred out

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You pay for three fundamental components with Amazon Web Services:

For compute services and processing power you pay per hour. For storage you pay per gigabyte, and for data transfer you pay per gigabyte for data **out**. There are no charges for incoming data or data transferred between your AWS services within the same Region.



AWS Cost Explorer enables customers to:

- Receive a single bill for all charges incurred across all linked accounts
- Combine tiering benefits
- View and manage linked accounts
- Add additional accounts

Demo – AWS Pricing Calculator



Estimate your monthly bill:

- Cost breakdown per service
- Aggregate monthly estimate
- Estimate and breakdown of cost for common solutions

<https://calculator.aws/#/>

The screenshot shows the AWS Pricing Calculator homepage. It features a dark header with the title "AWS Pricing Calculator" and a sub-header "Estimate the cost for your architecture solution." Below this is a section titled "How it works" with a flowchart showing four steps: "AWS Pricing Calculator Estimates the cost of AWS products and services," "Add services Identify the AWS services that you need," "Configure service Model your usage or your usage to see service costs," and "View estimate totals See your estimated costs per service, service group, and total." To the right of the flowchart are three columns: "Create an estimate" (with a "Create estimate" button), "Getting started" (with links to "What is the AWS Pricing Calculator?", "Getting started", and "Generating estimates"), and "More resources" (with links to "How it works", "Getting started", and "Generating estimates").

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AWS Pricing Calculator lets you explore AWS services and create an estimate for the cost of your use cases on AWS. You can model your solutions before building them, explore the price points and calculations behind your estimate, and find the available instance types and contract terms that meet your needs. This enables you to make informed decisions about using AWS.

On-premises deployment cost drivers for total cost of ownership (TCO)



1 Server costs

Hardware – server, rack chassis pdus, tor switches (plus maintenance)

Software - OS, virtualization licenses (plus maintenance)

2 Storage costs

Hardware – storage disks, san/fc switches

Storage administration costs

3 Network costs

Network hardware – LAN switches, load balancer, bandwidth costs

Network administration costs

4 IT labor costs

Server administration
Virtualization administration



Diagram doesn't include every cost item, e.g., software costs can include database, management, middle tier software costs. Facilities cost can include costs associated with upgrades, maintenance, building security, taxes etc. IT labor costs can include security admin and application admin costs.

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There are a lot of cost drivers with on-premises deployments. In addition to the overhead costs, there are server, storage, network and IT labor costs that must be considered.

Diagram doesn't include every cost item, software such as costs can include database, management, middle tier software costs. Facilities cost can include costs associated with upgrades, maintenance, building security, taxes etc. IT labor costs can include security admin and application admin costs.

Summary of cost savings



Gather requirements



01

Map requirements to AWS services



02

Right size service choices

- Region
- Instance type
- Storage

03

Evaluate pricing models



04

Use the AWS pricing calculator



05

Deliver estimate



06

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Here's a summary of the steps for cost savings.

Step 1: Gather requirements.

Talk with your customers about the requirements for each of their IT applications. Make sure that you understand what the customer expects from AWS. This is most critical step in the process. In collecting requirements, it is important to prioritize compute, storage, and data transfer because these make up most of the cost.

Step 2. Map requirements to AWS services.

Once you have an understanding of your customer's needs, you can map customer requirements to the appropriate AWS services.

Step 3. Right-size your service choices.

Right-sizing starts with choosing the right Region. Pricing differs across AWS Regions, and some Regions don't support all services. The customer might also have regulatory requirements for their data. For EC2 instances, choose the EC2 instance that best matches the requirements. Suggest the most cost-effective and performant

solution available for the customer. Also, look at the customer's storage requirements. Is the customer running a database, or are they running a light application that needs a disk drive, but does not need consistently high I/O performance? Consider also the CPU requirements. How many virtual CPUs does the customer think they need? How many CPUs are they using today? What EC2 instance lines up best with their CPU requirements?

Step 4. Evaluate pricing models for Amazon EC2 instances based on your customer's needs and select the instance type that best suits your customers. EC2 instance types include Reserved, Spot, On-Demand, Convertible RI and Dedicated Instances; you will review these instance types later in this module.

Step 5. Use the AWS Pricing Calculator.

The AWS Pricing Calculator can be used to estimate the cost of a specific workload like launching a web application. You will look at an example of a Simple Monthly Calculator estimate later in this module.

Step 6. Deliver the estimate to the customer.

It is important for the customer to know that this is just an estimate. Just like any project, requirements, available resources, and implementation dates can change.

Module 5: Migration and Cloud Adoption Opportunities



Business drivers for cloud adoption



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By running your customer's applications in the cloud, your customers can focus their development and technology teams on creating innovative solutions instead of firefighting everyday problems. The top business drivers for organizations to migrate to and use the cloud include cost, agility, freedom to experiment, and faster development.

