

We will begin the session at 09:05 am IST

AWS Partner: Data Analytics on AWS – Technical

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Housekeeping



1. Session is not being recorded.
2. Deck will be provided after this session
3. Feel free to ask chat/ questions in the chat tab.
4. Lines are muted by default to avoid any background noise.
5. TIP : If intermittently lost voice (VOIP), please click on Phone audio and back to computer audio to fix or refresh the session.
6. Keep on taking pointers/ notes/ save the links

Schedule for today



- Break @ every hour for ~10 mins
- Lunch break around 1:00 pm
- Finish off content by 3:30 pm

Module 1: Course Introduction

About this course



- This course is for **technical professionals** at APN Consulting Partner organizations who are engaged in **pre-sales discussions** with customers to help **architect data analytic solutions** on AWS and **answer technical questions** about using AWS data analytics services.
- This 1-day course is focused on **educating technical professionals** with **sufficient technical knowledge** on AWS data analytics services and solutions to **successfully engage with** and help customers.
- This course is **not designed to be a technical deep dive** into AWS data analytics services and solutions. It provides the necessary resources and learning path towards gaining deeper knowledge into the services.

Agenda



Module 1: Course Introduction

Module 2: AWS Data Analytics Stack
Portfolio

Break

Module 3: AWS Data Analytics Solutions –
Part I

- Data lake solution

Break

Module 4: AWS Data Analytics Solutions –
Part II

Break

Module 5: Technical Engagement Strategies

Module 6: APN Partner Opportunities and
Resources

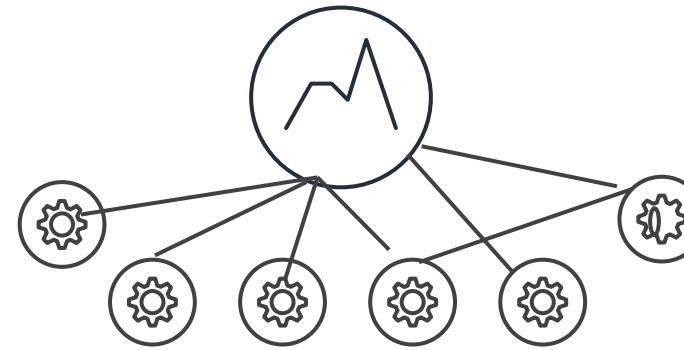
Module 2: AWS Data Analytics Portfolio

Customer challenges and opportunities for APN Partners

New realities



Explosion of data-connected devices, apps, and systems generate more data than ever before.



Demand growing for faster decision making on real-time data.



Pay-as-you-go pricing allows organizations to analyze data to gain insights.

By making **10%** more data accessible, a typical Fortune 1000 company will see a **\$65 million** increase in net income.*

*Source: Forbes Online; New Vantage Partners - Big Data Executive Survey

<https://www.forbes.com/sites/cognitiveworld/2019/02/06/data-the-fuel-powering-ai-digital-transformation/#5062b36b578b>

Customers need your help



85% of businesses want to be data driven, but
only **37%** have been successful.

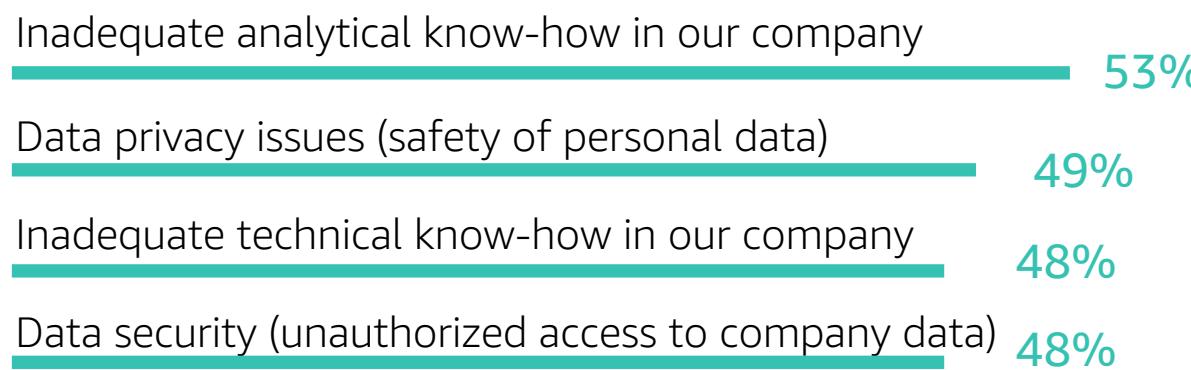
<https://www.forbes.com/sites/cognitiveworld/2019/02/06/data-the-fuel-powering-ai-digital-transformation/#51efb027578b>

<http://newvantage.com/wp-content/uploads/2017/01/Big-Data-Executive-Survey-2017-Executive-Summary.pdf>

Common data analytics challenges



What challenges do you see when using big data analytics/technologies? (n=545)



Top four challenges involve **knowledge, skill, security, and privacy**

This is your **opportunity**

<https://bi-survey.com/challenges-big-data-analytics>

AWS data analytics portfolio overview

Secure infrastructure for analytics



Customers need multiple levels of security, identity and access management, encryption, and compliance to secure their data lake.

Security

Amazon GuardDuty
AWS Shield
AWS Well-Architected Tool
Amazon Macie
Amazon Virtual Private Cloud (Amazon VPC)

Identity

AWS Identify and Access Management (IAM)
AWS Single Sign-On
Amazon Cloud Directory
AWS Directory Service
AWS Organizations

Encryption

AWS Certificate Manager
Private Certificate Authority (ACM Private CA)
AWS Key Management Service (AWS KMS)
Encryption at rest
Encryption in transit
Bring your own keys, hardware security module (HSM) support

Compliance

AWS Artifact
Amazon Inspector
AWS CloudHSM
Amazon Cognito
AWS CloudTrail

AWS data analytics portfolio



Data visualization, engagement, and machine learning

AWS Data Exchange | Amazon QuickSight | Amazon Pinpoint | Amazon SageMaker | Amazon Comprehend | Amazon Polly | Amazon Lex | Amazon Rekognition | Amazon Translate

Analytics

Amazon Redshift | Amazon EMR (Spark and Presto) | AWS Glue (Spark and Python) | Amazon Athena | Amazon Elasticsearch Service | Amazon Kinesis Data Analytics

Data lake infrastructure and management

Amazon Simple Storage Service (Amazon S3) & Amazon S3 Glacier | AWS Lake Formation | AWS Glue

Data movement

AWS Database Migration Service (AWS DMS) | AWS Snowball | AWS Snowmobile | Amazon Kinesis Data Firehose
Amazon Kinesis Data Streams | Amazon Managed Streaming for Apache Kafka

AWS value proposition

Standards, formats, and open source



- Apache Flink
- Ganglia
- Apache HBase
- HCatalog
- Hadoop Distributed File System (HDFS)
- Apache Hive
- Hudi
- Java
- JupyterHub
- Apache Kafka
- Apache Livy
- Apache Mahout
- MapReduce
- Apache MXNet
- MySQL
- Apache Oozie
- Apache ORC
- Apache Parquet
- Phoenix
- Apache Pig
- Presto
- Python
- PyTorch
- R
- Scala
- Apache Spark
- Sqoop
- SQL
- TensorFlow
- Tez
- Yarn
- Apache Zeppelin
- Apache Zookeeper

...and many more

Data analytics pipeline

Data management challenges

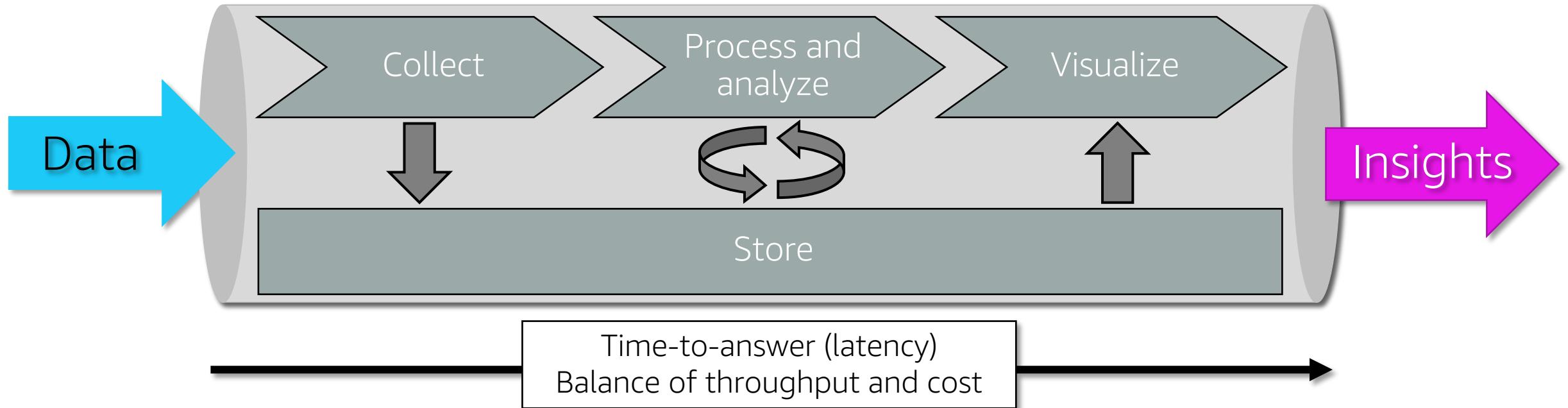
How can customers:

- **Collect** a variety of **data types** accumulating at **varying velocities**?
- **Collect** data from **numerous sources** accumulating at **differing velocities**?
- **Store** massive amounts of data without running out of space?
- **Cleanse** and **augment** data quality to be analyzed?

Can they **automate** these steps?



Data analytics pipeline



https://d1.awsstatic.com/whitepapers/architecture/AWS_Well-Architected_Framework.pdf?did=wp_card&trk=wp_card

Data pipeline challenges



Building a data pipeline is challenging. Customers must:

- Manage updates, patches, and software integrations
- Handle increased overhead costs plus need for support
- Maintain focus on the core task of building applications that lead to data insights



AWS data analytics pipeline services



Collect



Amazon Kinesis
Data Firehose



AWS
Snowball

Store



Amazon S3



Amazon
S3 Glacier



Amazon
DynamoDB



Amazon RDS



Amazon Kinesis
Data Streams



AWS Direct
Connect



Amazon ES



Amazon Aurora

Process and analyze



Amazon EMR



Amazon Athena



Amazon Kinesis
Data Analytics



Amazon Managed
Streaming for Kafka



Amazon
SageMaker



Amazon Redshift

Visualize



Amazon
QuickSight

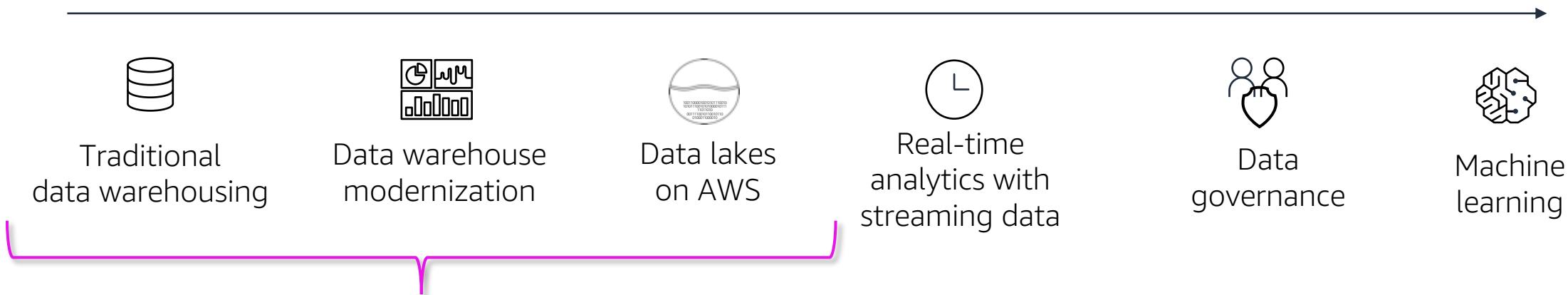
Module 3: Data Analytics Solutions on AWS – Part I

Objectives

In this module, you will learn how to:

- Explain data migration options from on premises to the AWS Cloud
- Describe two AWS data analytics technical solutions
 - Modernizing a data warehouse with Amazon Redshift
 - Data lakes

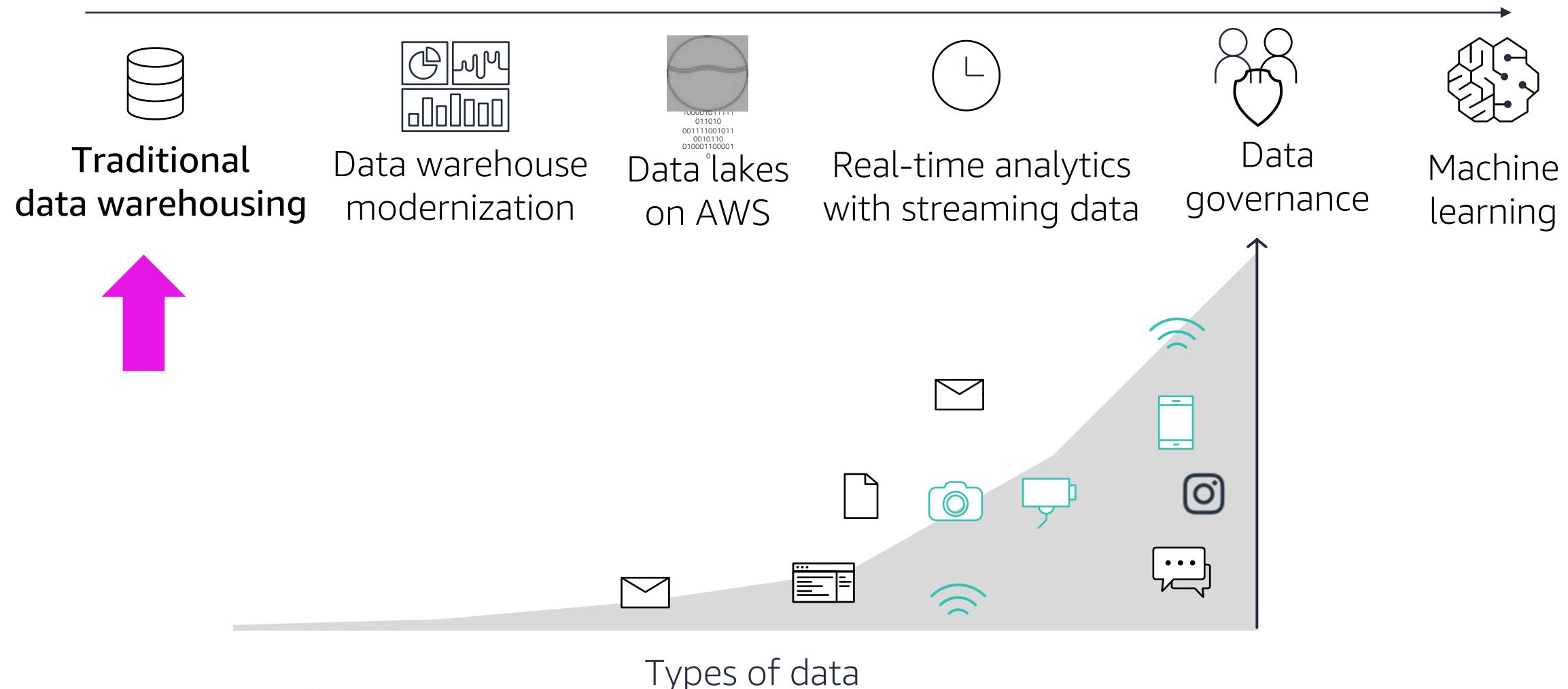
Evolution of data architecture



Journey to a modern data architecture

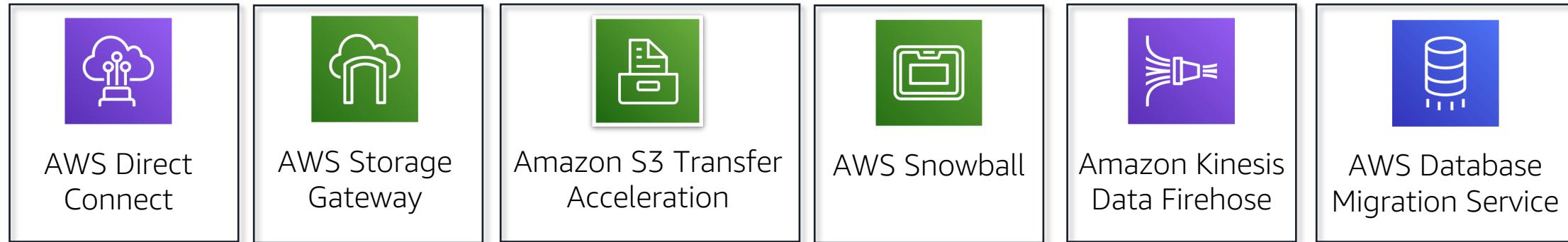


Evolution of data architecture



AWS data migration options

- Broad range of tools
- Efficient and secure data movement to and from the AWS Cloud



