aws PARTNER SUMMIT

Reselling Update for AWS: Solution Provider Program & AWS Marketplace

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AWS SOLUTION PROVIDER PROGRAM

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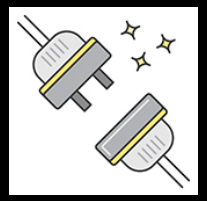
The Program

Enables APN Consulting partners to sell, manage and support AWS Services.

Ideal for APN Partners building value-added offerings on AWS.

Reseller discounts & Alignment with AWS field sellers

Partners Responsibilities



- Application Development or Managed services
- Account Creation and User Management
- Ongoing Managed Services

- Customer Support
- AWS Environment management
- Optimization and Consistent Improvements

- Own the Financial Relationship with AWS
- End-user Billing
- Cost Management

AWS SOLUTION PROVIDER PROGRAM

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Rewarding
TECHNICAL CAPABILITIES

Additional
INCENTIVES
for new business

Flexible
CONTRACTS AND SUPPORT PLANS

PROGRAM REQUIREMENTS

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Who Is Qualified

- APN Consulting Partner At A Minimum Of Standard Tier
- System Integrators
- Managed Service Providers
- Value Added Resellers

Program Benefits

- A path to 12% discount on AWS Services
- 3% discount on Internal use
- 10% discount on Market place purchases

INTRODUCING THE TWO MODELS

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	End Customer Account	Solution Provider Account
Service Agreements	Customer accepts AWS Service Agreement	Solution Provider accepts AWS Service Agreement
Customers Vertical and Data Privacy Addenda Apply	Yes	No
Partner Profile	Consulting Partner at an APN Standard Tier or above	
	SIs/Migration Partners/MSPs	MSPs/Current Channel Resellers/Public Sector/GSIs
Payer Account required?	Yes	Yes
Partner Sets Price?	Yes	Yes
Discount Structure	A Path to 12% Discount	
Support a Program Requirement?	No	

DISCOUNT STRUCTURE

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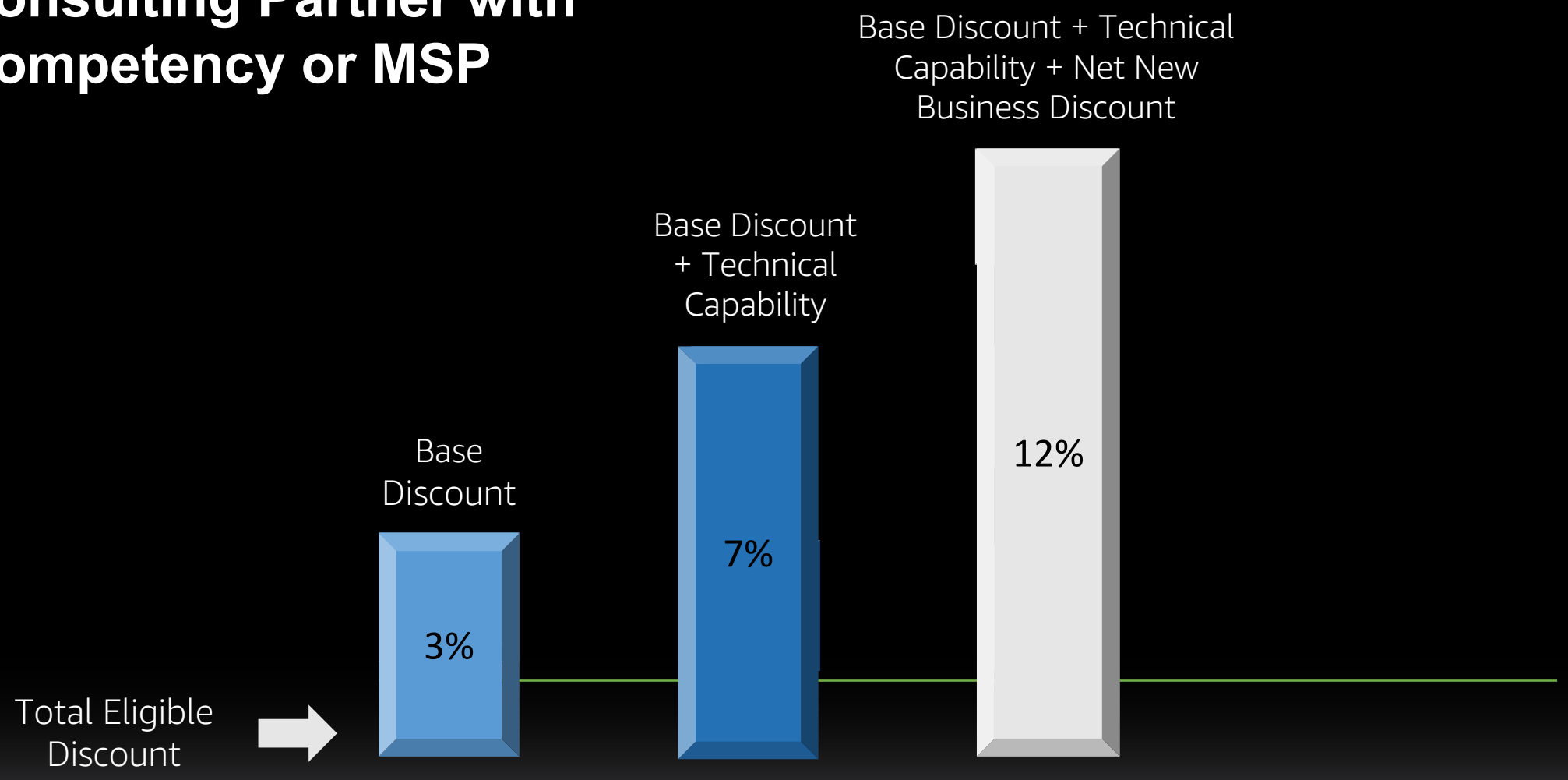
Consulting Partner with Competency or MSP