Cloud adoption concerns



01	Concern	02	AWS Capability	03	Business Outcome
CEO	<ul style="list-style-type: none">Expand to new marketsShareholder valueManage risk; Innovate fastDifferentiate	<ul style="list-style-type: none">On-Demand, elastic, low capexSixteen Regions, Multi-AZ for global scaleCompliance and regulations, DRData analytics at scale for customer insightSpeed to deploy customer facing apps			
CFO	<ul style="list-style-type: none">Generate Free cash FlowShareholder valueBusiness ForecastAudit, tax and complianceEffective capital utilization	<ul style="list-style-type: none">No capex, low opexCost tagging for resource usageOn-demand, elastic, hybrid architectureTools for usage, billing, chargebackCompliance			
CTO	<ul style="list-style-type: none">AgilityCompetitive AdvantageInnovation and new projects	<ul style="list-style-type: none">Elasticity, scale, multi-regionData analytics at scale for customer insightSpeed to deploy customer facing apps			

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Listed here are typical concerns from the CxO layer.

It's important to understand these varied concerns by role, as each of these concerns is usually tied to specific business outcome. When you understand your customer's desired business outcome, it then becomes easier to discuss the AWS capabilities designed to address each concern. Once you have established this link, you must demonstrate how each capability can be used to produce success with the desired customer business outcome.

Cloud adoption concerns (continued)



01	Concern	02	AWS Capability	03	Business Outcome
CIO	<ul style="list-style-type: none"> ROI on IT projects Budget: more, with less Responsive to LOB IT Control: security/HA/DR Innovate, support legacy 		<ul style="list-style-type: none"> No capex, PAYG, price reductions, RI/spot No heavy lifting, stop undifferentiated tasks Re-deploy IT to high value-add innovation Deploy fast, automation at large scale IAM, shared security model Multi-region, AZ, cost-effective HA, BU, DR 		?
CLO CCO CSO	<ul style="list-style-type: none"> Compliance and regulatory Governance Legal risk Data and IP security 		<ul style="list-style-type: none"> Shared security model Certifications Multi-AZ for DR (for example, Basel III) IAM, VPC, Direct Connect, HSM, MFA, encrypt Hybrid architecture 		?
CMO	<ul style="list-style-type: none"> Customer connection Program agility (campaigns) Data-driven marketing Social/Mobile/Global programs 		<ul style="list-style-type: none"> Automatic scaling Low cost, on-demand real-time analytics Agility and iterative innovation Low cost of execution 		?

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Additional examples of cloud adoption concerns from other C-level executives.

Gap analysis with Cloud Adoption Framework (CAF)



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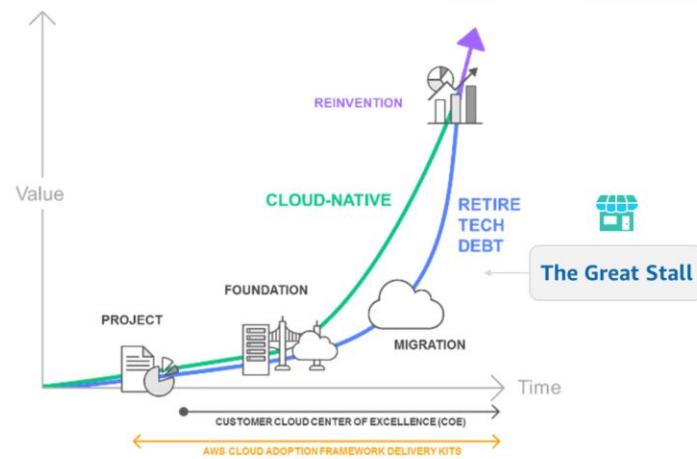
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The **Cloud Adoption Framework, or CAF**, is a publicly available framework developed by AWS Professional Services that offers structure to help organizations develop an efficient and effective plan for their adoption journey to the cloud.

CAF is organized into six perspectives – Business, People, Governance, Platform, Security, and Operations. These perspectives are divided into two categories – business and technology. The results form an action plan to guide your customer's change management process as they journey to the cloud. CAF uses AWS experiences and best practices in assisting organizations around the world with their cloud adoption journey.

Stages of adoption

aws training and certification



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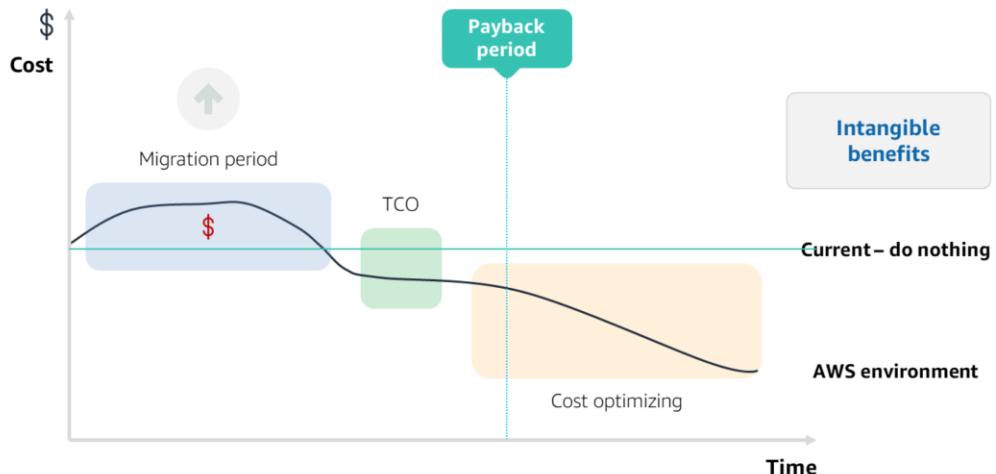
The Stages of Adoption represent a path that describes a common journey customers take to drive innovation and value through the cloud.

