

# AWS LIFE SCIENCES COMPETENCY

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# AGENDA

- AWS Partner Network
- AWS APN Programs
- AWS Competency Program Overview
- Competency Requirements
- Customers Benefits
- Competency Benefits
- Q & A

# AWS PARTNER NETWORK

- The AWS Partner Network (APN) is the global partner program 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-through-market (GTM) opportunities.



# AWS APN PROGRAMS

- AWS Competency Program
- AWS Service Delivery Program
- AWS Managed Service Provider Program
- AWS Channel Reseller Program
- AWS Public Sector Partner Program



# 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 advantages of AWS.



# AWS COMPETENCY PROGRAM

## WHY?

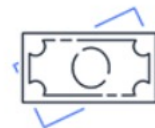
- Differentiate your top products, practices and solutions to customers
- Showcase customer's, the technical success with solutions on AWS webpages
- Preferred access to private betas, roadmap briefings, subject matter webinars
- Selective eligibility to customer opportunities and access to GTM funding

# CURRENT COMPETENCIES

## INDUSTRY



Education



Financial Services



Government



Healthcare



Industrial Software



Life Sciences



Nonprofit



Public Safety &  
Disaster Response



Retail



Travel & Hospitality

# CURRENT COMPETENCIES

## INDUSTRY





# COMPETENCY REQUIREMENTS

## CONSULTING PARTNERS

Professional services firms that help customers of all sizes design, architect, migrate, or build new applications on AWS

- Competency Validation Checklists
- Standard set of prerequisites across all Competencies, including:
  - Advance or Premier APN Tier
  - Technical Validation with 3rd Party Auditor
  - Demonstrated Customer References

# AWS COMPETENCY PROGRAM

HOW DO  
CUSTOMERS  
BENEFIT FROM  
COMPETENCY  
PARTNERS?

- Top-quality solutions that include: AWS cloud infrastructure, ISV software, and Consulting Partners for delivery
- Trusted, expert APN Partners that have proven technical and customer success
- Short list of APN Partners with capabilities in key solution, vertical areas

# AWS COMPETENCY PROGRAM

## COMPETENCY BENEFITS

- Public designation on the AWS website, under AWS Solutions
- Highlighted as Competency Partner at AWS Events
- Use of Competency badge in marketing tools
- Co-Marketing Opportunities
- Preferred access to GTM funding
- Inclusion in AWS announcements regarding Competencies
- Selective eligibility for AWS Competency subject matter webinars/Meet-Ups
- Eligibility for inclusion in Partner Success Stories, Partner Videos, APN/AWS Blog Posts and more



# Q & A

# THANK YOU



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