

AWS Partner Network (APN) Program Guide

2018



partner
network

Notices

This document is provided for informational purposes only. It represents AWS's current product offerings and practices as of the date of issue of this document, which are subject to change without notice. Customers and AWS Partner Network (APN) Partners are responsible for making their own independent assessment of the information in this document and any use of AWS's products or services, each of which is provided "as is" without warranty of any kind, whether express or implied. This document does not create any warranties, representations, contractual commitments, conditions or assurances from AWS, its affiliates, suppliers or licensors. The responsibilities and liabilities of AWS to its customers are controlled by AWS agreements, and this document is not part of, nor does it modify, any agreement between AWS and its customers and/or APN Partners.

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Introduction

The APN Program Guide walks you through the APN Journey and the benefits and requirements at each APN tier, APN Partner Central, AWS Training and Certification, APN Partner Programs, and the different marketing opportunities afforded to you as an APN Partner. For up-to-date information on the APN, please visit our main page at <https://aws.amazon.com/partners/>, and visit the APN Blog at <https://aws.amazon.com/blogs/apn/>.

What is the APN?

The AWS Partner Network (APN) is the global partner program for AWS. We're focused on helping APN Partners build a successful AWS-based business by providing you with valuable business, technical, and marketing support. The APN further enables AWS Customers to identify high-quality APN Partners who deliver value-added services and solutions on AWS through specific APN Partner Programs and go-to-market (GTM) opportunities.

We categorize an "APN Partner" as a business that's designing or offering services or solutions on AWS to address customer business needs, and who also wants to pursue GTM activities with AWS. The overarching goal of the APN is to enable customers to easily find high-quality APN Partners who 1) invest significantly in their AWS practice, 2) possess extensive experience in building and/or deploying customer solutions on AWS, 3) develop and retain a strong bench of AWS-trained and certified staff, 4) provide well-architected solutions for customers on AWS, and 5) provide extensive support to customers.

The APN has grown substantially year-over-year. We now have tens of thousands of firms in the APN, with over 60 percent headquartered outside of the US. As the APN continues to grow, we continue to invest in, develop, and expand the number of resources available to you, including APN systems such as APN Partner Central, APN Partner Programs, AWS Training and Certification, APN Partner benefits, and APN marketing resources.

By becoming a member of the APN, there are a number of benefits you gain access to, including: a number of business and technical resources such as APN-specific content and training opportunities, access to business planning resources, increased visibility to AWS field teams and AWS customers particularly as you mature your practice and join APN Partner Programs, go-to-market resources through a number of avenues, including APN Marketing Central, and eligibility for a number of funding benefits, such as Partner Opportunity Acceleration, Training & Certification, Market Development Funding (MDF), and Innovation Sandbox Credits¹. In addition, by joining the APN, you become a member of a global community of Consulting and Technology Partners, and you have a unique opportunity to engage with fellow APN Partners to learn best practices from one another and engage on potential opportunities to drive customer success together.

¹ Sandbox Credits are furnished in the form of AWS Promotional Credits and are subject to the terms and conditions available at <https://aws.amazon.com/awscredits/>.

How is the APN Structured?

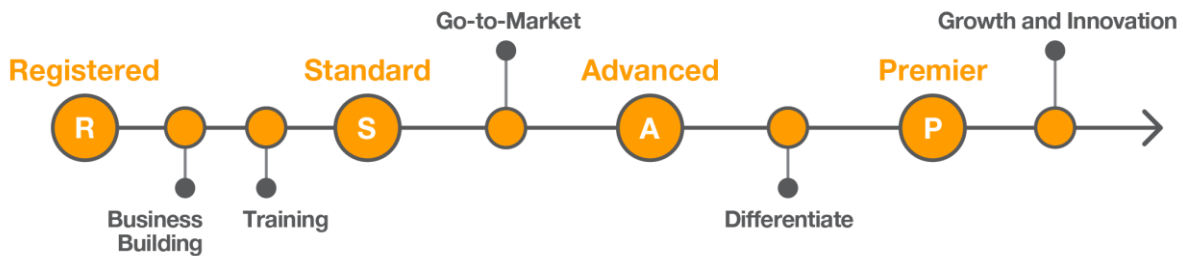
The APN is a tiered program comprised of Consulting and Technology Partners, who progress through the tiers based on their level of engagement with AWS. As a member of the APN, you can join fundamental programs designed to support your unique AWS-based business.

APN Tiers and Partner Types

The APN tiers represent different steps of the APN Partner Journey with two partner types: [Consulting](#) or [Technology](#) Partner. As you grow your AWS-based practice and deepen your knowledge of AWS, you have the opportunity to progress through the APN tiers. We engage on a deeper level with our higher-tier APN Partners, who become eligible for a greater number of benefits, such as additional eligibility for funding and marketing activities with AWS.

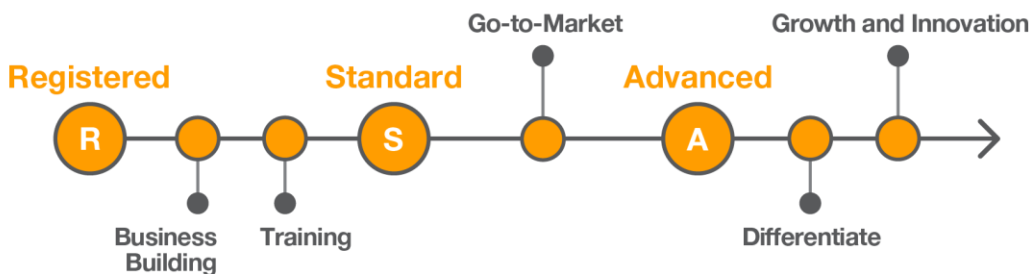
[APN Consulting Partners](#) are professional services firms that help customers of all sizes design, architect, migrate, or build new applications on AWS. Consulting Partners include System Integrators (SIs), Strategic Consultancies, Agencies, Managed Service Providers (MSPs), and Value-Added Resellers (VARs).

As a Consulting Partner, you can attain one of four performance-based tiers.



[APN Technology Partners](#) are commercial software and Internet services companies that provide software solutions that are either hosted on or integrated with AWS. Technology Partners include Independent Software Vendors (ISVs), SaaS, PaaS, Developer Tools, Database, Management and Security Vendors.

As an APN Technology Partner, you can attain one of three performance-based tiers.



How Can You Grow Your Business as an APN Partner?