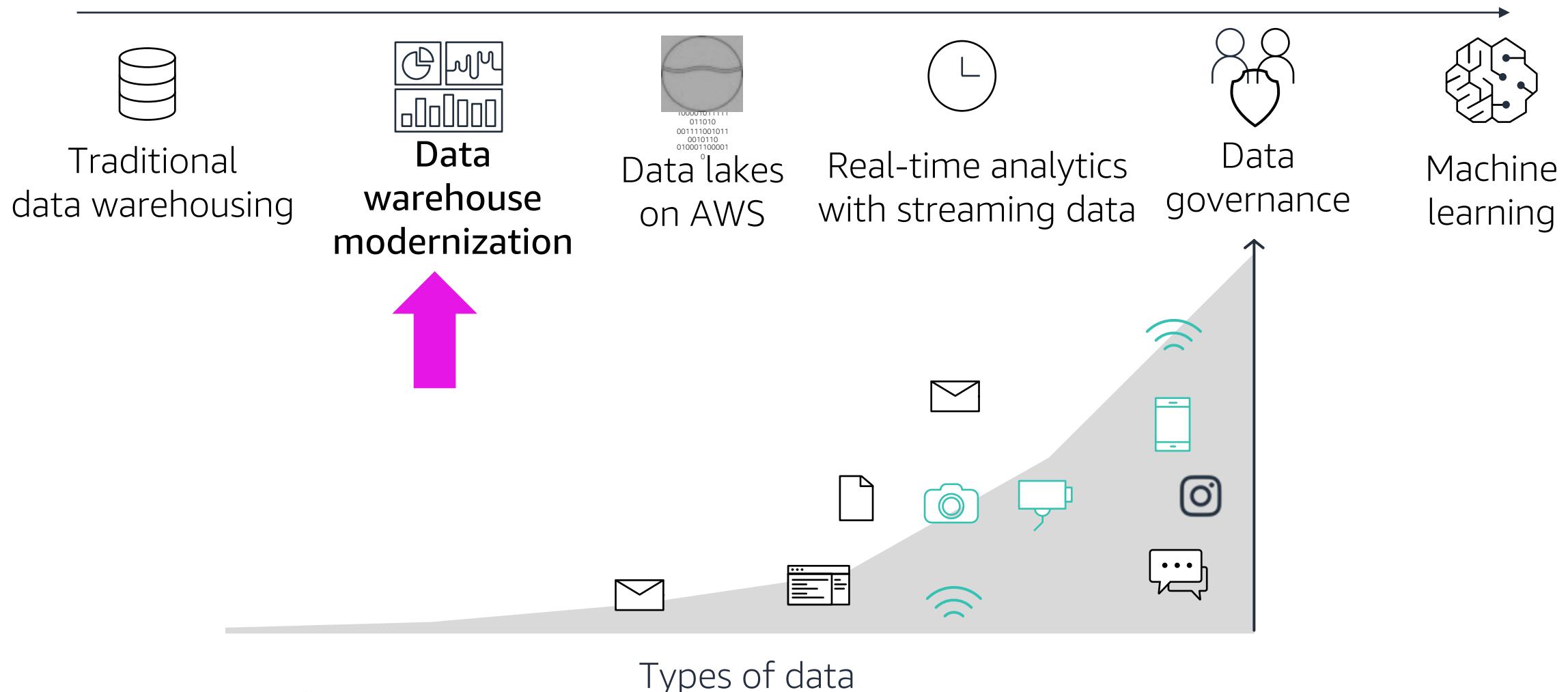
- File gateway
 - Tape gateway
 - Volume gateway
- Snowball Edge storage optimized
 - AWS Snowmobile

Solution 1: Modernizing a data warehouse with Amazon Redshift

Journey to a modern data architecture



Evolution of data architecture



Traditional architecture and on-premises data warehouse challenges



- Difficult to scale
- Long lead times for hardware procurement
- Complex upgrades are the norm
- High overhead costs for administration
- Expensive licensing and support costs
- Proprietary formats do not support newer open data formats, which results in data silos
- Data not cataloged, unreliable quality
- Licensing cost limits number of users and how much data can be accommodated
- Difficult to integrate with services and tools

Amazon Redshift



Secure **data warehouse** that extends seamlessly to a data lake



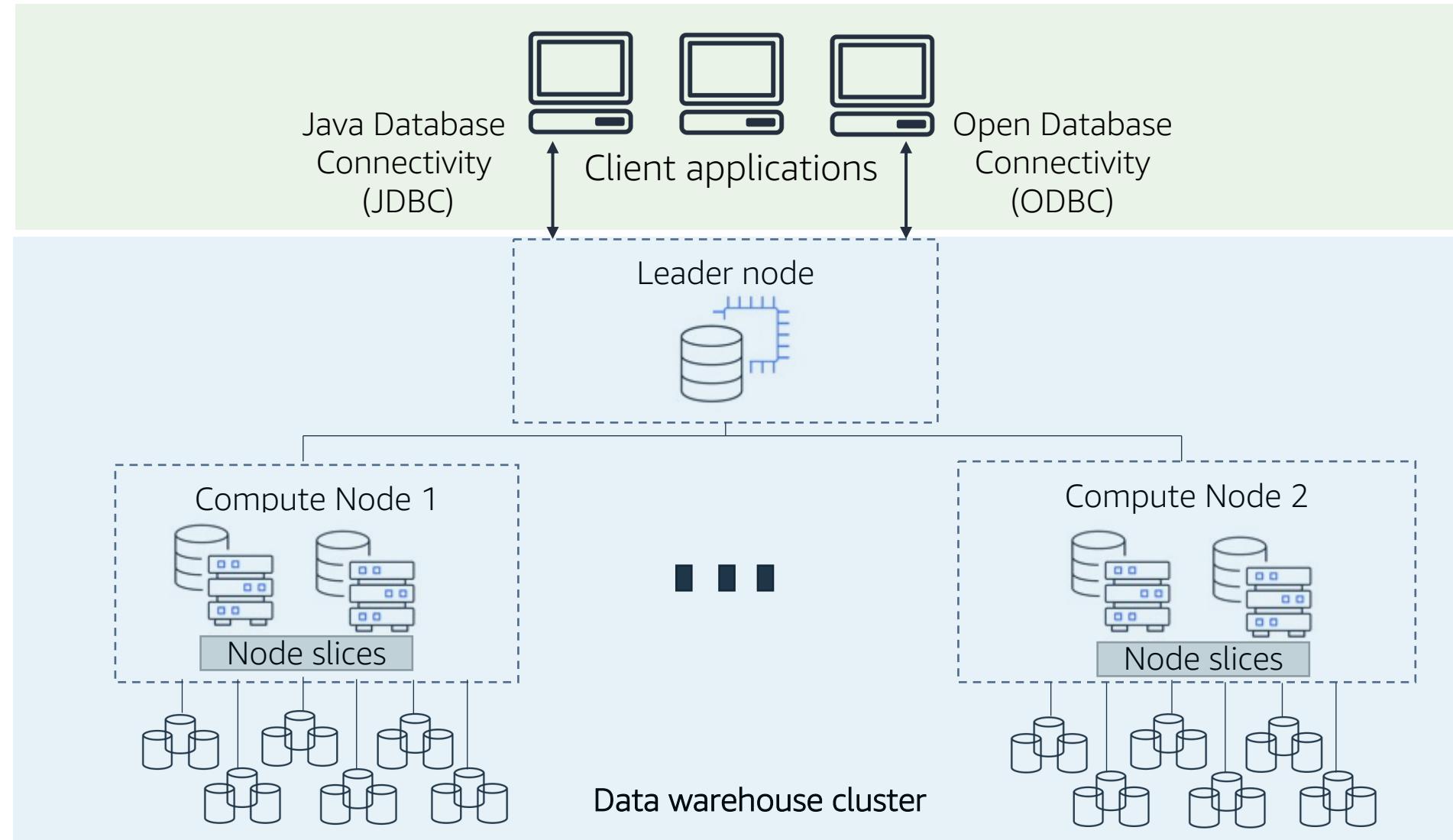
Amazon Redshift

A fully managed data warehouse that is highly integrated with other AWS services. Features include:

- Optimized for high performance
- Support for open file formats
- Petabyte-scale capability
- Support for complex queries and analytics, with data visualization tools
- Secure end-to-end encryption and certified compliance
- Service Level Agreement (SLA) of 99.9 percent
- Based on open source Postgres database
- Cost efficient

<https://aws.amazon.com/redshift/pricing/>

Amazon Redshift architecture



Amazon Redshift differentiating features



Federated query

Amazon Redshift
lake house architecture

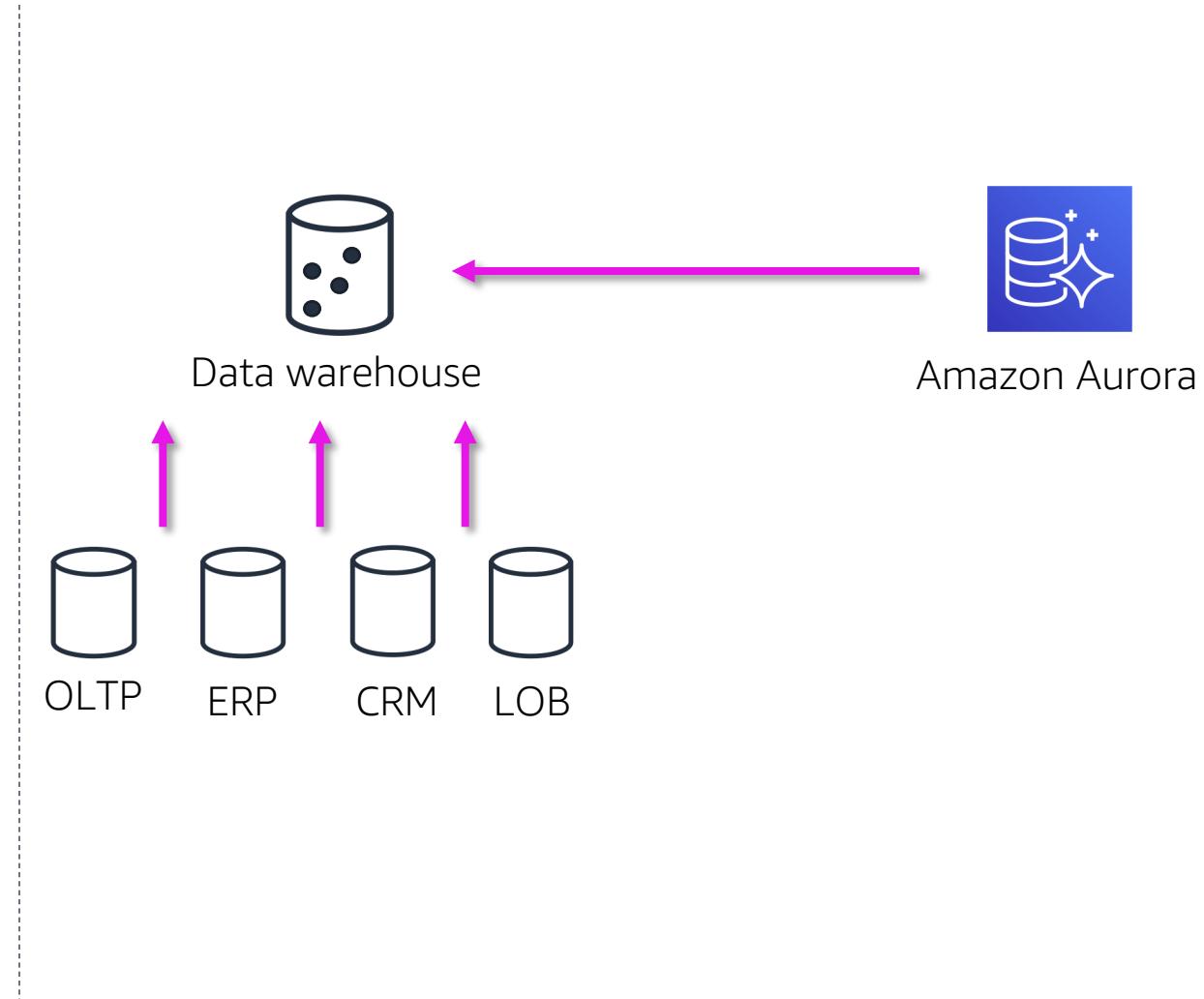
Federated query

Integrate queries on **live data** in Amazon RDS for PostgreSQL and Amazon Aurora PostgreSQL with queries on **Amazon Redshift** and **Amazon data lake**

Reduce data moved over the network with **Amazon Redshift's intelligent optimizer**. Pushes and distributes portions of computation directly into remote operational databases

Benefits

- Incorporate live data into business intelligence (BI) and reporting applications
- Ingest data into Amazon Redshift
 - Query operational databases directly
 - Apply transformations on the fly
 - Load data into target tables without complex ETL pipelines

