

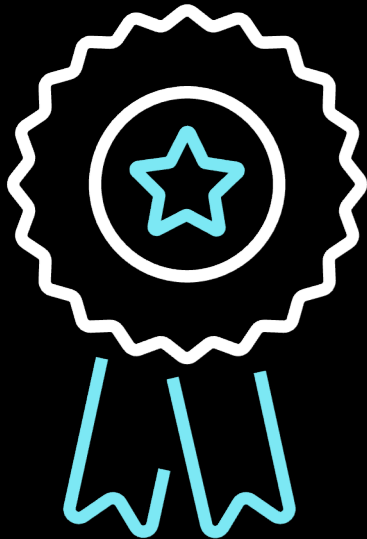


AWS Managed Service Provider (MSP) Program

Recognition and value for expert partners



What is the AWS MSP Program?



The **AWS Managed Service Provider (MSP) Program** validates AWS Partners with proven experience in delivering end-to-end AWS solutions and services, enabling them to differentiate their offerings and build trust with customers.

Customers can be confident that MSP partners have the expertise to support them throughout their cloud journey, from planning to ongoing optimization.

01

02

03

04

05

06

07

What is a Next-Gen MSP?



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A Modular Managed Services Offering Catalog

Full Stack

Generalist

Full Stack Managed Services

Market Leader and Strategic Stage

Industry Specific Solution | DevSecOps | Sustainability | Strategic Projects |

Enterprise/Business Apps | Technology Focused offerings (VMware, SAP, etc.) | Professional Services

Modernization Services | Data & Analytics/GenAI | FinOps | Governance, Risk, & Compliance

Foundational Managed Services

Emerging and Established Stage

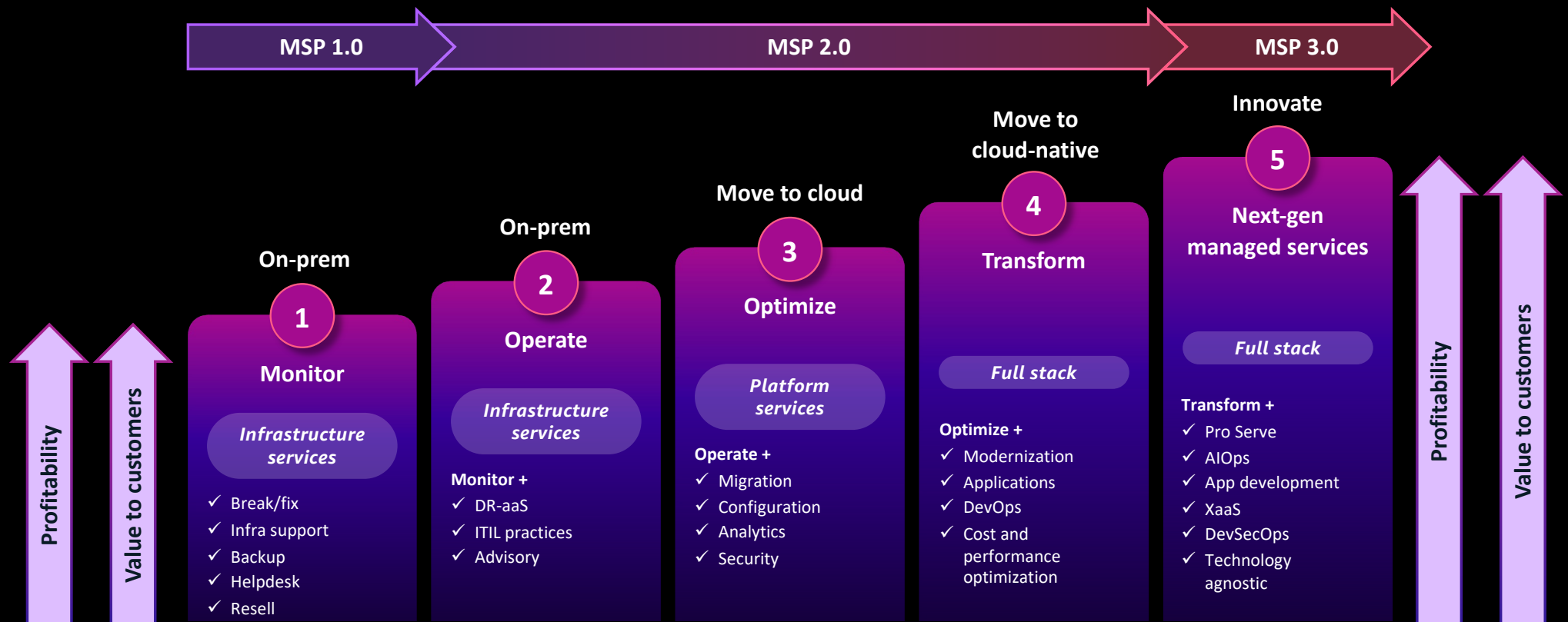
Monitoring | Patching | Security | Backup & Disaster Recovery | Infrastructure Management | AI/ML

