



AWS Partner Network (APN)

ISV Partner Path – First Steps

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AGENDA

1. Partnership overview

2. Benefits

3. Requirements

4. Next Steps

APN Partner Paths

CHOOSE THE RIGHT PATH FOR YOUR CORE BUSINESS!



ISV

The AWS ISV Partner Path is a curated path for businesses that provide software solutions that run on or are integrated with AWS. This includes Software-as-a-Service (SaaS) and Customer Deployed solutions.



Technology

AWS Technology Partners provide hardware or connectivity services on AWS. AWS Technology Partners include original equipment manufacturers (OEMs), semiconductor manufacturers, and network carriers.



Consulting

These professional services firms include system integrators, strategic consultancies, agencies, managed service providers (MSPs), and value-added resellers. Unlock more benefits and programs as you progress through the AWS Consulting Tiers and grow with AWS Partner Network (APN).

Partners can
select all paths
that apply to
their business!

AWS Partner Network (APN)

What is the APN?

The AWS Partner Network (APN) is the global partner program for AWS. It is focused on helping APN Partners build successful AWS-based businesses or solutions by providing business, technical, marketing, and go-to-market support.

Why do AWS Customers work with APN Partners?

The APN further enables AWS Customers to identify high-quality APN Partners who deliver value-added services and solutions on AWS through specific APN Partner Programs and go-to-market (GTM) opportunities.

APN Partner Central Portal

The [APN Partner Central Portal](#) is a one-stop-shop for all of the tools and content that you need to grow your business on AWS.

APN Contact is the name of your Partner Manager at AWS who will guide you in your APN journey.

A screenshot of the APN Partner Central Portal homepage. The top navigation bar includes the AWS Partner Network logo and links for Home, Content, Training, Webcast, Marketing, Programs, Knowledge, End User Information, Funding, My Customers, and Device Listings. The left sidebar contains 'QUICK LINKS' such as View Partner Scorecard, View My APN Account, View My Profile, My Partner Solutions Finder Listing, AWS Educate Job Board, AWS Certifications, Invite New User to APN Partner Central, Partner Terms & Conditions, Find AWS Partners, and Badge Manager. Below this is the 'APN CONTACT' section, which identifies the Partner Development Manager as Jim Koch. The main content area features a blue banner with a message about business engagement, followed by 'APN UPDATES' regarding Training and Certification. A 'WELCOME TO APN PARTNER CENTRAL' message is displayed, and a 'PARTNER OVERVIEW' section shows the company name as AWS Partner Net.

aws partner network

Home Content Training Webcast Marketing Programs Knowledge End User Information Funding My Customers Device Listings

QUICK LINKS

- [View Partner Scorecard](#)
- [View My APN Account](#)
- [View My Profile](#)
- [My Partner Solutions Finder Listing](#)
- [AWS Educate Job Board](#)
- [AWS Certifications](#)
- [Invite New User to APN Partner Central](#)
- [Partner Terms & Conditions](#)
- [Find AWS Partners](#)
- [Badge Manager](#)

APN CONTACT

Partner Development Manager
Jim Koch

We would like to understand your business better and offer you with journey paths that will allow you to progress your engagement section.