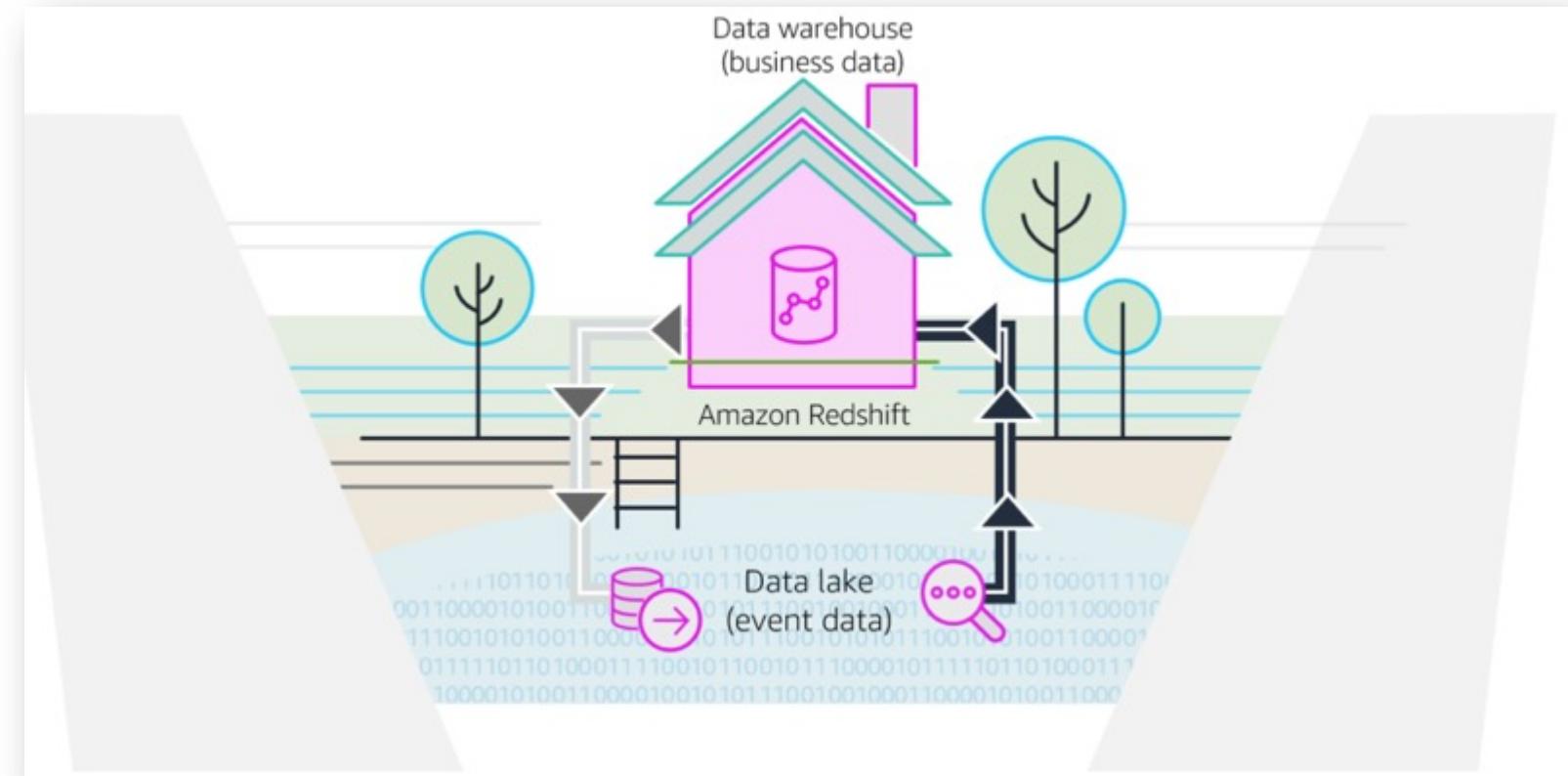


Amazon Redshift lake house architecture

Amazon Redshift lake house queries are run by a fleet of nodes that are owned and maintained by AWS.

With **Amazon Redshift lake house** architecture, customers can:

- Query data in the data lake and write data back in open formats
- Use familiar SQL statements to combine and process data across data stores
- Run queries on live data in operational databases without requiring data loading and ETL pipelines



<https://aws.amazon.com/redshift/lake-house-architecture/>

Migration to Amazon Redshift

Migration from a legacy OLAP system

Workload Qualification Framework (WQF) uses the **AWS Schema Conversion Tool (AWS SCT)** to generate reports, such as:

- Workload assessment based on complexity, size of migration effort, and technologies
- Recommendations on migration strategies
- Step-by-step instructions for migration
- Assessment of migration effort based on team size and member roles

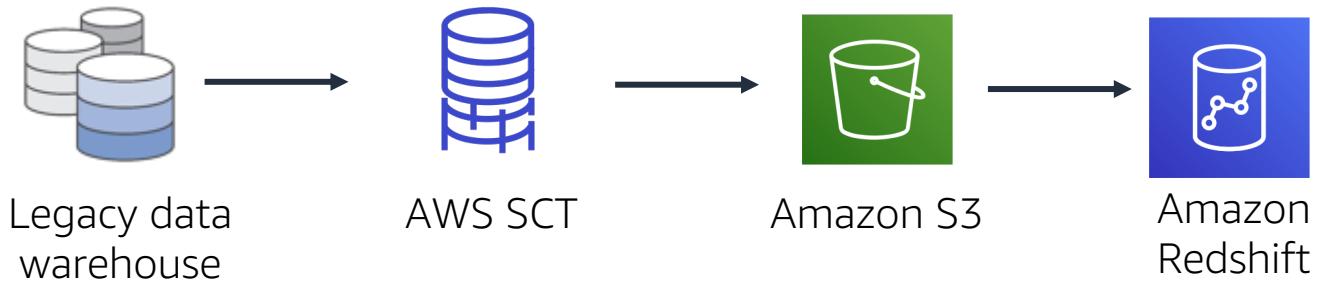
AWS SCT data extractors



Amazon Redshift **extracts** data through local migration agents.

Data is **optimized** for Amazon Redshift and saved in local files.

Files are **loaded** to an Amazon S3 bucket (through network or AWS Snowball) and then to Amazon Redshift.



AWS SCT data extractors

Extract data from your data warehouse and migrate to Amazon Redshift

- Extracts data through local migration agents
- Data is optimized for Amazon Redshift and saved in local files
- Files are loaded to an Amazon S3 bucket (through network or AWS Snowball Edge) and then to Amazon Redshift

VERTICA ORACLE

Microsoft SQL
Server



teradata.

NETEZZA



Equinox sees faster reports, 80% cost savings

Challenge

Their data warehouse had limited integration, was very expensive, and required a lot of platform-specific domain knowledge. They needed to reduce administration and costs, blend structured and semi-structured data for analytics, and evolve into a data lake strategy.

Solution

Equinox migrated from a legacy data warehouse to Amazon Redshift to combine data from disparate sources like clickstream data, cycling log data, club management software, and more. They land data directly in an Amazon S3 data lake and perform analytics using Amazon Redshift, Amazon Redshift Spectrum, and Amazon EMR.

Result

Their monthly Amazon Redshift bill is now 20% of prior yearly maintenance of their legacy data warehouse. AWS data lake and analytics reduced report delivery time from months to days.



Amazon Redshift



Amazon S3



Amazon EMR





“Moving to Amazon Redshift has helped us reduce our overall maintenance costs by nearly 80% compared with our legacy data warehouse. By leveraging Amazon Redshift Spectrum’s ability to query data directly in our Amazon S3 data lake, we have been able to easily integrate new data sources in hours, not days or weeks. This has not only reduced our time to insight, but it helped us control our infrastructure costs. Amazon Redshift requires very little maintenance, to the point where we don’t even have a dedicated administrator, and we spend less than an hour a month on maintenance and administration.**”**

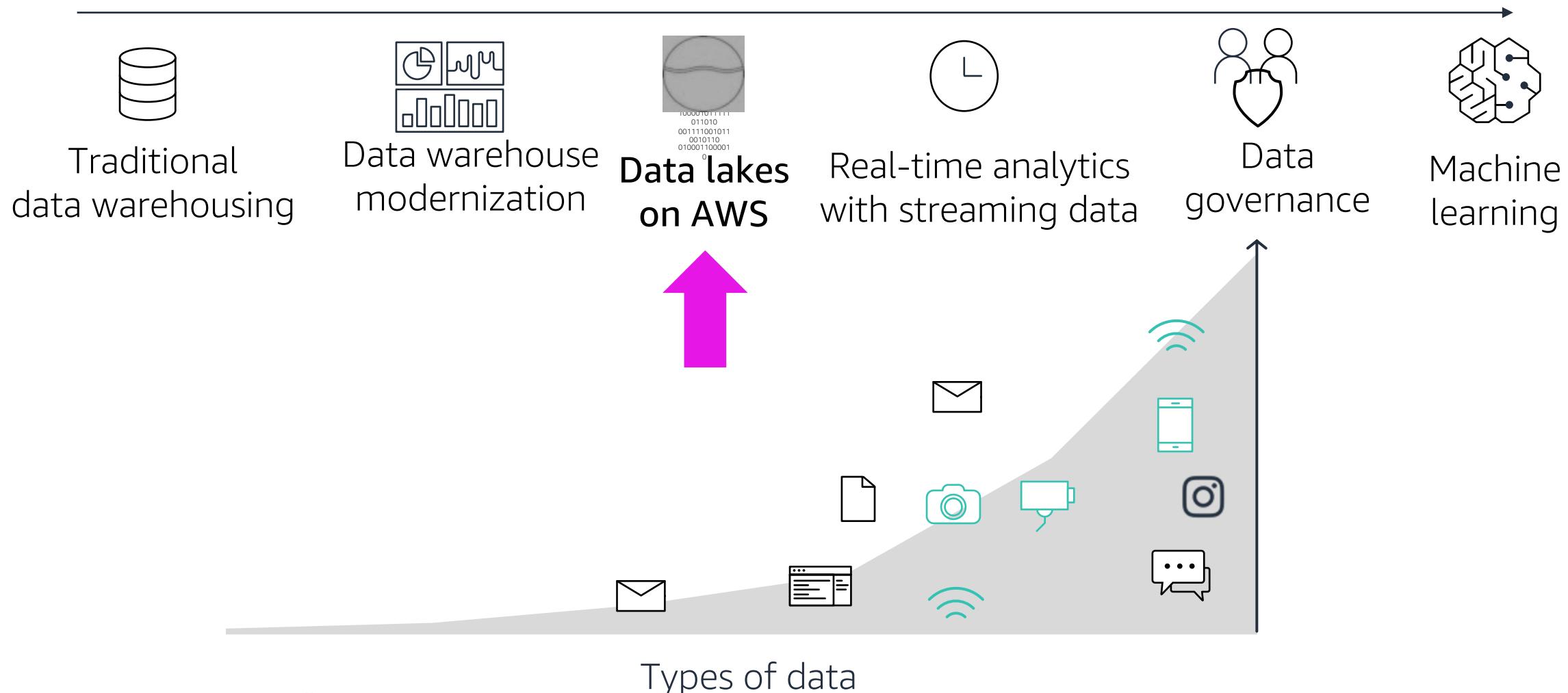
Elliott Cordo
VP of Data Analytics

Solution 2: Data lakes

Journey to a modern data architecture



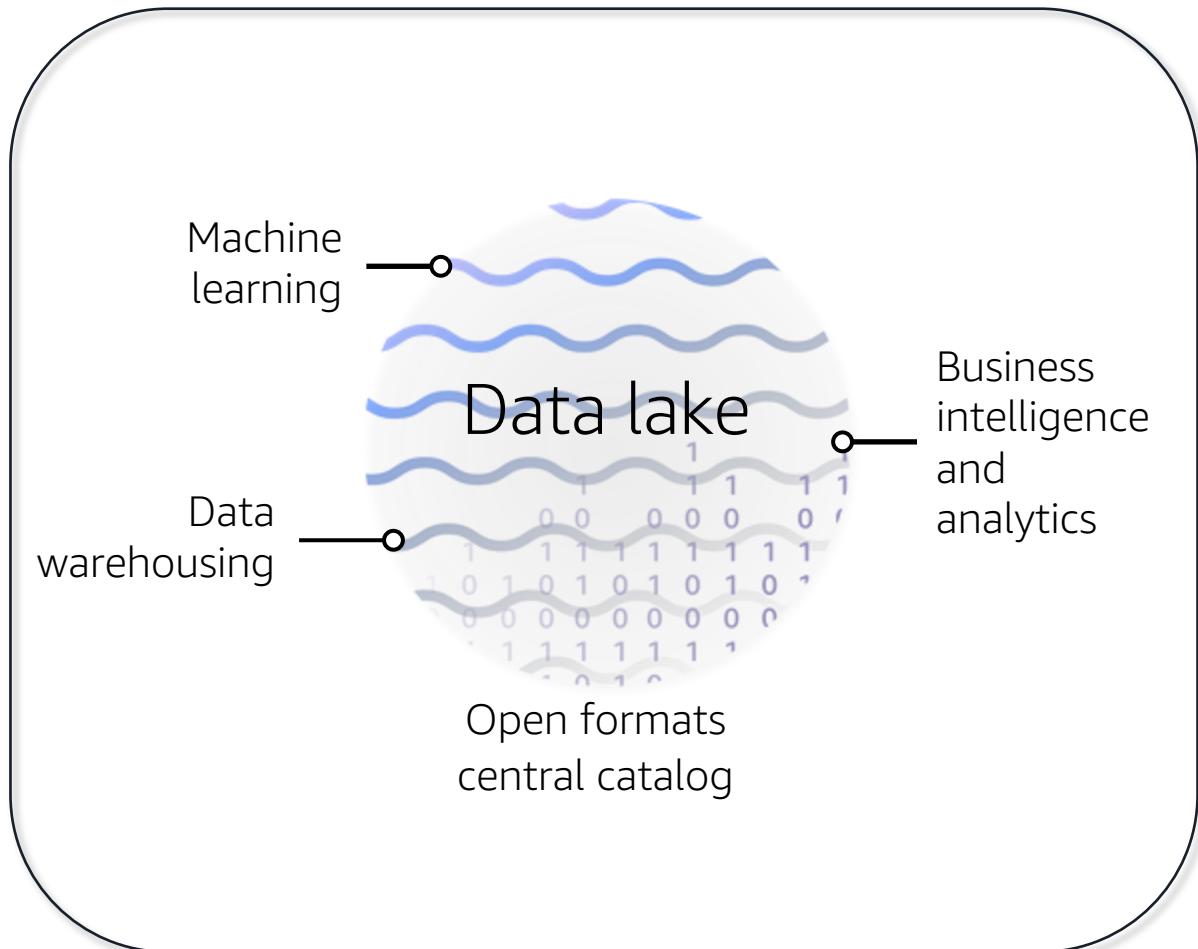
Evolution of data architecture



Data lakes defined

Architectural approach for a **centralized enterprise data repository** stored on Amazon S3

- Stores all structured, semi-structured, unstructured, and binary data at unlimited scale
- Holds curated and raw data
- Uses AWS data analytics tools for analytics
- Increases pace of innovation by extracting insights from data
- Enables more organizational agility
- Reduces cost and delivers results with predictive analytics and ML



Catalog and search



AWS Glue



Amazon DynamoDB



Amazon ES

Reference architecture: Data lake on AWS



Amazon API Gateway

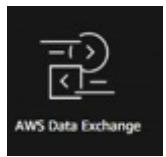


IAM



Amazon Cognito

Data ingestion



AWS Data Exchange



Amazon Kinesis



AWS
Direct Connect



AWS Snowball



AWS DMS

Central storage



Amazon S3

Protect and secure



Machine
learning



Amazon QuickSight



Amazon EMR



Amazon
Redshift



Amazon Athena



Amazon CloudWatch



IAM



AWS STS



AWS KMS



AWS CloudTrail

Data services – AWS Glue

Cleansing data

After migration, data still presents challenges:



Data is increasingly diverse

- Volume
- Variety
- Velocity
- Veracity



It accumulates rapidly

- Missing or incorrect data
- Wrong data format
- Partial missing data



It must be cleansed before analyzed by many applications

Avoid unsearchable data

How can customers provide access to users to gain insights?

