HOW TO TRANSFORM YOUR BUSINESS - A PATH TO SUCCESS

YOUR APN JOURNEY STARTS NOW

2018

aws partner network

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WHAT TO EXPECT

- State of the AWS Partner Ecosystem
- The APN Partner Journey
- Building Your Business on AWS
- and Progressing Through APN Tiers
- Partner Learning Path

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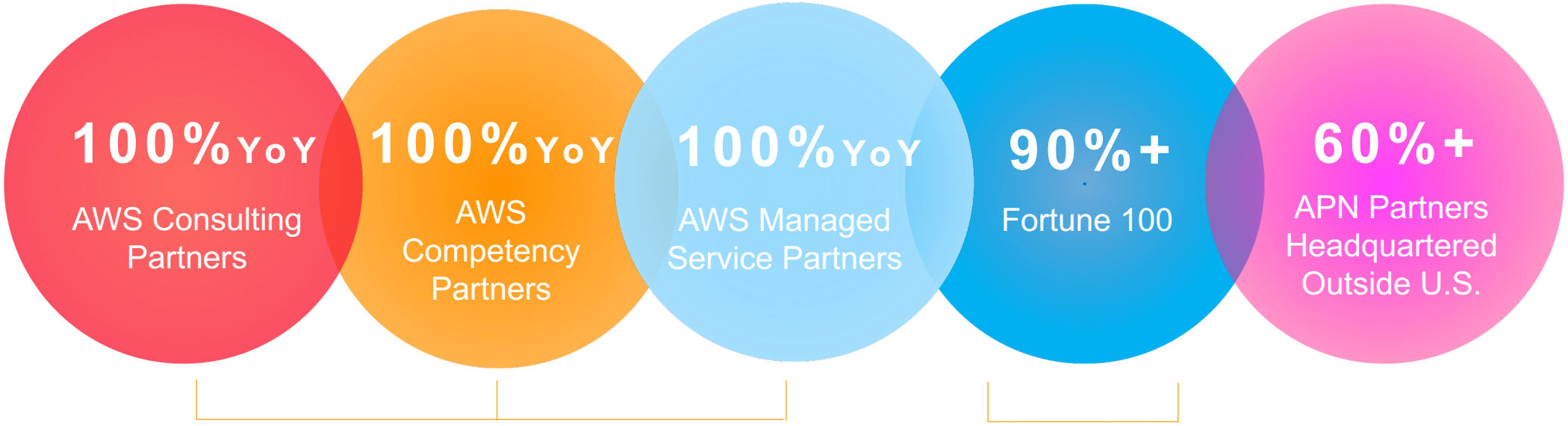
AWS PARTNER NETWORK

10,000+ APN PARTNERS HAVE JOINED THE APN IN THE PAST 12 MONTHS



Revenue Growth

Use APN Partner solutions & services

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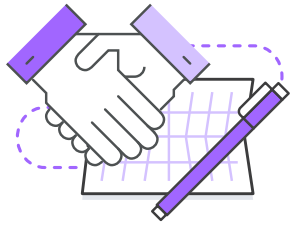
BUILDING PROGRAMS AT THE SPEED OF CLOUD



CONSULTING

TECHNOLOGY

PREMIER

ADVANCED

STANDARD

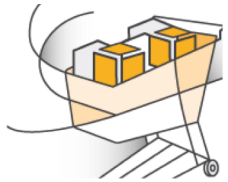
REGISTERED

Competency Program

Channel Reseller Program

Service Delivery Program

MSP Program



AWS Marketplace

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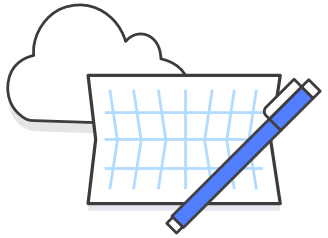
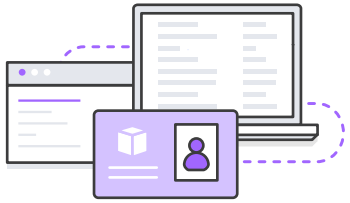
AWS PARTNER NETWORK