Resell AWS | Cost Management | Lift & Shift Migration services | Well-Architected Reviews

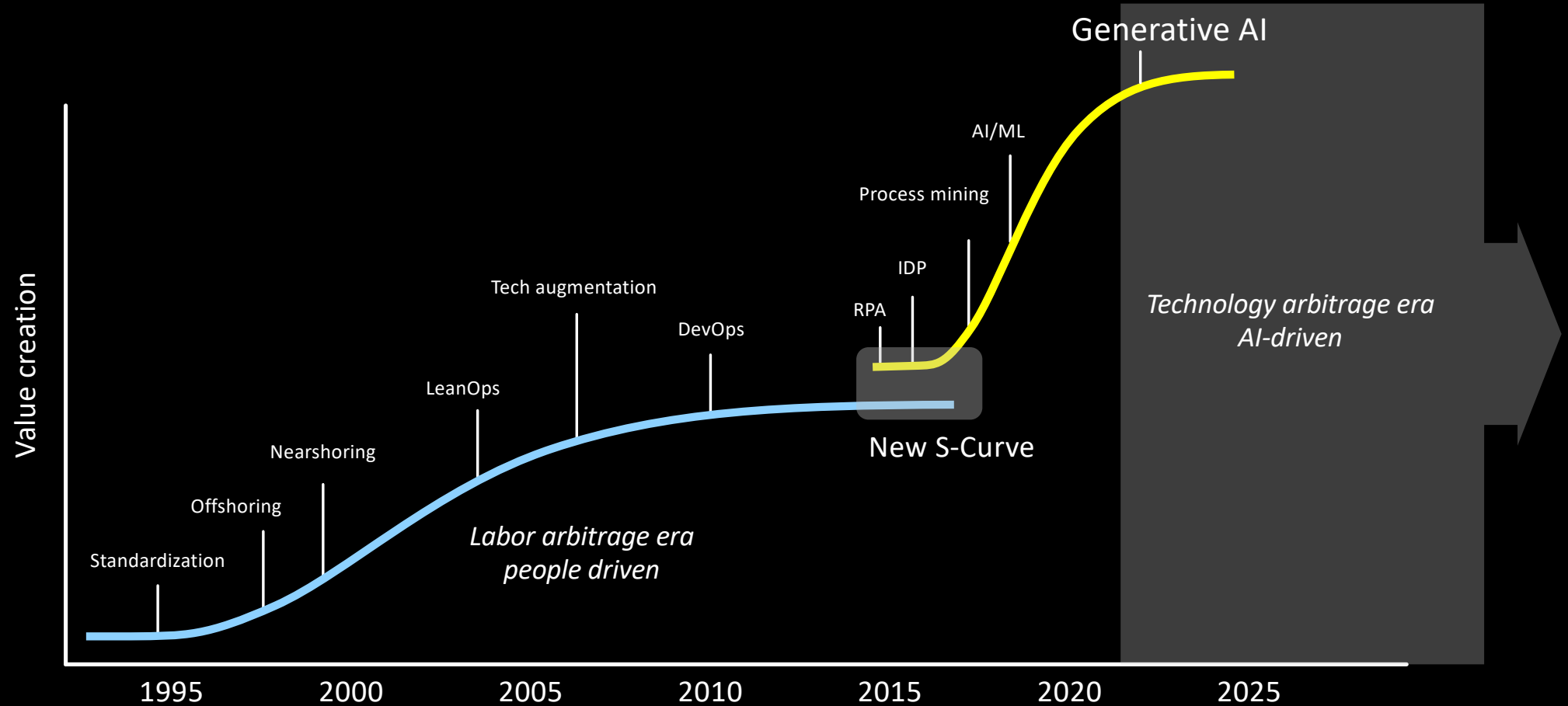
Advisory services | Release/Change Management | On-demand Cloud Experts