AWS Glue



AWS Glue Data Catalog

- Hive metastore compatible with enhanced functionality
- Crawlers automatically extracts metadata and creates tables
- Integrates with Amazon Athena, Amazon EMR, and many more



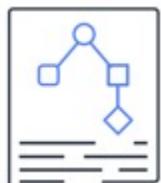
Job authoring

- Generates ETL code
- Build on open frameworks – Python, Scala, and Apache Spark
- Developer-centric – editing, debugging, sharing



Job running

- Run jobs on a serverless Spark platform
- Use flexible scheduling, job monitoring, and alerting



Job workflow

- Orchestrate triggers, crawlers, and jobs
- Author and monitor entire flows and integrated alerting

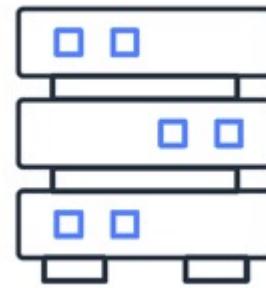
Data services – AWS Data Exchange and Amazon Athena

AWS Data Exchange



Find and subscribe to third-party data in the cloud

Find diverse data in one place



- More than 1,000 data products
- More than 80 data providers

Analyze data



- Download of copy of data to Amazon S3
- Combine, analyze, and model with existing data

Access third-party data



- Streamlined access to data
- Minimize legal reviews and negotiations

Amazon Athena



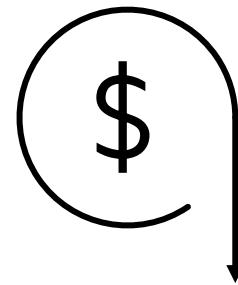
Interactive query service to analyze data in Amazon S3 using standard SQL

No setup costs



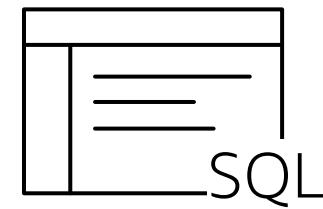
Zero setup costs,
point to Amazon S3
and start querying

Pay per query



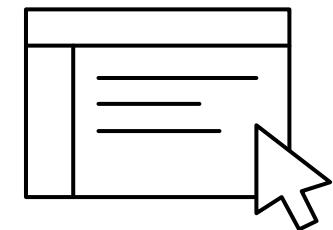
Pay only for queries run,
save 30%–90% on
per-query costs through
compression

Open



ANSI SQL interface,
JDBC/ODBC drivers, multiple
formats, compression types,
and complex joins and data
types

Streamlined



Serverless, zero
infrastructure, zero
administration,
integrated with Amazon
QuickSight

AWS Lake Formation

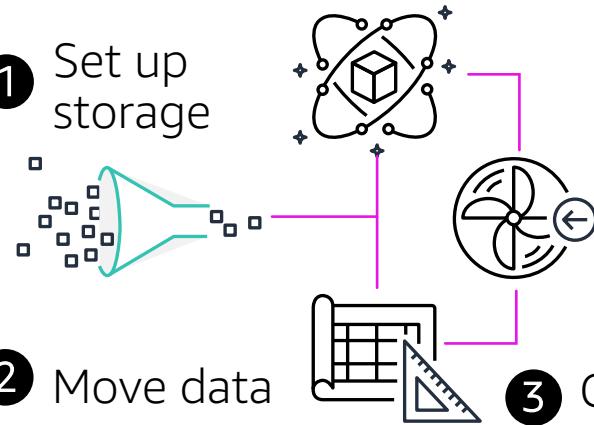
Challenges of building a secure data lake



Typical steps to build a secure data lake

Ingestion and cleaning

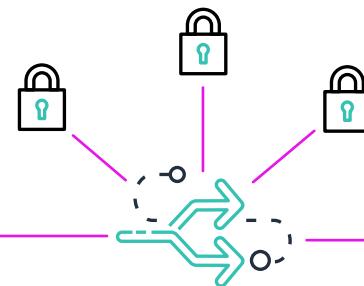
- 1 Set up storage



Data engineer

Security

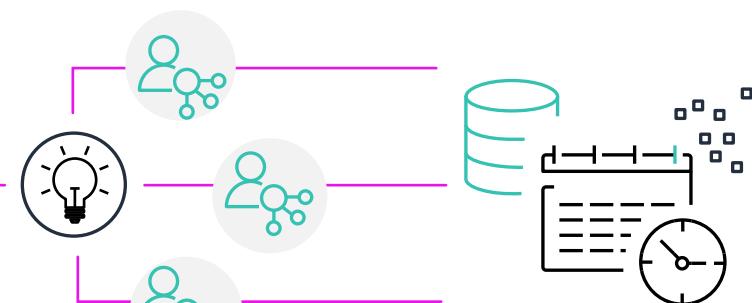
- 4 Configure and enforce security and compliance policies



Data security officer

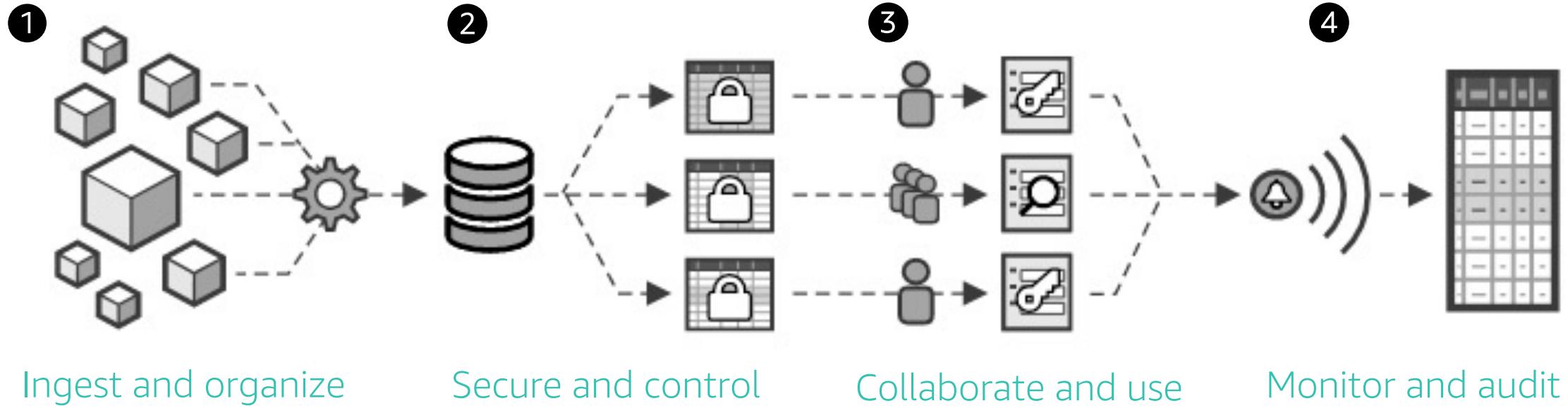
Analytics and machine learning

- 5 Make data available for analytics



Data analyst

AWS Lake Formation for a secure data lake



Automates creating data lake and data ingestion.

Sets up fine-grained access control and data governance.

Search and data discovery using Data Catalog metadata.

To protect data, all access is checked against set policies.

Based on data access and governance policies, alert notifications are raised on policy violation and logged.

Data visualization with Amazon QuickSight

Amazon QuickSight



BI service built for the cloud with pay-per-session pricing and ML insights

Scalable



Automatically scales with use and activity, with no additional infrastructure requirements.

Seamlessly grows with customers.

Pay for use



Pay monthly or annually.

With pay-per-session pricing, customers only pay when they access their reports and dashboards, with no upfront costs.

Serverless and fully managed



Fully managed cloud application, meaning there's no upfront cost, software to deploy, capacity planning, maintenance, upgrades, or migrations.



Fully integrated

Deeply integrated with data sources and other AWS services like Amazon Redshift, Amazon S3, Athena, Amazon Aurora, Amazon RDS, IAM, AWS CloudTrail, and Amazon Cloud Directory—providing customers with everything they need for an end-to-end cloud BI solution.

Activity: Serverless Data Lake Lab Demonstration

Activity overview



The activity consists of a video demonstration of three key steps:

- Step 1: Build a serverless data lake
 - Build a data lake with an AWS CloudFormation template
 - Load raw New York City (NYC) taxi data into Amazon S3 bucket
 - Program an AWS Glue ETL job to convert raw taxi data into Parquet data storage format
- Step 2: Run Amazon Athena query
 - Run a SQL query with Amazon Athena to query taxi data in Parquet format
- Step 3: Visualize data with Amazon QuickSight
 - Use Amazon Athena to visualize data with Amazon QuickSight

<https://aws.amazon.com/blogs/big-data/build-and-automate-a-serverless-data-lake-using-an-aws-glue-trigger-for-the-data-catalog-and-etl-jobs/>

Module 4: AWS Data Analytics Solutions – Part II

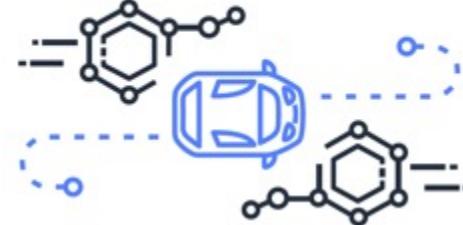
Solution 3: Streaming and real-time analytics with Amazon Kinesis

Streaming data defined

Data that is generated continuously from thousands of data sources, sent simultaneously



Player-game interactions



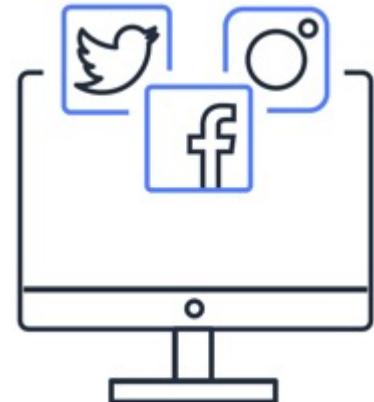
Geolocation of
cars and devices



Music downloads



Website clicks



Social media streams

Data streaming solution challenges



Challenges of building on-premises, real-time streaming solutions:



Difficult to set up



Difficult to achieve high availability



Error prone and complex to manage



Tricky to scale



Integration requires development



Expensive to maintain

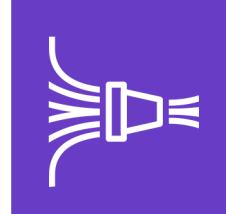
AWS streaming data solutions



Efficiently collect, process, and analyze data streams in real time



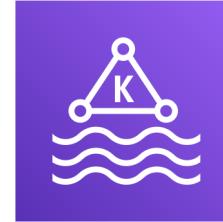
Amazon Kinesis
Data Streams



Amazon Kinesis
Data Firehose



Amazon Kinesis
Data Analytics



Amazon Managed
Streaming for Apache Kafka

Capture and store
data streams

Load streaming data
into streams, data lakes,
and warehouses

Analyze data streams
in real time

Use fully managed
service for Apache Kafka

Amazon Kinesis Data Streams



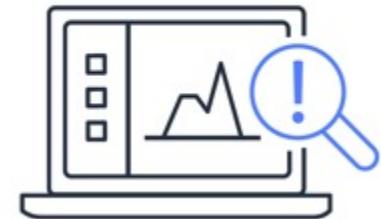
Massively scalable, highly durable data ingestion and processing service optimized for real-time data streaming