More and more, customers across the globe are looking to take advantage of AWS to meet their business needs. And customers increasingly engage with APN Partners to help them do so. In fact, did you know that **over 90 percent of Fortune 100 companies utilize APN Partner solutions and services**? You have an enormous opportunity to build a successful AWS-based business by utilizing the resources available to you as an APN Partner, which we discuss at length throughout the guide.

As we continue to grow substantially, we strive to help your firm differentiate itself on AWS and connect with customers whose business needs you can support. It's crucial that we help customers identify and connect with APN Partners who've built a successful practice on AWS, and becoming a higher-tier APN Partner in itself establishes a commitment from your firm to building a mature cloud practice.

At the time of registration with the APN, organizations are typically just getting started on AWS, and are in the early stages of building their business on AWS. **Standard APN Partners** are getting established on AWS. **Advanced APN Partners** are a developed group of APN Partners who have built a strong AWS practice or solution. On the Consulting side, [Premier APN Partners](#) are the top APN Consulting Partners globally. These APN Partners have invested significantly in their AWS practice, have extensive experience in deploying customer solutions on AWS, have a strong bench of trained and certified technical consultants, have attained at least one AWS Competency, have expertise in project management, and have a significant revenue-generating consulting business on AWS.

Our requirements for moving up in the APN tiers are structured in such a way that you qualify for higher tiers as you grow in your business and technical expertise of AWS, have proven customer success, build your solutions to be well-architected and validated on AWS, and demonstrate your commitment to building on AWS. And as you become an Advanced and Premier APN Partner, we work to promote your firm to customers through a number of platforms, such as the AWS website, AWS blogs, AWS social media, and AWS events.

Next, we walk through the APN Partner Journey, and discuss key recommendations at each tier, along with the benefits available to your firm from initial registration with the APN through Premier Tier. Please bookmark and refer to our [Consulting Partner](#) and [Technology Partner](#) pages for the most up-to-date information on available benefits and tier requirements at each tier.

The APN Partner Journey

Registering with the APN

As an organization registering with the APN for the first time, you should be looking to deeply train your staff, and to begin to build your AWS-based business. Use your time to become well-versed on AWS, embracing all of the AWS training options available to your firm, and begin to define what you'd like to achieve as an APN Partner. Start to build your AWS customer base, and begin to document your customer wins. And as a Technology Partner specifically, use your time to get your first solution launched in GA on AWS, following [AWS architectural best practices](#).

Benefits of registering with the APN:

- Access to the [APN Partner Central](#)
- Access to APN Webcasts
- Online Trainings and Accreditations: AWS Business Professional, AWS Technical Professional, and AWS TCO & Cloud Economics
- Up to a 20 % Discount on AWS Instructor-Led Trainings
- AWS Solution Trainings for Partners
- Eligibility for the AWS SaaS Partner Program

Consulting Partners – Steps to Standard Tier:

STEP	REQUIREMENT FOR STANDARD TIER
Begin Building a Trained & Certified Team	2 AWS Technical Professional Accreditations or Instructor-Led Trainings; 2 AWS Business Professional Accreditations; 2 AWS Certifications – Associate Level
Begin to Build Your Business	Minimum Direct and Influenced AWS Billings (3 month average) of \$1k/month
Capture Your Customer Stories	2 Customer References on AWS
Obtain AWS Support	AWS Support Level of Developer+
Pay the APN Program Fee	\$2,500/year

Technology Partners – Steps to Standard:

STEP	REQUIREMENT FOR STANDARD TIER
Begin to Build Your Business and Launch Your Solution	Product(s) in General Availability on AWS
Capture Your Customer Stories	2 Customer References on AWS
Obtain AWS Support	AWS Support Level of Developer+
Pay the APN Program Fee	\$2,500/year

Resources to Help You Get Started:

- Download [APN How-to Guides](#) to learn best practices for marketing with AWS
- Download “[How to Build Your Business on AWS: Best Practices for APN Consulting Partners](#)”
- Download “[How to Build Your Business on AWS: Best Practices for APN Technology Partners](#)”
- Take advantage of the [AWS Well-Architected Framework and Pillars](#)
- Are you looking to build SaaS on AWS? Download [Forrester study on building SaaS on AWS](#), and visit the APN Blog for a number of [SaaS-specific blog posts](#). Visit the SaaS on AWS page for more resources!

Standard Tier

Becoming a Standard Partner opens up eligibility for [specific funding benefits](#), and a number of marketing opportunities to help you grow your customer base on AWS. We recommend that at the Standard tier, **you focus on building expertise in specific areas**. Continue to build a deep bench of AWS Trained & Certified Individuals, and focus on moving up within the APN to continue to further differentiate your firm to customers.

Additional Partner Benefits at the Standard+ Tier:

- Use of the APN Logo in marketing materials
- Company Profile in the [AWS Partner Solutions Finder](#)
- Access to APN Marketing Central
- Eligibility for a number of funding benefits:
 - Funding support via Innovation Sandbox Credits
 - Funding support for qualified Proof-of-Concepts, Migrations, and Free Trial Campaigns
 - Discounted Training classes and training cost reimbursements
- Eligibility to apply for a number of APN Partner Programs, including:
 - AWS Service Delivery Program
 - AWS Public Sector Partner Program
 - AWS Channel Reseller Program (*Consulting Partners*)

Consulting Partners – Steps to Advanced:

STEP	REQUIREMENT FOR ADVANCED TIER
Continue Building a Trained & Certified Team	8 AWS Technical Professional Accreditations or Instructor-Led Trainings; 8 AWS Business Professional Accreditations; 4 AWS TCO & Cloud Economics Accreditations; 4 AWS Certifications – Associate Level; 2 AWS Certifications – Professional Level
Continue to Build & Mature Your Business	Minimum Direct and Influenced AWS Billings (3 month average) of \$50K/Month
Capture Additional Customer Stories	6 Customer References on AWS
Obtain a Higher Level of AWS Support	AWS Support Level of Business+
Pay the APN Program Fee	\$2,500/year

Technology Partners – Steps to Advanced:

STEP	REQUIREMENT FOR ADVANCED TIER
Begin to Build Your Business and Launch Your Solution	Product(s) in General Availability on AWS
Capture Additional Customer Stories	6 Customer References on AWS
Obtain a Higher Level of AWS Support	AWS Support Level of Business+
Continue to Build & Mature Your Business	Minimum Direct and Influenced AWS Billings (3 month average) of \$50K/Month <i>or</i> obtain an AWS Competency
Demonstrate that Your Solution is Well-Architected	Pass AWS Technical Validation
Provide Visibility For How You Support Your Solutions on AWS to Customers	Have a Validated Support Statement for AWS on Your Website
Demonstrate Your Long-Term Vision as an APN Partner	Complete an AWS Partner Practice Plan
Demonstrate You Have Dedicated Internal Resources that Own the Relationship with AWS	Have a Dedicated Partner Alliance Manager for AWS on Staff
Pay the APN Program Fee	\$2,500/year

Advanced Tier

At the Advanced Tier, you should be striving to **differentiate your firm to AWS customers** and **building a strong go-to-market strategy with AWS**, as well as continuing to **build a deep bench of AWS Trained & Certified professionals**. Establish your firm's thought leadership through event sponsorship, blogging, social media, presentations, and whitepapers. Join Partner Programs that will help you further define your niche on AWS, such as the AWS Competency Program and the AWS Managed Service Program.

