



"The perfect AWS Partner Project"

From TCO to Continuous Improvement

Kai Fryder

Partner Development Manager,
Amazon Web Services

Carolin Keupp

Territory Sales Manager,
Amazon Web Services

Christian Elsenhuber

Partner Solutions Architect,
Amazon Web Services

Agenda

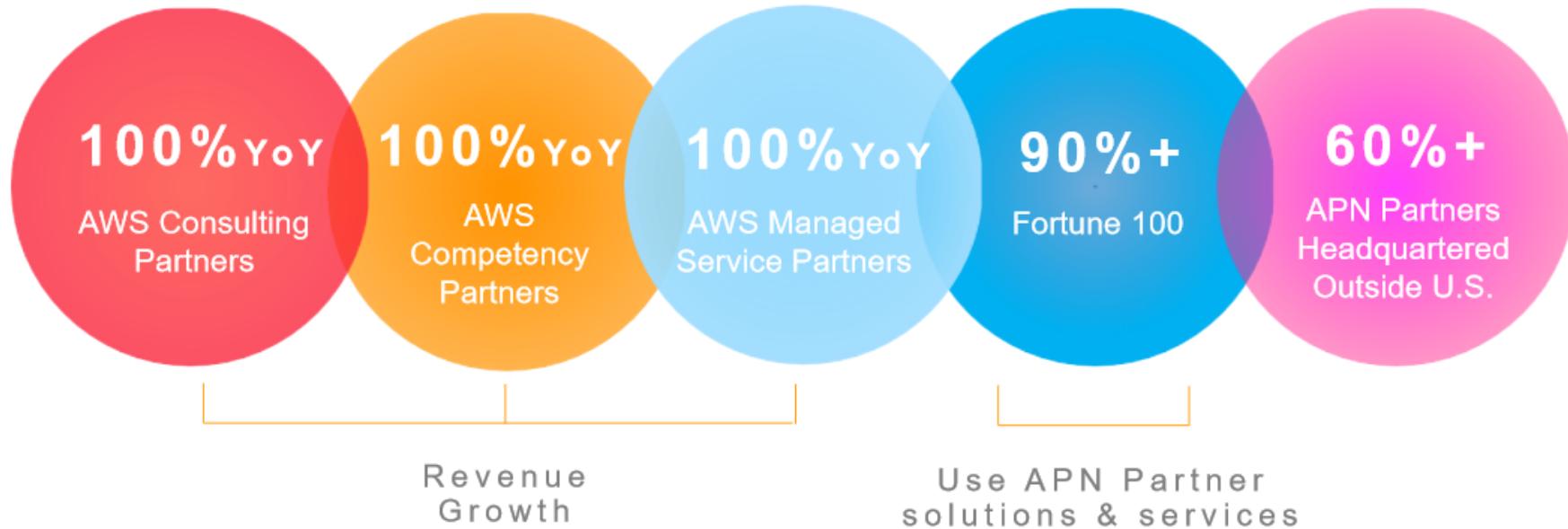
14:00 – 14:50	Pre-Sales: Create a compelling offering and promote it; train your team	Kai Fryder
14:50 – 15:20	Sales: How to differentiate and interact with AWS (Partner and Sales Team)	Carolin Keupp
15:20 – 16:00	Post-Sales / Delivery: Successful delivery; co-operation with AWS Pro-Serve and AWS Support	Christian Elsenhuber