Data collected is available within

70

milliseconds

Real-time analytics



- Dashboards
- Anomaly detection
- Dynamic pricing

Data synchronously replicates data across

3 Availability Zones in a Region

Data can be stored up to 7 Days

Serverless, can scale dynamically to handle

MB to TB each hour



Thousands to millions of PutRecords each second

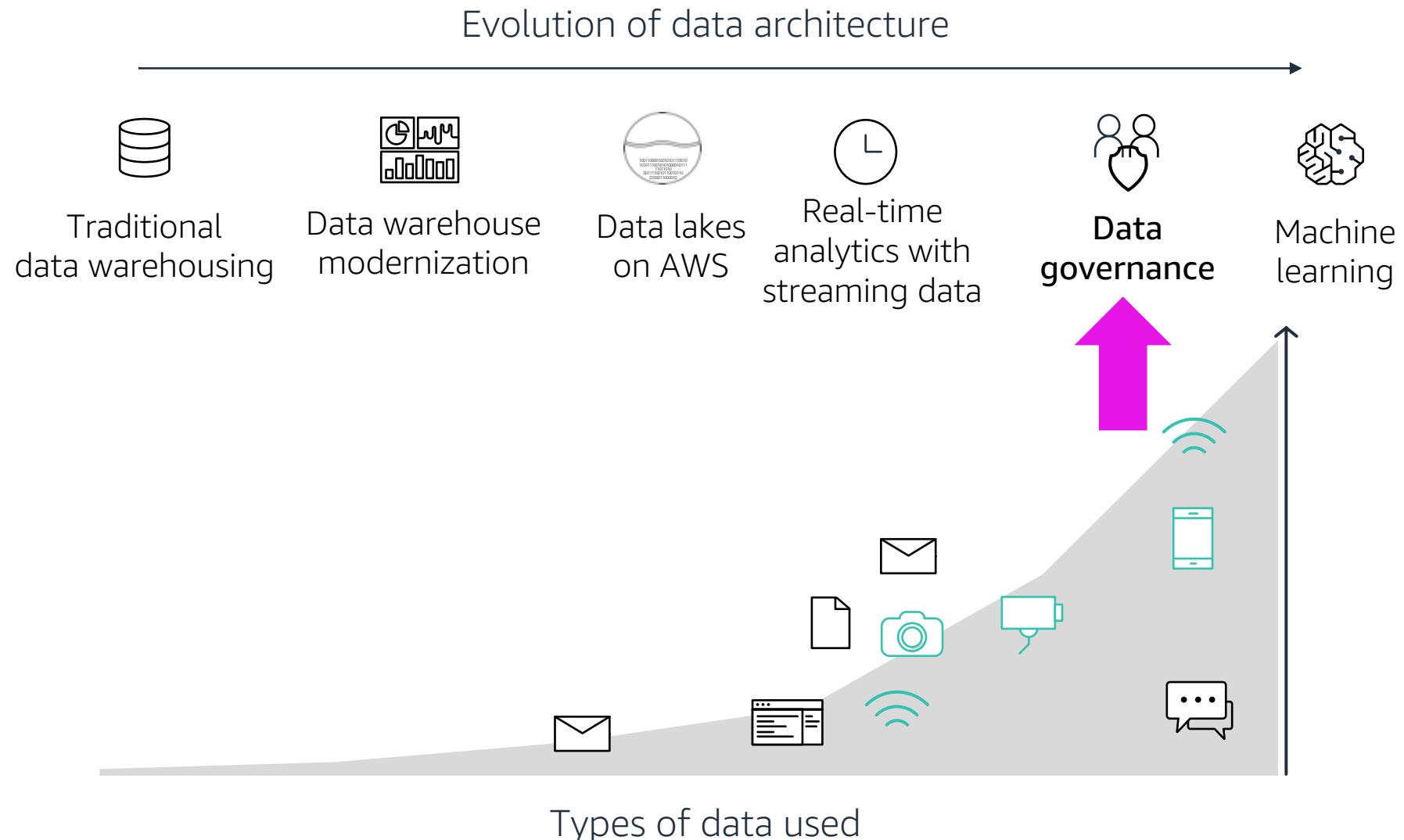


No upfront cost low, pay-as-you-go pricing

<https://aws.amazon.com/kinesis/data-streams/faqs/?nc=sn&loc=5>

Solution 4: Data governance

Journey to a modern data architecture

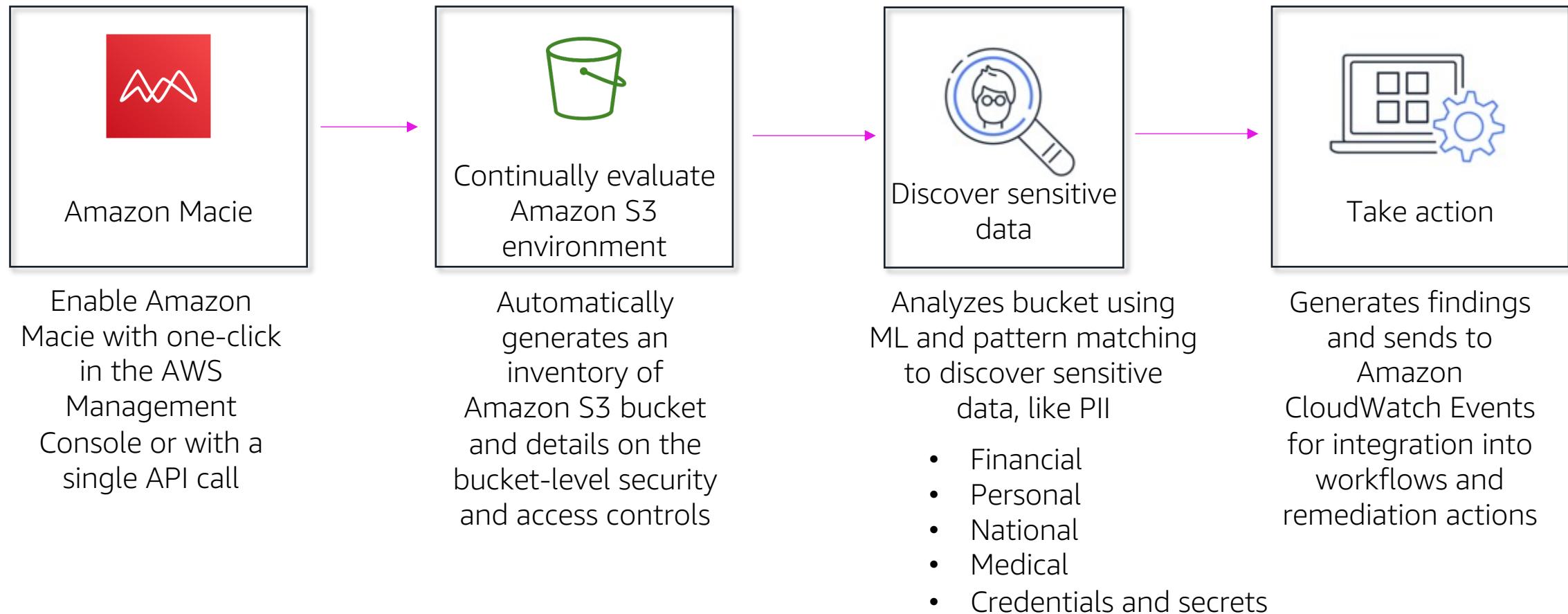


Challenges of data in data lakes

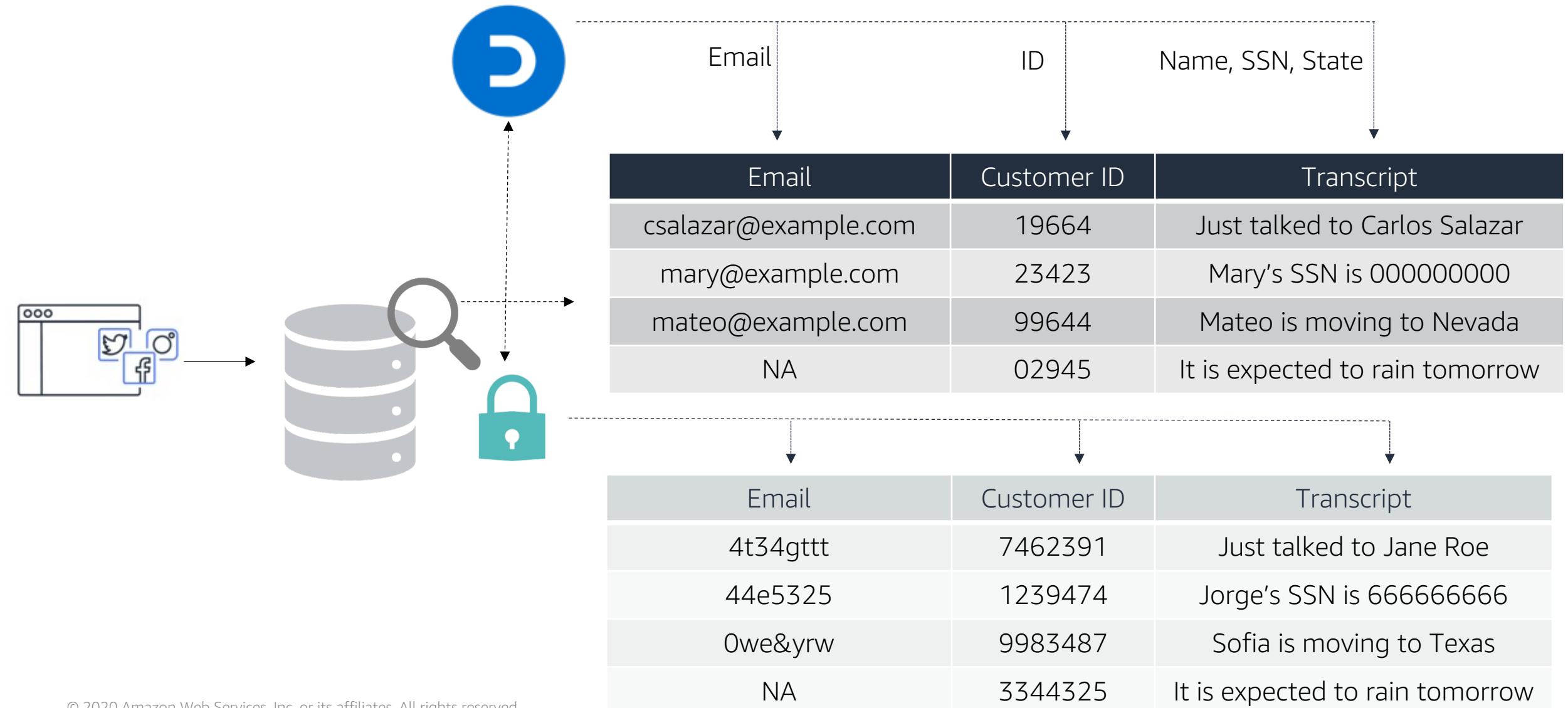
- Securing data
- Auditing data usage
- Managing data access
- Safeguarding sensitive data and PII
- Maintaining regulations and mandates



Amazon Macie

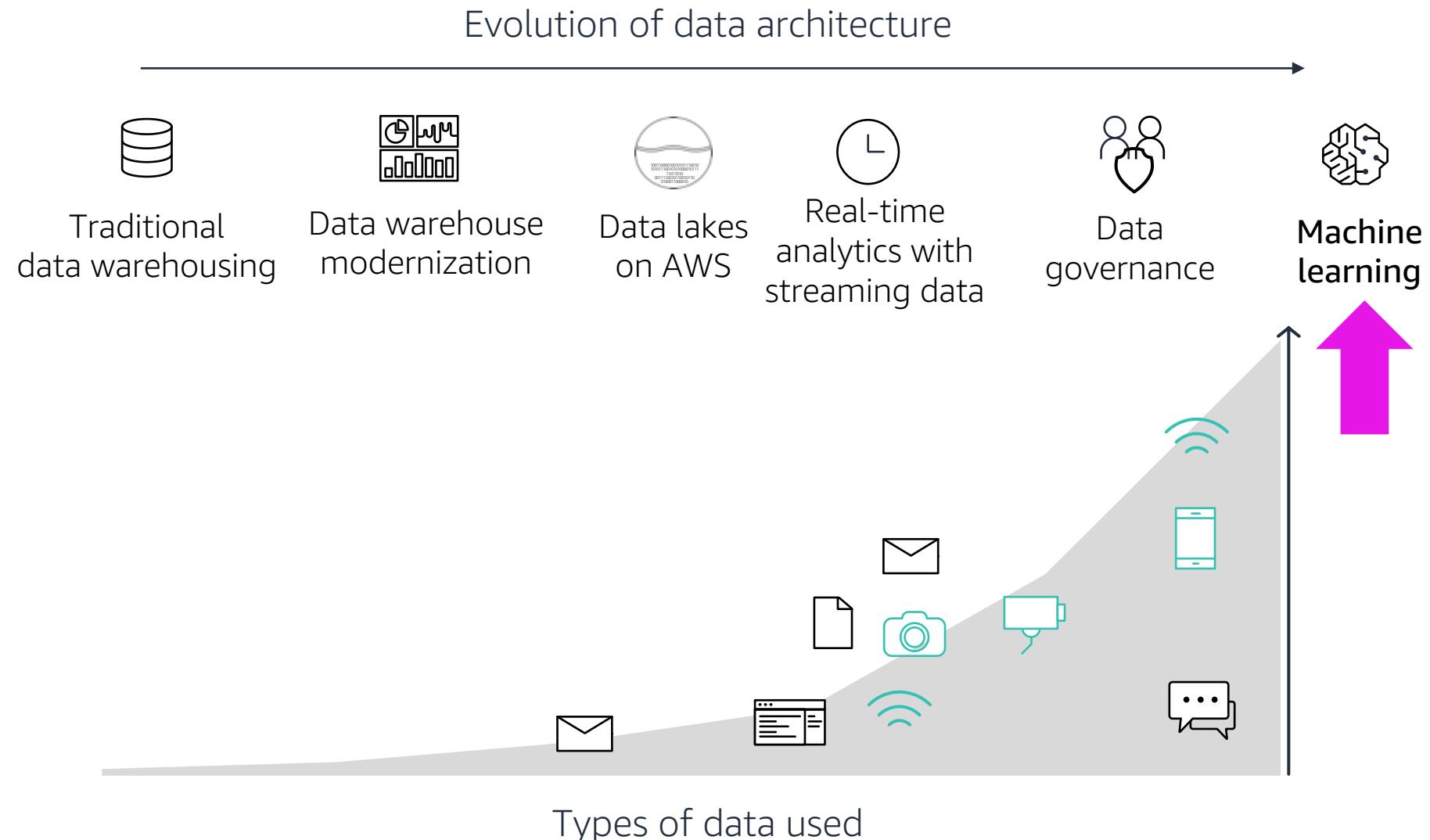


Masking PII data



Extended solution 5: Insights and monetization with ML on AWS

Journey to a modern data architecture



Amazon SageMaker

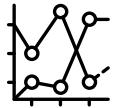


Machine learning at enterprise scale

Build



Notebooks for
common problems



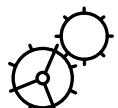
High-performance
algorithms

- Managed Jupyter for enterprise data science
- Sample notebooks for most common use cases
- Single-pass, streaming training algorithms

Train and tune



One-click training



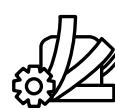
Hyperparameter
optimization

- Training models at scale without DevOps assistance
- *ML on ML* to optimize hyperparameters

Deploy and manage



One-click
deployment



Fully managed
elastic hosting

- Deploy to production with a single call
- Fully managed, production-grade inferences

Machine learning resources



AWS Partner: Machine Learning (ML) on AWS for ML Practitioners - Technical

<https://partnercentral.awspartner.com/LmsSsoRedirect?RelayState=%2flearningobject%2fcurrency%3fid%3d25521>

AWS Foundations: How Amazon SageMaker Can Help

- Fundamental digital course on how SageMaker mitigates the core challenges of implementing an ML pipeline
- Duration: 30 minutes
- <https://www.aws.training/Details/Video?id=49646>

Practical Data Science with Amazon SageMaker

- Learn to solve real-world use cases with machine learning (intermediate)
- Duration: 1 day
- <https://www.aws.training/Search?pageNumber=1&courseId=40748>

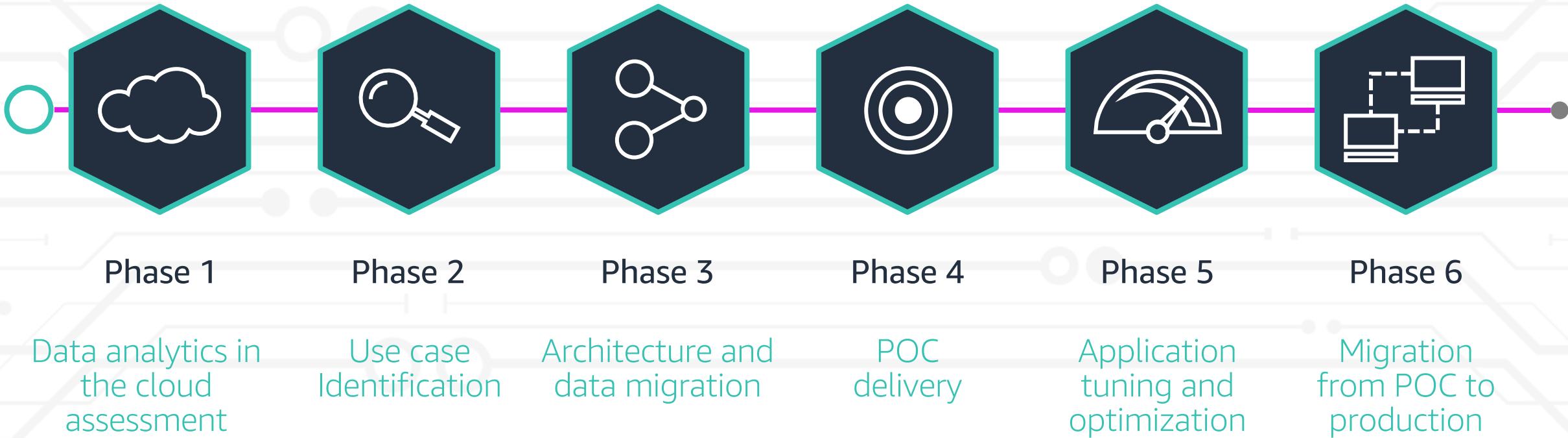
The Machine Learning Pipeline on AWS

- Explore how to use the machine learning pipeline to solve a real business problem (intermediate)
- Duration: 4 days
- <https://www.aws.training/Search?pageNumber=1&courseId=38910>

Module 5: AWS Technical Conversations and Engagement

AWS six-phase strategy for implementing a data analytics solution

Data analytics projects: A phased strategy



Activity: Game Analytics Pipeline Architecture

Game analytics pipeline solution architecture



Role

You are a Partner solution engineer (SE) helping a cloud gaming architect at a hot new startup.