* Net New Business Discount is good for 24 months

DISCOUNT STRUCTURE

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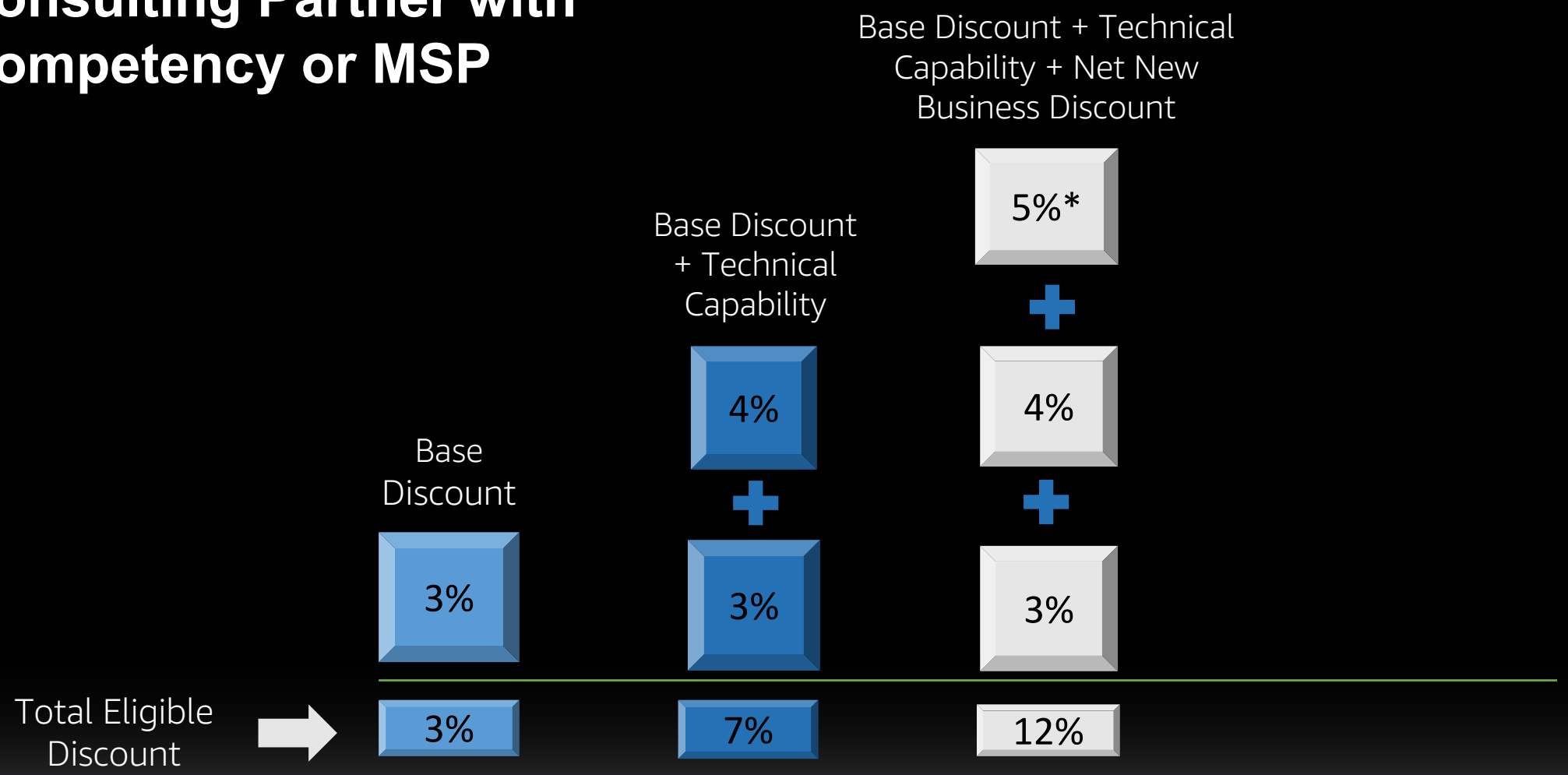