Pre-Sales: Create a compelling offering and promote it; train your team

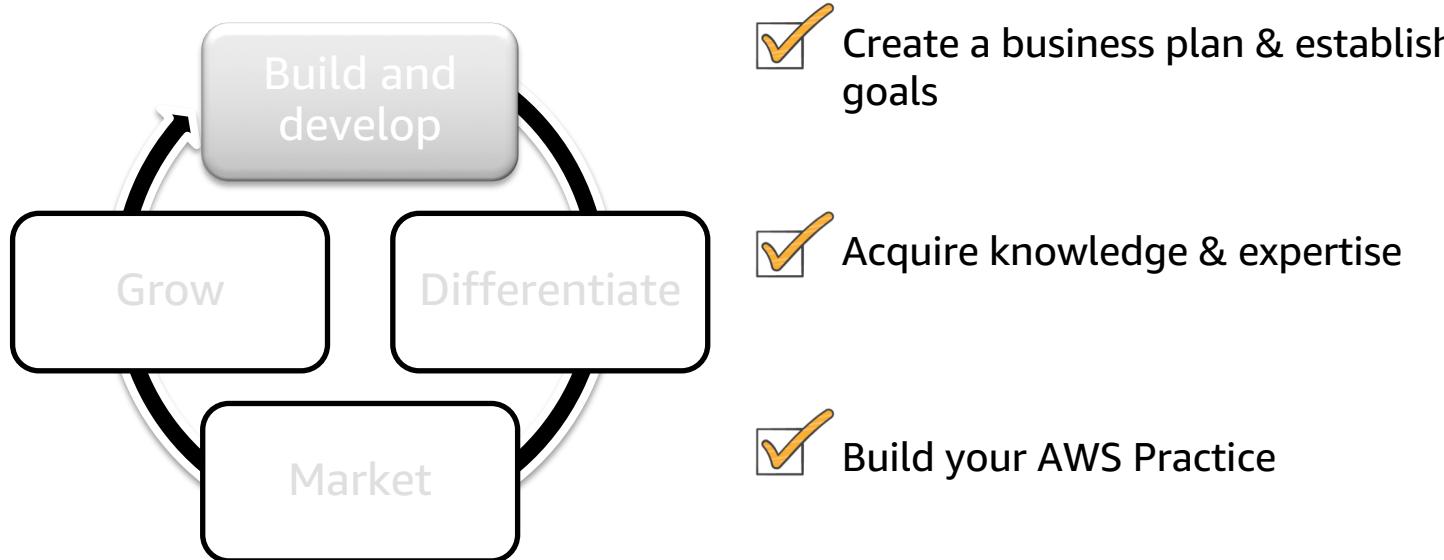
Kai Fryder

Strategic Partnerships Development Manager, Amazon Web Services

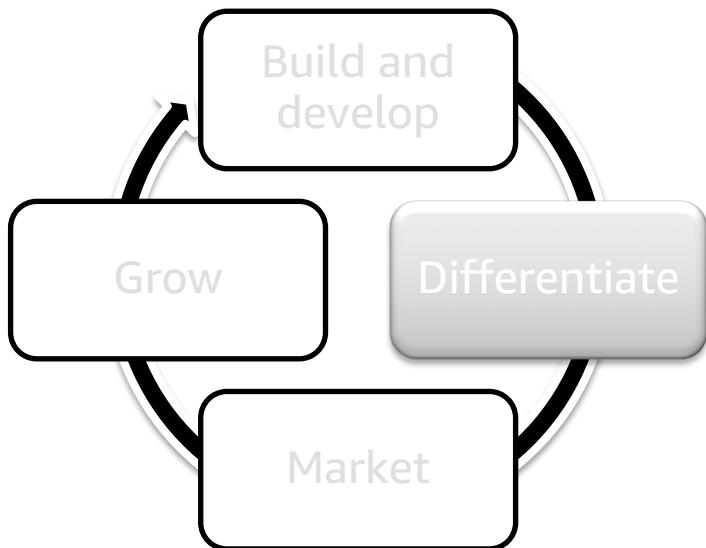
10,000+ APN PARTNERS HAVE JOINED THE APN IN THE PAST 12 MONTHS



The APN Partner Journey



The APN Partner Journey

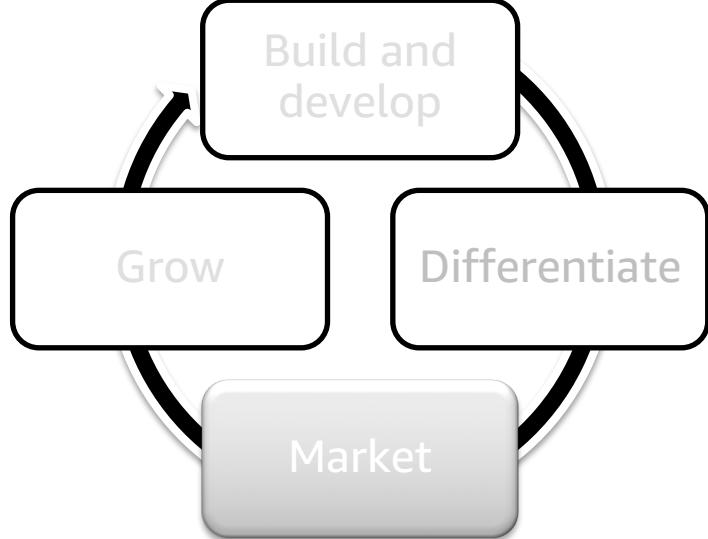


- Identify the APN program(s) that will help accentuate your business area of focus