Having a well-developed Cloud Adoption Framework to reference – one designed with the partner to reflect a jointly agreed-upon plan to address their immediate and long-term goals - can help customers overcome periods where projects or the entire process stall.

- **Project stage:** Enterprises are running projects to experience benefits from the cloud. AWS is evaluated and vetted on a project-by-project basis.
- **Foundation stage:** After experiencing the benefits of the cloud, customers then build the foundation to scale their cloud adoption. AWS becomes a proven choice and is often used for new projects.
- **Migration stage:** Enterprises migrate existing applications, including mission-critical applications, or entire data centers to the cloud as they plan to scale their adoption across a growing portion of their IT portfolio.
- **Reinvention:** With operations in the cloud, customers focus on reinvention, taking

advantage of the flexibility and capabilities of AWS to transform their businesses and speed time to market and innovation.

Migration revenue and process



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Migration costs will be highest at the initial phases of engagement, as there is typically a large investment of financial and human resources to re-host, re-platform, or re-factor existing applications. You can prepare your customers for investment spike by pointing out that there is a corresponding reduction in customer costs as the migration process continues, and a significant reduction in customer costs as cost optimization begins in earnest and continues over time.

The cost optimization period is an ongoing time of iteration that allows the customer to continue to improve their cloud-state solution and reduce IT spend.

Six Rs of application migration



Pattern Label	Pattern Name	Pattern Percentage
R1	Retain	10%
R2	Retire (decommission)	5%
R3	Re-host (lift and shift)	40%
R4	Re-platform (lift and replace)	30%
R5	Re-factor (rewrite and decouple applications)	10%
R6	Re-purchase (replace/drop and shop)	5%

70%

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As you review customer applications for migration, be aware of these six predominate application migration patterns.

Retain: The customer keeps the host and application in their source environment. There is minimal analysis/validation of scope and application affinity. Examples: Unresolved physical dependencies, mainframe/AS400, and non-x86 UNIX applications.

Retire (decommission): Application and host are decommissioned on the source. There is also no migration to target. Examples: UNIX, clustered host for DR, and alternative HA hosts.

Re-host (lift and shift): Like-for-like applications are migrated to AWS with minimal effort to make the applications work on AWS. Storage migration is needed (without conversion).

Re-platform (lift and replace): The OS and/or databases are upgraded to AWS.

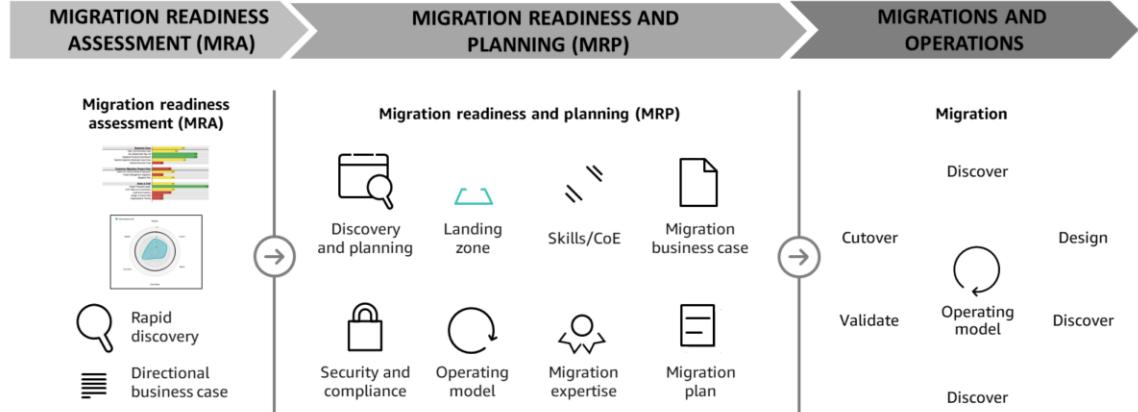
Storage migration is needed. Applications are reinstalled on the target. UAT is highly recommended. Databases are moved to Amazon RDS. Examples include: Windows 2003 to Windows 2012, Windows 2008 and earlier versions, RHEL and below; Oracle 8 to 11, all databases, new application releases, all clusters (MS cluster, DR), and Microsoft SQL technology (RDS).

Re-factor (re-writing and decoupling applications): The OS and/or databases are ported to AWS. Middleware and application changes to AWS must be performed. Data must also be converted (database transition to MySQL, Aurora, and so forth). UAT is required (HPC grid, no ITIL). Application architecture changes might also require up-versioning or porting. Middleware, data modernization, and application consolidation are also required. Examples include: AIX to Linux, Oracle to SQL, SQL to Amazon Aurora, Middleware, IBM products, and custom application changes.

Re-purchase (lift and repurchase): The customer uses available software as a service, or SaaS, offerings to replace on-premises applications. Examples: On-premises CRM to SaaS CRM, on-premises thin client to workspaces, and on-premises Exchange Server to WorkMail.

0% of the migrations you encounter are Re-host (lift and shift) and Re-platform (lift and replace).

