Build a Next-Generation MSP Practice with AWS (Level 100)

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AGENDA

- ☑ Evolution of Managed Services
- ☑ Next Gen MSP Opportunity
- ☑ Building the Business
- ☑ Next Gen Tooling
- ☑ Partner Enablement
- ☑ Key Takeaways

Evolution of Managed Services

Evolution of Managed Services

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

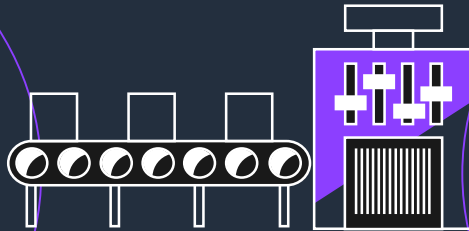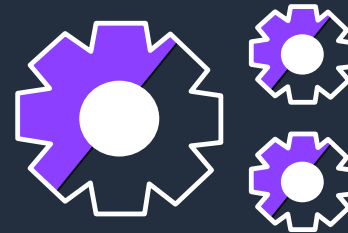aws | intel

Evolution of Managed Services

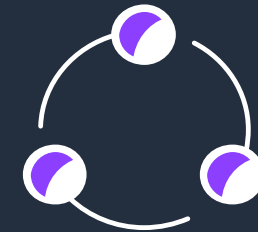"I need help migrating, running, and optimizing my AWS workloads."

Plan & design

Build & migrate

Run & operate

Optimize

Next Gen MSP Opportunity

Market Opportunity

Worldwide Public Cloud Services Market

$246.8B in 2017
$383.4B in 2020
15.8% CAGR

Global Cloud Managed Services Market

$27.2B in 2017
$53.8B project by 2022
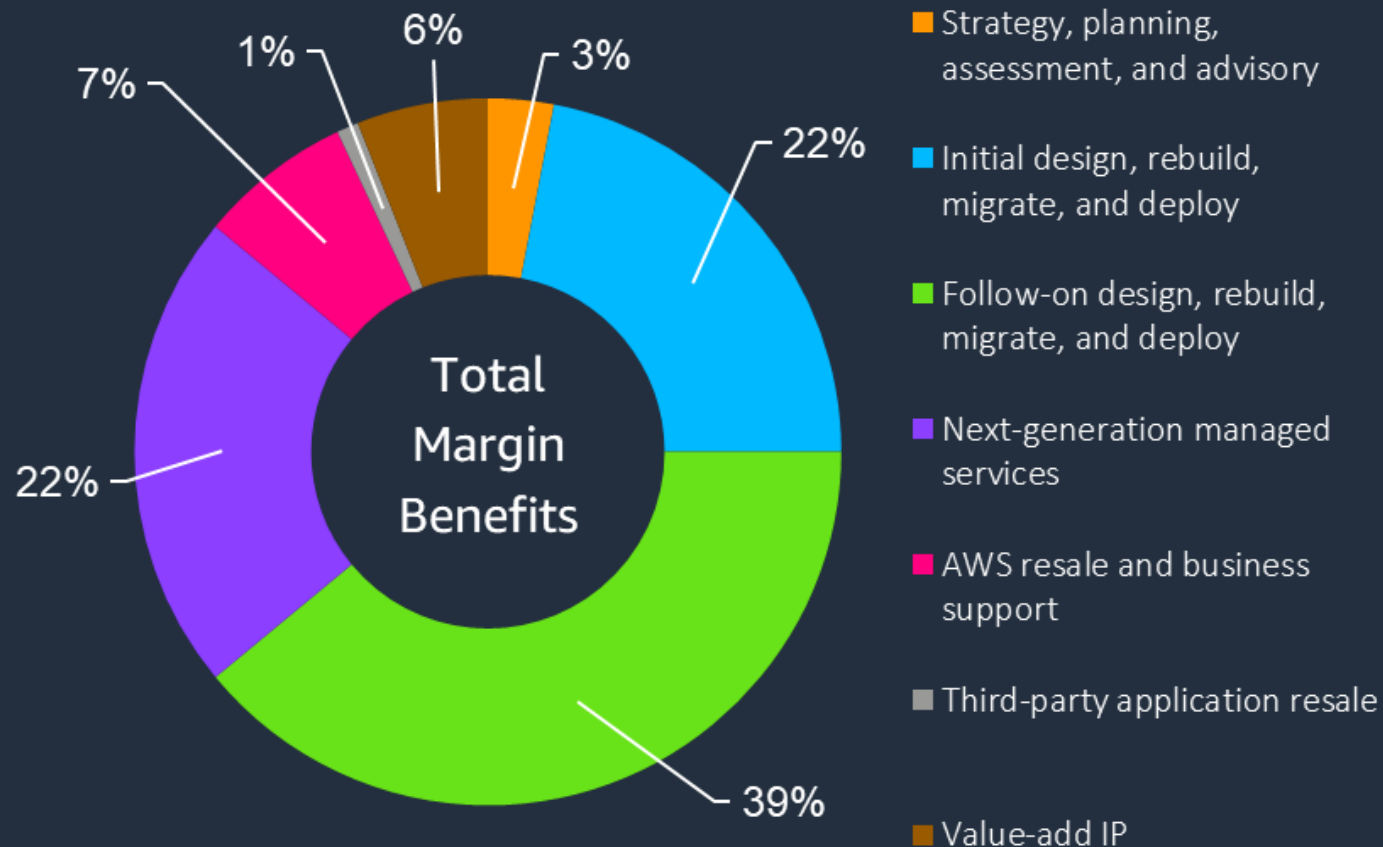14.6% CAGR