- Gain the validation you need to solve customer problems

- Stand out to AWS sellers

The APN Partner Journey



Create awareness & generate customer demand

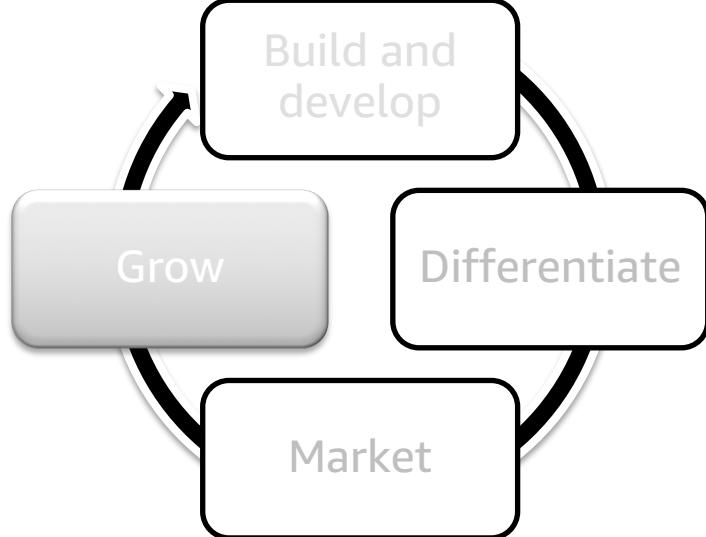


Leverage the Partner Solutions Finder (PSF) to boost visibility with customers



Access partner funding and accelerate your business

The APN Partner Journey

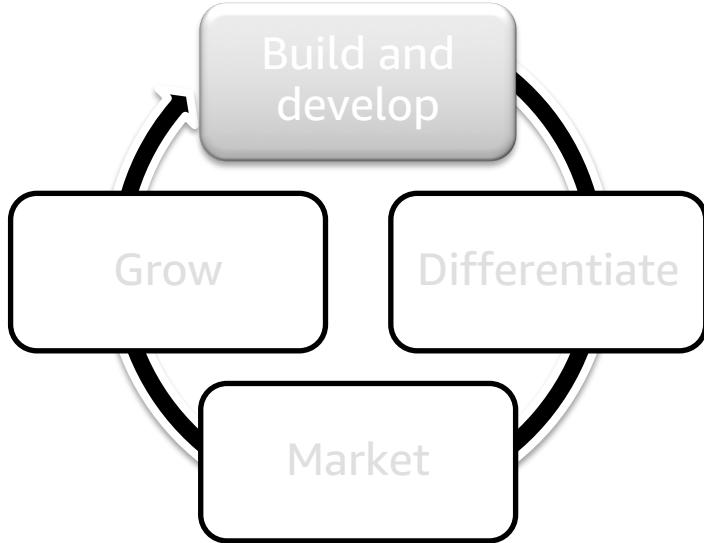


Build out your customer base

Explore neighboring verticals and segments

Expand your expertise on AWS

The APN Partner Journey



Continue to expand, discover,
and deliver exceptional
practices & solutions on AWS

Let's Go Into Detail...

Stage 1: Building Your Offering and Business Plan

Stage 2: Building and Enabling Your AWS Focused Team

Stage 3: Go-To-Market Resources

Stage 1: Building Your Offering and Business Plan

Stage 2: Building and Enabling Your AWS Focused Team

Stage 3: Go-To-Market Ressources

PARTNER RESOURCES



- APN Partner Central
- Access to exclusive content
- Dedicated Partner Solutions Architects
- Online training & accreditations
- Engagement with AWS Sales

B U S I N E S S P L A N N I N G



- Dedicated Partner Development team
- Business planning & quarterly reviews
- "How to Build Your Business" whitepapers
- Professional Services organization



AWS COMPETENCY PROGRAM

INDUSTRY



Marketing &
Commerce



FinServ



Digital
Media



Life
Sciences



Education



Healthcare



Government

A W S C O M P E T E N C Y P R O G R A M



IoT



Migration



Big
Data



Mobile



Security



Storage

S O L U T I O N

A W S C O M P E T E N C Y P R O G R A M



W O R K L O A D



Microsoft
Workloads



Oracle



SAP

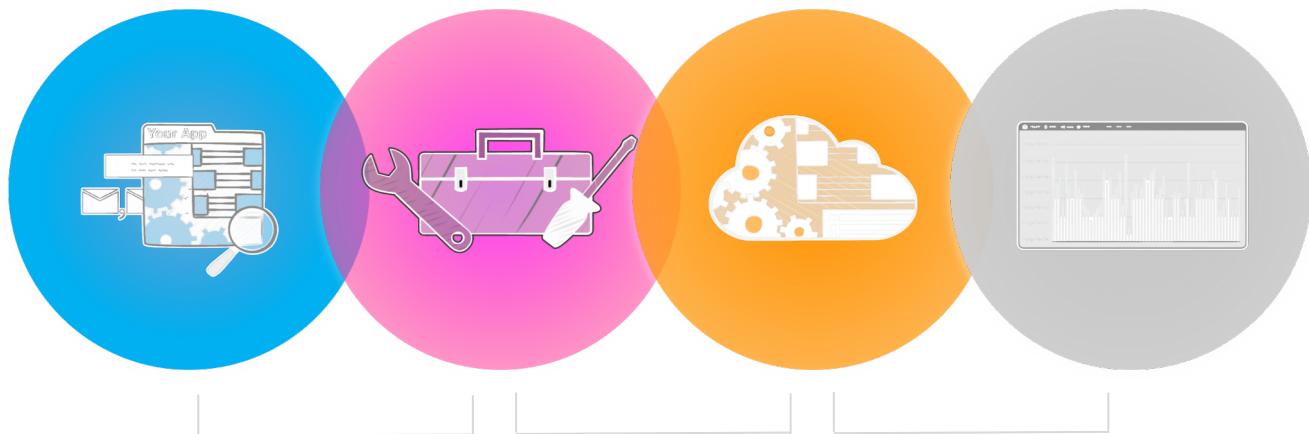


WHAT DO MANY AWS SOLUTION PROVIDERS DO?

- Application Development
- Account Creation & User Management
- Ongoing Managed Services
- Customer Support
- AWS Environment Management
- Optimization
- Own the Financial Relationship with AWS
- End-user Billing

A W S M S P P R O G R A M

W H A T I S A N E X T - G E N M S P P A R T N E R ?