THE BENEFITS OF BECOMING AN APN PARTNER…

Partner Resources



Business Planning



Visibility

Go-to-Market

Funding

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THE APN PARTNER JOURNEY

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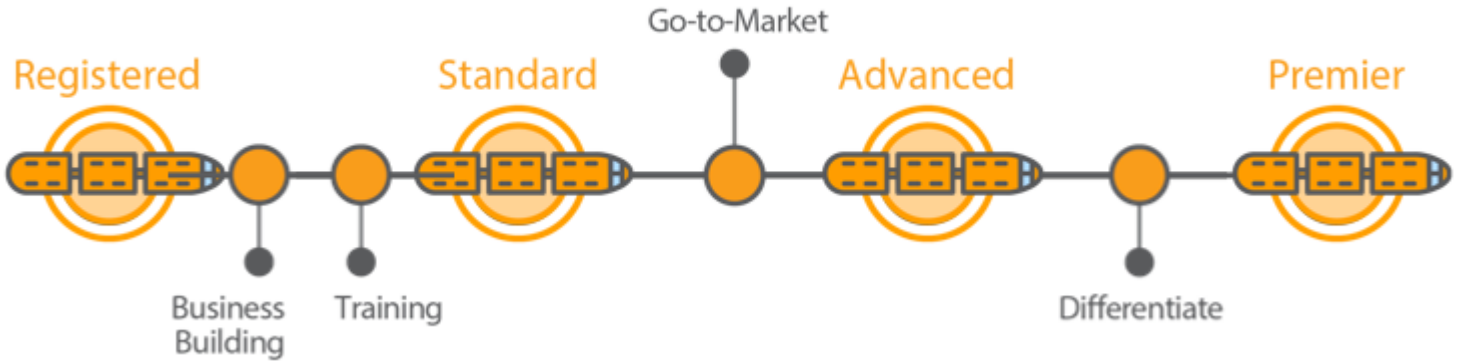
APN PARTNER JOURNEY

YOUR JOURNEY STARTS NOW…



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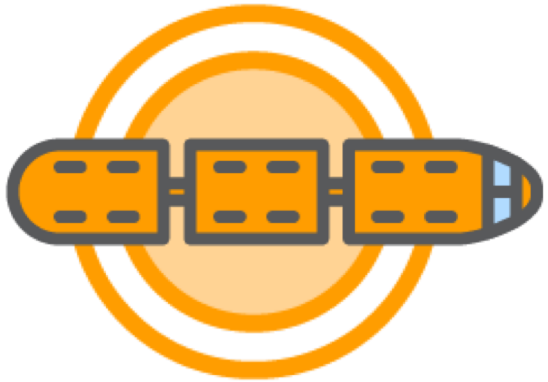
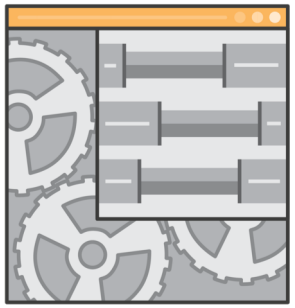
APN PARTNER JOURNEY

REGISTER



Training



Building Your Business

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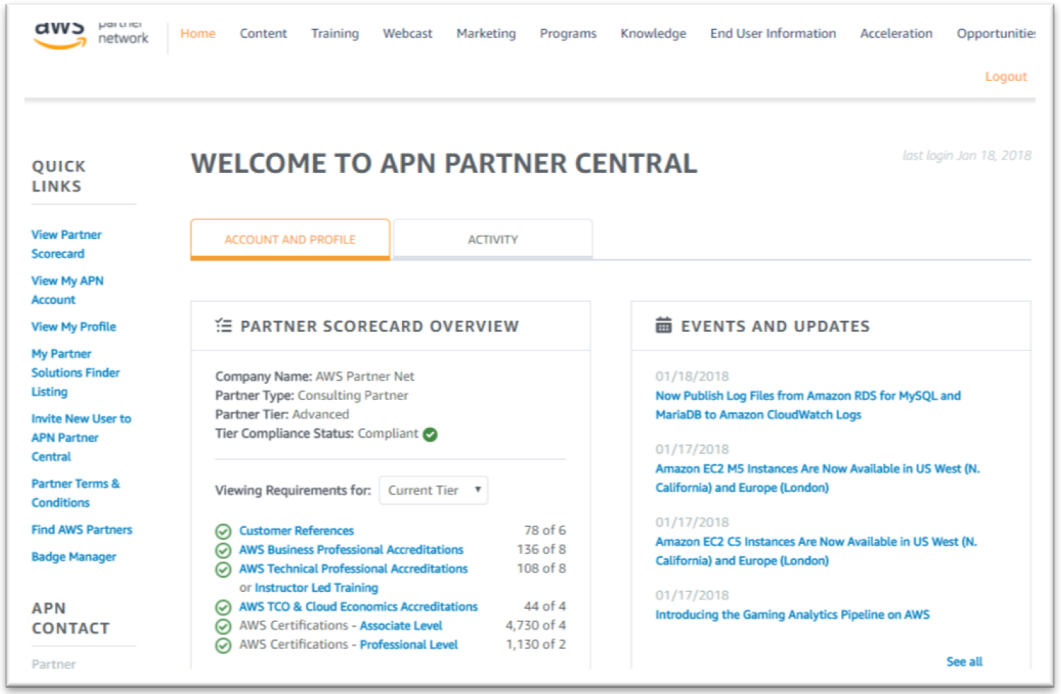
REGISTERED PARTNERS