Goal

Whiteboard an AWS architecture for a game analytics pipeline for a **multi-player game** with **over five million gamers** worldwide.

Requirements

- Enable the ingestion of streaming data from millions of gamers playing from their desktop PCs now, and eventually mobile devices
- Enable customers to capture real-time analytics, monitoring the game and gamers to improve the gamer experience and the game, and for monetization.
- Enable internal team needs to track things like system performance, user activity, gamer satisfaction reporting, and expenses.

Constraints

- Small IT staff
- Low budget

Whiteboard: Game analytics pipeline architecture

Who are the actors in a gaming application?

Whiteboard: Data producers and consumers

Data
producers



PC



PC



PC

AWS SDK

Data
consumers



Live ops



Service
teams



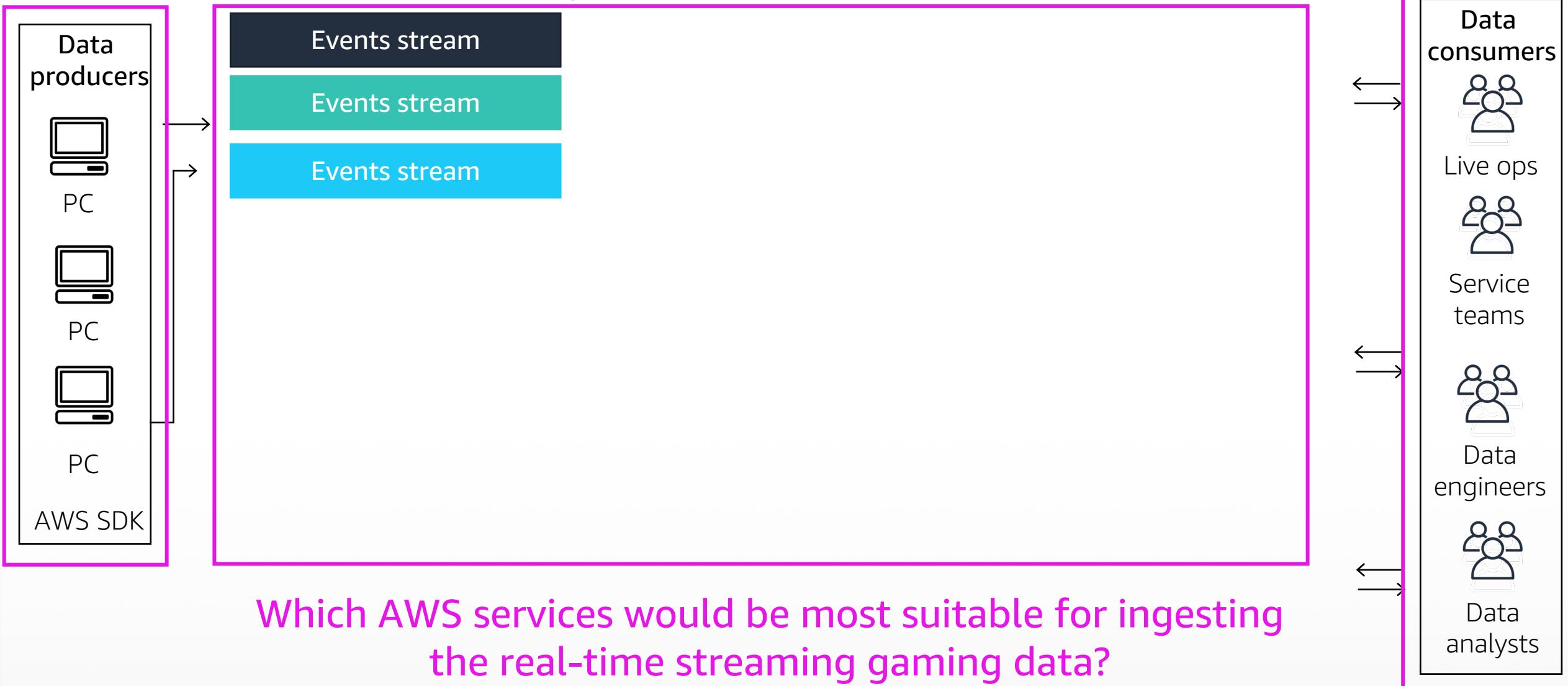
Data
engineers



Data
analysts

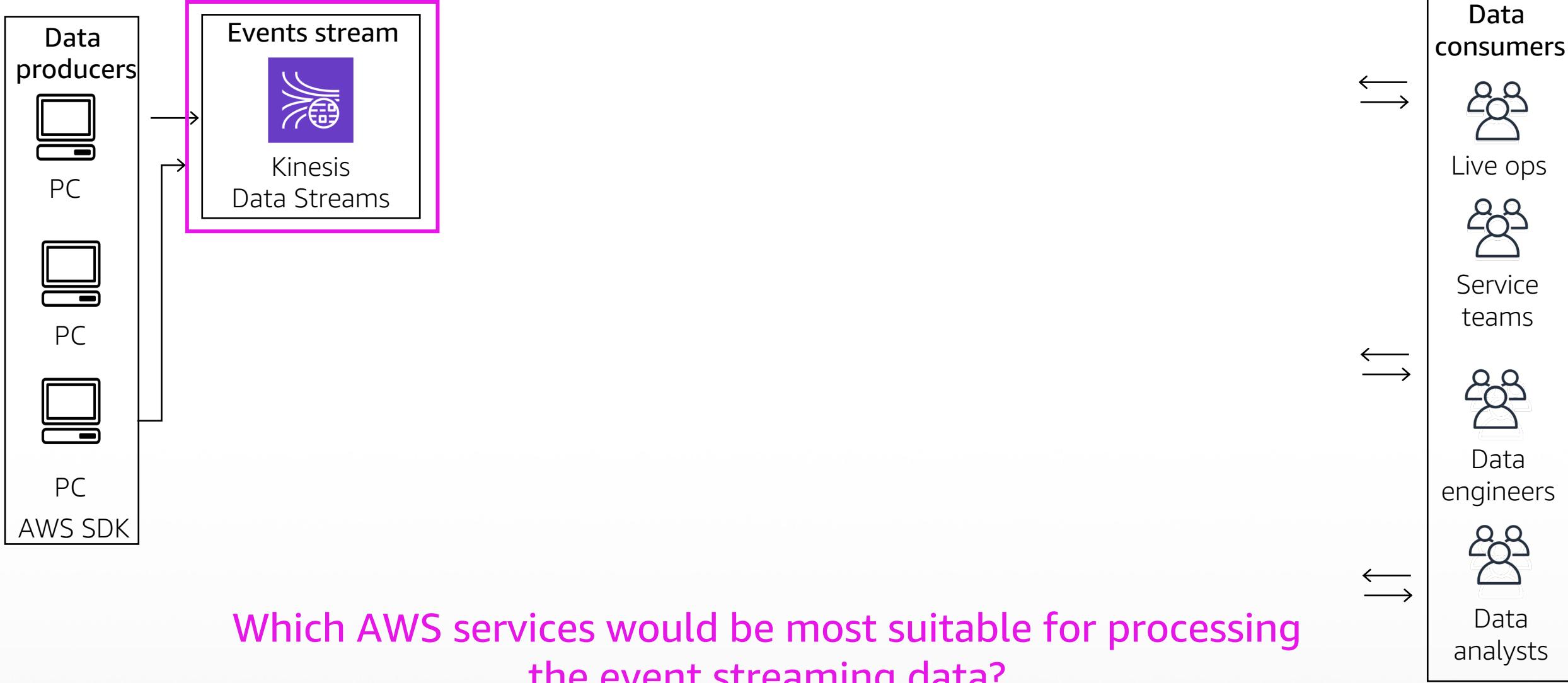
What do the gamers generate?

Whiteboard: Data producers and consumers



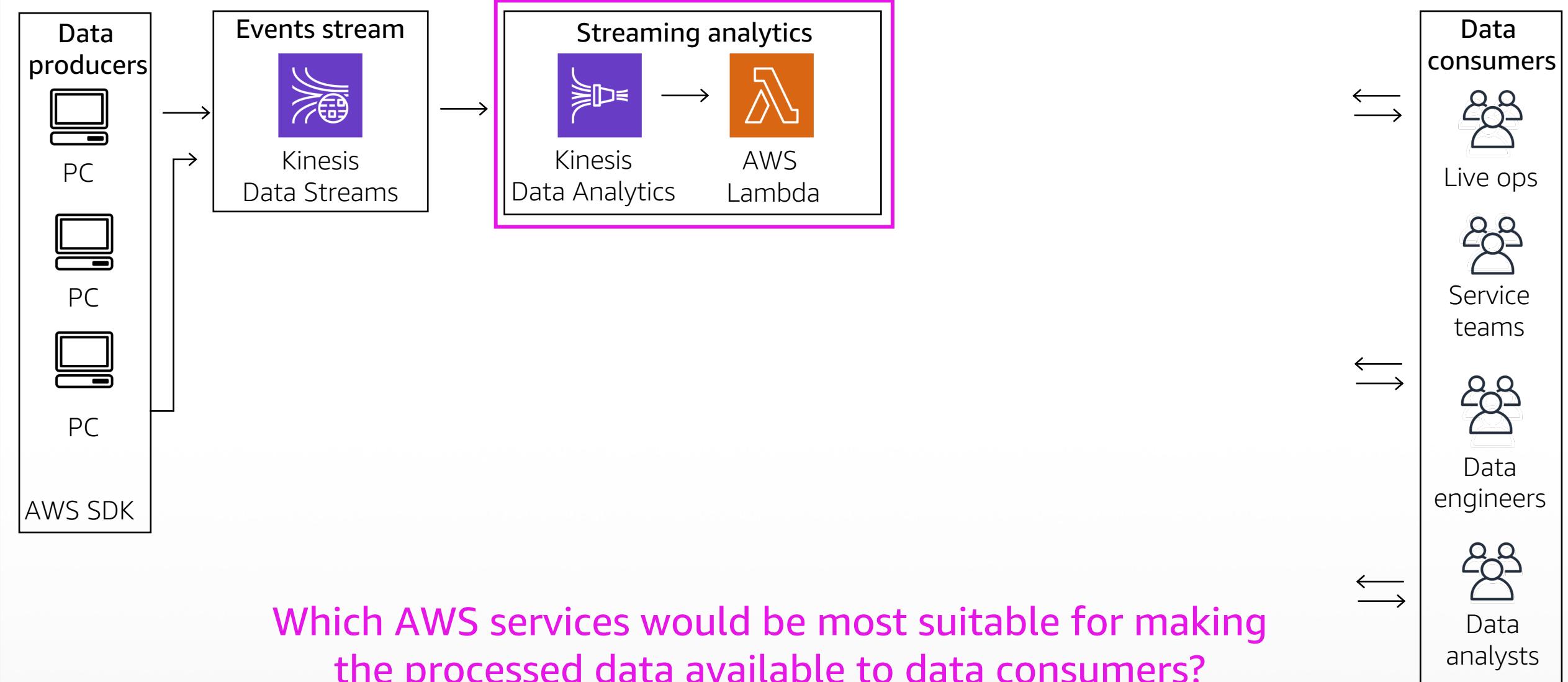
Which AWS services would be most suitable for ingesting
the real-time streaming gaming data?

Whiteboard: Events stream

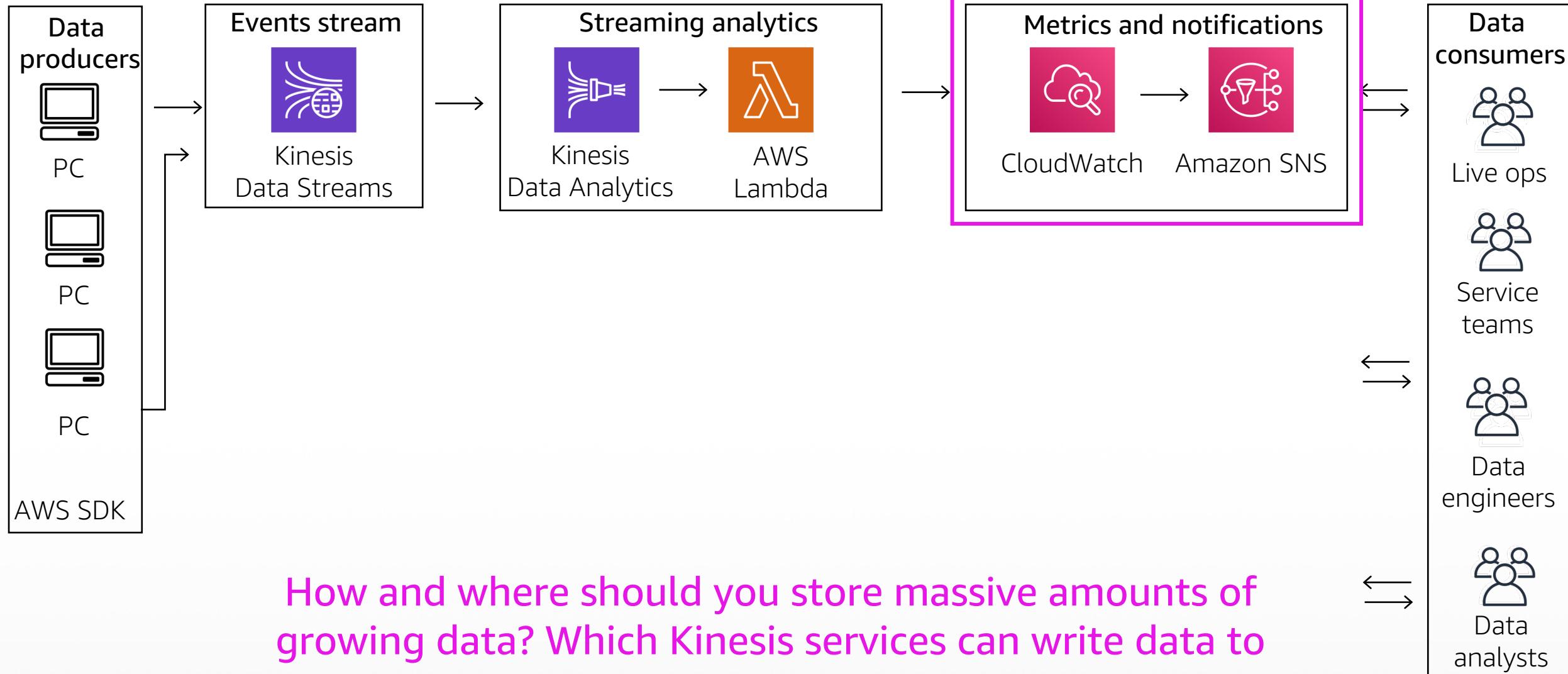


Which AWS services would be most suitable for processing the event streaming data?