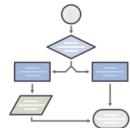
Plan &
Design

Build &
Migrate

Run &
Operate

Optimize

A W S M S P P R O G R A M



Process & Cost Optimization



Business Health & Management



SLAs & Reporting



Billing & Cost Management



Customer Obsession



Solution Design Capabilities



DevOps & Automation



Infrastructure & Application Migration Capabilities



Service Desk & Customer Support



Security Management

Stage 1: Building Your Offering and Business Plan

Stage 2: Building and Enabling Your AWS Focused Team

Stage 3: Go-To-Market Ressources



TRAINING & CERTIFICATION

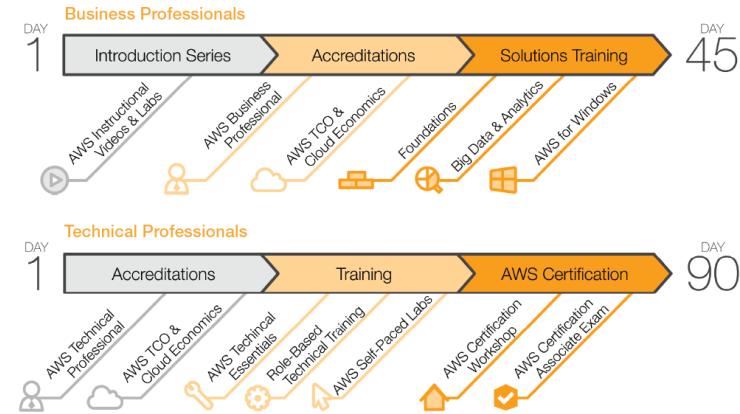
AWS offers many Training & Certification resources to APN
Partners **for less** so that you can **more effectively help**
customers leverage the AWS Cloud

APN PARTNER LEARNING PATH

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

Learning Paths for APN Partners

We've designed two learning paths to provide busy partners with as much training in as little time as possible.



QUICK LINKS[View My Profile](#)[View Partner Scorecard](#)[Invite New User to APN Partner Central](#)[Partner Terms & Conditions](#)[Find AWS Partners](#)**QUESTIONS?**

View our [Webcasts](#) to learn more about APN Partner Central and Programs, AWS 101, AWS Events, and Technical Deep Dives.

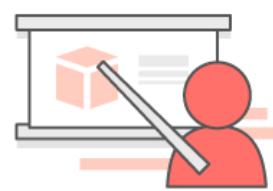


Partner Training and Certification

AWS offers many Training and Certification resources to APN Partners for less so you can differentiate your business and more effectively help customers leverage the AWS Cloud.

**Partner Training**

Demonstrate your understanding of AWS services and solutions to your customers. Earn APN Accreditations to show you know the foundations of AWS. Take Solutions Training courses to dive deeper into solving customer challenges. Digital and classroom training options are available.

[View all Partner Training >>](#)[See Business and Technical Learning Plans >>](#)**AWS Technical Training**

Learn technical skills through digital and classroom training designed by AWS experts. Partners receive 20% off AWS-delivered classes.

[Find Training >>](#)**AWS Certifications**

Validate your technical skills and show customers your expertise with AWS.

[Learn about AWS Certification >>](#)[Get Started at aws.training >>](#)

AWS Certifications (Overview)



Professional

Associate

Foundational

Role-Based Certifications



Specialty Certifications



Specialty Certification requires Cloud Practitioner or Associate-level certification

Stage 1: Building Your Offering and Business Plan

Stage 2: Building and Enabling Your AWS Focused Team

Stage 3: Go-To-Market Ressources

APN Program Tiers

Premier Tier

Advanced Tier

Standard Tier

Registered

The APN program tiers...



Represent an APN Partner's maturity in their AWS practice & journey



Provide access to various APN Programs and benefits

What does it mean to be “Registered”?

Premier Tier

Advanced Tier

Standard Tier

Registered



A strong AWS foundation

Core APN Program benefits

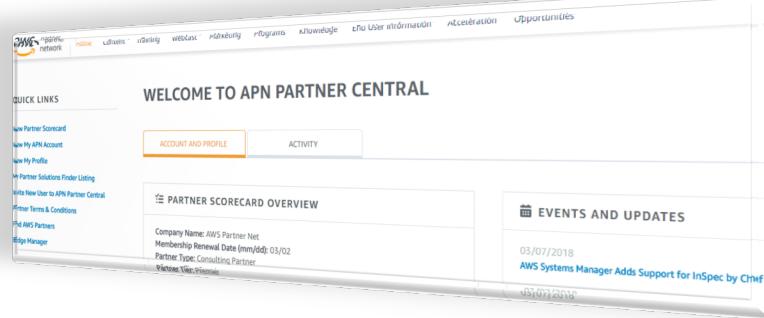
Premier Tier

Advanced Tier

Standard Tier

Registered

Access to APN Partner Central



- Partner-only content & enablement
- APN Webcast for technical and program videos
- Partner-Only Content & Enablement

Core APN Program benefits

Premier Tier

Advanced Tier

Standard Tier

Registered



Free eLearning Accreditations

AWS Business Professional
AWS Technical Professional
AWS TCO & Cloud Economics



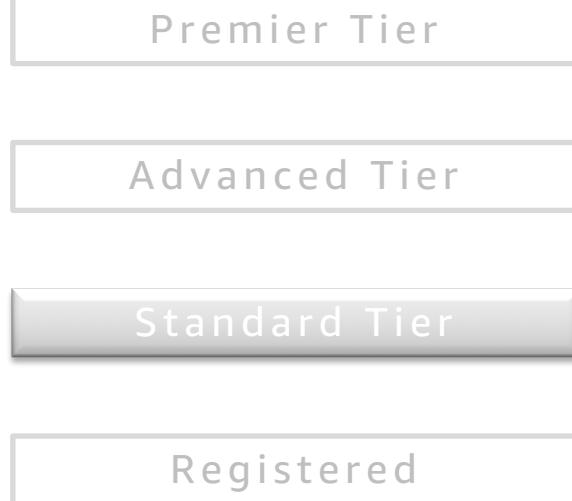
20% Discount on AWS Instructor-Led Training (ILT)



Free Solution Training for Partners (ILT and eLearning)

Foundations
Big Data and Analytics
AWS for Windows (Sales and Technical Offerings)

What does it mean to be a “Standard” Partner?