APN PARTNER CENTRAL

- Maintain partner profile
- Log customer wins
- Update references
- Access training



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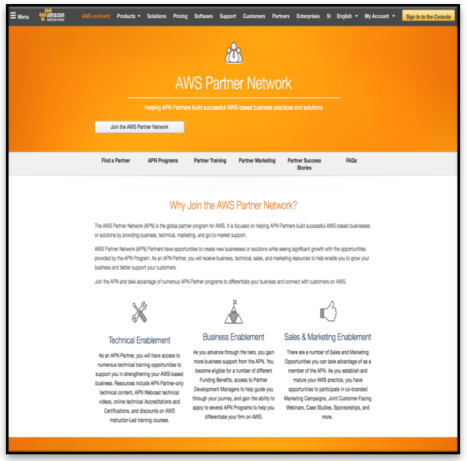
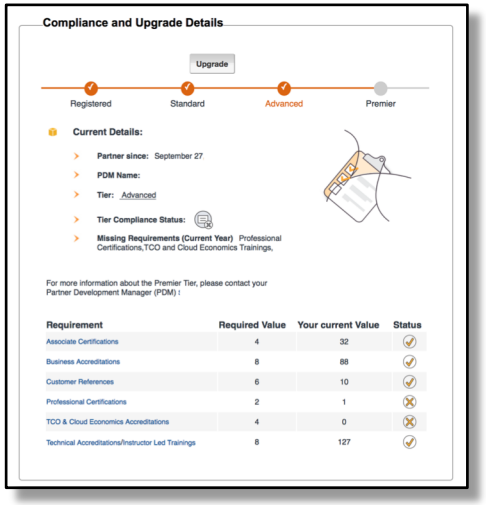
REGISTERED PARTNERS

APN Partner Web Pages



New APN Newsletter

Compliance & Upgrade Tracking



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TRAINING & CERTIFICATION

AWS offers many Training & Certification resources to APN Partners **for less** so that you can **more effectively help customers** leverage the AWS Cloud

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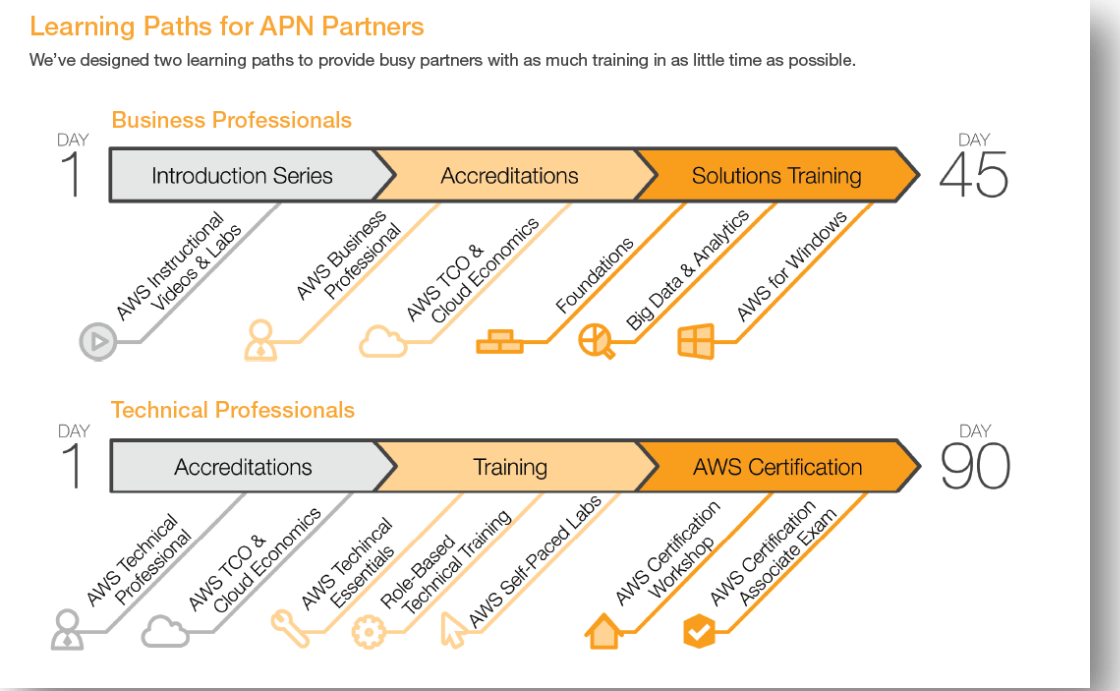
APN PARTNER LEARNING PATH