For APN Technology Partners, the Advanced Tier is the highest tier you can achieve. Take advantage of a wealth of additional resources to continue to grow your customer base and innovate up-the-stack with your solutions.

Additional Partner Benefits at the Advanced+ Tier:

- **Eligibility for:**
 - **AWS Competency Program**
 - **Market Development Funds (MDF)**
 - **AWS MSP Partner Program (*Consulting Partners*)**
 - **Demand Generation Campaign (*Technology Partners at the Advanced Tier*)**
 - **AWS-Written Case Study (*Technology Partners at the Advanced Tier*)**

Consulting Partners – Steps to Premier:

STEP	REQUIREMENT FOR PREMIER TIER
Continue Building a Trained & Certified Team	20 AWS Technical Professional Accreditations or Instructor-Led Trainings; 20 AWS Business Professional Accreditations; 8 AWS TCO & Cloud Economics Accreditations; 20 AWS Certifications – Associate Level; 8 AWS Certifications – Professional Level
Continue to Build & Mature Your Business	Must Achieve Minimum AWS Billing Requirements Per Region
Capture Additional & Recent Customer Stories	10 Customer References on AWS Within the Past 12 months
Maintain AWS Support Level	AWS Support Level of Business+
Demonstrate Continuous Success in the APN	Be an Advanced Tier Partner for 12+ Months
Demonstrate Expertise in Particular Solution(s) on AWS	Hold at Least One AWS Competency
Demonstrate Expertise in Helping Customers Take Advantage of a DevOps Methodology and Supporting the Full Customer Lifecycle on AWS	Become an Audited AWS MSP Partner or Earn the AWS DevOps Consulting Competency
Demonstrate Your Long-Term Vision as an APN Partner	Complete an AWS Partner Practice Plan
Demonstrate You have Dedicated Internal Resources that Own the Relationship with AWS	Have a Dedicated Partner Alliance Manager for AWS on Staff
Demonstrate Your Commitment to the Success of Your AWS-Based Projects	Have a Dedicated Project Manager for AWS on Staff
Demonstrate Deep Customer Satisfaction	Complete the Customer Satisfaction (CSAT) Review
Ensure You're Following AWS Security Best Practices in Your Consultative Work	Adhere to AWS Security Best Practices
Demonstrate Your Ability to Support Customers Across Country or Region of Focus	Demonstrate Quality Delivery Capabilities Across Designated Country or Region
Pay the APN Program Fee	\$2,500/year

Premier Tier

Our Premier tier Partners are industry leaders who are consistently raising the bar in their AWS-based practices. We set a very high bar to meet the Premier tier, and we have full confidence in our Premier tier Partners' capabilities. [You can find all of our current Premier Partners by region here](#). We have also recently added Region-based Premier Designations to enable Premier Partners to designate multiple regions in which they may be considered "Premier". [Please visit the Consulting Partner webpage](#) for the latest information on the Region-based designations.

Once you obtain Premier tier status, use the distinction to the best of your abilities. Take advantage of the wealth of dedicated resources you'll now receive from AWS, and look to continue growing and evolving your practice. Evaluate additional areas for revenue-generating opportunities for your firm. For instance, have you developed a templated solution you often use as you help customers evaluate what applications need to be re-designed for the cloud? Turn that into repeatable IP to scale usage of the solution while generating additional revenue for your firm.

Additional Partner Benefits at the Premier Tier:

- **AWS Professional Service Bootcamp Training**
- **Named AWS Partner Account Manager**
- **Named AWS Partner Solution Architect**
- **Featured on APN Premier, APN Program and/or AWS Solution Webpages**
- **Eligibility for:**
 - **Additional AWS Funding**
 - **Demand Generation Campaign**
 - **Prioritized Marketing Activities**
 - **AWS-Written Case Study**
 - **Up to Two Weeks of Free AWS Professional Services for Qualified Enterprise Opportunities**

Hear about the journey that some of our Premier Partners have taken on AWS by checking out the following AWS Partner Success Stories:



[**AWS Partner Success: BlazeClan**](#)

[**AWS Partner Success: Cloudreach**](#)

[**AWS Partner Success: Accenture**](#)

A key resource as you begin and continue your APN Journey is [APN Partner Central](#). Next, we walk you through some of the key features of APN Partner Central, and best practices for taking advantage of APN Partner Central.

APN Partner Central

[APN Partner Central](#) is an exclusive resource that provides you with the tools and content you need to grow your business on AWS. Once your firm registers with the APN, anyone at your firm [can self-register for APN Partner Central access](#).

Through APN Partner Central, you have access to AWS technical and non-technical training, can request marketing and business support, and can download APN Partner-focused content among other resources.

APN Partner Central Features

You can take advantage of the below features by logging into APN Partner Central:

- **APN Partner Scorecard:** Track your success on AWS in your firm's APN Partner Scorecard. Apply to upgrade to the Standard, Advanced, and Premier tiers through the APN Partner Scorecard
- **APN Partner Content:** Browse and download from a repository of business and technical documentation
- **APN Partner Training:** Keep up-to-date with the latest online and in-person APN Partner training offerings from AWS
- **APN Webcast:** Check out on-demand videos that cover a wide range of business and technical topics
- **APN Marketing Central:** As a Standard+ APN Partner, you can take advantage of Marketing Central to increase awareness and generate demand for your company's products and solutions
- **APN Lead and Opportunity Management Tool:** Submit, manage, and receive AWS Sales engagement on qualified opportunities and eligibility to receive and nurture AWS Originated leads
- **APN Knowledge Base:** Discover valuable information about the APN and AWS
- **End User Information Tab:** The End User Information tab keeps track of your end user account info on AWS (*for Channel Resellers*)
- **AWS Partner Program Tabs:** We've developed some Program-specific tabs for program participants, including the AWS Channel Reseller Program and the AWS MSP Partner Program

Getting Started with APN Partner Central

If you're an existing APN Partner, please log in to APN Partner Central [here](#). You can also log in directly from our homepage: <https://aws.amazon.com/partners/>. If your firm is new to the APN, please register by filling out the relevant form below:

- [APN Consulting Partners](#)
- [APN Technology Partners](#)

Once registered, your firm will receive APN Partner Central login credentials within 24 business hours. To add additional users from your firm, please have them complete the APN Partner Central [Self-Registration form](#).