Accelerate your business

Core APN Program benefits

Premier Tier

Advanced Tier

Standard Tier

Registered

Access to APN Programs

 solution provider

 service delivery

AWS Public Sector Partner Program

Core APN Program benefits

Premier Tier

Advanced Tier

Standard Tier

Registered

Access to APN Marketing Central



- Launch a campaign or engage an agency
- Sponsor an AWS event
- Best practices for joint marketing initiatives with AWS
- Use the APN Logo in marketing materials

Core APN Program benefits

Premier Tier

Advanced Tier

Standard Tier

Registered

Access to funding through
Partner Opportunity Acceleration
(POA)



Eligible for AWS Usage Credits



Funding support for qualified Proof-of-Concepts, Migrations, and free trial campaigns



Discounted training classes and training cost reimbursements

What does it mean to be an “Advanced” Partner?



Proven expertise

Core APN Program benefits

Premier Tier

Advanced Tier

Standard Tier

Registered



Specialize with Validated APN Programs

aws  competency

aws  msp



Eligible for market development funding

What does it mean to be a “Premier” Partner?



Established breadth, quality & scale of services

Core APN Program benefits

Premier Tier

Advanced Tier

Standard Tier

Registered



Eligible for Customer-Facing joint webinars



Featured on APN Premier, APN Program or AWS Solution webpages



Eligible for an AWS-written case study

Key AWS teams

Partner Sales
Managers
(PSM)

Sales Account
Managers

Partner
Solution
Architects
(PSA)

Professional
Services

With a common goal of driving
exceptional customer outcomes

VISIBILITY



- Partner Solutions Finder listing
- AWS branding
- Exclusive APN partner badges
- Syndicated web contact
- AWS case study and blog profiles



- Joint marketing activities
- Integrated Partner Campaigns
- AWS event sponsorships
- APN Partner case studies
- AWS Marketplace
- Access to APN Marketing Central





- Emails and landing pages
- Syndicated content
- Solution brief
- Banner ads
- Social media
- Copy blocks
- Case study templates
- Agency engagement

FUNDING RESOURCES



- Discounted training vouchers
- Lab tokens
- Proof-of-Concept funding
- Market development funding



Partner Opportunity Acceleration (POA) overview



- Cash** available to **Partner Led** opportunities to offset partner professional services with target AWS workloads for qualified customers – *Paid after completion of project*
- Or **AWS Promotional Credits** as free usage to offset AWS usage for project dev/test (POCs) and/or usage for running parallel environments (Migrations) – *Provided prior to project start*
- Funding exclusively for **Microsoft workloads**

Partner Opportunity Acceleration (POA) goals



- Accelerate** customer onboarding of enterprise workloads to AWS and accelerate partner led sales cycle (revenue & opportunity conversion)
- Enable** qualified **APN Partner Led** customer projects to production via Proof-of Concepts and/or Migration Acceleration
- Launch** customer wins and secure reference accounts for APN Partners and AWS to promote AWS benefits for the enterprise

Working with AWS Sales

Carolin Keupp

Territory Business Manager, Amazon Web Services

We Consulting Partners



Why AWS Sales Consulting Partners

- Customer proximity
 - Specialist knowledge
 - Existing relationships
 - Consulting & Managed services
-
- → Multiplicators of growth
 - → Always complementary of AWS Sales

CUSTOMER
OBSESSION

ARE
BRIGHT
A LOT

OWNERSHIP

Invent and Simplify

THINK
BIG

HIRE AND
DEVELOP
THE BEST

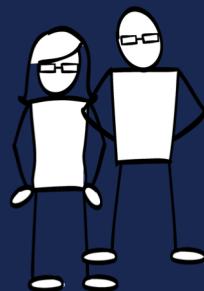
Insist on
the Highest
Standards

APN: Help Us Help You

- Support through our Partner Support Team
- Connection to the right account or territory manager
- Visibility with the AWS top management
- Avoid unnecessary competitive situations

Understand Our Sales Organization

Account Manager



Territory Managers



**Whitespace
Account Manager**



**Specialized
Account Manager**



Let Us Know What You Are Good In

- Value proposition
- What can you do? – And what not?
- Focus – particularly in the beginning
 - Service Offering
 - Industry
 - Enterprise vs. Mittelstand
- Get certified

Get To Know Our Sales Team

- AWS Summit
- AWS Transformation Day
- AWS Loft
- Sponsoring Opportunities
- Partner Lunch & Learn
- Your events

Successful delivery; co-operation with AWS Pro-Serve and AWS Support

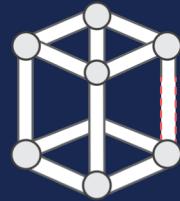
Christian Elsenhuber

Partner Solutions Architect, Amazon Web Services

What is AWS Support for Partners?