Next Gen Cloud Managed Services Opportunity

Full lifecycle services
Exponential opportunity

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MSP Partner Opportunity

57%: Managed Services gross margin

50%: Practice gross margin

35%: Practice operating margin

Total Margin Benefits

- Strategy, planning, assessment, and advisory
- Initial design, rebuild, migrate, and deploy
- Follow-on design, rebuild, migrate, and deploy
- Next-generation managed services
- AWS resale and business support
- Third-party application resale
- Value-add IP

6% · 1% · 7% · 3% · 22% · 22% · 39%

Building the Business

Building the Business
Next gen MSP practice

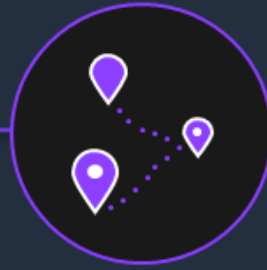
Cloud Center of Excellence

Consultancy as a starting point

Full lifecycle services

Emerging pricing models

Sales compensation models

Continual investments

Long lasting customer relationships

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Next Generation Tooling

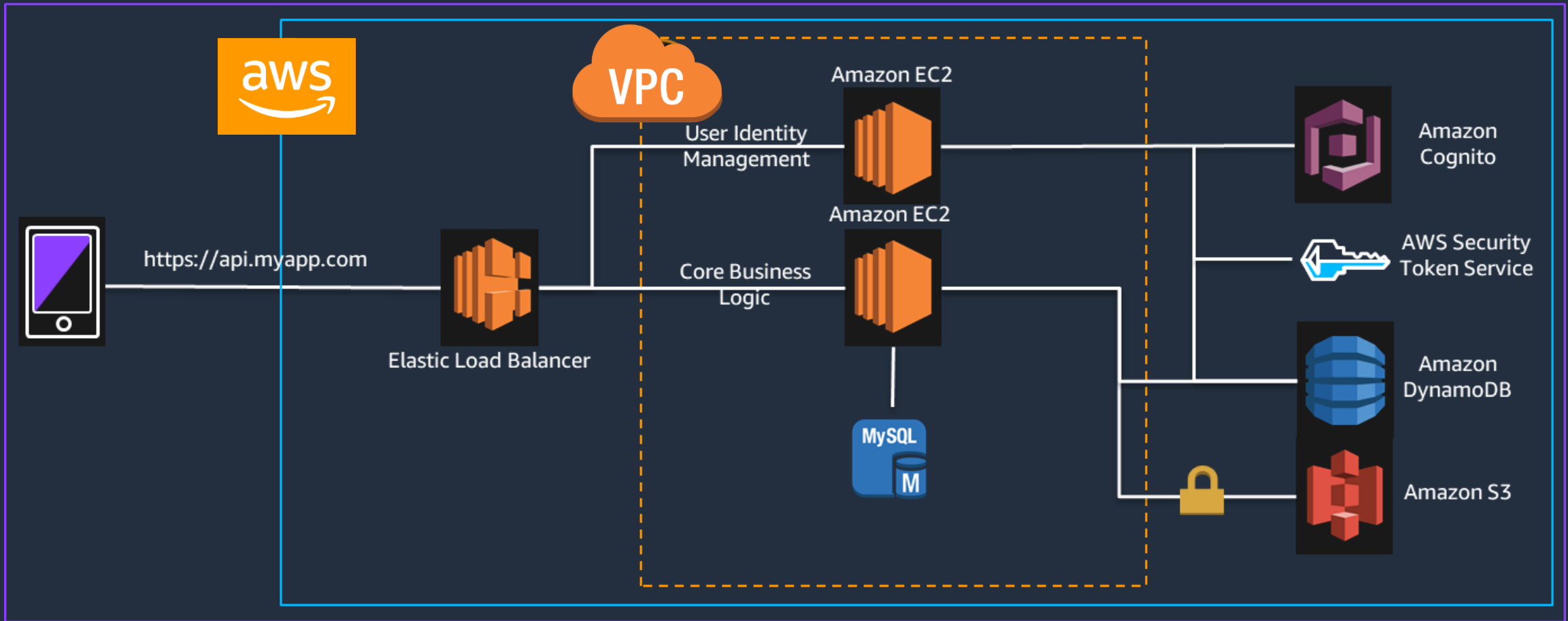# Next Generation Tooling
Key categories

Monitoring

Compliance

DevOps
CI/CD

Billing & Cost
Optimization

Cloud Architecture

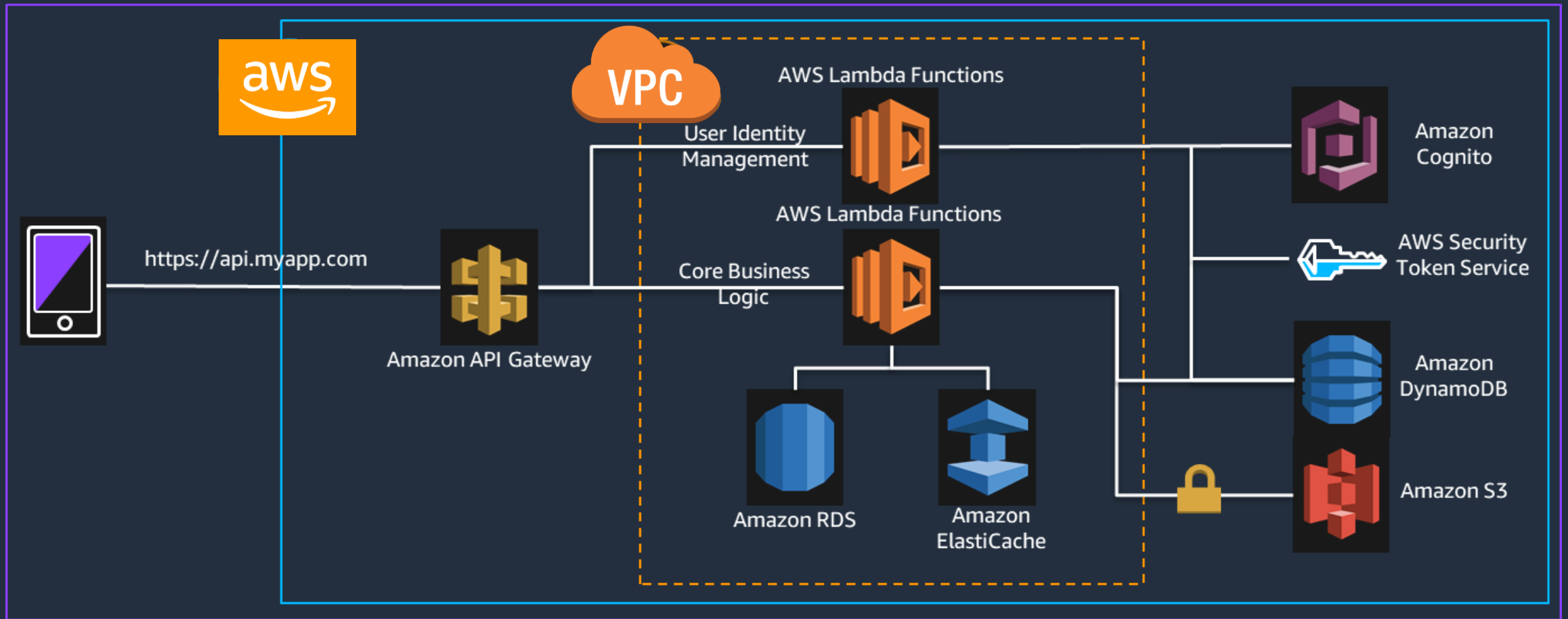Mobile Backend

https://api.myapp.com

Elastic Load Balancer

VPC

User Identity Management — Amazon EC2

Core Business Logic — Amazon EC2

MySQL M

Amazon Cognito

AWS Security Token Service

Amazon DynamoDB

Amazon S3

Serverless Cloud Architecture

Monitoring

Scalability
&
Intelligent
Monitoring

Automated
Recovery

Application
Performance

Reduced
Investigation
Time

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Monitoring
Selecting a tool

AWS Service Integrations
- Amazon CloudWatch
- AWS CloudTrail
- AWS Config

Understand key requirements
- Application Performance
- Partner Integrations
- Log Analysis

Compliance

Shared Responsibility Model

Fill the Gap

Infrastructure as Code