Using APN Partner Central

Your firm will utilize APN Partner Central to track your success with AWS, manage your APN Partner Profile page (once you've become a Standard or higher-tier APN Partner), and access some exclusive resources. Below, we walk through

the different areas of APN Partner Central, highlighting important information for each, and steps you can take to effectively use these different resources.

It's important to note that the individual who registers your firm in the APN will automatically be listed as the firm's **Alliance Lead**. The Alliance Lead is the primary account holder and has exclusive permission to access and update your firm's information in the APN Partner Central. The Alliance Lead has exclusive access to provide updates to the APN Partner Scorecard, Company Account Details, Lead and Opportunity Management Tool permissions, and AWS Partner Solutions Finder.

APN Partner Scorecard

The APN Partner Scorecard is a reporting tool that allows you to share and track your success with AWS. The APN Partner Central tracks your firm's information and many metrics including:

- APN Partner Type
- APN Partner Tier
- AWS Revenue (*Customer Account Name, Project Name, and AWS Acct. ID among required fields*)
- AWS Business Professional, Technical Professional, and TCO & Cloud Economics Accreditations
- AWS Certifications
- Other AWS Activities

The APN Partner Scorecard is where you track all of the information needed to upgrade in the APN. When you are ready to upgrade in the APN, you apply for an upgrade through the APN Partner Scorecard.

Accessing the APN Partner Scorecard:

1. Log in to [APN Partner Central](#)
2. Click 'View Partner Scorecard' on the bottom-left side of the homepage

Self-Reporting in the APN Partner Scorecard:

Some elements of the Partner Scorecard must be self-reported. It's important that you're aware of the elements you're responsible for updating, as they must be up-to-date in order to qualify for higher APN tiers. These include:

- AWS Revenue
- Other AWS Activities

AWS Business Professional, AWS Technical Professional, AWS TCO and Cloud Economics, and AWS Certification numbers will be automatically updated in your Partner Scorecard as members of your firm successfully earn them.

To Submit an Upgrade Through the APN Partner Scorecard:

To upgrade, please first confirm that your firm's Scorecard is fully up-to-date.

To submit an upgrade, please take the following steps:

1. Log in to the [APN Partner Central](#)
2. Click 'View Partner Scorecard' on the bottom-left side of the homepage
3. Once on the Partner scorecard click on "Tier Compliance and Upgrade" button on top of the scorecard page.

4. If eligible for any of the higher tiers the "Upgrade" button at the top is enabled at which point you can proceed to place an upgrade request by clicking on the button and following instructions. If you are not compliant with any of the higher tiers then the Upgrade button is grayed out. You can check how you stack against requirements on each tier on the same page.

A member of the APN Team will be notified of your submission, and will be in touch with next steps.

Manage Your APN Partner Profile Page

The AWS Partner Solutions Finder is one of the best benefits we offer our Standard and higher-tier Partners to enable business development. All of your AWS-validated solutions, competencies, and case studies are listed on your APN Partner Profile, and you can also use your Profile to classify your firm by region, language, industry, services offered, target sectors, technical expertise and use case expertise, to better reach AWS current and prospective customers looking for APN Partner solutions and services.

Your Partner Solutions Finder listing includes a 'contact us' link and landing page. AWS Customer requests originating from your listing will be available for your viewing and nurturing via the APN Lead Management Tool.

To Create/Edit Your Profile Page:

Creating and editing your APN Partner Profile page is easy. Follow the steps below to get started:

1. Log in to [APN Partner Central](#)
2. Click 'Manage Directory Listing' located in the left navigation pane
3. Scroll down to upload a transparent version of your firm's logo in .png format that is 300w x 400h
4. Go to the top of the 'Manage Directory Listing' page and click 'Edit' to submit your firm's details
5. Add your company descriptions, including a brief description of 135 characters or less and a detailed description of 400 characters or less. Please do not input HTML and submit the details in English
6. Verify the company website is accurate
7. Click 'Save' to submit your listing

All Profile page revisions are submitted to the APN Team for review and approval.

Apply for APN Programs

You can apply for APN Programs through your APN Account information page, located in the left sidebar of the APN Partner Central homepage.

To Apply for AWS Competencies and the AWS Service Delivery Program Distinctions:

1. Log in to [APN Partner Central](#)
2. Click 'View My APN Account'
3. Scroll down to 'Program Details' and 'Apply for Competencies' to find what is of interest to your firm
4. Scroll down to 'Program Details' and 'Apply for Services' to find what is of interest to your firm

To Add References Details:

1. Log in to [APN Partner Central](#)
2. Click 'View My APN Account'
3. Scroll down to References

4. Click the 'New' button
5. Follow the steps to input the required information, and try to add as many additional details as you can

To Add Solution and Practice Details:

1. Log in to [APN Partner Central](#)
2. Click 'View My APN Account'
3. Scroll down to Solutions and/or Practice
4. Click the respective 'New' button
5. Follow the steps to input the required information, and try to add as many details as you can

Find APN Partner Content

We provide your firm with a wealth of business and technical content through APN Partner Central, organized by topic, such as beginner AWS resources, marketing resources, and AWS events. APN Partner Central houses many whitepapers geared toward helping you and your customers understand and see the value in the core AWS technologies you implement and the value of the AWS platform. For example, [“How to Build Your Business on AWS: Best Practices for Consulting Partners”](#) is a paper we've made available exclusively for APN Partners to reference if beginning to build a consulting business on AWS. Additionally, we make AWS Quick Start guides and specific technical content available. APN Partners are given priority access to Quick Start guides through APN Partner Central; this content is released on the APN Partner Central days before it becomes generally available.