Services
to help you provide
better experience
for customers



Help to acquire
new customers
with less
resources



Additional
market
segment
differentiators

AWS Support Options

	Enterprise	Business	Developer	Basic
Customer service 24x7x365				
Support forums				
Documentation, white papers, best practice guides				
AWS Trusted Advisor	37 of 37 checks	37 of 37 checks	4 of 37 checks	4 of 37 checks
Access to technical support	Phone, chat, email, live screen sharing, TAM (24/7)	Phone, chat, email, live screen sharing (24/7)	Email (local business hours)	Support for Health Checks
Primary case handling	Sr. Cloud Support Engineer	Cloud Support Engineer	Cloud Support Associate	Technical Customer Service Associate
Users who can create Technical Support cases	Unlimited (IAM supported)	Unlimited (IAM supported)	1 (account credentials only)	
Response time	<15 minutes	<1 hour	<12 hours	
Architecture support	Application architecture	Use case guidance	Building blocks	
Best practice guidance				
Client-side diagnostic tools				
AWS Support API				
Third-party software support				
Infrastructure event management		Available at Additional cost		
AWS Concierge Access				
Direct access to Technical Account Manager (TAM)				
White-glove case routing				
Management business reviews				

AWS Business Support

-  Service Level : target response time of 1 hour or less*
-  Live contact via phone/chat (+screen sharing)
-  Access to full AWS [Trusted Advisor](#) with API access
-  Availability of paid IEMs
-  3rd party software support (OS, DB, Web-servers, Networking, etc)
-  Programmatic case management via AWS Support APIs

* Based on the severity of your case, AWS Support will make every reasonable effort to respond to you within these timeframes.

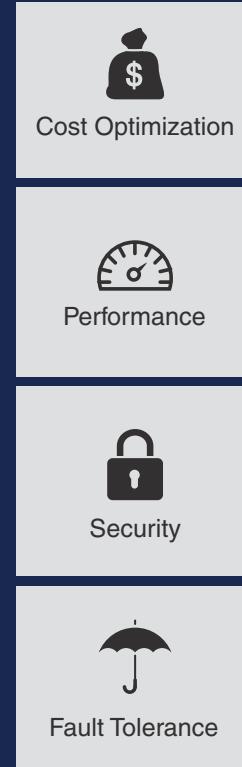
AWS Trusted Advisor



An online resource to help you reduce cost, increase performance and fault tolerance, and improve security by optimizing your AWS environment. Developed using best practices, Trusted Advisor provides real time guidance for specific services.

Trusted Advisor provides...

- ✓ Insight into how and where you can get the **most impact for your AWS spend**
- ✓ Opportunities to **reduce your monthly spend** and retain or **increase productivity**
- ✓ Guidance on getting the **optimal performance and availability** based on your requirements
- ✓ Confidence that your environment is **secure**



Enterprise Support Business Models available

Resold model

MIX

Partner-led model

AWS Support is resold as any other AWS service

Customer interacts directly with AWS Support organization

Partner also able to open cases on behalf of customer

discount off public pricing

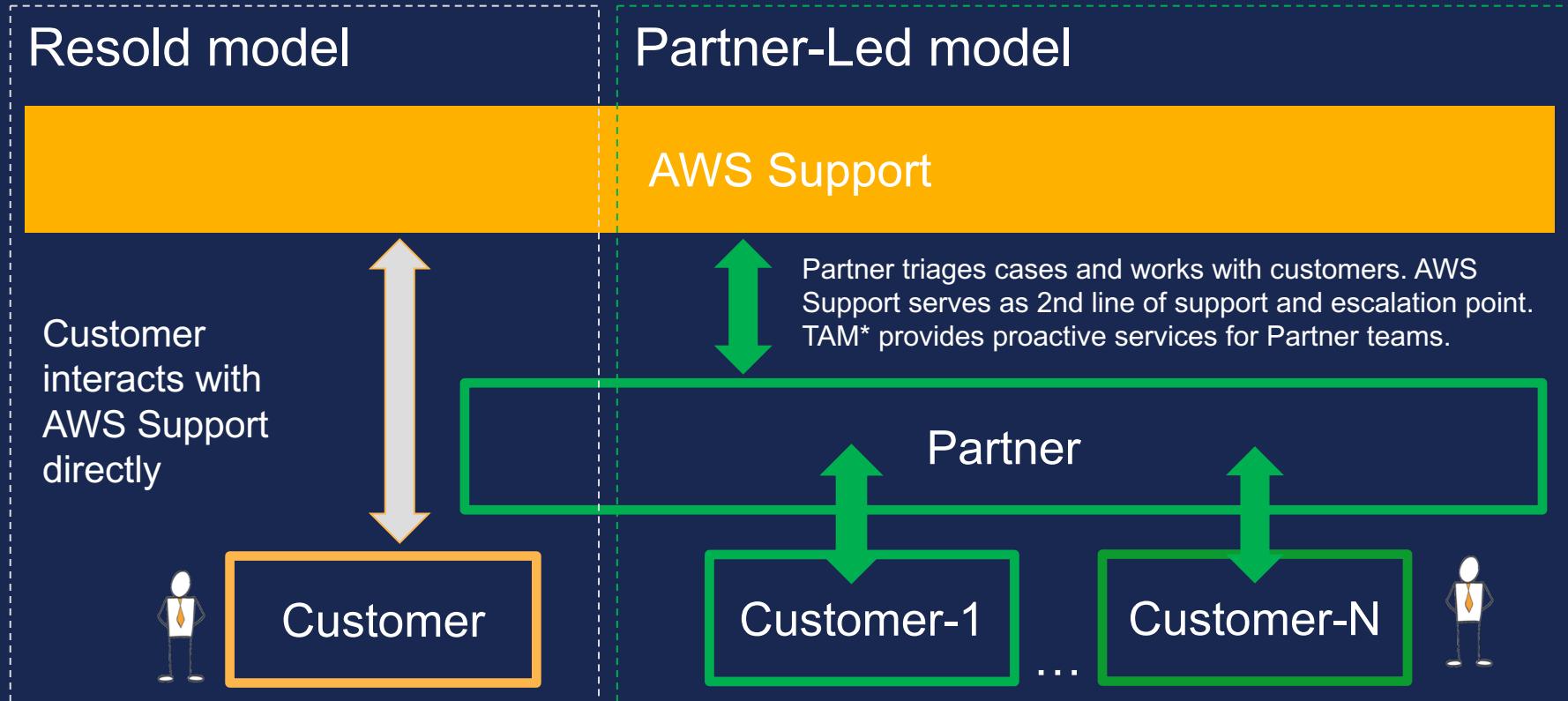
Partner handles all customer communications