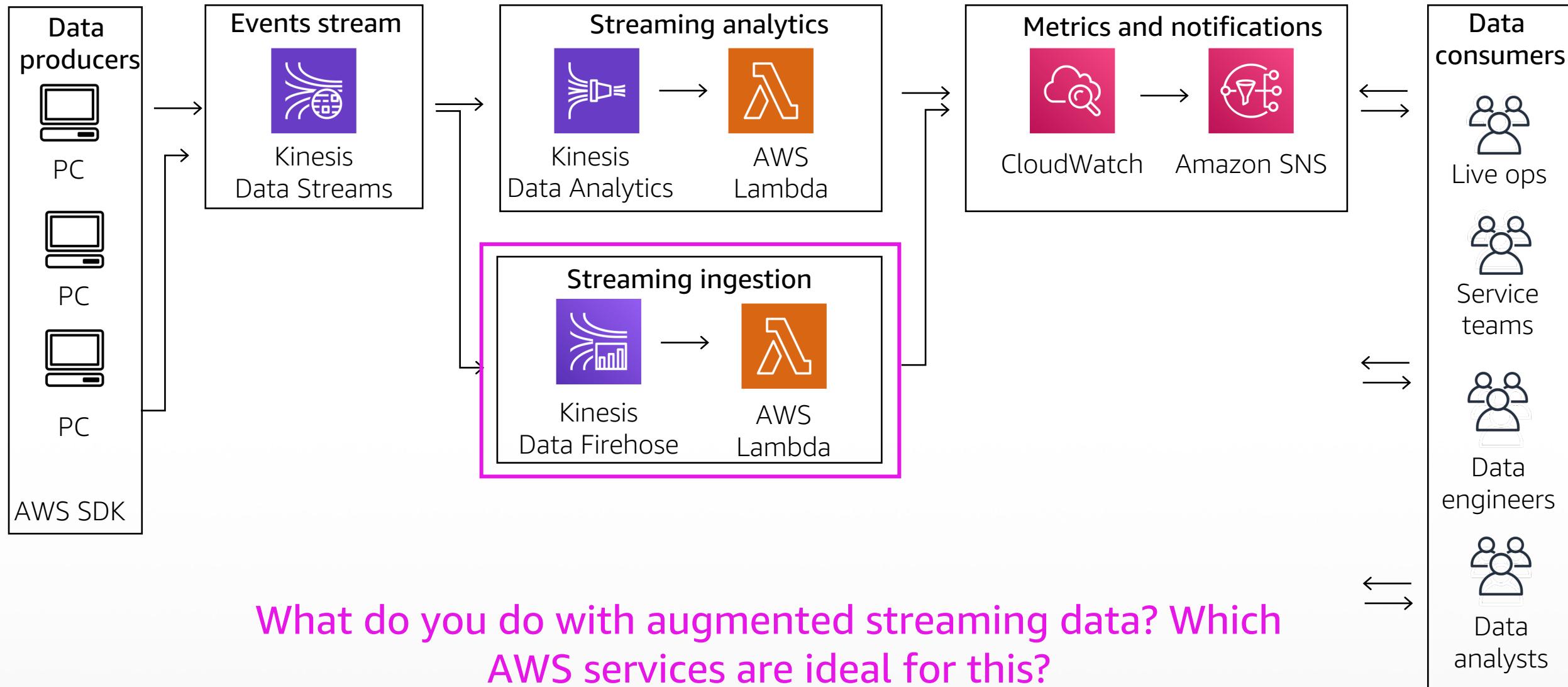
Whiteboard: Streaming analytics



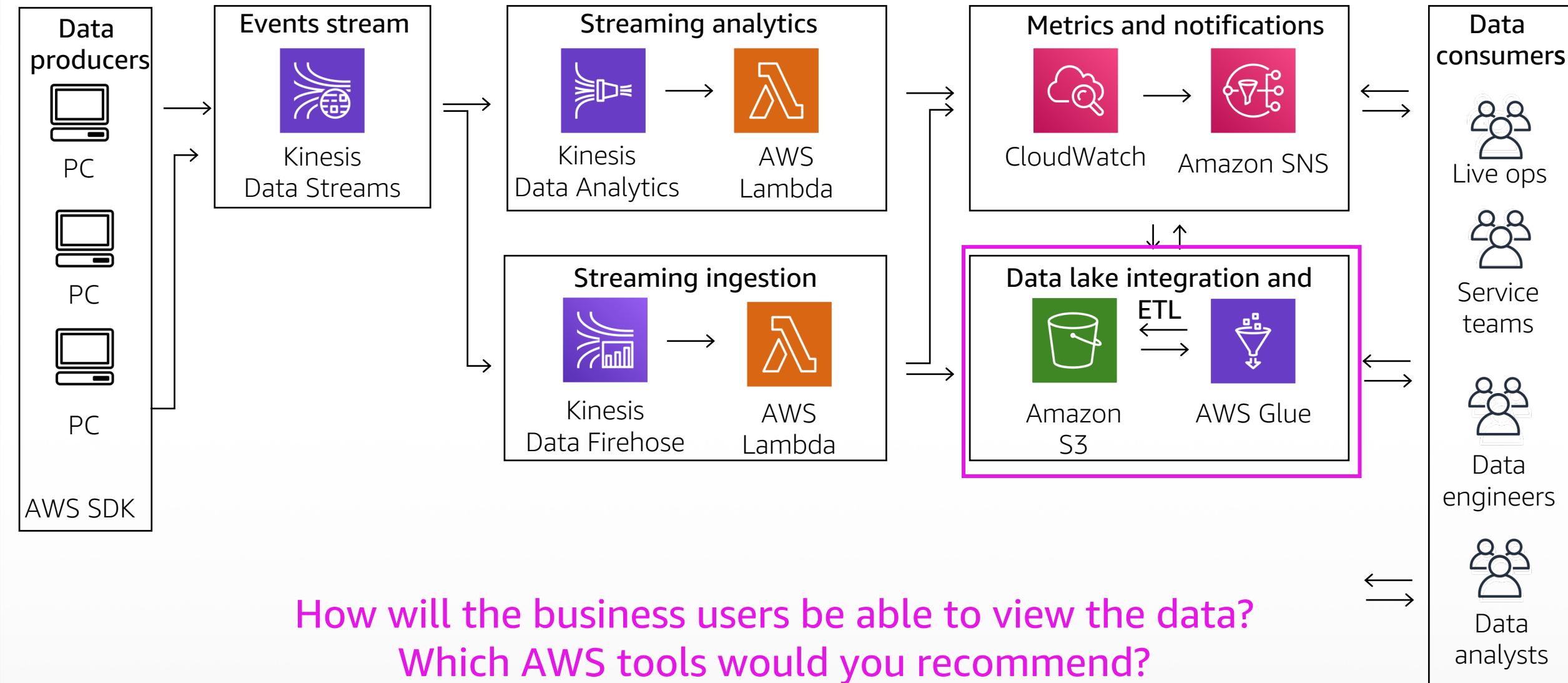
Whiteboard: Metrics and notifications



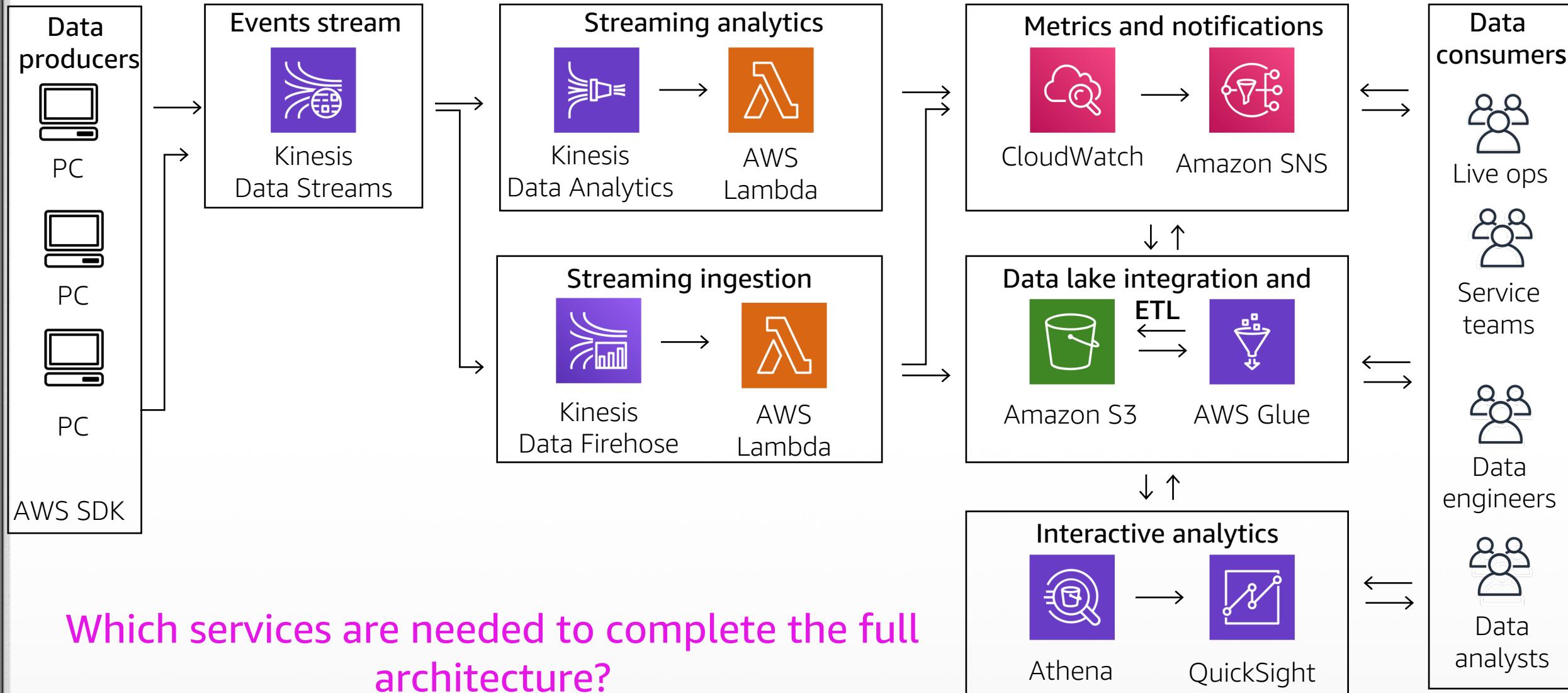
Whiteboard: Streaming ingestion



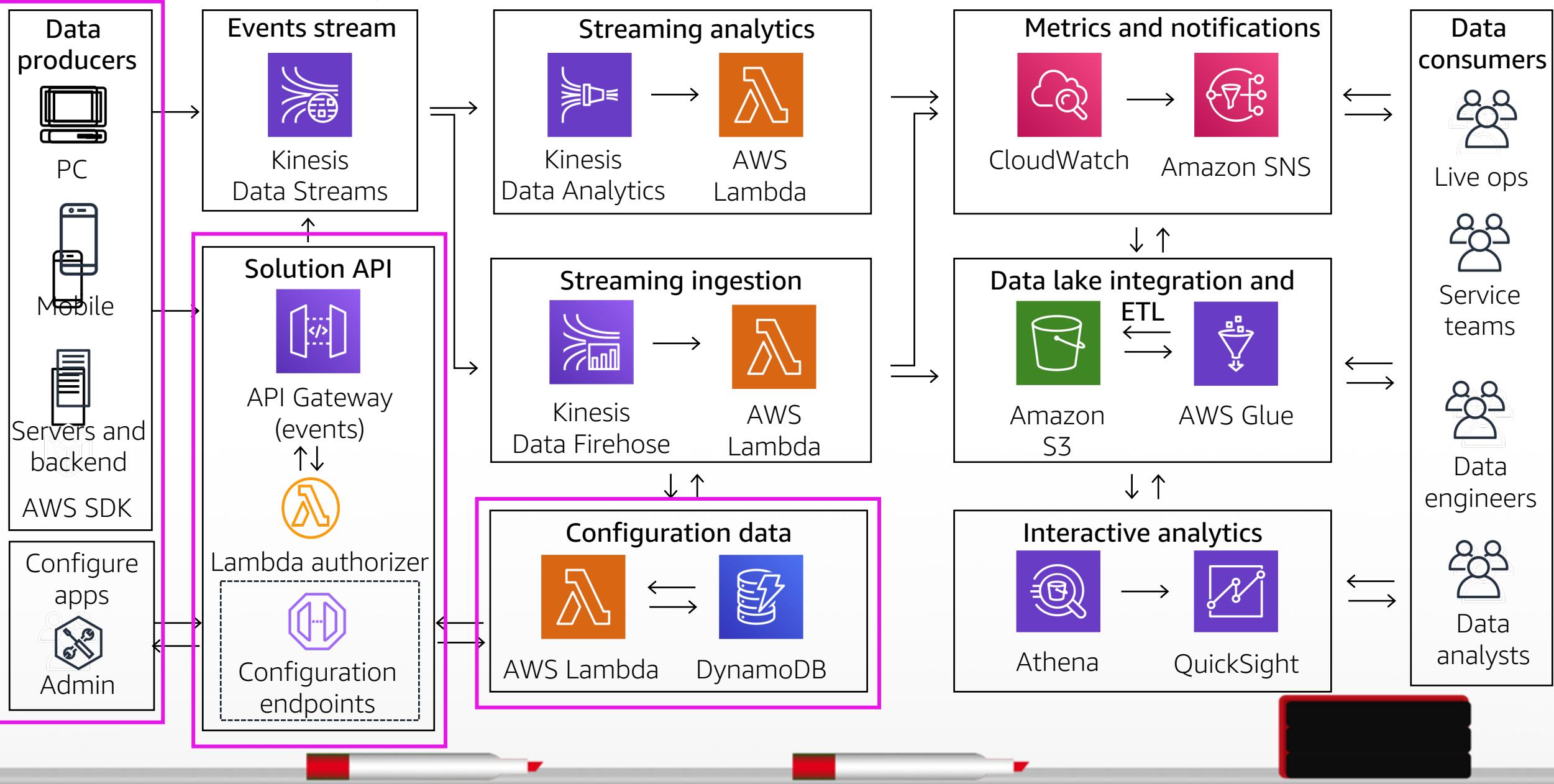
Whiteboard: Data lake integration and ETL



Whiteboard: Data visualization and interactive analytics



Game analytics pipeline architecture



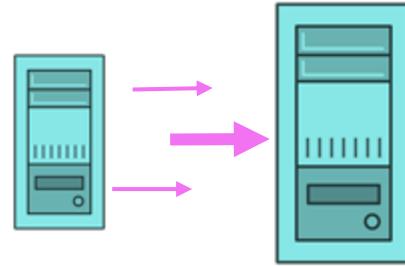
Module 6: APN Partner Opportunities and Resources

APN Partners and AWS for Data Analytics

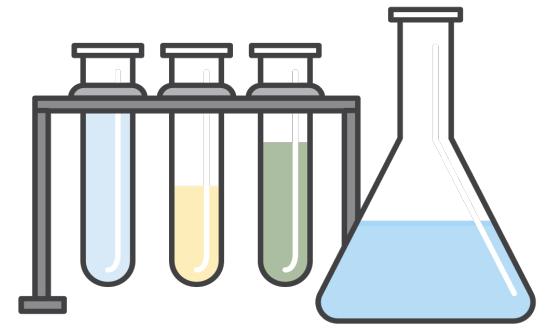
Discounting and funding programs



Migration
programs



POC funding



AWS Professional Services



- Global team of experts
- Collaborate with APN Partners to help customers realize their desired business outcomes in AWS Cloud
- Reach out to APN Partners when they need additional resources

AWS Professional Services: <https://aws.amazon.com/professional-services/>

AWS Data Lab program



- The **AWS Data Lab program** offers accelerated joint engineering engagements between a team of customer builders and AWS technical resources to create tangible deliverables that accelerate data and analytics modernization initiatives.
- Two offerings:

Design Lab

Focus on real-world architectural design

Build Lab

Focus on providing guidance with building a functioning prototype with a customer team

<https://aws.amazon.com/aws-data-lab/>

Duration

Half day to 5 days

Location

Virtual or AWS Data Lab hub – Seattle, NYC, Herndon (VA), London, Bangalore

Cost

Free. Reach out to your APN support team for more information.