To Download APN Partner Content:

1. Log in to [APN Partner Central](#)
2. Click the 'Content' tab
3. Browse content by Folder, Tags, or Featured Content

Register for AWS Training

You can register for a number of AWS Training courses outlined in the upcoming AWS Training & Certification section through APN Partner Central. Registering for training via APN Partner Central gives you access to up to a 20 percent discount on instructor-led training courses delivered by AWS. Please take note of the terms and conditions outlined on the page.

To Access AWS Training Resources:

1. Log in to [APN Partner Central](#)
2. Click the 'Training' tab
3. Evaluate the options available, and then select the appropriate 'Getting Started' link

Watch APN Webcast Videos

As an APN Partner, your firm has access to technical and business on-demand APN Webcasts. These webcasts provide your team the opportunity to learn directly from AWS technical and business thought leaders on AWS best practices, use cases, verticals, APN Program updates, and more.

To Access APN Webcast Videos:

1. Log in to [APN Partner Central](#)
2. Click the 'Webcast' tab
3. Choose a topic of interest to you

Explore APN Partner Marketing Resources

Through APN Partner Central, you have access to APN Marketing Central. This includes:

1. Information on utilizing APN Marketing Central, which we'll discuss in more detail later in the document
2. Customer event sponsorship information (such as sponsorship information for AWS Summits and AWS re:Invent)
3. Links to download best practices documents that discuss a number of joint marketing initiatives with AWS

To Access the APN Marketing Center

1. Log in to [APN Partner Central](#)
2. Click the 'Marketing' tab
3. Explore the different options listed on the Marketing tab

Utilize the APN Lead and Opportunity Management Tool

The APN Opportunity Management Tool is an opportunity management system for APN Partners. The APN Opportunity Management Tool, available to all APN Partners, is intended to ensure you get the AWS-related sales and technical support you need to pursue opportunities. The tool captures both opportunity records and status tracking, to increase visibility for both AWS and for your firm.

The APN Lead Management Tool, available to APN Standard through Premier Partners, is a tool to receive, nurture and convert AWS originated leads. We strive to enable you to work successfully with the AWS field teams as you develop customer opportunities and to have the ability to accurately track your activity and success with AWS.

To Use the APN Opportunity Management Tool:

1. Log in to [APN Partner Central](#)
2. Click the 'Opportunities' tab
3. Click 'Add New'
4. Fill in the requested information
5. You should expect to hear from AWS within 5-7 business days from submission

To Use the APN Lead Management Tool:

1. Log in to [APN Partner Central](#)
2. Click the 'Opportunities' tab
3. Select the drop-down list under opportunities and click 'Prospective Leads'
4. Select 'Accept' or 'Reject' next to each of the desired leads
5. To view "Accepted Leads," select 'Accepted Leads' in the drop-down list now displaying "Prospective Leads"
6. Select "Update" next to desired lead to view complete details
7. To convert to an opportunity in the Opportunity Management Tool, select "Convert"

Explore the APN Knowledge Base

The APN Knowledge Base has been designed to help guide you through a rich library of APN Partner resources to help you find the answers you need to work successfully with the APN. We feature select information on the public-facing APN Knowledge Base and provide APN Partners with more detailed information on the APN Knowledge Base through the APN Partner Central. Some of our top articles include answers to questions pertaining to moving up APN tiers, APN Program benefits, and APN Partner Central login credentials.

To Utilize the APN Knowledge Base:

1. Log in to [APN Partner Central](#)
2. Click the 'Knowledge' tab
3. You can search for keywords, or can search through categories to find the information you need

Additionally, we encourage you to vote for different articles, to help us improve articles that you feel could be clearer, and also to understand what articles are valuable.

Next, we discuss another key to growing your AWS-based business: getting your staff AWS Trained & Certified.

AWS Training & Certification

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

The goal of [AWS Training for APN Partners](#) is to **help you effectively address business and technical objectives** for your customers and **design innovative AWS-based customer solutions**. We want to empower your firm through AWS Training and Certification to tackle complex customer questions, challenges, and next steps.²

We recommend that you establish a dedicated team to work on AWS-based solutions for customers (both sales and technical members of your staff), and ensure that this team takes advantage of appropriate AWS training as you begin to engage with customers. Getting AWS Trained and Certified allows your firm to move up the APN tiers.

AWS Certifications validate technical expertise and demonstrate to customers that you understand AWS services and solutions. We've observed that APN Partners who invest more in Training and Certification achieve higher revenue on AWS.

As a first step, [visit](#) the APN Partner Learning Plan webpage and [download](#) the Partner Learning plan produced by the AWS Training and Certification team, which outlines the courses, accreditations, and certifications we recommend taking in your first 60 or 90 days as an APN Partner, depending on whether your role is business or technical.

Business Training Path

AWS Training for business professionals is intended for individuals at your firm responsible for articulating the business benefits of AWS products and solutions. Below, we'll walk through a suggested training path for those at your firm who will be discussing the AWS business value with customers. We'll discuss the trainings themselves and the value they bring to your team. To register, visit the AWS Training tab in the [APN Partner Central](#).

[AWS Professional Accreditations](#)

<p>AWS Business Professional</p> <p>Provides a baseline knowledge of AWS products and services. It gives a basic understanding of AWS, the key services that comprise AWS, and core business value propositions. These online and instructor-led training modules help build the foundation to effectively leverage AWS solutions to customers. Upon successful completion of all assessments in this course, you will earn the AWS Business Professional Accreditation.</p>	<p>AWS TCO and Cloud Economics</p> <p>Provides fundamental knowledge of the Total Cost of Ownership (TCO) concept and the economics of data centers as it relates to AWS. It is intended to enable learners to use the AWS TCO Calculator to understand the value of AWS and to explain the benefits of AWS IT solutions based on TCO. Upon successful completion of all assessments in this course, you will earn the AWS TCO and Cloud Economics Accreditation.</p>
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² You can find the AWS Training Terms and Conditions here: <https://aws.amazon.com/training/training-agreement/>.

[Solutions Training For APN Partners](#)

We also recommend that your team take the [Solutions Training for Partners: Foundations](#) workshop available exclusively, and at no cost, to APN Partners. This one-day workshop for APN Consulting Partners teaches your firm AWS best practices that align AWS value with business challenges in small-medium and enterprise businesses (including CxO level priorities). We share examples of migration sweet spots, security, and compliance, including TCO concerns around cloud adoption. Dive into customer success stories, cloud adoption patterns, general pricing examples, and more. Additional Solutions Training for Partners topics include: [Big Data and Analytics](#) and [AWS for Windows](#). Find a workshop [near you](#).