An MSP Partner evolution example



New S-Curve of MSP and the AI age



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Market Insights



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Worldwide cloud migration opportunity to reach **\$80.84 billion** by 2031

NORTH AMERICA
\$32.3B by 2031

EUROPE
\$20.2B by 2031

ASIA PACIFIC
\$20.2B by 2031

**MIDDLE EAST &
AFRICA**
\$4.6B by 2031

LATIN AMERICA
\$8.1B by 2031

Sources:
KBV Research, 2025
cognitive Market Research, 2025
Allied Market Research, 2023



Managed Services revenue will grow 13% in 2025 to **\$595 billion**

NORTH AMERICA
\$267.8B

EMEA
\$136.8B

ASIA PACIFIC
\$172.5B

LATIN AMERICA
\$17.9B

Sources:
Canalys estimates, MSP Analysis, January 2025

*Excluding managed IT services delivered
directly by vendors; numbers have been
rounded, forecasts are subject to change

AWS Validated MSPs

3.4X

L A R G E R C U S T O M E R
E N G A G E M E N T S

29%

L O N G E R C U S T O M E R
E N G A G E M E N T S

5.1X

C U S T O M E R G R O W T H



01 02 03 04

05 06 07

Program Benefits



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MSP Program Benefits

Funding

FUNDING (JAN 1, 2026)

MSP Incentives

To recognize and reward for managed services:

- MSP Incentive for Customer Management
- MSP Government Practice Benefit
- MSP Incentive for Strategic Services (*upcoming*)

FUNDING

\$50K MDF Cash

+\$3K MDF Credits

FUNDING

Tooling Funding

Funding support for recommended 3P tooling purchases

Recognition

VISIBILITY

Marketplace listing

featured placement on MP page

VISIBILITY

Priority search ranking

in AWS Partner Solutions Finder + field team sales search tools

GTM

MSP Go-To-Market kit

assets, templates, eligibility for marketing concierge

GTM (Q1 2026)

MSP ROI Calculator

provides partners a dynamic model to assess their readiness, investment and potential returns for becoming a validated AWS MSP

Enablement

THOUGHT LEADERSHIP

MSP Day

virtual learning event

NDA CONTENT

PartnerEquip

technical learning event with NDA content

ENABLEMENT RESOURCES

White Papers & Guides

Enables MSPs to deliver end-to-end cloud services that drive business outcomes.

ENABLEMENT (Q4 2025)

MSP Essentials Badge

Skill Builder Course & Badge for MSPs
Sales and Technical Courses (Q1 2026)