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DISCOUNT STRUCTURE

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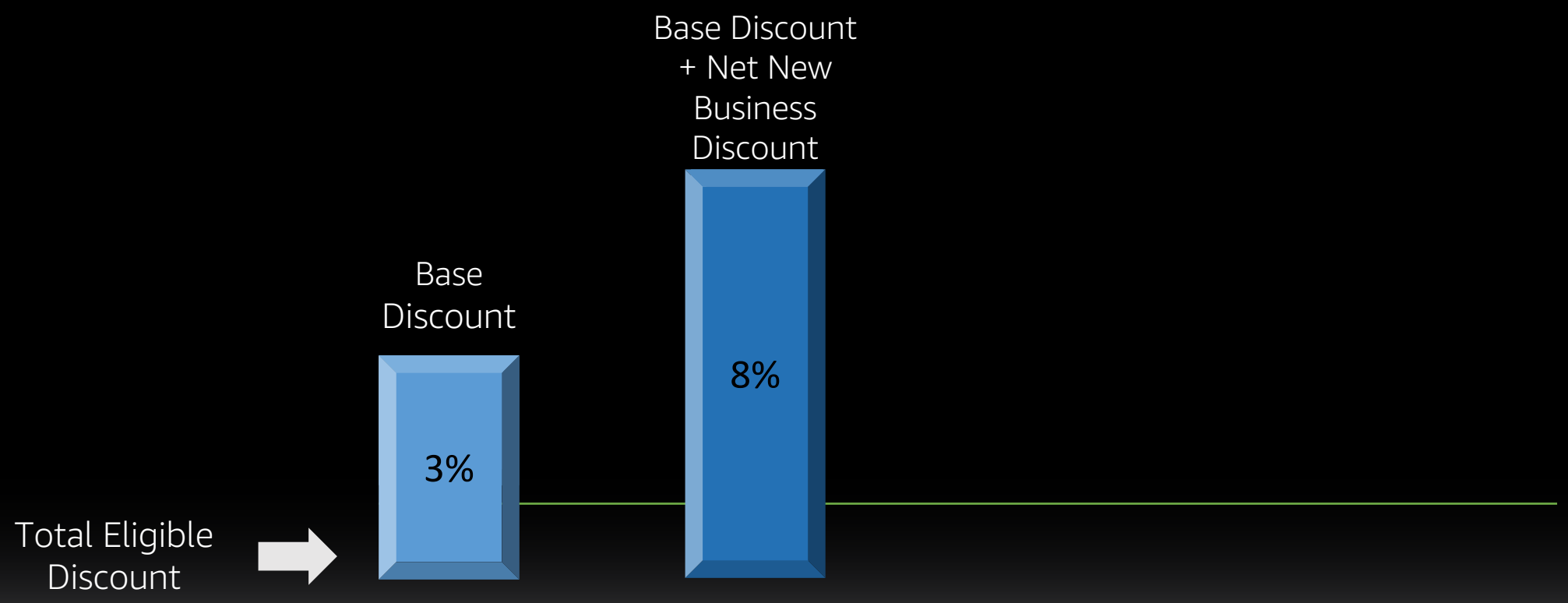

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DISCOUNT STRUCTURE

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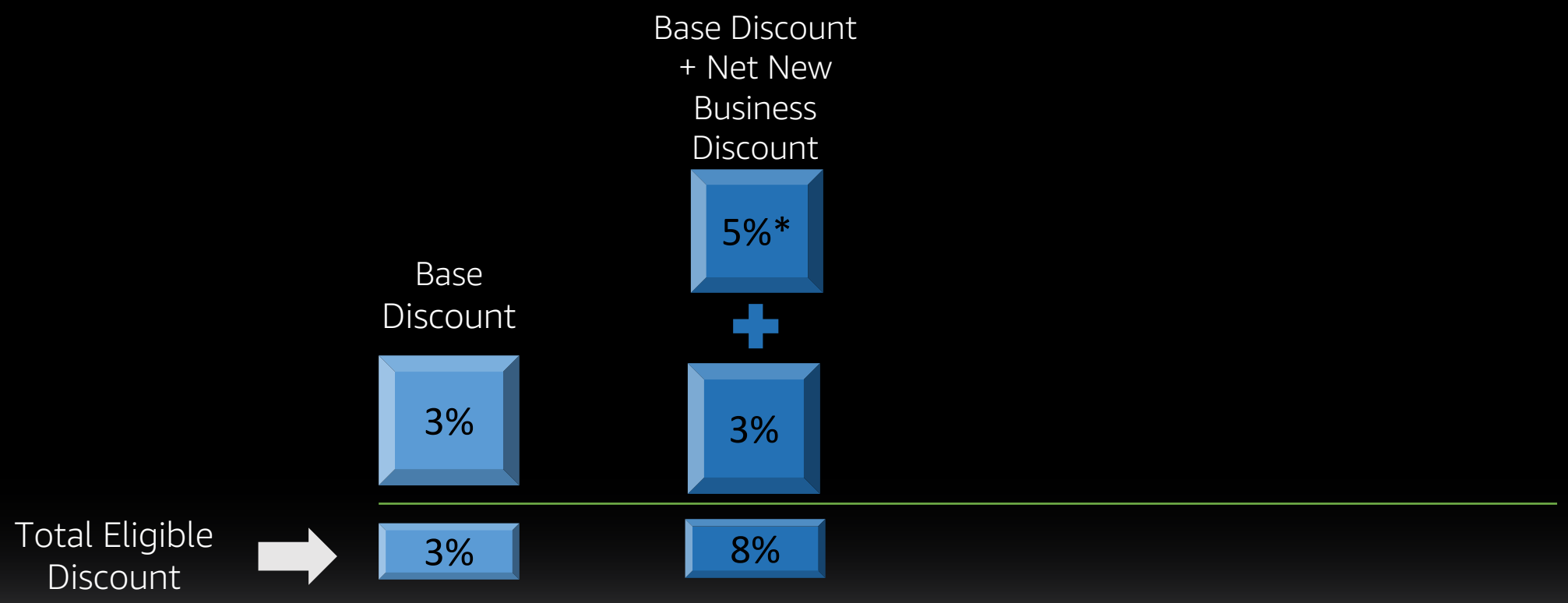