[AWS Instructional Videos and Labs](#)

If you're new to AWS and looking to gain foundational knowledge about key AWS services, take advantage of our Introduction to AWS series. These online videos and self-paced labs help new users get started with core AWS services, terminology, and key concepts.

Technical Training Path









The breadth and depth of AWS provides your firm with a unique opportunity to build compelling solutions for your customers, and the right technical training can help your staff better advise customers about AWS services and solutions.

[AWS Technical Professional Accreditation](#)

This training provides fundamental, technical knowledge of AWS cloud computing, global infrastructure, services, common solutions, migration, security, and compliance. It is intended to empower learners to make informed decisions about IT solutions based on customer business requirements. Upon successful completion of all assessments in this course, you will earn Accreditation as an AWS Technical Professional.

[AWS Technical Training Courses](#)

After your team has completed the AWS Technical Professional Accreditation, a next step is to take an instructor-led AWS technical course. Our [multi-day classroom-based courses](#) dive deep into architecting, big data, developing, security, system operations, DevOps, and more. We also offer workshops to help you prepare for AWS Certification exams. Qualified AWS technical trainers teach classes and help you learn through a mix of presentation, group discussion, and hands-on lab exercises. APN Partners are eligible to receive up to a 20 percent discount on instructor-led training courses delivered by AWS when you register through the APN Partner Central.

	Architecting For individuals who design applications and systems	 Solutions Architect - Associate	 Solutions Architect - Professional
	Developing For individuals who develop cloud applications	 Developer - Associate	
	Operations For individuals who create automatable and repeatable deployments of applications, networks, and systems	 SysOps Administrator - Associate	

[AWS Certifications](#)

AWS Certifications recognize IT professionals at your firm that possess the skills and technical knowledge necessary for designing, deploying, and managing applications and infrastructure on the AWS platform. AWS Certification helps APN Partners gain visibility and credibility for their proven experience working with AWS. AWS Certifications help you meet APN Technical Training minimums, APN Competency requirements, and are a requirement for Standard-level and higher APN Consulting Partners. AWS currently offers five certifications, earned at two advancing proficiency levels: Associate and Professional. Specialty certifications in Advanced Networking and Big Data are also available.

“When initially engaging with a customer, it not only helps for us to be able to tell the customer how many Associate and Professional Certified resources we have on the team, but it changes the entire conversation with the customer. When our AWS Certified resources engage with the customer, they have a different level of conversation. And it brings a different level of credibility to our company.”

- Varoon Rajani, Co-Founder & CEO, BlazeClan, a Premier APN Consulting Partner ([read more here.](#))

We recommend that APN Consulting Partners begin with the AWS Certified Solutions Architect – Associate exam.

To get started, visit the [AWS Certification](#) site to learn more about each certification, register for an exam, and review our [recommended preparation path](#) for each exam.

Want to hear from AWS customers and partners about what AWS Training and Certification means to their businesses and careers? Click [here](#).

APN Certification Distinctions

Has your company achieved 50+ AWS Certifications? APN Certification Distinctions provide APN Companies the opportunity to showcase their customer obsession through AWS Certification achievement. APN Partners can show how many active AWS Certifications their company has collectively achieved and highlight the value AWS Certifications brings to their customers. APN Partners are recognized for achieving 50, 100, 200, 300, 400, and 500 AWS Certifications within their organization. Learn more about [APN Certification Distinctions](#).

Let's now discuss APN Partner Programs, and how you can take advantage of APN Programs to reach your target customers.

Differentiate Your Firm – APN Partner Programs

The goal of all APN Partner Programs is simple: to help you differentiate your firm to AWS customers, and to provide you with specific resources to support your unique business needs. Partner Programs are designed to enable your delivery models and areas of expertise, providing you with increased prominence and additional support from AWS partner teams. We prioritize the promotion of APN Partners within these programs, and offer APN Partners who qualify for and join these programs many additional benefits, such as increased visibility throughout the AWS website, increased eligibility for funding, more direct promotion to the AWS field organization, and additional go-to-market opportunities.

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. APN Partners can qualify for one or more AWS Competency by having a strong overall AWS practice, showcasing customer success, and demonstrating technical readiness within the Competency.

“Through the AWS Healthcare Competency, organizations can find quality APN Partners validated from internal AWS teams for healthcare that have the knowledge and experience to help them build a solution that can meet their requirements.”

- Aater Suleman, CEO, Flux7, an AWS Healthcare Competency Partner ([read more here](#))

To learn about the benefits of the AWS Competency Program, requirements to apply, and to find the most up-to-date information on available Competencies, visit the [AWS Competency Website](#).

AWS Service Delivery Program

“The AWS Service Delivery program allows you to connect with customers in ways that would not be possible otherwise. You need to have a way for customers to connect and reliably find an APN Partner that can help them with their specific requirements. The AWS Service Delivery program does that.”

- Bill Saltys, VP, Operations and Alliances, Apps Associates ([watch more here](#))

The AWS Service Delivery Program highlights APN Partners with a track record of delivering specific AWS services to customers. Attaining an AWS Service Delivery Distinction allows partners to differentiate themselves by showcasing areas of specialization to AWS customers. From helping customers run serverless code with AWS Lambda or migrating databases to Amazon Aurora, AWS Service Delivery Program Partners can assist AWS customers with using many AWS services.

Standard Tier Partners can qualify for one or more AWS Service by demonstrating strength in an area focus through ongoing training and providing two (2) skill-specific customer references every year. To learn more about applying for the AWS Service Delivery Program or to view current AWS Service Delivery Program services, [please visit the AWS Service Delivery Program page](#).

AWS Managed Service Provider (MSP) Partner Program

Customers are increasingly looking for APN Consulting Partners with end-to-end capabilities to help them migrate to the AWS Cloud. They are looking for ongoing support for the full cycle of: *plan/design >> build/migrate >> run >> optimize*.

The AWS MSP Partner Program will provide you with new opportunities to learn cloud management best practices, expand your cloud managed service portfolios, and receive recognition from AWS that reflects the experience you create for customers.

Further, the program provides qualified APN Consulting Partners with business, marketing and enablement benefits to deliver AWS Cloud services as business solutions to AWS customers. APN Partners who wish to become an AWS MSP Partner must undergo a comprehensive third-party audit of their cloud managed services practice and capabilities.