Migration Project approach



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AWS has developed MAP based on previous customer experiences to create an efficient and effective approach to migrations through 3 phases:

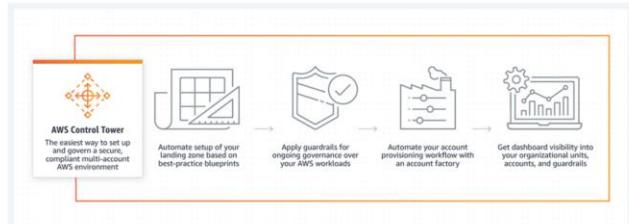
- Migration Readiness Assessment (MRA) is the beginning of your journey to a well planned and implemented migration. The MRA helps you assess your organizations capabilities, readiness, and commitment to migrate to the cloud,
- Migration Readiness and Planning (MRP) phase builds your capability to migrate to and operate in the cloud: focusing on operational readiness, skills development, a strong migration plan (including initial migrations) and a compelling business case for the migrations.
- Application Migration Phase: Migrations can proceed rapidly and efficiently in this phase, since it follows the work to build the foundational capabilities. Successive migrations build out into full-scale cloud operating model.

Key services to consider



AWS Control Tower

- Provision new AWS accounts in a few clicks
- Easiest way to set up and govern a new, secure, multi-account AWS environment



AWS Landing Zone

- A starting point for net new development and experimentation
- A starting point for customers' application migration journey
- Easily deploy via initialization template



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AWS Control Tower provides the easiest way to set up and govern a new, secure, multi-account AWS environment based on best practices established through AWS' experience working with thousands of enterprises as they move to the cloud.

If you are building a new AWS environment, starting out on your journey to AWS, starting a new cloud initiative, or are new to AWS, Control Tower will help you get started quickly with governance and best practices built-in.

AWS Landing Zone is a solution that helps customers more quickly set up a secure, multi-account AWS environment based on AWS best practices.

The screenshot shows the AWS Migration Hub dashboard. It features a top navigation bar with 'aws training and certification' and a sidebar with links like 'Dashboard', 'Discover', 'Services', 'Data Collections', 'Tools', 'Migrate', 'Applications', 'Launches', and 'Help & Support'. The main area has sections for 'Most recently updated applications' (Time Tracking App, Inventory App, Marketing App), 'Discovery summary' (825 services, 102 applications, 350 agents, 2 connections), 'Applications by migration status' (Not started, In progress, Completed, Failed), and a chart titled 'Migrated applications over time' showing growth from March 2017 to August 2017. To the right are two icons: 'AWS Migration Hub' (a hexagonal icon) and 'AWS Database Migration Service' (a cylinder icon). A separate window on the right shows a list of migration tasks for the 'Time Tracking App' across three categories: 'Servers - In-progress (4)', 'Servers - Completed (2)', and 'Servers - Error (0)'. The completed tasks include 'Small.acme.com' and 'Medium.acme.com'.

The AWS Migration Hub helps you accelerate and simplify your migrations by giving you a single place to track status from AWS and partner migration tools. It is a tool that is used during the migration execution phase of the AWS Migration Acceleration Program (MAP).

Migration Hub helps you track the progress of application migrations as well as Migration Services and Data Transfers Services to support your migration.

There is no additional charge for using the AWS Migration Hub.

For more information on the AWS Migration Hub, see:
https://aws.amazon.com/migration-hub/?nc2=h_m1

Specialty Migration Areas

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Specialty migration opportunity areas



SAP

Oracle

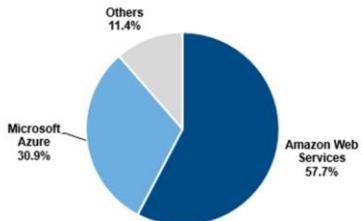
VMware

Microsoft

Windows on AWS – Opportunity



Worldwide Windows Public Cloud IaaS Instances by Cloud Provider, 2017

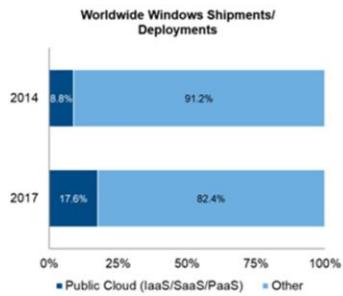


Note: Includes Windows instances deployed in the public cloud IaaS market during 2017
Source: IDC estimates, 2018

AWS runs **57.7%** of all Windows instances in the public cloud.

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82.4% of Windows workloads are still run on premises.



Note: includes total Windows instances shipped/deployed on physical servers and virtual machines Source: IDC estimates, 2018

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AWS runs 57.7% of all Windows instances run in the public cloud.

More Enterprises are choosing AWS to run their mission-critical Windows workloads in the cloud than any other provider.

82.4% of Windows workloads are still run on premises.

This presents an incredible opportunity to add value to your customers, especially in mission-critical (and expensive) areas such as SQL, where end of life concerns will be causing customers to re-evaluate their choices.

That is a LOT of opportunity!

SAP on AWS – Opportunity



1000s of customers are running SAP workloads on AWS.



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1000's customers running SAP workloads on AWS

SAP and AWS have collaborated since 2011 to certify AWS for production deployments of SAP applications, platforms, and databases. AWS has been a leader in Gartner, IDG, and ISG quadrants with VMS calculating that AWS offers savings between 58% and 69% on SAP workloads.