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DISCOUNT STRUCTURE

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1) Share Shift still applies in the Solution Provider Program

2) New Business Discount – Awarded to any AWS account that is doing less than $1,000 per month the previous month before linking

3) A path to 12%

4) The discount is per account

5) 10% discount on Marketplace purchases

What Changed

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Change Area	Reseller Program	Solution Provider Program
Service Agreement acceptance	Reseller Accounts Only Reseller Accepts SA (CA/EA) Passes through CLT	Choice Customer Account Customer accepts Agreement AWS Service Solution Provider Account Solution Provider accepts AWS Service Agreement
Discount Structure	2% - Share Shift (>$50K/m) 7% - Standard Base	A Path to 12%
Partner Profile	Consulting Partner APN Standard tier+	Consulting Partner • APN Standard tier+ • Qualify for higher discount (MSP/Comp/NNB)
Support a Program Requirement	Yes	No

CALL TO ACTION

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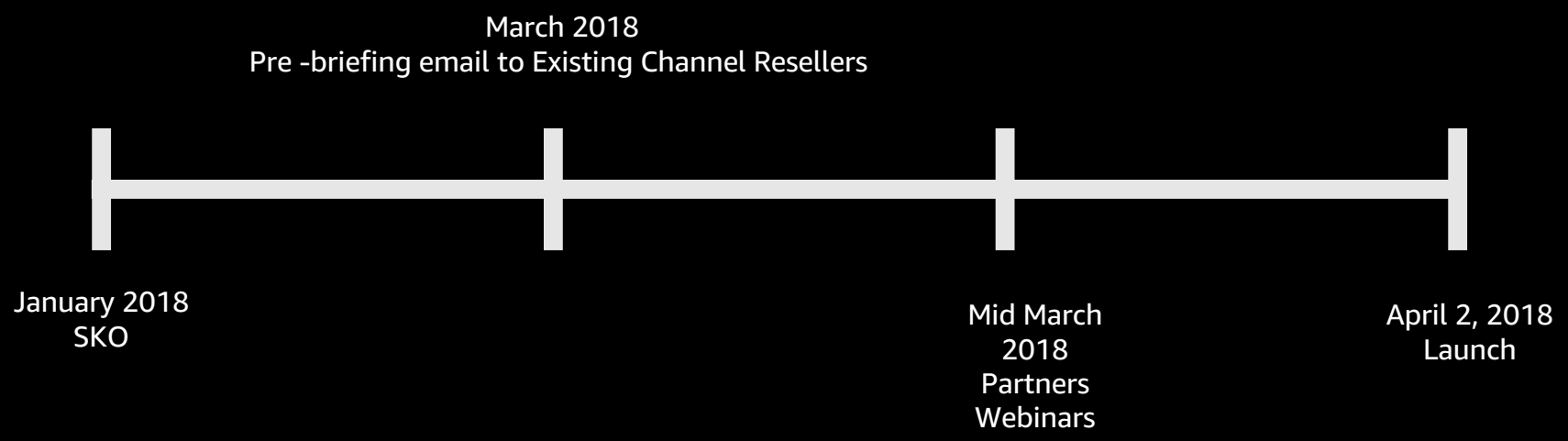
(1) Talk to your APN Team about gaining competencies and include in your account planning for 2018

