



Cloud Economics

PARTNER TRAINING PROGRAM

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Cloud Economics team



Part of the Enterprise GTM Team - Latam



CE Global structure:

- 50+ resources NAMER (BV/CFM, Tooling and Benchmarking)
- 20+ EMEA
- 10+ APJ

The Objective of this training

- Cloud Economics
 - What is it?
 - What is business value?
 - What is Cloud Financial Management?
- What value can we provide?
- How to become a trusted advisor?
- How to improve my business?
- How to improve my win rate?

What is in the scope?

Mixture of on demand videos, **AWS** consulting guidance & hands-on sessions to help you:



Why **Cloud Economics** will help you to accelerate your business



Leverage free AWS templates and tools for data collection, mapping and pricing



Get access to consulting content to improve your business



Tackle CXOs challenge & most important financial metrics to decision making



Gain hands on experience in calculating optimized migration Business Cases

What is in for you?

Tools and best practices for calculating Business Cases and leveraging AWS investment programs to:



Increase your Cloud Economics knowledge



Increase Business Case accuracy and comprehensiveness



Increase win rates and deal sizes



Increase downstream revenue opportunities

Program structure and engagement commitment

Areas	Key Aspects	Format	Time Commit
Cloud Economics Accreditation	Advance non-technical best practices for migrate large-scale workloads.	<ul style="list-style-type: none"> On demand videos 	3.5 h
Partner Migration Business Case	You will learn advance non-technical best practices for migrate large-scale workloads.	<ul style="list-style-type: none"> Live sessions for tools On demand videos for templates 	4 h
Cloud Economics Overview	Summary of what we have learned from cloud economics, how does Cloud Economics do it	<ul style="list-style-type: none"> Live session 	40 min
Financial Overview	You will learn what is important to hear for CXOs, the most important financial metrics for project analysis and decision-making	<ul style="list-style-type: none"> Live session 	30 min
AWS Cost Optimization Levers	Business case cost optimization levers including guidance on implementation	<ul style="list-style-type: none"> On Demand Live session 	25 min
Case Study Practice	Hands-on experience calculating a business case using the tools and templates explored during the training	<ul style="list-style-type: none"> Live session to set the scene and to discuss the outcomes Self-study and business case prep 	6 h
Engagement Commitment	<ul style="list-style-type: none"> 2-3 candidates completing full curriculum AWS PDM Supervision & Cloud Economics accompaniment 		15h





AWS One Team

How can I support our Partners?

How can I support our Partners?

Actividades	AWS Partner	Partner Development Manager	Partner Sales Manager	Cloud Economics	PMP Lead
1 Partner Enablement					
1.1 Selection of Partners	I	R	C	I	A
1.2 Partner CE Enablement	R	A	C	I	C
1.3 Program Explanation & Kickoff	I	R	I	A	I
1.4 Program follow up (supervision & doubts)	I	R	I	A	I
1.5 Develop CE Partner knowledge (shadow & reverse)	R	A	I	C	C
1.6 Deliver a Business Value First Call Deck	R	C	A	C	I
1.7 Document CE practice in Partner Business Plan	I	R	I	I	A
2. AWS Cloud Economics Engagment					
2.1 Evaluate Partner CE knowledge	I	C	C	R	A
2.2 Collaborate with PDM on Partner follow up	I	R	I	A	C
2.3 Attend Partner program doubts	R	A	I	C	C
2.4 Graduate Partner based on follow up	I	C	I	R	A
2.5 Attend Portal CE improvements	I	C	C	A,R	C
2.6 Update CE Training content	I	I	I	A,R	C
2.7 Monitor Program Business Result	I	C	C	A	R
2.8 Business Case AWS Partner Org Support	A	R	R	C	I
3. Sales Opportunity					
3.1 Engage CE in a Sales Opportunity	I	A	R	I	I
3.2 Follow up Sales Opportunity	C	I	R	A	I
3.2.1 Calculate On premises cost	R	I	C	A	I
3.2.2 Calculate CVF	R	I	C	A	I
3.2.3 Build an Executive Deck	R	I	C	A	I
3.3 Supervised customer deliverable	R	A,R	A,R	C	I
3.4 Present BC to customer	R	I	A	C	I
4. Migration Partner Manager					
4.1 Team up with PDM to Partner development	I	R	C	C	A
4.2 Evangelize CE training	I	C	C	A	R



Partner

What do we need from you?

Champion Suggested Job Description

Key job responsibilities

- Own and drive strategy for Cloud Economics
- Serve as a Champion to adopt AWS CE practice to directly support top deals, articulating the economic value of cloud to customers.
- Building a seamless end to end Customer journey through the various stages of the purchasing and cloud adoption cycle
- Develop a template for deriving the cloud economics business value and turning that into a customer-facing presentation
- Partner with the Sales Team team and AWS Team advisors to implement and mature templates and process.
- Serve as a key source of market insights into how our customers view the economic benefit of AWS.
- Prepare and present internal business reviews to senior management teams regarding progress and roadblocks on economic-related issues facing our customer



Champion Profile

- Understanding of AWS product line, customer on-premise IT infrastructure, and experience in building business cases which quantify industry specific benefits highly desired.
- Provable experience in engineering, management consulting or financial modeling & business economic analysis experience.
- Experience creating and presenting business cases to non-technical decision makers.
- Understanding of AWS product line, customer on-premise IT infrastructure, and experience in building business cases which quantify industry specific benefits highly desired
- Experience working with C-Suite executives.
- Strong business sense capable of understanding the complexities of IT environments
- Ability to work effectively across internal and external organizations, including sales, marketing, business development and training
- Experience leading data-driven analyses and influencing results



Thank you!