AWS SAP Customers spend on average 9x more

Our SAP customers on average spend 9x more within 12 months of moving a workload to AWS. Our GSI partners have experienced >185% growth in their SAP on AWS business. The addressable market is vast and only a small % of SAP customers have moved to the cloud. SAP customers must move to HANA DB before 2025 so it's becoming a business imperative.

Oracle on AWS – Opportunity



Expensive



Proprietary



Lock-in



Punitive
licensing



You've
got mail!

Operating old world databases – an emotional subject for some customers.

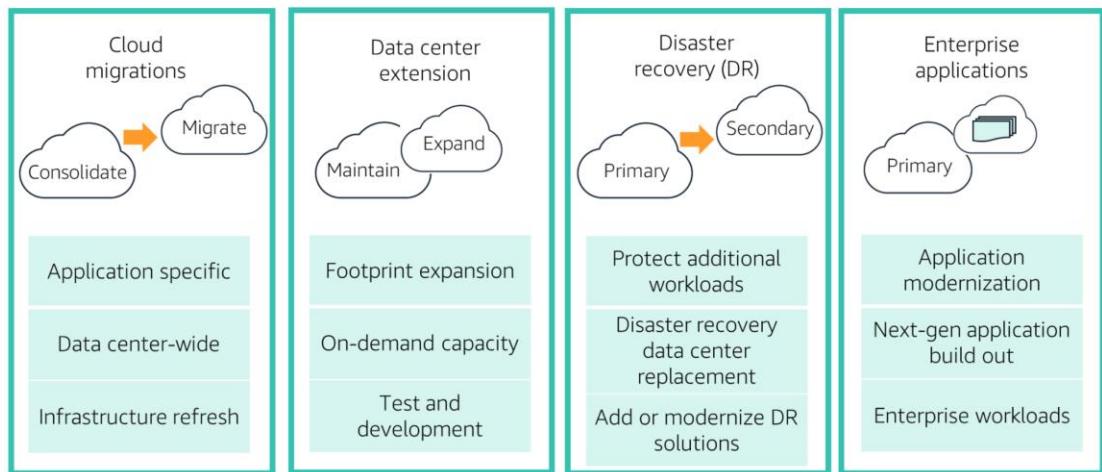
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Amazon Web Services supports Oracle databases and offer enterprises a number of solutions for migrating and deploying their enterprise applications on the AWS Cloud

Running Oracle on AWS eliminates the pain points you see on the slide.

VMware Cloud on AWS – Opportunity



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For **cloud migrations**, customers want to move some or all their data and applications from an on-premises network to the cloud quickly and easily. Customers have a variety of reasons for wanting to move everything to the cloud quickly. For example:

- A business might realize the benefits of having their data and applications in the cloud versus in their on-premises data center. Therefore, they mandate everything must be moved to the cloud.
- A business might have a lease on a colocation data center that is about to expire, so they must move their data and applications into the cloud. VMware Cloud on AWS is an ideal solution in this case, because it allows customers to complete the process of moving everything into the cloud within a few months, weeks, or days. VMware also has a built-in migration service called *hybrid cloud extension*, known as *HCX*, which enables customers to move or vMotion their workloads to the cloud without application downtime.
- A business might only want to migrate a specific application to the cloud. VMware Cloud on AWS is ideal for this use case, because there is no need to re-platform

from an on-premises VMware environment to AWS. The customer can run the application the same way on VMware Cloud on AWS.

The **data center extension** use case category includes examples where businesses are looking to extend their on-premises data center to the cloud. They might have many reasons for wanting to do this, including extending their footprint, to improve application and user proximity, and to scale on-demand capacity for seasonal or temporary business needs. VMware Cloud on AWS is ideal for customers in this category because it enables customers to provision a VMware cluster in various geo locations within 2 hours, and they can scale up and down the clusters in minutes, without having to buy any new hardware.

Disaster recovery is the third category of use cases. Many customers want to eliminate having an on-premises dedicated disaster recovery site. VMware Cloud on AWS is a attractive cloud-based disaster recovery solution that helps customers reduce cost and provides on-demand site protection. VMware Cloud on AWS can help customers by protecting additional workloads, replacing their costly on-premises disaster recovery data center, and to modernize the way they handle disaster recovery. Site Recovery Manager is a VMware technology that allows you to easily recover your site.

Enterprise applications is the fourth use case. Enterprise applications, including the most resource-intensive ones such as Oracle Real Application Clusters (RAC), Microsoft SQL Server, Apache Spark, Hadoop, and VMware Horizon have been tested and all run successfully on VMware Cloud on AWS.

Customer experiences



Migrated over 1,200 instances (90+ apps) in 18 months, introduced an automated build and deployment pipeline, and sped up provisioning from weeks to 1-2 days for an entire application stack.



Migrated over ~5,500 instances in 9 months, reduced storage costs by 50% and compute costs by 20%, and sped up provisioning 10X from 4 weeks to 2 days.



Consolidating 56 datacenters down to 6, moving 75% of infrastructure to cloud, and re-allocating more than \$100M to key business drivers.



Migrated over 600 workloads to AWS in under 14 months, including some Unix to Linux conversions, driving year over year cost reduction.

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These are a few examples of the business benefits that customers have experienced from cloud migrations as driven by their specific business objectives and starting points.