(2) Plan for the Managed Services Provider Program

Launch Timeline



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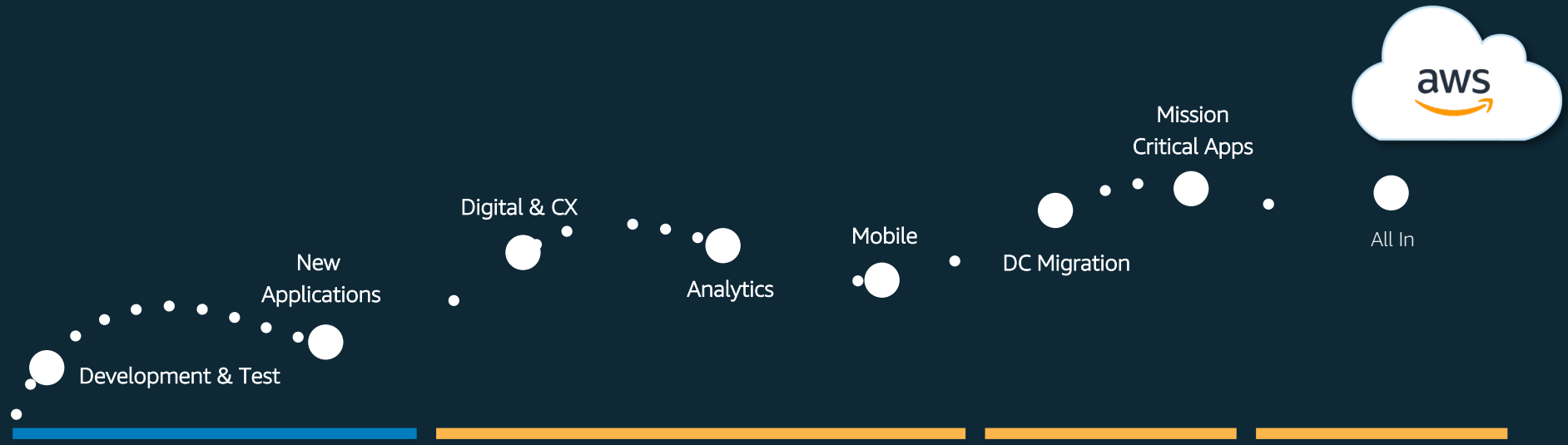
Grow your business with AWS Marketplace

Alejandro Canonero – AWS Marketplace & Service Catalog - Senior Manager Partner & Alliances EMEA

8 June 2018

On the Journey to the Cloud Everyone Requires Software Solutions for Each Workload



This journey includes migrating your software to the cloud

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What We Hear from Customers

Challenges

- Software entitlement & deployment models
- Complex agreement management
- Constant renewal & replacement
- Out of date procurement mechanisms
- No single approved catalog of software

50% of apps migrate*

20% get abandoned*

30% are replaced*

Customers want to

- Rapidly innovate by buying and deploying software solutions on-demand
- Simplify and streamline purchasing, license management and invoicing
- Upgrade on demand
- Reduce cost while picking new standards

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Source: AWS Marketplace Survey, Q1 2016

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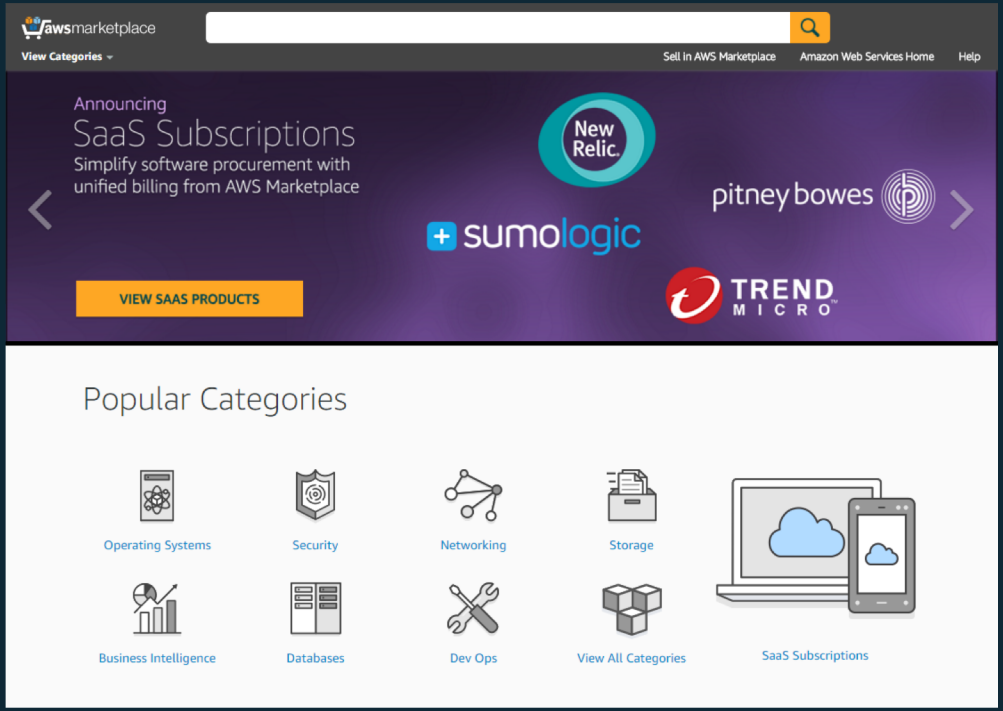
AWS Marketplace Innovates Software Procurement