Partner acts as recipient and customer of AWS Support services

End-users may or may not have access to AWS Support Center

discount off public pricing

Support engagement



*TAM (Technical Account Manager) is part of AWS Enterprise Support plan only

AWS Professional Services

helps Enterprises develop tailored recipes for success

A high-touch **engagement model**

Leverages in-house expertise and the **AWS Partner Network**

Life cycle support from road-mapping to optimization

A focus on both **business and technology**



AWS Professional Services offers highly specialized skills



Global Specialty Practices

Advisory

Security, Risk, & Compliance

Migrations

Big Data, Analytics, ML & IoT

Operational Integration (Hybrid)

Tech Practices – SAP, MSFT, Oracle, Workspaces, HPC, Connect, etc.



Vertical Practices

Financial Service

Media and Entertainment

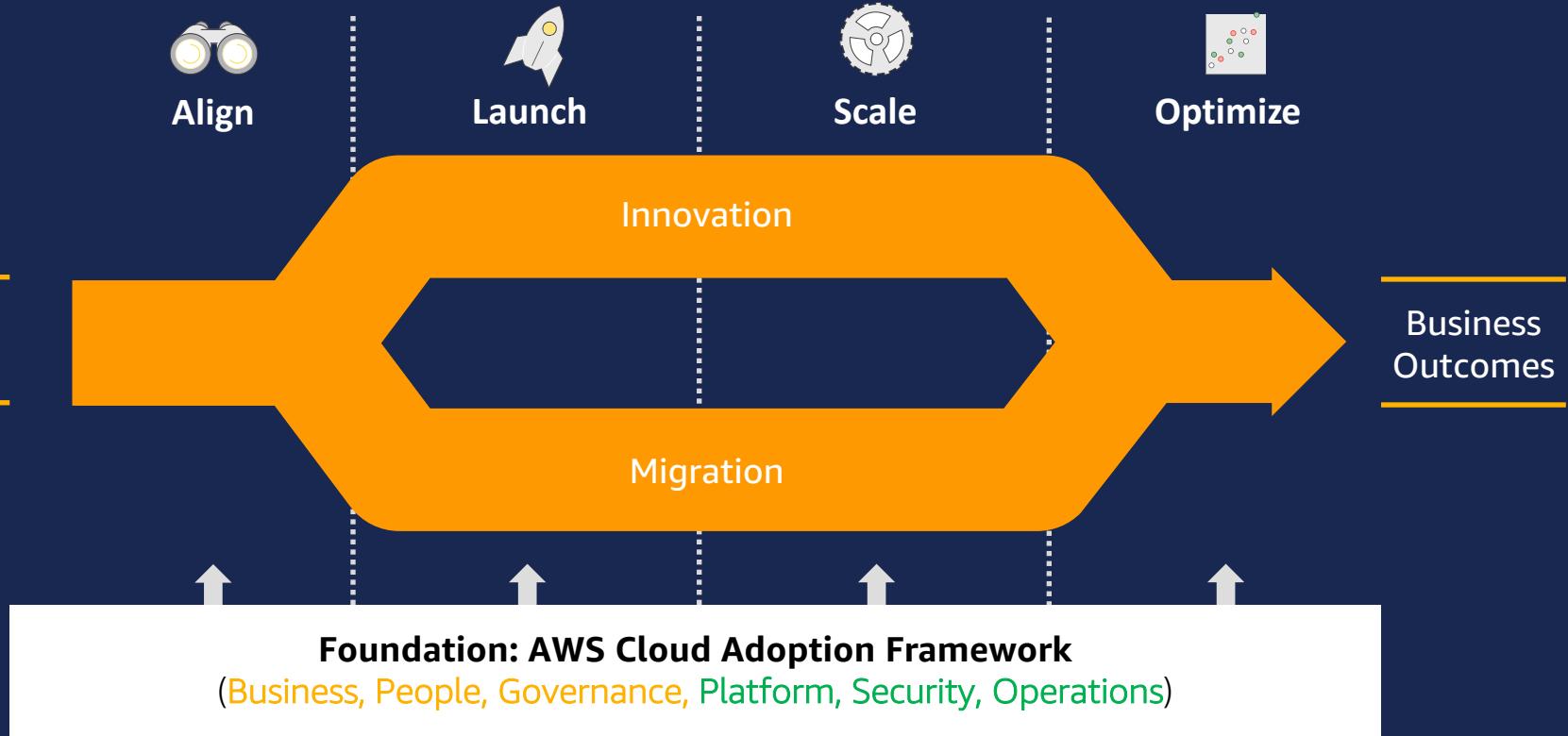
Healthcare and Life Sciences

Automotive

Energy, Oil & Gas

APN Partners

Designing your roadmap to success in the cloud



The AWS Partner Network is essential

Global



North America



APAC



EMEA