See all Partner Training & Certification resources on the **Training** tab of the APN Partner Central



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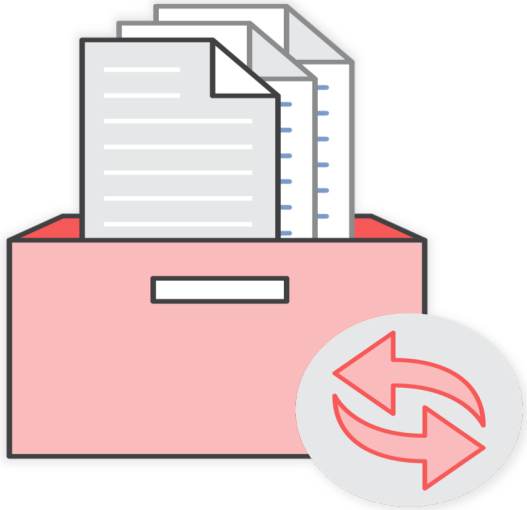
KEY ACTIONS

- Start getting **AWS Trained & Certified**
- Access the **Getting Started as an APN Partner** content folder in Partner Central
- Download **How to Build Your Business Guides**
- Download the **APN Program Guide**
- Building SaaS on AWS? Download the **Forrester study on building SaaS on AWS**
- Visit the APN Blog for a number of **Partner SA how-to articles**



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GETTING TO STANDARD...

Tiers	Consulting Partner Qualifications
★★ Standard	**2 Customer References, 4 Accreditations, 2 Associate Certifications, $1K+ in AWS spend**
★ Registered	Getting Started on AWS

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GETTING TO STANDARD...

Tiers	Technology Partner Qualifications
★★ Standard	**Product in GA on AWS** **2 Customer References**
★ Registered	Getting Started on AWS

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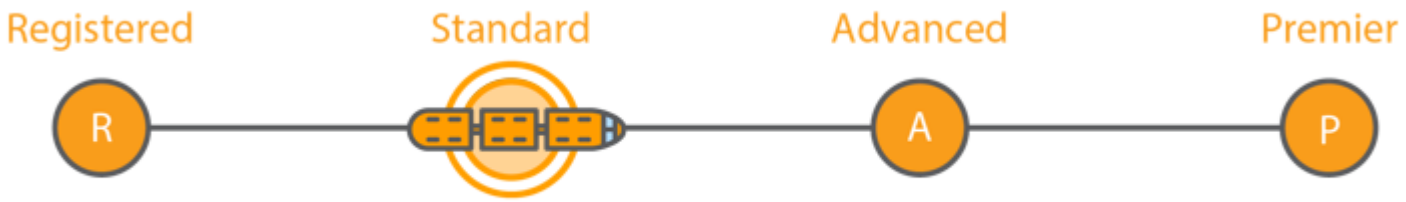
THE APN PARTNER JOURNEY