“AWS has set a very high bar with the Managed Service Program, and the audit process is very stringent. The audit requires us to document a lot of our end-to-end processes, and that has helped us identify areas that were ripe for innovation and improvement. That, in turn, has helped us become a better company, and it means that we are invested in this industry and are always up to date on the most efficient ways of delivering services to our customers.”

- Gerry Miller, Founder and Chief Technologist, Cloudticity, an AWS MSP Partner ([read more here](#))

The Program is designed for APN Consulting Partners who are AWS experts, skilled in cloud infrastructure and application migration, and who deliver value to customers by offering proactive monitoring, automation, and management of their customer’s environment. You can find all of the AWS MSP Program benefits and requirements by [visiting the AWS MSP webpage](#). Find the most current list of AWS MSP Partners [here](#).

AWS Public Sector Partner Program

We have a robust Public Sector customer base on AWS. And there’s an enormous opportunity for APN partners to build a thriving practice to help Public Sector customers take advantage of AWS. The [AWS Public Sector Partner Program](#) helps you build and accelerate your AWS Public Sector business through alignment with our public sector sales, marketing, partner, and bid teams. We know that you have specific business needs depending on the public sector use cases that are your main areas of focus, and we’ve structured the AWS Public Sector Partner Program to provide specific resources, benefits, and guidance in the areas of Government, Education, and Nonprofit.

“Working with the AWS team has been a truly collaborative experience. They’ve opened doors for us, shared unique growth opportunities and industry-leading tools. Having access to the services of the world’s most trusted cloud service provider has enabled us to offer best-in-class security and technology applications, giving our clients’ peace of mind. AWS has been a great partner, and they’ve been integral to helping us build our brand as we continue to grow.”

- Mike Reid, Co-founder and Chief Operating Officer of SmartSimple ([read more here](#))

In addition to the benefits you receive as a Public Sector Partner Program member, including bid support, access to AWS public sector sales teams and public designation, participants also qualify for additional programs designed to help transform and accelerate your business on AWS.

To learn more about the AWS Public Sector Partner program, including benefits and requirements, visit the [AWS Public Sector Partner Program page](#).

AWS Solution Provider Program

The AWS Solution Provider Program is 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. 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.

Learn more about the AWS Solution Provider Program requirements and benefits [here](#).

AWS SaaS Factory Program

Software as a Service (SaaS) delivery is the mechanism to deliver continuous innovation. Building SaaS on AWS provides a low cost, reliable, and secure way to deliver single and multi-tenant SaaS products. APN Partners who deliver applications via Software as a Service (SaaS) enable users to utilize their software product over the internet. Additionally, AWS services and products provide the foundation for companies to build a successful SaaS business: rapid pace of service and product innovation, pay for use pricing, scale and availability, security and compliance, and global reach.

The AWS SaaS Factory Program provides APN Technology Partners with support as they design, build, and optimize their SaaS products on AWS. AWS SaaS Factory includes a comprehensive set of enablement content and collateral, including reference architectures, AWS Quick Starts, AWS SaaS Factory training series, and interactive activities such as webinars and workshops for prescriptive guidance on building a SaaS business. To learn more about AWS SaaS Factory, [click here](#). Partners migrating or building SaaS on AWS are also encouraged to sign up for the SaaS on AWS interest list [here](#).

APN Lead and Opportunity Management Program

The APN Lead and Opportunity Management Program is designed for APN Partners who bring net-new opportunities to AWS and is meant to help increase alignment between the AWS Sales and Field Teams and APN Partners. The program is available to all APN Partners to manage and track their pipeline of customers on AWS services through the Opportunity Management Tool in APN Partner Central. However, Standard through Premier APN Partners will be eligible for increased AWS support and access to AWS generated leads and opportunities.

By submitting Opportunities to the APN Opportunity Management Tool, as an APN Partner, you will receive consistent and frequent advertisement internally to sales teams of your efforts bringing customers to AWS and an approval decision on every opportunity submitted to the tool – even if it's for visibility only. The approval decision on qualified opportunities will grant you access and an introduction to the AWS Account Manager of the end customer you are engaged with, and depending on your involvement in our various Partner Programs and stage of the opportunity, access to funding, AWS generated leads and opportunities, and more.

To learn more, search 'Opportunity Management' in the 'Content' tab in APN Partner Central.

AWS Marketplace

[Amazon Web Services \(AWS\) Marketplace](#) is a curated digital catalog that makes it easy for customers to find, buy, and deploy software from Independent Software Vendors that customers need to build solutions and run their businesses. AWS Marketplace simplifies software licensing and procurement, with more than 4,200 products from over 1,280 sellers in software categories like Security, Networking, Storage, Business Intelligence, Database, and DevOps. Customers can use 1-Click deployment to quickly launch pre-configured software and choose software solutions in both Amazon Machine Image (AMI) formats and SaaS subscriptions, with software entitlement options such as hourly, monthly, annual and multi-year, all on one AWS bill. AWS Marketplace has also recently launched AWS SaaS Subscriptions.

AWS Marketplace supports two options for purchasing SaaS and API products. With SaaS Subscriptions, you pay only for what you use each month. With SaaS Contracts, you pay for your expected usage with monthly, 1, 2, or 3 year terms. These options give you access to products that were previously unavailable on an AWS bill, enabling you to easily compare products and simplify your payment process. SaaS Subscriptions give your customers simpler procurement through AWS Marketplace. After clicking “Subscribe”, buyers are taken directly to your product’s registration page. Buyers then register using your existing registration flow and can quickly begin using your product without the friction of creating a new payment relationship. As the buyer uses your product, you provide us with metering records reflecting that usage and the SaaS usage charges will appear on a unified bill from AWS Marketplace, alongside any other services they buy directly from AWS. [Learn more about SaaS Subscriptions on Marketplace here](#).

To learn more about the benefits of becoming a seller on AWS Marketplace, along with the requirements to list on AWS Marketplace, [click here](#). Learn about the success customers have had procuring software from ISVs on AWS Marketplace [here](#).

For APN Consulting Partners, we recommend that you take advantage of [the AWS Marketplace Consulting Partner Program](#). AWS Marketplace enables AWS Consulting Partners to deliver software to their customers and helps build and grow their AWS-based business, and AWS Marketplace Channel Program participants are eligible for incentives on software purchased from select vendors on AWS Marketplace. To learn more about AWS Marketplace Channel Programs, contact aws-mp-channel@amazon.com.