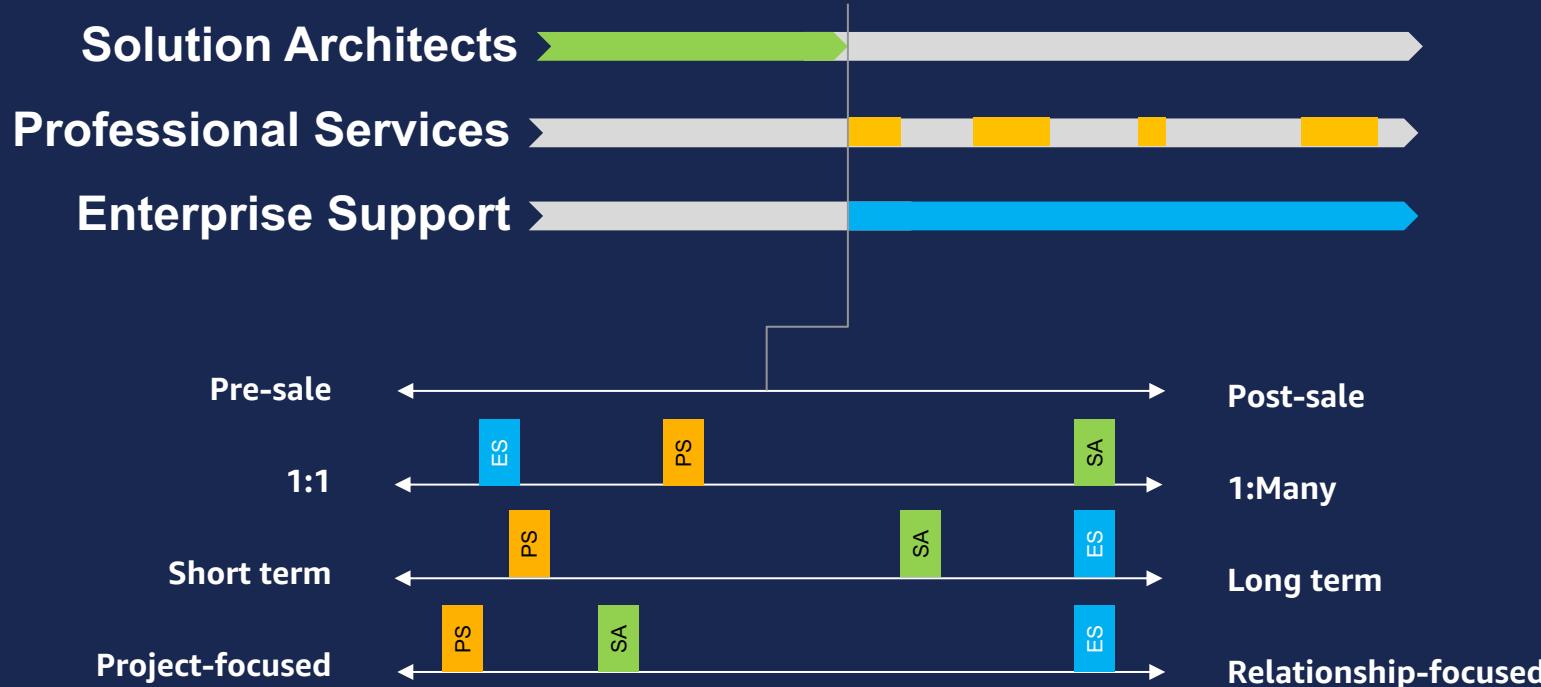
AWS MIGRATION ACCELERATION PROGRAM



AWS ProServe Enablement Options

- ProServe assets for Partners
- ProServe Bootcamps for Partners
 - 1-2 days, topics include AWS, Security, ProServe
 - Contact us for 2018 schedule
- ProServe project support
 - ProServe resources co-working on customer projects
 - Fundings via AWS possible

AWS Roles Comparison



Wrap Up / Summary

- Stage 1: Building Your Offering and Business Plan
 - Focus on small, but like successful offerings first
- Stage 2: Building and Enabling Your AWS Focused Team
 - Decide on a core team (not virtual) of 3-5 people in the beginning
 - Get certified and dedicate time and trainings budget
 - Learn with internal applications
- Stage 3: Use the Go-To-Market Resources
 - APN, Marketing Central
 - Cloud business = people business (not technology)
 - Solutions Architects, Sales, Partner Development, Support, Professional Services
- Stage 4: Engage with AWS sales team
 - Have a “tangible” profile
- Stage 5: Integrate AWS Support into your customer offerings
 - It's an extension of your team you are paying for anyway

Q&A