



Differentiate for Success

Dimitrij Zub

Lead of Partner Solutions Architecture, DE, Amazon Web Services

an overview

APN Partner Journey and what we cover

Building the Business together



Join the APN



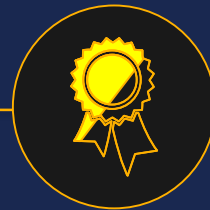
Understand
benefits &
requirements



Training &
certification



Build a
business plan



Define &
differentiate
your offering



Marketing
opportunities



Differentiation via **service level**

Help AWS Customers quickly locate partners
who deliver specific AWS services

Help APN Partners engage more closely with
AWS product and service teams

Service-specific benefits and enablement for partners

Learn More: <https://aws.amazon.com/partners/service-delivery/>



Differentiation in **specialized solution areas**

Demonstrate established solution area expertise

Aligned with key verticals and key workloads

Partners eligible for additional funding and marketing benefits

Learn More: <https://aws.amazon.com/partners/competencies/>



Recognizes the evolution of **managed services**
in cloud environments

Raises the bar for next-gen AWS MSPs

Third-party audit to review partners' capabilities

Emphasizes delivering quality customer solutions & experiences

Learn More: <https://aws.amazon.com/partners/managed-service/>

focus and differentiate

//become an accredited expert

AWS Competency Program

The AWS Competency Program provides you with a crucial opportunity to demonstrate your expertise to customers

Through the AWS Competency Program, customers are able to easily find and connect with APN Partners with expertise in specific industries, solutions, and/or workloads who can help them take advantage of AWS

Vehicle by which AWS endorses Partners to AWS Customers and internal sales teams

Why?

The majority of the Fortune 500 companies and over 90% of the Fortune 100 companies utilize AWS APN Partner Solutions and Services

AWS Revenue collectively generated by AWS Competency Partners grew by over 100% YoY in 2017, over 2x the growth of non-AWS Competency Partners

AWS generated tens of thousands of new leads for AWS Competency Partners in 2017, more than double what AWS generated in 2016

Industry



Marketing &
Commerce



Financial
Services



Life
Sciences



Digital
Media



Education



Healthcare



Government

Solution



IoT



Networking



Migration



Big Data



Security



Mobile



Storage



Machine Learning



DevOps

Workloads



Microsoft
Workloads



Oracle



SAP

Benefits for Partners



Public designation on the AWS website

Weighted search on AWS Partner Solution finder

Partner success welcome kits

- AWS Competency designation badge

- AWS Competency press release templates

- AWS Competency certificate

Self-service benefit submission forms

Prescriptive benefit utilization campaign

Benefits for Partners



Shared customer opportunities

Preferred access to MDF

Integrated Partner campaigns

Prioritized APN Partner case studies

Benefits for Partners



AWS A/R led briefings highlighting AWS
Competency Partners

On-site designation and perks at AWS events

Early access to AWS sponsorship opportunities

Preferred partner training for AWS sales teams

evolve the next gen MSP practice

//build a holistic managed experience

The AWS MSP Perspective

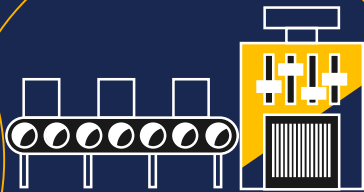
Traditional MSP	Next Generation MSP
Run and operate focus	Design, architect, automate
Hardware based solutions	Cloud and software based solutions
Centralized operations	Distributed operations and resources
Device based SLAs	Solution/Application based SLAs
Complex, manual change management	DevOps, CI/CD self-healing solutions, infrastructure as code
Static monitoring with fixed thresholds	Dynamic monitoring, anomaly detection, machine learning
Security risk mitigation	Security by design, continuous compliance
Outsourcing vendor	Trusted advisor and partner

The AWS MSP experience

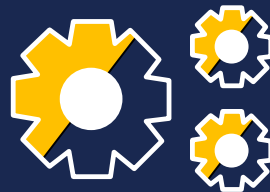
“I need help migrating, running, and optimizing my AWS workloads.”



Plan &
design



Build &
migrate



Run &
operate



Optimize

Building the Business...