- All the customers enjoy the low cost, consumption model and dynamic flexibility from operating in the Cloud.
- Many customers such as Kaplan further increased their savings from exiting data centers and avoiding major capital investments.
- We have also seen dramatic benefits in customers such as News who has accelerated their innovation cycles by 6 months through accelerated app deployment times.

Module 6: Opportunity Management



AWS opportunity validation



An AWS validated opportunity is one that represents net-new AWS business and has been thoroughly prospected by your customer's firm to clearly define the end-customer's needs, pain points, and issue the firm is proposing to solve.

Only AWS validated opportunities, once approved, will be eligible for AWS funding programs.

Partner led = The partner identified the deal or is leading the customer opportunity.

AWS led = AWS identified the deal or is leading the customer opportunity.



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An AWS validated opportunity is an opportunity that represents net-new AWS business. It has been thoroughly prospected by your firm to clearly define the end-customer's needs and pain points, and also what your firm proposes to solve. A validated opportunity is eligible for AWS Funding programs.

After you submit an opportunity, you will receive an email notification that indicates whether your opportunity is validated or disqualified.

You can also refer to the APN Opportunity Management Tool in APN Partner Central to check the status of an opportunity. In the APN Opportunity Management Tool, AWS validated opportunities have the status of *Approved*.

apn customer engagements

Benefits include:



Eligibility to receive AWS sourced leads and opportunities.



Introduction to an AWS Sales Rep on validated opportunities.



Technical Support on validated opportunities.



AWS Compete Team Support on eligible, validated opportunities.



Dynamic Lead Sharing URL when featured in blog posts and public customer references.

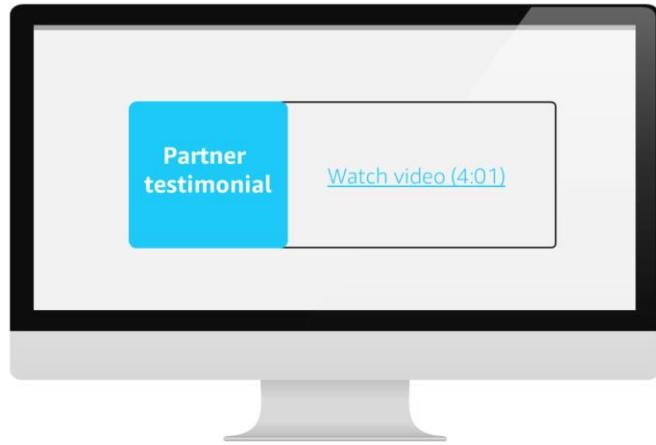
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The ACE Program helps provide APN Partners with full-service management of their AWS customer pipeline, such as enabling collaboration with AWS on customer engagements.

Through the ACE Program, qualifying APN Partners become eligible to receive AWS lead referrals and opportunity referrals through the ACE Pipeline Manager. The ACE Program also provides APN Partners with access to sales and technical support resources—like AWS Compete resources and AWS Cloud Economics resources—that support a successful customer outcome.

Join the ACE Program



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You might wonder about the benefits that you will get when you join the ACE Program as an APN Partner. The following video includes APN Partners who share their thoughts on the value of the ACE Program.

<https://www.youtube.com/watch?v=6IBjEuge3cg>

Participation requirements



Program Participation Requirements



- Maintain all acceptance requirements
- Opportunity management requirements:
 - Share Opportunities in the ACE Platform
 - Respond to AWS Referred Opportunities in the ACE Platform within 72 hours
 - Report on Opportunities by updating Opportunity status on a bi-weekly basis in the ACE Platform— including: Opportunity Stage, Next Step, and AWS Field Engagement
- Maintain at least 6 up-to-date publicly referenceable customers in the APN Customer Engagements (ACE) Platform within the past 12 months
- Work with AWS in good faith on projects, Opportunities, or other initiatives that we're jointly engaged on
- Adhere to the [APN Terms and Conditions](#)

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In addition to the eligibility and opportunity requirements, the program participation requirements include:

- Maintaining all acceptance requirements.
- Completing the opportunity management requirements –
 - Sharing opportunities in the ACE Program.
 - Responding to AWS referred opportunities within 72 hours.
 - Reporting on opportunities by updating the status on a biweekly basis (including information about stages, next steps, and AWS field engagements).
- Maintaining at least six up-to-date publicly referenceable customers in the ACE Program within the previous 12 months.
- Working with AWS in good faith on projects, opportunities, and other initiatives that you are jointly engaged in.
- Adhering to APN terms and conditions.

Module 7: Partner Funding and Call to Action



Partner Acceleration Funding Program

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Training and Certification Funding



Partner Acceleration Funding Program



AWS Training and
Certification
funding programs



Market
development
funding



Partner opportunity
acceleration
funding

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The APN Partner Acceleration Funding Program offers funding benefits to accelerate various stages of the partner's business development, from technical to sales and marketing enablement. The goal of the program is to enable APN Partners to build a sustainable business model and expand AWS practices as you reach new customers and continue to differentiate your business in APN.

The purpose of the T&C Funding is to support and enable APN Partners by providing training resources that will increase APN Partner's capacity and capabilities for delivery of AWS solutions and products.