THE STANDARD TIER



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STANDARD PARTNERS

Get Certified

APN Marketing Central

AWS Well-Architected

Identify Partner Path

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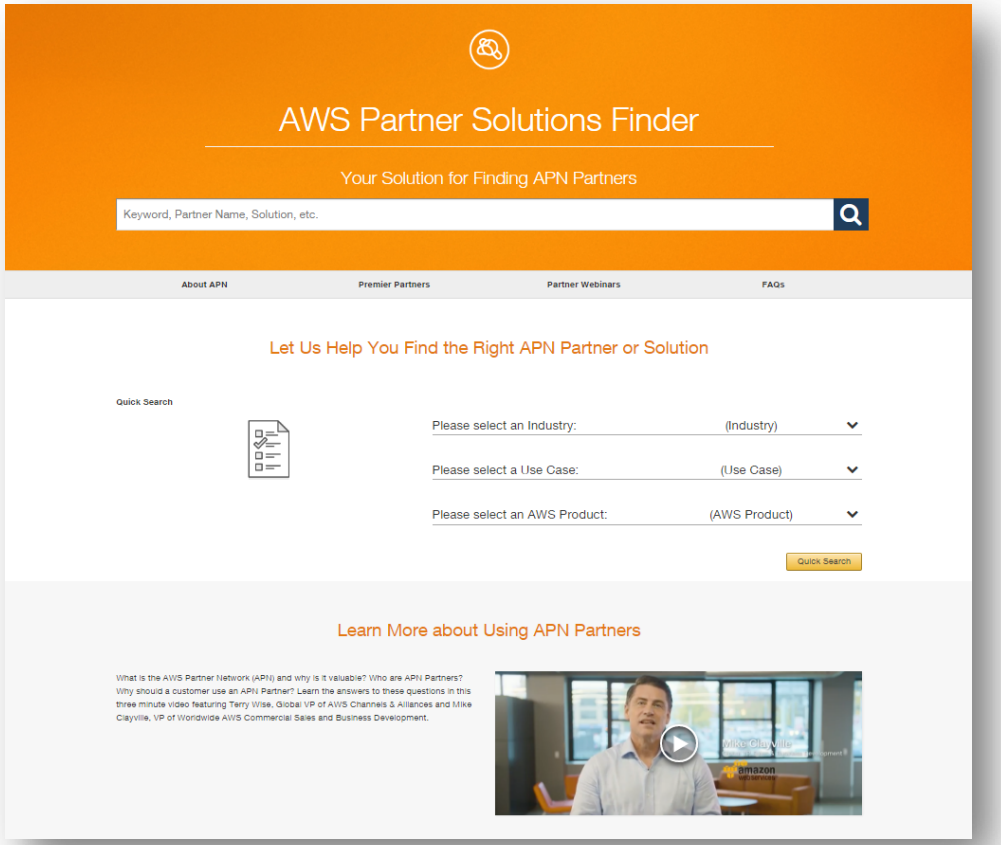
LIST YOUR FIRM ON THE PARTNER SOLUTIONS FINDER

The goal of the AWS Partner Solutions Finder (PSF): help customers easily filter, find, and connect with APN Partners to meet specific business needs. Customers can:

- Learn about different APN Partners at a glance, with data that is verified by AWS
- Seamlessly get in touch with an APN Partner

Standard-tier+ APN Partners have the ability to be listed on the PSF



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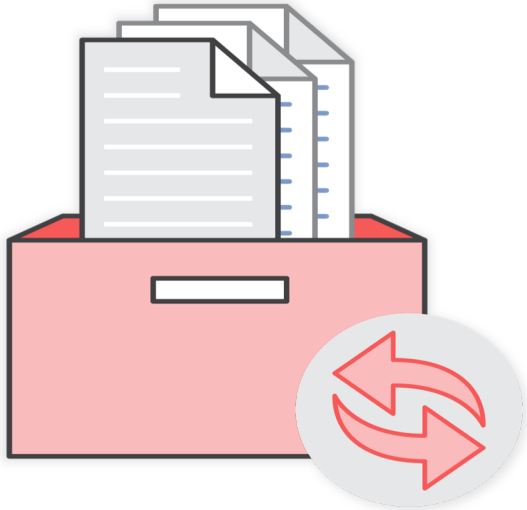
KEY ACTIONS

- Grow your customer base
- Grow your dedicated **AWS team**
- Leverage Marketing Central to **launch a campaign**
- Prove customer success and **document customer wins**

Additionally for Technology Partners:

- Validate your solution design through the **AWS Well-Architected Review**



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GET STARTED TODAY

Learn about the APN at: https://aws.amazon.com/partners/

Email: henningp@amazon.de

See **AWS Partner Success:** https://aws.amazon.com/partners/success/

Stay in touch with us: APN Blog & @AWS_Partners

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