A Compliant Service Catalog

Configuration Drift

Ensure change meets compliance requirements

Auto-Remediation

Correct or Quarantine Non-Compliant Resources via AWS Lambda
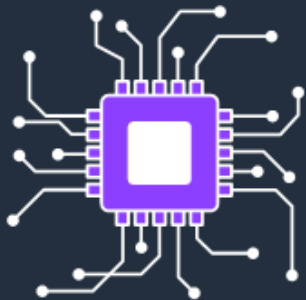
Compliance
Amazon EC2 Systems Manager

Run command

State manager

Inventory

Maintenance window

Patch manager

Automation

Parameter store

Documents

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Continuous Integration/Deployment

DevOps Transformations
Enable your customers to use the cloud

Infrastructure is Code
DevOps is not just for your customers

Tooling
Build and maintain tool chains for your customers to use, so they don't have to

Training
Help customers update their processes and integrate with your tools
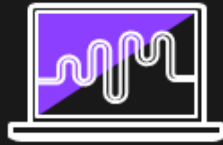
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Billing and Cost Optimization

AWS Reseller Benefits

(AWS Solution Provider Program)

Understand Cost & Usage Reports

Manage Multi-Tenant Billing

Select a 3rd Party Tool

CloudHealth TECHNOLOGIES

CloudCheckr

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APN Partner Enablement

aws service delivery

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/

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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/

aws msp

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

Raises the bar for next-gen AWS MSPs

Third-party audit to review partners' capabilities

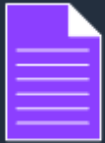Emphasizes delivering quality customer solutions & experiences

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

APN partner enablement
MSP Program Validation Checklist

- Business health & management
- Billing & cost management
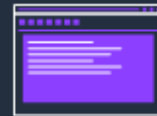- Service desk & customer support
- Customer obsession
- Solution design

- Infrastructure & application migration
