

## AWS Collaboration Process Overview

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Intcomex Cloud, as AWS Distributor Partner and Consultant, follows a structured process to scale qualified business opportunities and maximize the support of the AWS team.

When we identify a sales opportunity that meets the qualification criteria, that is, we already have complete information on budget, decision authority, clear technical need, implementation timeline, and identified competency (BANT), together with the partner, we register it as a qualified opportunity in AWS Partner Central, through the Opportunity Management tool.

This registration not only allows us to have internal visibility and traceability, but it is the fundamental step to activate the support of the AWS Account Manager team and, if applicable, a Solutions Architect (SA).

Generally, we engage AWS at three key moments:

1. **Full opportunity post-qualification:**

When the opportunity has passed our internal validations (approved budget, decision on the way, clear cloud use case), we register it and notify our Partner Development Manager (PDM) or AWS Account Manager. This makes it easier to assess the potential and define whether AWS will co-participate directly.

2. **Prior to a complex technical proposal or advanced demonstration:**

If the customer requires a more sophisticated solution (e.g., serverless architecture or generative artificial intelligence), we request the support of a specialized AWS Solutions Architect. We involve you to validate the approach, review the architecture and, if necessary, participate in the technical presentation to the client.

3. **During the planning of the application and/or execution of development funds:**

If we see that the opportunity may qualify for programs such as the AWS MAP (Migration Acceleration Program) or for a co-financed PoC, we work directly with AWS to align the client's objectives with the available resources and ensure the appropriate support.

This entire process is managed and monitored from Partner Central, where together with the partner we update the opportunity with the phases of progress, attach relevant documentation and stay in coordination with AWS stakeholders.

This collaboration model allows us to accelerate sales cycles, build customer trust, and demonstrate the strength of AWS support from first technical contact to project execution.