The Marketing Development Funding, or MDF, is your resource to drive demand generation and go-to-market strategies, when your firm has attained the necessary technical resources to build sales pipelines with qualified AWS opportunities. APN Partners at Advanced and Premier Tier are eligible to request MDF cash and MDF AWS promotional credits, to support marketing efforts designed to promote their services and solutions on AWS.

AWS offers partners the Partner Opportunity Acceleration, or POA, Program to accelerate sales cycles and customer adoption of solutions and products powered by AWS, as well as help develop wins that can validate and demonstrate partners' AWS expertise to earn trust from their customers. POA funding might include AWS promotional credits to offset AWS usage or cash to cofund partner professional services.

APN Acceleration Funding Program



Partner Funding Training Benefits

Free Digital AWS Training Courses: Access more than 100 new courses built by AWS experts. Designed to help partners build foundational knowledge for AWS services and solutions.

Discounted Training: 50-70% discounted training classes delivered APN Training Partners (ATP) and includes certification exam voucher once training is completed.
Delivery method include: Individual-led training, Virtual-led training, Group Onsite Training (15-20 minimum)

AWS Promotional Credits: For every *net new* Technical Certifications for Associate/Specialty/Professional.
Annual limit per partner: 2 Associate and 5 Specialty/Professional.

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The purpose of the T&C Funding is to support and enable APN Partners by providing training resources that will increase APN Partner's capacity and capabilities for delivery of AWS solutions and products. APN Partners at all Tiers are eligible to receive AWS promotional credits to incentivize net new AWS technical certifications and highly discounted training courses through APN training partners, or ATPs.

To receive this benefit

Log in to [Partner Central](#), click the **Acceleration** tab, and download the list of participating ATPs and registration instructions.

Partner training

aws training and certification



Workshops and bootcamps

**Free AWS digital learning platform
For APN Partners**

<https://www.aws.training/>



Videos, labs, and classes

Specialty courses for APN Partners with business and technical tracks

Accreditations



<https://partnercentral.awspartner.com>

Business track

- AWS Business Professional
- AWS Cloud Economics
- AWS Foundations Business
- Big Data and Analytics on AWS
- Microsoft Windows on AWS
- Migration to AWS
- SAP on AWS
- Amazon Connect
- Machine Learning on AWS
- Introduction to Cloud Adoption Framework
- VMware Cloud on AWS

Technical track

- AWS Technical Professional
- AWS Cloud Economics
- AWS Foundations Technical
- Well-Architected Framework
- Windows on AWS
- Migration to AWS
- SAP on AWS
- Amazon Connect
- Professional Services Bootcamp
- Machine Learning on AWS
- Containers on AWS
- VMware Cloud on AWS

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APN Partners deepen their AWS knowledge and skills to better serve their customers. AWS Training and Certification offers a Digital Learning Platform, or DLP, for customers and partners. The Free Tier offers numerous courses and content. Visit www.aws.training/ to register and enroll in free and other courses.

Workshops and bootcamps

You can attend workshops and bootcamps to deepen your experience with techniques and best practices that help solve customer challenges.

Videos, labs, and classes

You can watch training videos and participate in AWS classes and labs on the DLP. Through the APN Partner Portal, APN Partners can sign up for free training for Registered and above partners. Whether your role is business or technical, you can use the APN training path to get skilled on AWS. To take the free Accreditations and Specialty courses for partners, log in to <https://partnercentral.awspartner.com> to register for digital and instructor-led courses.

Accreditations

Registered APN Partners can earn accreditations for free, to demonstrate their understanding of AWS services and solutions. Visit <https://aws.amazon.com/partners/training/> for more information. On this slide, Accreditations are listed in bold in both the Business track and Technical track class lists.

Specialty courses

Many specialty courses are available to APN Consulting Partners, in the Business track and Technical track categories. Courses include specialty topics such as *Migrating to AWS*, Big Data, Analytics on AWS, and Windows on AWS.

AWS Learning Paths

AWS Learning Paths allow you to explore training, labs, and certifications that are most relevant to how you work with AWS.

AWS Certification



Available AWS Certifications

Professional

Two years of comprehensive experience designing, operating, and troubleshooting solutions using the AWS Cloud



Associate

One year of experience solving problems and implementing solutions using the AWS Cloud

Foundational

Six months of fundamental AWS Cloud and industry knowledge



Updated May 2019

Specialty

Technical AWS Cloud experience in the Specialty domain as specified in the [exam guide](#)



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AWS Certification:

AWS Certifications recognize IT professionals who possess the skills and technical knowledge necessary for designing, deploying, and operating applications and infrastructure on AWS. Earning certification helps you gain visibility and credibility for your proven experience working with AWS and contributes to your organization's proficiency with AWS based applications.

You can see here that there are different types of certifications. For non-technical Cloud Professionals, AWS offers a foundational AWS Cloud Practitioner certification. This certification can also be obtained by technical professionals, who can also achieve role-based technical certifications at the Associate level as a solutions architect, Developer, or SysOps Administrator. Role-based technical certifications at the Professional level are available for Solutions Architect and DevOps Engineer. AWS also offers specialty certifications.

These courses have fees involved. Go to the AWS Certification website at aws.amazon.com/certification for more information.