01 02 03 04 05

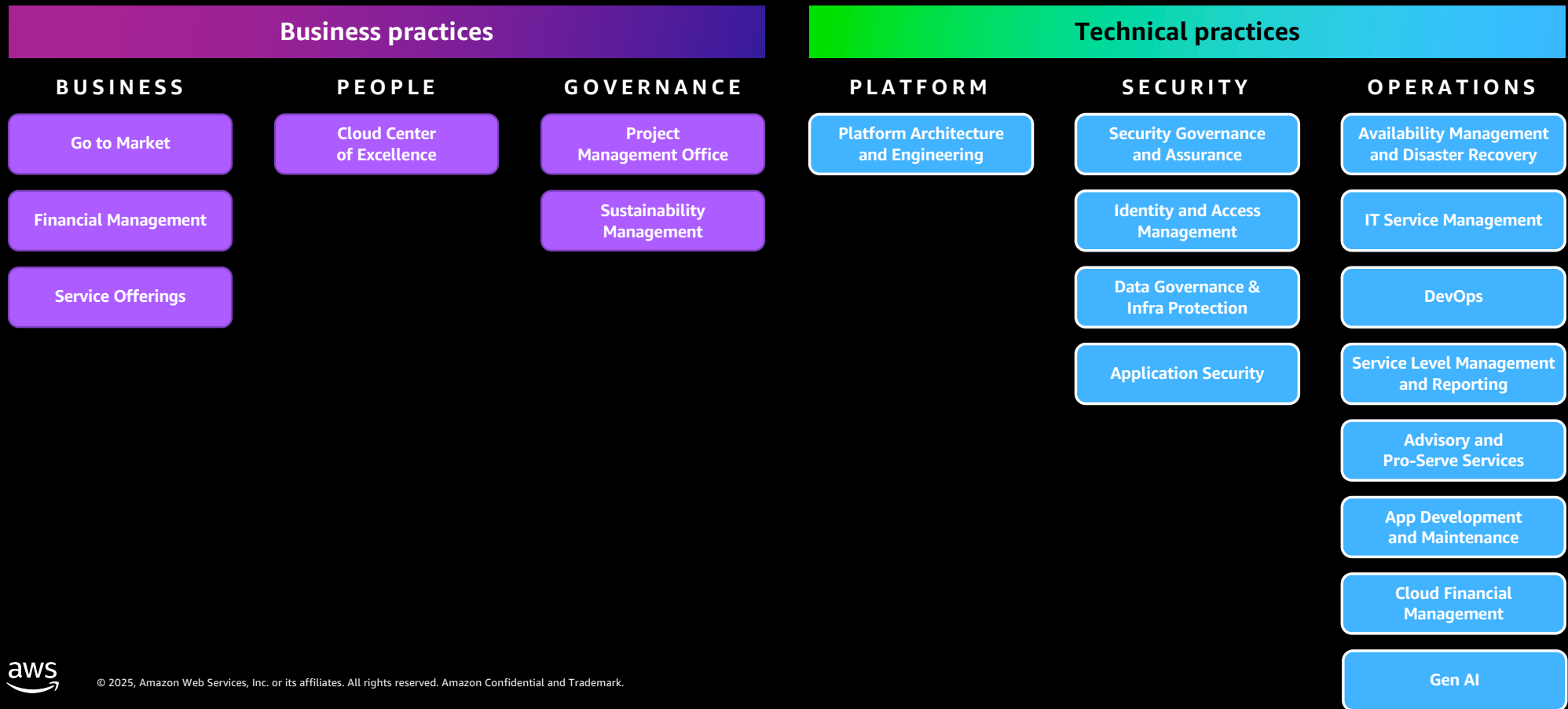
06 07

Application Process



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What the AWS MSP Program Validates



Streamlined MSP Program Application and Audit Process



Validation Checklist (VCL) Self-Assessment

Gather documents and assets showing you meet the “Pre-Requisite” MSP best practices outlined in the Validation Checklist.

MSP Program Application

1. Complete the MSP Program Application in Partner Central
2. Link your managed service solution
3. Upload 4 case studies

Submit

Attach the completed VCL Self-Assessment to your Application and submit

Approval

1. AWS MSP team will review and approve your Application and Pre-Requisite Controls
2. For any open item, partner will be notified

Full Audit

Once approved, the partner will move to the full audit with ISSI



Validation Checklist

	VCL 7.1
Total Controls	61
<i>Mandatory Controls</i>	59
<i>Recommended Controls</i>	2
Checklist Sections	6
Pre-Requisites Controls	Y – Complete part of Checklist ahead of time
Third-party Audit	1-day audit
Audit Calibration Guides	√
PSA Checklist Consults	√
Exemptions	Expanded
Performance Based Renewal	Yes, Automated

* Case studies can be anonymized

[View VCL 7.1 in Partner Central](#)

[Feedback](#)[APN Partner Central](#)

AWS Managed Service Provider (MSP) Program

MSP Validation Checklist

[Introduction](#)

[Checklist Updates](#)

[AWS Managed Service Provider Program Requirements](#)

[Expectations of Parties](#)

[Audit Process and Timing](#)

[Mandatory and Recommended Control Types Explained](#)

[Definitions](#)

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[Governance](#)

[Platform](#)

[Security](#)

AWS Managed Service Provider (MSP) Program

MSP Validation Checklist

Validity Period: February 2025-August 2025

This version of the checklist was released on February 14th, 2025. The next version of this checklist is expected to be released in August 2025. AWS Partners may continue to use this version of the checklist until November 2025. Please review the [change log](#) for a list of changes (if any) since the previous version.

[Self-assessment Spreadsheet](#)

Introduction

The Amazon Web Services, Inc. (AWS) Managed Service Provider (“MSP”) Program Validation Checklist (“Checklist”) is intended for AWS Partner Network Partners (“AWS Partner(s)”) who are interested in applying for the AWS Managed Service Provider Program (“MSP Program”). The goal of the MSP Program is to recognize AWS Partners that provide the best AWS Cloud managed service experience for their customers across the full customer engagement lifecycle. This Checklist provides the criteria necessary for an AWS Partner to achieve the MSP designation and subsequently be referred to as an AWS MSP Partner. It describes AWS’ view of the capabilities a “next generation managed service provider” should have to support customers through all phases of the customer engagement lifecycle: plan/design, build/migrate, run, and optimize.