AWS Immersion Days



Designed to help APN Advanced and Premier Consulting Partners deliver technical data analytics workshops to their customers and help grow their businesses



partner
network

immersion days

Data Engineering Immersion Day

Build a serverless data lake solution on AWS including modules focusing on ingestion, hydration, exploration, and consumption

Amazon EMR Immersion Day

Focus on unique facets of Amazon EMR for big data workloads

Database Migration Immersion Day

Give your customers a head start with the AWS Database Migration Service and the Schema Conversion Tool

... and many more.

Benefits: Access to technical workshop content, AWS usage credits, Market Development Funds (MDF) opportunities, and support from AWS teams

AWS Certified Data Analytics – Specialty



Data Analytics - Specialty
Design and implement AWS services
to derive value from data

Download exam guide and sample questions

Explore AWS learning paths

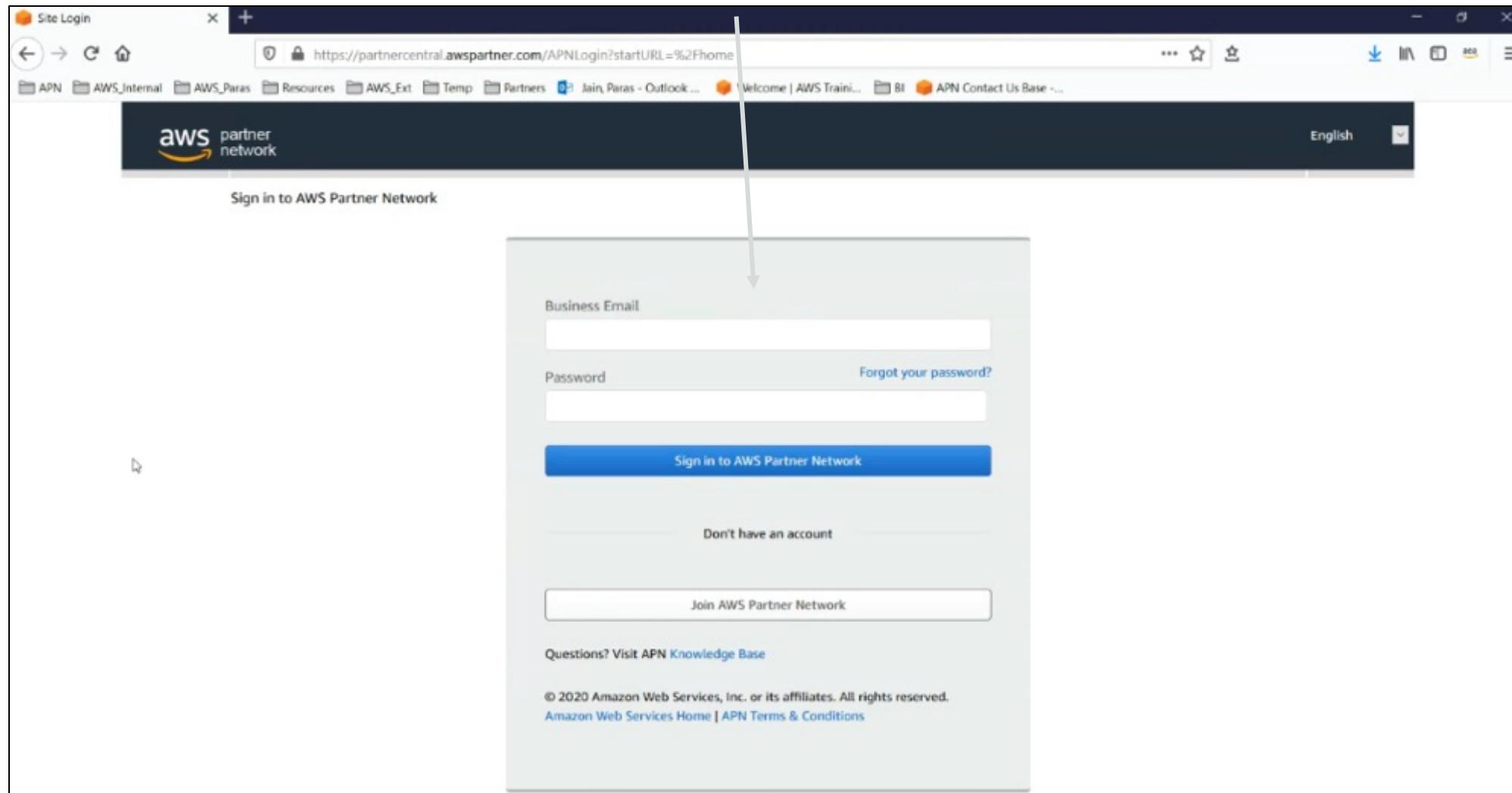
Read AWS whitepapers and FAQs

Take Exam Readiness training

Take a practice exam

Schedule your exam now

- Hi there ! This document walks you through the steps to make your selection of Data Sharing consent mechanism. Please follow the steps listed ahead.
- Log in to [partnercentral.AWS.com](https://partnercentral.awspartner.com/APNLogin?startURL=%2Fhome)
- Sign in with your Partner Central login ID and Password
- If you do not have an APN account, please [self-register](#) (watch the *AWS Partner Network Registration Video* guide at the left hand side of the page). You will be prompted to set up your profile if it is your first time accessing the portal.



- Head toward the **Quick Links** section on the left.
- Click on 'View My Profile'

The screenshot shows the APN Partner Central Home page. A mouse cursor is hovering over the 'View My Profile' link in the 'QUICK LINKS' sidebar. The page includes sections for APN updates, questions, sales funnel, and events.

APN Partner Central Home - https://partnercentral.awspartner.com/home

QUICK LINKS

- [View My Profile](#) (highlighted)
- [View Partner Scorecard](#)
- [AWS Educate Job Board](#)
- [Invite New User to APN Partner Central](#)
- [Partner Terms & Conditions](#)
- [Find AWS Partners](#)

We would like to understand your business better and offer you with journey paths that will allow you to progress your engagement with APN. Please, update the type of solution or service that your organization provides under [section](#).

APN UPDATES

Training and Certification
You can now take all AWS Certification exams with online proctoring. Due to expected high demand, the wait time for online-proctored appointments may be longer than usual. To learn more about online proctoring—how to start, how it works, requirements, etc.—visit the Pearson VUE site.

WELCOME TO APN PARTNER CENTRAL

last login Mar 23, 2021

QUESTIONS?

View our [Webcasts](#) to learn more about APN Partner Central and Programs, AWS 101, AWS Events, and Technical Deep Dives.

Visit our [Knowledge Base](#) to view our FAQS and browse our library of articles about the APN.

SALES FUNNEL AND KEY ACTIONS

You don't have access to view sales funnel.

EVENTS AND UPDATES

- Click 'Edit'.

The screenshot shows the 'My Profile' section of the AWS Partner Central website. At the top right, there is a blue 'Edit' button with a white arrow pointing towards it from the list item above. Below the 'Edit' button is a 'Change Password' link. The main content area is divided into several sections: 'CONTACT INFORMATION' (Full Name, Title, Contact Type, Business Phone), 'APN PARTNER CENTRAL DETAILS' (Email, Time Zone, Locale, Language), and 'AWS CERTIFICATION' (AWS T&C Account Email, I consent to share my AWS Certifications with "AWS Partner Net" *). On the left side, there is a sidebar with sections for 'QUESTIONS?' (Webcasts, Knowledge Base) and a feedback section ('Tell us how we are doing?').

CONTACT INFORMATION

Full Name [REDACTED]
Title [REDACTED]
Contact Type [REDACTED]
Business Phone [REDACTED]

APN PARTNER CENTRAL DETAILS

Email [REDACTED]
Time Zone Asia/Colombo
Locale en_US
Language en_US

AWS CERTIFICATION

AWS T&C Account Email [REDACTED]
I consent to share my AWS Certifications with "AWS Partner Net" * Yes

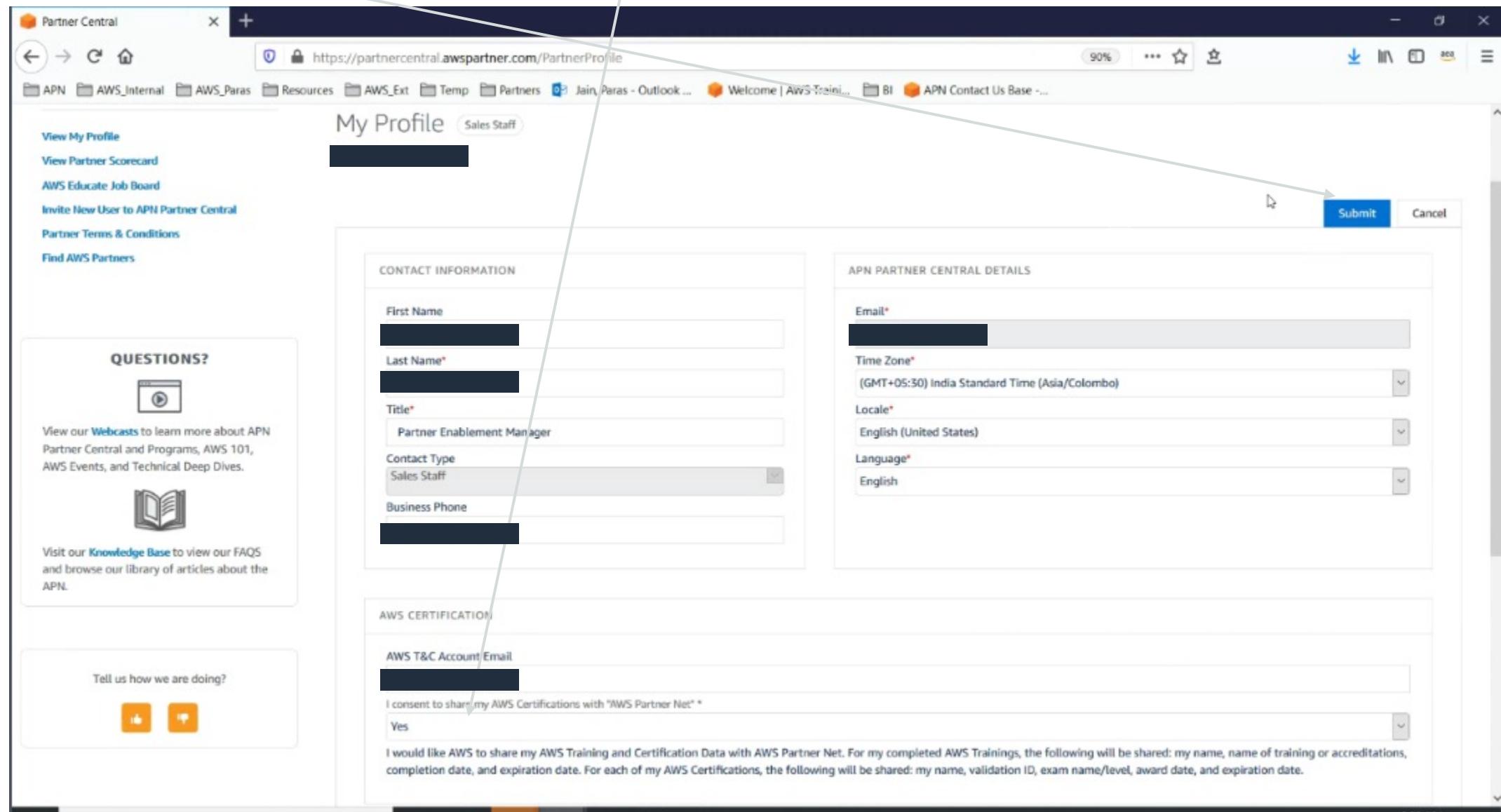
QUESTIONS?

View our [Webcasts](#) to learn more about APN Partner Central and Programs, AWS 101, AWS Events, and Technical Deep Dives.

Visit our [Knowledge Base](#) to view our FAQS and browse our library of articles about the APN.

Tell us how we are doing?

- Make your selection on the Partner T&C Data Sharing drop down (Select 'Yes' if you consent to sharing your PII data with AWS, Select 'No' in case you don't).
- Click 'Submit' to save.
- All done !



The screenshot shows the 'My Profile' page in the AWS Partner Central interface. The 'APN PARTNER CENTRAL DETAILS' section is visible, containing fields for Email*, Time Zone*, Locale*, and Language*. A large blue 'Submit' button is located at the bottom right of this section. A mouse cursor is hovering over the 'Submit' button. The rest of the page includes sections for CONTACT INFORMATION, AWS CERTIFICATION, and a sidebar with various links and a feedback section.

APN PARTNER CENTRAL DETAILS

Email*: [REDACTED]

Time Zone*: (GMT+05:30) India Standard Time (Asia/Colombo)

Locale*: English (United States)

Language*: English

CONTACT INFORMATION

First Name: [REDACTED]

Last Name*: [REDACTED]

Title*: Partner Enablement Manager

Contact Type: Sales Staff

Business Phone: [REDACTED]

AWS CERTIFICATION

AWS T&C Account Email: [REDACTED]

I consent to share my AWS Certifications with "AWS Partner Net" *

Yes

I would like AWS to share my AWS Training and Certification Data with AWS Partner Net. For my completed AWS Trainings, the following will be shared: my name, name of training or accreditations, completion date, and expiration date. For each of my AWS Certifications, the following will be shared: my name, validation ID, exam name/level, award date, and expiration date.

Thank You!

Varun Chhabra : chhvarun@amazon.com

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