About AWS Marketplace

- Launched in April 2012
- Curated Catalog of 3rd Party Software Products
- 160k+ Active Customers
- 1280+ Software Vendors
- 4200+ Product Listings
- Deployable in most AWS Regions
- Software Curated for You



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AWS Marketplace Benefits

Software discovery, procurement and deployment simplified

Get the software you need in minutes

- Buy in minutes
- Innovate faster
- Ready-to-run on AWS
- Simplify migration to the cloud
- Leverage BYOL investments

Save money with pay-as-you-go pricing

- Pay only for what you use
- Integrate software costs into AWS bill
- Pay by user, host, or data
- Upgrade to longer terms for subscription discounts

Be flexible

- Easily scale up or down on-demand
- Test and learn without material commitments
- Use only what you need without wasting un-used licenses

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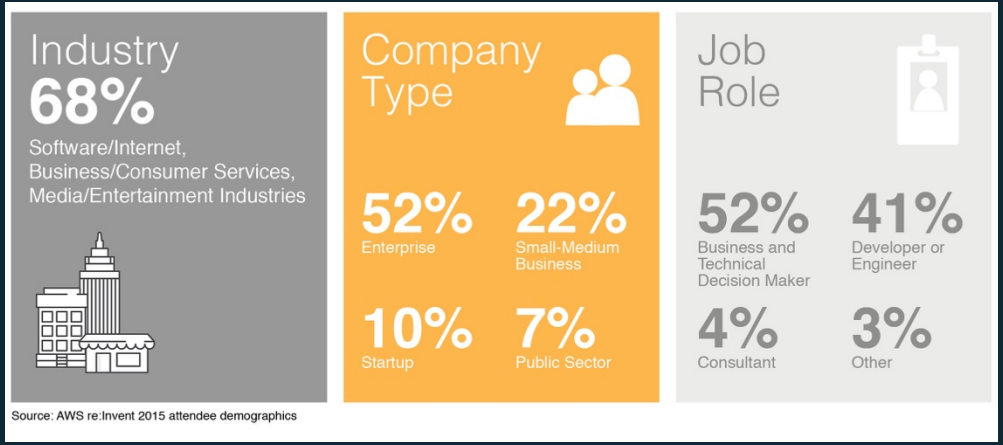
Who buys from AWS?

- Enterprise
- Mid-Market
- SMB
- Startups
- Consulting Partners and System Integrators



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Popular AWS Marketplace Categories

MIGRATION TOOLS

INDUSTRY

HEALTHCARE & LIFE SCIENCES

DIGITAL MEDIA

...

NETWORKING

SECURITY

STORAGE

DEVOPS

DATABASE

BI & BIG DATA

BUSINESS APPLICATIONS

MICROSOFT WORKLOADS

LINUX & OPEN SOURCE

GIS

MOBILE

IOT

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Popular Vendors by Category

Operating Systems	Security	Storage	Networking	Database	Media	DevOps	BI
CentOS	Barracuda	NetApp	f5	TERADATA	Adobe	Hewlett Packard Enterprise	tableau
ubuntu	paloalto NETWORKS	N2W software	cisco	SAP	aspera	CHEF	splunk>
debian	TREND MICRO	SoftNAS	CITRIX	MAPR	SIGNIANT	zend	MATILLION
SUSE	FORTINET	COMMVAULT	BROCADE	DATAGUISE	bitfusion.io	GitLab	MicroStrategy
ORACLE LINUX	Check Point SOFTWARE TECHNOLOGIES LTD.	ATTUNITY	riverbed	AEROSPIKE	WOWZA Streaming Engine	Parse Server	TIBCO
Windows	SOPHOS			Couchbase			informatica
	IMPERVA						

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AWS Marketplace Listing Types

Cloud based deployment options

Amazon Machine Image (AMI) Deployed on AWS EC2

Open Source

Curated listings, often with no SW cost for use of these products, unless supported versions are necessary

AWS infrastructure cost still apply to open source deployments

BYOL

Carry previously purchased licenses to AWS via AWS Marketplace

License key required to deploy and track

Leverage existing investments and simplify cloud deployment capabilities

Utility

Metered pricing available based on variables like term, # of users, amount of bandwidth, # of hosts

Pay only for what you use. Utility model eliminates large capital investments, lowering TCO for new and scaling workloads

Free Trials available for many products. Consolidated billing with other AWS services

SaaS

SaaS

Service completely managed and fulfilled by SaaS Provider (At least for now)

No resources required to manage infrastructure

SaaS Contracts avail for annual and multi-year commitments,

Free Trials available for many products. Consolidated billing with other AWS services

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AWS Marketplace Pricing Options

Flexibility for every workload

Free Trial

Get started on AWS Marketplace with free trial & no commitment

Good for initial evaluation

Hourly

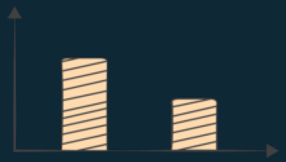
Pay for software and compute capacity by the hour, # of users, data transferred, etc. with no long-term commitments

Ideal for Dev/Test or workloads with spikey traffic

Monthly

Make a monthly payment and receive a discount on the monthly pricing charge

Ideal for temporary projects and baseline workloads



Annual/Multi-Year

Make a one-time payment and receive a significant discount. Multi year options also available.