Marketing Development Funding (MDF)



- Generate revenue through building awareness and pipeline for AWS and APN Partner products and services.
- Fund a set of approved marketing activities that will generate a good ROI.
- Budgeted in annual acceleration plan (organized by PDM)
- 50/50 funding model
- Ex: webinar, online marketing, case study, event

Eligible activities

- Email campaigns
- Telemarketing campaign
- Customer webinars
- List purchase
- Case studies
- Integrated partner campaign (IPC)

Ineligible activities

- Seasonal events
- Relationship events
- Charity donations
- AWS sponsored events
- After-parties
- Digital Marketing Services (DMS)

Refer to the 2019 Partner Acceleration Funding Guide for a full list of eligible MDF

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activities and consult your PDM.

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Here is a list of the **eligible** and **ineligible** marketing activities. This is not an exhaustive list; however, these are the most common *funded* or *requested* activities. For more details about a specific activity shown here, you can reference the APN Acceleration Program Guide.

The MDF benefit is only available for Premier and Advanced partners. You might choose to skip over this slide if you do not have partners at that tier in your class.

Partner Opportunity Acceleration (POA) Funding



Proof of Concept (POC)

- Opportunity based to support customer POC or migration
- Requires 10x ROI business justification
- Investment Potential 2/3 of the POCs cost (1/2 investment by Partner, 1/3 by AWS by way of cash or credits)
- Ex: Disaster recovery POC, App migration, Customer solution POC

Partner Migration Program (PMP)

- Support and investment for customers that are ready to migrate to AWS and they are/will engage an AWS migration competency partner for the migration.
- <\$1M annual spend; minimum of 10 apps or 100 AWS instances
- Up to 12% of the project costs through AWS cash, credits, and Partner investment.

Migration Acceleration Program (MAP)

- Accelerate customer migration by bringing them through the foundation building and migration phases, both building capability and capturing value.
- >\$1M annual spend (\$83k per month) executive level sponsorship; minimum 3 year spend commitment with milestones met; customer reference
- Up to 25% of the projects costs through AWS cash, credits, and Partner investment.

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MAP and PMP Programs are open to AWS Migration Competency Partners

If you are not a migration competency partner you can see requirements here: [AWS Migration Competency Requirements](#)

Migration Competency Partners have a proven track record of delivering large-scale legacy migrations and having the people, process, and technology capabilities available to help customers with large migrations

AWS also contributes to your journey, with the total MAP benefit of up to 25% of your incremental run rate and based on commitment to AWS. During MRP, the credits can be used for Partner or Pro Services consulting and platform credits for pilot migrations.

Partners can now submit funding requests through the APN Portal (without needing a PDM).

Work with your PDM and PSA to position with the Partner Sales Manager covering account. From here we will loop in Account teams, ProServe, and the MAP team if needed.

Partner journey and resources



Onboard
Establish AWS and APN relationship



Develop
Define Strategy; Build technical and sales skills



Go To Market
Develop a plan and actions to reach target customers



Scale
Grow and/or expand your AWS aligned business

[AWS APN Program](#)

[APN Partner Central](#)

[Digital and Classroom Training \(business and technical accreditation\)](#)

[APN Access](#)

Solution Training for Partners (STP)

Business Professional

AWS Cloud Economics

[Foundational and Technical Certifications](#)

[AWS Navigate](#)

POC and Sandbox Funding

[Quick Start](#)

[Migration Central](#)

[Partner Marketing Central](#)

[Solution Provider \(SPP\)](#)

[ACE \(Opportunity Management\)](#)

Funding (Partner Opportunity Acceleration and MDF)

Window Rapid Migration Program (WRMP)

Partner Migration Program (PMP)

[AWS Marketplace](#)

Differentiation Programs

[APN Competency](#)

[Service Delivery](#)

[MSP](#)

[Solution Space](#)

[APN Global Startup](#)

[AWS Service Ready](#)

Funding (Partner Opportunity Acceleration, Migration Acceleration Program, and others)¹⁰¹

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This is a referential partner journey resource mapping to highlight resources that AWS provides to help partners as they evolve their business model. It's important to note that partners will likely cycle through this journey for each business model. Links are live but may require an account, such as for APN Partner Central, Migration Central, and so forth.

Video: Premier partner Logicworks



Logicworks, a Premier AWS Consulting Partner, has successfully transformed from a traditional managed service provider into a software-enabled MSP and supports a large number of clients on AWS.

The video features Ken Ziegler, CEO; Stephanie Tayengco, Senior Vice President; and Jason McKay, Chief Technology Officer.

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Logicworks, a Premier AWS Consulting Partner, has successfully transformed from a traditional managed service provider into a software-enabled MSP that supports a large number of clients on AWS. In this video, the Logicworks leadership team discusses how they have been able to take advantage of AWS innovation and the value of being an APN Partner. Logicworks has also heavily invested in AWS Training and Certification – over half of the company is AWS certified – and the team discusses the value that AWS training has brought to the company. The video features Ken Ziegler, CEO; Stephanie Tayengco, Senior Vice President; and Jason McKay, Chief Technology Officer.

Continue our AWS journey as an APN Partner



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You completed the *APN Funding and call to action* module and the *STP Foundations Business* course!

Remember how the beginning of the course talked about the partner journey and learning path? AWS encourages you to continue along the path!!

Class evaluation and assessment



Look for the email link to take the [class evaluation](#) survey and the 20 question online [Assessment](#) that gives you formal credit for the course.



THANK
YOU!

Thank You

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