- Security management
- DevOps & automation
- SLAs & reporting
- Process & cost optimization

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Key Takeaways

Key Takeaways

☑ Visit AWS MSP Program webpage

☑ Download and read "The Business Case for Next-Gen AWS MSPs" and register for the webinar on Dec 12th

(Available on the APN Blog)

☑ Download and review AWS MSP Program Validation Checklist

(Available on APN Partner Central)

☑ Work with your AWS Partner Manager

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Digital Training
Free, self-paced online courses built by AWS experts

Classroom Training
Classes taught by accredited AWS instructors

AWS Certification
Exams to validate expertise with an industry-recognized credential

Ready to begin building your cloud skills?
Get started at: https://www.aws.training/

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With deep expertise on AWS, APN Partners can help your organization at any stage of your Cloud Adoption Journey.

aws msp

AWS Managed Service Providers

APN Consulting Partners who are skilled at cloud infrastructure and application migration, and offer proactive management of their customer's environment.

aws competency

AWS Competency Partners

APN Partners who have demonstrated technical proficiency and proven customer success in specialized solution areas.

aws marketplace

AWS Marketplace

A digital catalog with thousands of software listings from independent software vendors that make it easy to find, test, buy, and deploy software that runs on AWS.

aws service delivery

AWS Service Delivery Partners

APN Partners with a track record of delivering specific AWS services to customers.

Ready to get started with an APN Partner?
Find a partner: https://aws.amazon.com/partners/find/
Learn more at the AWS Partner Network Booth

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