Ideal for periodic and long-term workloads

Private Offers

Custom pricing negotiated between customer & ISV fulfilled on AWS Marketplace

Intended for high value transactions.

$$$

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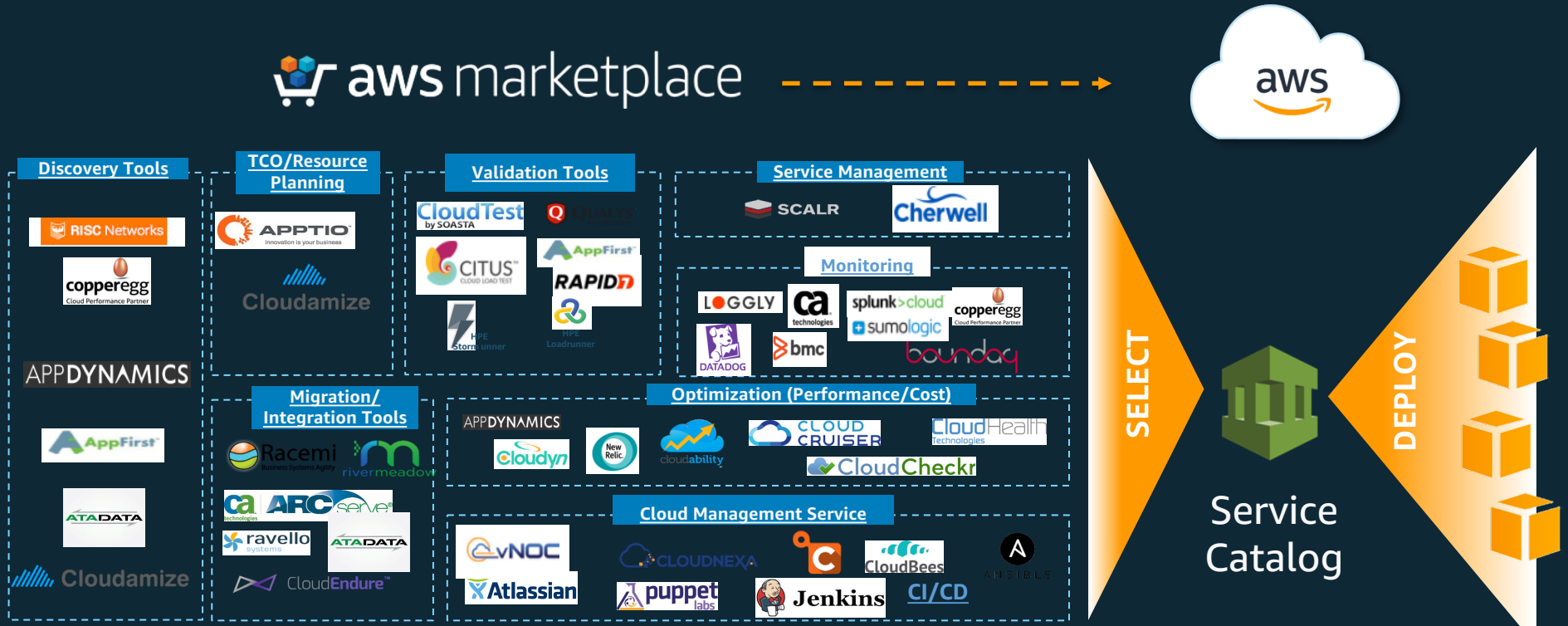
Select, Deploy and Control Software easily



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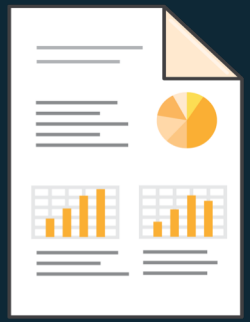
AWS Marketplace
Value for Consulting/SI Partner



Enables rapid discovery, testing and evaluation

Reduces purchasing friction between customer and ISV

Innovate faster for customers using the Cloud

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Grow your Business with AWS marketplace

Consulting Partner as a Buyer

Designed for MSPs

Consulting Partner as a Referrer

Designed for Influencers

Reseller/VAR

Designed for AWS Resellers

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AWS MP Channel Programs

CIP

AWS Channel Reseller can purchase software on behalf of their customers via AWS Marketplace, and be incentivized for doing so

COR

AWS Consulting Partners can register customer opportunities with ISVs and be paid directly for successful transactions

Private Offers

AWS Customers and Consulting Partners can negotiate pricing and contract length with AWS and ISVs

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THANK YOU!