AWS Partners undergo a Technical Validation of their capabilities upon meeting all the mandatory Prerequisite Controls. AWS leverages in-house expertise and a third-party firm to facilitate the Technical Validation. AWS reserves the right to make changes to this document at any time and without notice.

Checklist Updates

MSP AWS Partner Prerequisites

The following requirements must be met prior to the ISSI audit.

ID	Requirement Description	Met?	Partner Response
----	-------------------------	------	------------------

Business

BUSP-001	Web Presence *Mandatory* AWS Partner has a public landing page on their primary website that describes their AWS managed services practice and links to the public case studies. This page must describe the Partner's differentiated expertise in designing, building, and managing workloads on AWS. Evidence must be in the form of a public URL for their AWS Managed Services practice landing page.
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BUSP-002	Sales and Marketing Accreditations *Mandatory* AWS Partner sales teams, marketing teams, and/or applicable business units supporting the AWS MSP practice have all completed the AWS Partner: Sales Accreditation (Business) or AWS Partner: Sales Accreditation (Technical) Evidence must be in the form of records of the appropriate accreditations. The form of records may be in the form of pdf, spreadsheet, tool screenshot, etc.
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Introduction **MSP Prerequisites** MSP Technical Validation

MSP AWS Partner Technical Validation

The following requirements apply to ISSI audit.

ID	Requirement Description	Met?	Partner Response
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Business

BUS-001	Company Overview *Mandatory* AWS Partner has a company overview presentation to set the stage for customer conversations as applicable to its MSP practice, in addition to demonstration capabilities. Presentation will contain information about next generation cloud managed services; how managed services are different in an AWS environment vs. traditional on premise or hosted managed services with emphasis on automation enabled by DevOps practices. Overview presentations contain: * Company history * Office locations * Number of employees * Location of AWS MSP support and operation staff * Customer profile, including number, size and geography of customers, and industry/segment
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Introduction MSP Prerequisites **MSP Technical Validation** +

Exemptions in VCL 7.1

Checklist Section/Control in VCL 7.1	Exemption
OPS-009 Customer Deployment Pipelines Control	AWS Partners who hold the AWS DevOps Competency are exempt from this requirement.
Section 5: Entire Security Section	AWS Partners who currently hold the AWS Level 1 MSSP Competency designation are exempt from all requirements in this section.
OPS-17 Migration Control	AWS Partners who currently hold the AWS Migration Competency designation are exempt from this requirement.
PLAT-005 AWS Service Expertise Control	AWS Partners who currently hold three or more AWS Competency or AWS Service Delivery designations are exempt from this requirement.
OPSP-005 Service Continuity	ISO 22301 certification specifically scoped to the AWS Partner's AWS MSP practice is also sufficient
SEC-001 Security Policies and Procedures Control PEO-003 Personnel Offboarding GOVP-001 Supplier Management	AWS Partners who hold SOC 2 / ISO 27001 certifications are exempt from these requirements.



Audit Process and Timing

Stay informed about your MSP program renewal cadence and ensure your Alliance Lead contact details in Partner Central are up-to-date.



MSP Program Resources

Call to Action!

- Review the [AWS MSP Program Guide](#)
- Review the [AWS MSP Program Validation Checklist](#)
- Apply to the [AWS MSP Program](#)
- Join the [APN LinkedIn group](#)
- Read the [APN Blog](#)

Let's connect – Please reach out via email to schedule a meeting with the MSP Team at aws-msp@amazon.com

Other Resources

- [AWS MSP Program Guide](#)
- [AWS MSP Program Application Process](#)
- [AWS MSP Program Benefits](#)
- [AWS MSP Program – Partner Journey](#)
- [AWS MSP Program Validation Checklist](#)
- [AWS MSP Performance Based Renewal Process](#)
- [AWS MSP VCL Calibration Guide](#)
- [A Typical AWS Managed Services Provider Offering Catalog](#)
- [AWS MSP Practice Building Guide](#)
- [AWS MSP Program Overview](#)
- [AWS MSP Blogs](#)
- [AWS Rapid Ramp Credit Benefit for validated MSP](#)