Next gen MSP practice



Cloud Center of
Excellence



Consultancy as
a starting point



Full lifecycle
services



Emerging
pricing models



Sales
compensation
models



Continual
investments



Long lasting
customer
relationships

Fit for customer requirements



Business health & management



Infrastructure & application migration



Billing & cost management



Security management



Service desk & customer support



DevOps & automation



Customer obsession



SLAs & reporting



Solution design



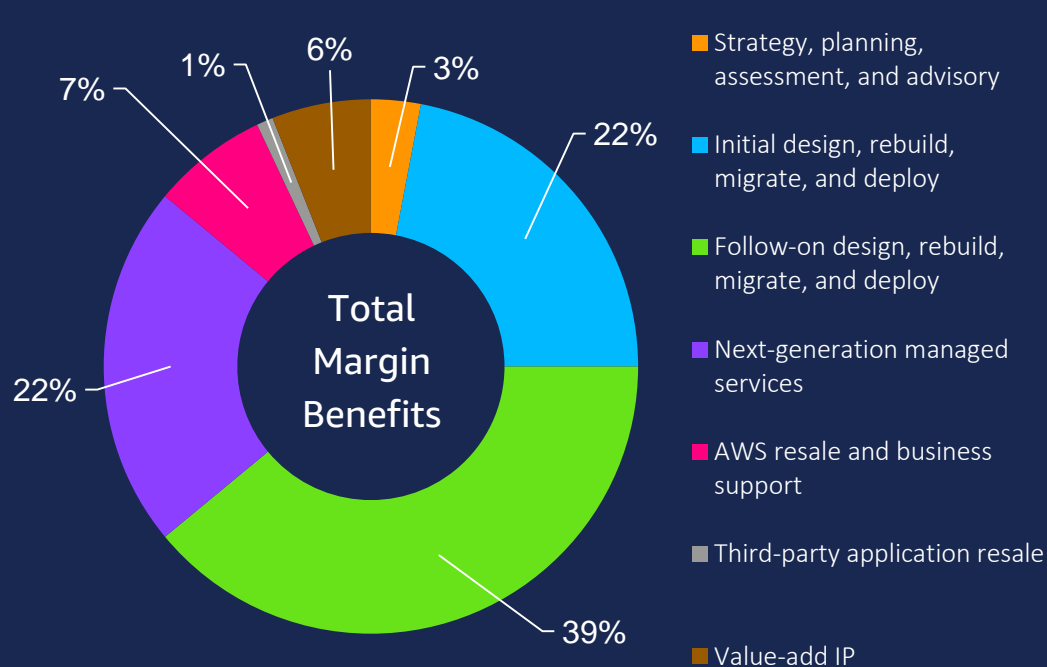
Process & cost optimization

The MSP Opportunity

57%: Managed Services gross margin

50%: Practice gross margin

35%: Practice operating margin



Forrester Consulting: The Business Case for Next-Generation AWS MSPs: A TEI Study for AWS APN Partners, 2017

The MSP Transformation Feedback

“Thank you [all] at AWS for helping us achieve this **transformation**. It’s been a long time coming and I am delighted we can now take our **services to the next level**. I particularly appreciate AWS’ effort, rigor of the process, and thoughtfulness behind the checklist. **We are a stronger provider for having gone through the process.**”

Sr. Director Cloud, NA Partner

“The AWS MSP audit program was **instrumental in positioning our business as a leader** in next generation managed cloud services on AWS, **resulting in us being recognised as a challenger in the Gartner Magic Quadrant** for Public Cloud Infrastructure Managed Service Providers Worldwide. “
Exec. Dir. Cloud Practice, APAC Partner

whats next?

//the call to action

Understand and Evaluate



Requirements and Validation Checklists



AWS Big Data Competency: Technology Partner Validation Checklist

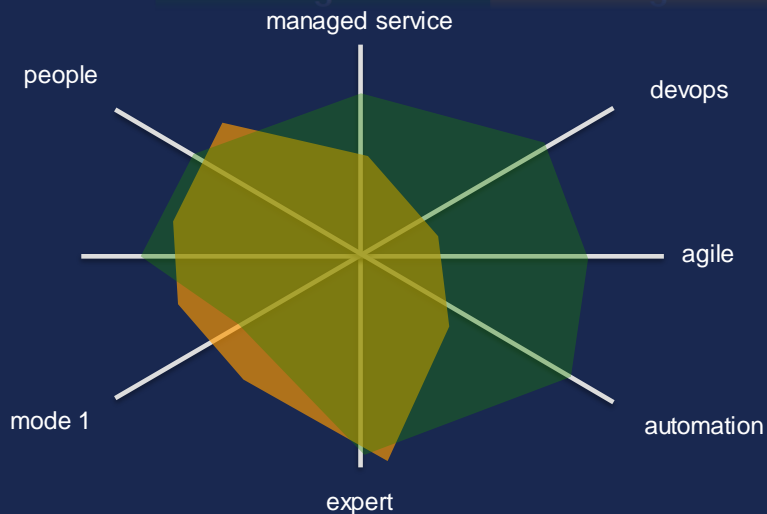
Program Requirements

[Big Data Competency Partners](#) have demonstrated success helping customers evaluate and use the tools, techniques, and technologies of working with data productively, at any scale.

AWS Big Data Competency – Technology Partner Requirements

APN Membership	Complies with Advanced tier APN Technology Partner requirements (view requirements)
AWS Billings	\$10,000/month in AWS Revenue (direct and/or indirect)
AWS Support	Business Level+ AWS Support
AWS Customer References	<ul style="list-style-type: none">≥ 4 AWS Customer References specific to completed Big Data projects:<ul style="list-style-type: none">2 of the 4 AWS Customer References must be public (i.e., case study, whitepaper, architecture documentation, blog post, etc.)Recommended: Customer reference must demonstrate a large-scale deployment of the product typical to the Big Data workloads in terms of volume, velocity and variety
AWS Big Data Solution	<ul style="list-style-type: none">Big Data product or solution on AWSAvailability of product in 3 or more AWS regionsPublic support statement on websiteProduct or solution meets AWS Security Best PracticesRecommended: A whitepaper or blog(s) highlighting Partner's solutions capabilities unique to AWS and how Partner has managed scalability and cost on AWS is highly recommended. It is also recommended to have some collateral which talks about the security of the application from a customer perspective.

Reflect



perception mapping



quick win analysis

Build a roadmap



Talk to us...

Thank you!