Q & A

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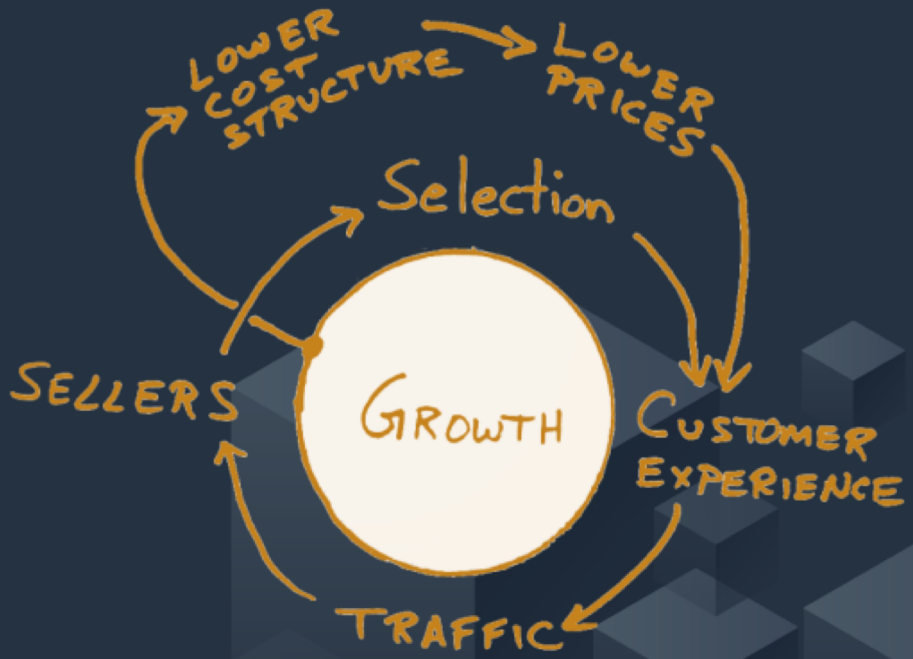
Thank you!

canonero@amazon.com

https://aws.amazon.com/marketplace



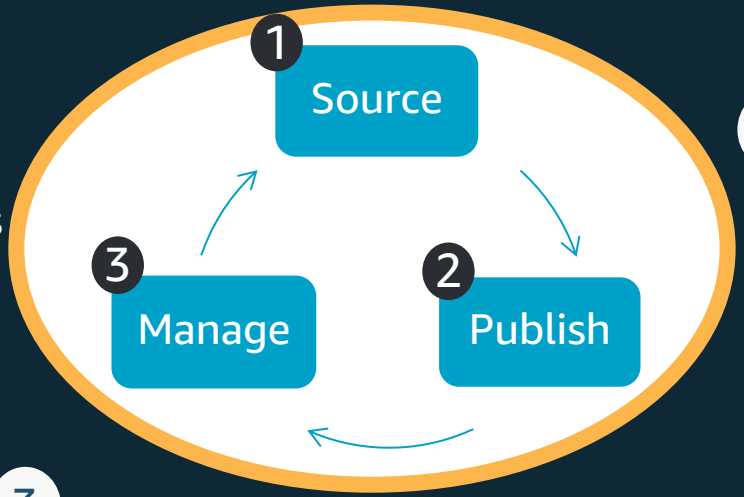
Application Portfolio Management

Sourcing, Publishing and Managing

1

AWS Marketplace Operations

- Centralizing digital assets
- 24/7 scanning, monitoring
- Vulnerability notifications and fixes
- Versioning and patching*



2

AWS Marketplace

- Vendor asset publishing
- Curating trusted vendor list
- Procurement
- Centralized billing

3

AWS Service Catalog

- Access control and sharing
- Governance
- Provisioning
- On-going operations and management

*Vendor dependent

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AWS Service Catalog- Take Control !

✓ ***Cost***

✓ ***Security***

Standardize
Control
Govern

✓ ***Value***

✓ ***Speed***

Agility
Self-service
Time to market

Organizations

Developers

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What is AWS Service Catalog?

AWS Service Catalog is a structured service used for governance, management, maintenance and deployment of application portfolios made available to customers

AWS Service Catalog allows you to centrally manage commonly deployed AWS services and application portfolios, and helps your organization achieve consistent governance and compliance requirements, while enabling users to quickly deploy only the approved AWS services they need

- Centrally Manage IT Service Life Cycle
- Control AWS Provisioning (Cost, Security, Governance)
- Self Service Portal – One Stop Shop
- Standardized Deployments
- Version Control for AWS Users
- Enforce Governance and Compliance proactively
- Integrate with ITSM tools

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