Additional APN Partner Programs

[Click here](#) to learn more about joining:

- [The AWS China Region Partner Program](#) provides high-value, China market-focused marketing, technical, and business enablement tools to support APN Partners who serve the unique needs of customers in China on AWS China’s infrastructure. The program targets Standard and higher-tier APN Consulting and Technology Partners with a legal entity registered in China. Click [here](#) to learn about the program.
- [The AWS Direct Connect Program](#) helps AWS Customers establish network connectivity between AWS Direct Connect locations and their datacenter, office, or colocation environment. Direct Connect Partners improve customer experiences by providing flexibility and choice on how to connect with AWS. The program is designed for APN Partners who provide network services to customers and are interested in connecting to AWS. Network Service Providers who are present at existing AWS Direct Connect locations, as well as support required connection offerings for AWS Direct Connect should apply. Learn more about the program [here](#). The AWS Direct Connect team has also put together a [datasheet](#) for you to download to find out more about becoming a Direct Connect Partner, which you can access [here](#).
- [The AWS IoT Hardware Program](#) helps AWS customers getting started with their next connected hardware project. AWS IoT Hardware partners provide products for the IoT Starter Kit, Powered by AWS, which are

validated and ready to connect to the AWS IoT services. With these kits, customers can feel confident that their project is secure and scalable from proof-of-concept to production. The program is designed for APN Partners who design, manufacture, integrate, or distribute connected development hardware and are interested in helping customers connect to AWS IoT. Semiconductor manufacturers, integrators, and distributors are encouraged to apply.

Next, we discuss a number of go-to-market resources and opportunities you can take advantage of as an APN Partner.

Go-to-Market Resources

As you move up the tiers in the APN and continue to mature your AWS-based business and develop a comprehensive GTM strategy on AWS, we encourage you to take advantage of a number of AWS marketing resources at your disposal. To begin, we encourage you to visit the APN Marketing page for the most up-to-date information on what's available to your firm. Below, we walk through a few of the specific resources you can take advantage of at different points in your APN Partner Journey to GTM with AWS.

APN Marketing Central

[APN Marketing Central](#) provides marketing tools and resources that enable you to generate demand for your solutions on AWS. As a benefit for Standard tier and above APN Partners, you can access self-service marketing campaigns that allow you to quickly co-brand and launch solution-based campaigns or engage participating agencies for select marketing services.

There are a number of self-service campaigns available for you to customize and launch, including landing pages, demand-gen emails, case study templates, solution briefs, banner ads, and more. And you can work with participating agencies in your region to develop an overall marketing strategy or execute telesales campaigns, case studies, webinars, and live events.

APN Marketing Central Partner Requirements

APN Marketing Central is a new benefit available to **Standard tier and above** APN partners. If you're eligible, you can access APN Marketing Central with your APN Partner Central login via the Marketing tab in APN Partner Central.

To learn more about APN Marketing Central, [click here](#).

To get started with APN Marketing Central, [click here](#).

APN 'How-to' Guides

Available to all APN Partners, APN How-to Guides can help you learn best practices to maximize joint marketing efforts with AWS. Learn more by visiting the [How-to Guide page](#) in the APN Partner Central.

AWS Business Builder – A Resource for APN Technology Partners

AWS provides a broad portfolio of go-to-market resources to help software companies of all sizes connect with customers and grow their businesses. The [AWS Business Builder program](#) is designed to simplify the process for you and help you understand what go-to-market resources are available, determine which resources best suit your business needs, and provide information on how you can get started.

AWS Business Builder organizes the available AWS go-to-market resources into the categories of build, market and deliver in order to clearly outline the resources available at each phase of your solution development journey. Learn more about all of the resources available [here](#).

AWS Event Sponsorship

[AWS Sponsorship](#) is one of the best resources you can take advantage of as an APN Partner to get in front of the customers you hope to engage. Through targeted networking opportunities, brand awareness, and thought leadership, each sponsorship program features value rich, impactful benefits offered at industry competitive pricing. To learn more about sponsorship opportunities, [click here](#).

Do you want to learn tips for making the most of AWS Sponsorship from APN Partners who've found sponsorship success? Read the APN Blog, "[Best Practices for Making the Most of AWS Sponsorship](#)".

Keep Up-to-Date on AWS and the APN

Want to stay up-to-date on all of the latest and greatest from AWS and the APN? Be sure to bookmark the following resources!

APN Partner Resources

We've compiled a number of [APN Partner Resources](#) into a central repository, meant to help you navigate the APN. Click [here](#) to bookmark the Partner Resources page.

Receive our newsletter for the latest AWS Partner Network updates, including: webinars, best practice guides, upcoming events, and more. [Click here to sign up](#).

AWS Blogs

A constant source for all things AWS, following AWS Blogs is a great way for you to keep up on the latest news, information, and facts surrounding AWS launches, products and services, and general industry information that pertains to AWS. The [APN Blog](#) is a resource for APN Partners and AWS customers that provides up-to-date coverage on all things APN. The APN Blog is a central repository of news for APN Partners, and we encourage you to visit it regularly for updates on the APN program, general AWS news with specific importance for APN Partners, and APN Partner highlights.

The main [AWS Blog](#) is a great source to follow for constant news and insight on AWS. We've also developed a number of specialty blogs that pertain to different areas of interest, including the [AWS Security Blog](#), [AWS Big Data Blog](#), [AWS Public Sector Blog](#), and many others. You can find all of these blogs linked in the right sidebar of the APN Blog.

AWS Social Media

Teams from across AWS provide real-time news on AWS through numerous AWS social media channels. We recommend you check out our social media handles, including the main [AWS Twitter handle](#), [AWS Facebook](#), [AWS LinkedIn](#), and [APN Partners Twitter handle](#).

AWS YouTube Channel & AWS SlideShare

We provide a lot of information through our official [AWS YouTube channel](#). You'll find videos on a number of different topics, from basic introductory videos introducing the concept of cloud computing, to advanced videos covering a number of AWS services. The YouTube channel provides videos focused on a number of use cases, AWS events, customer stories, and APN Partners.

The [AWS SlideShare presentation channel](#) is dedicated to providing presentations from a large number of different AWS events, conferences, webinars, and discussions. The topics covered, similar to the AWS YouTube Channel, span across business and technical areas of interest.

Hear from Successful APN Partners

Explore what other APN Consulting and Technology Partners have done to build a successful business on AWS, and the benefits they've received growing their AWS-based businesses. We have a wealth of Partner success content on our [Partner Success website](#) for you to explore.