APN UPDATES

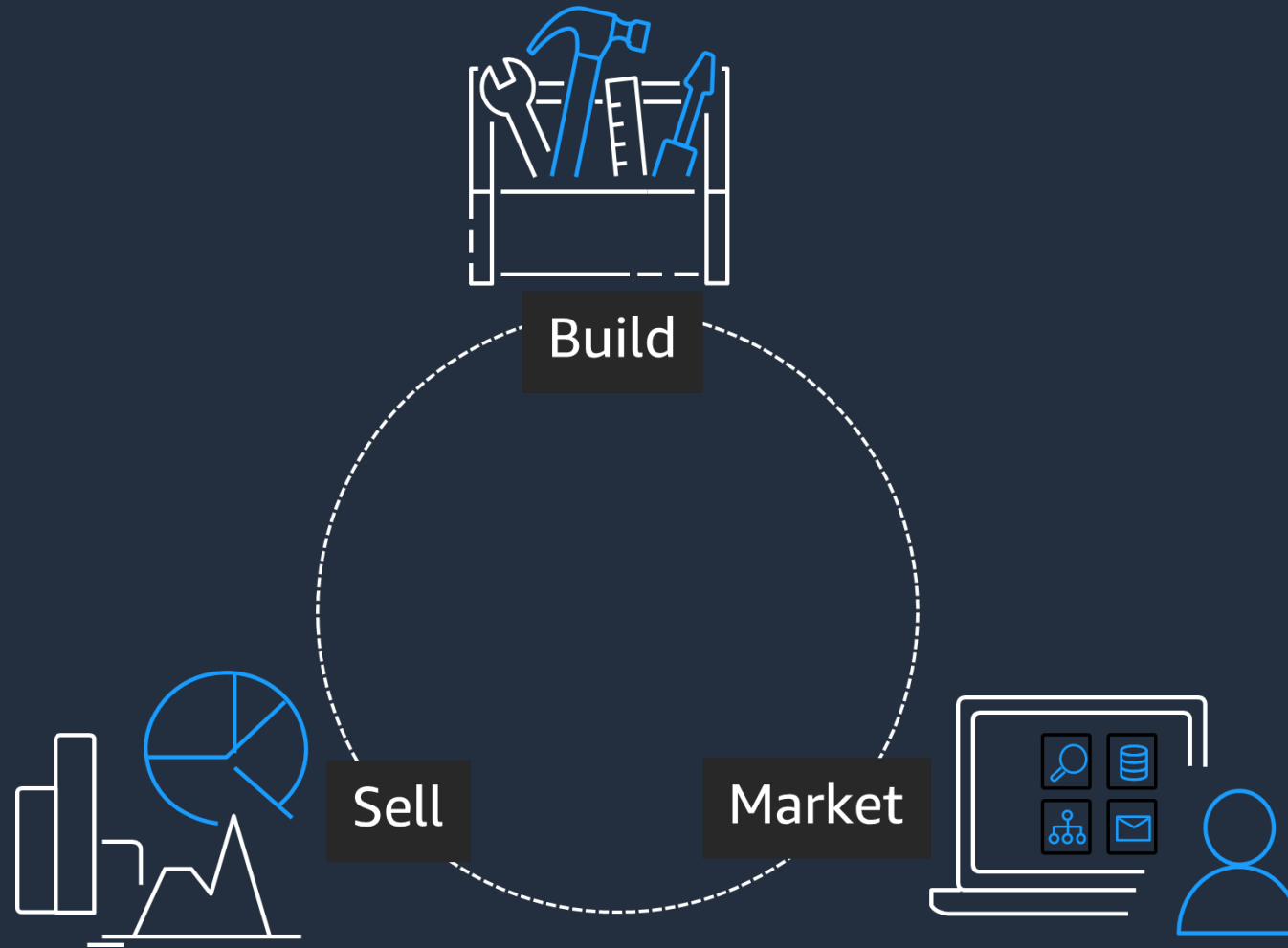
Training and Certification
You can now take all AWS Certification exams with online proctoring. Due to expected high demand, the wait time for online works, requirements, etc.—visit the [Pearson VUE](#) site.

WELCOME TO APN PARTNER CENTRAL

PARTNER OVERVIEW

Company Name:
AWS Partner Net

Partnership Journey with AWS



ISV Partner Journey – ISV Partner Path






ISV Partner Path

A new partner journey within the AWS Partner Network (APN) designed to help ISVs build and grow their AWS-aligned business.

What's changing?

- Replacement of technology partners and removal of tier requirements
- Focuses on solution level validation and recognition, rather than partner tier
- Open to any ISV currently part of the APN, also consulting partners

New ISV Partner Path

-  ACE Program
-  Training & certifications
-  SaaS Factory program
-  Sandbox Credits

-  APN blog post
-  Partner Solution Finder Directory
-  POA Credits
-  Marketing Central Access

-  ISV Accelerate Program
-  ACE Program
-  AWS designation programs:
Competency & Service Ready

 Go-to-market & Differentiating your business

 Building
AWS expertise

Registered

ISV PATH

AWS Program structure | Registered

Registered

Access to ACE Platform

**Access to APN Partner Central
for tools and resources**
(e.g., APN Webcasts)

Training for APN Partners
*(e.g., Online training, AWS Accreditations,
discounts on AWS instructor-led trainings)*

Innovation Sandbox Credits

AWS Program structure | ISV PATH



Partner Solution Finder Directory

Get the APN solution badge

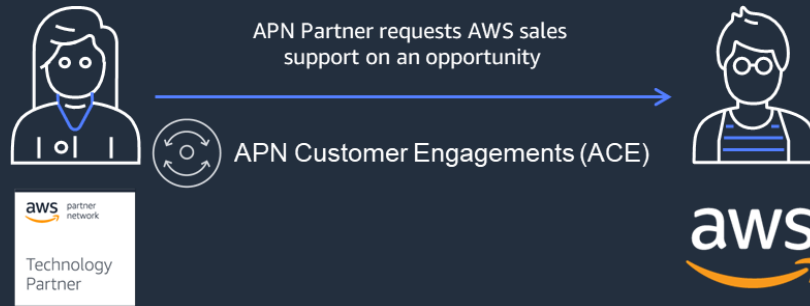
Access to APN Marketing Central
and go-to-market resources

Access to Partner Opportunity Acceleration
(POA) Funding and AWS Promotion credits

Unlock Programs
*(e.g., AWS Competency Program,
ISV Accelerate...)*

**Eligible for Marketing Development
Funding (MDF)**
(by obtaining competency, service ready...)

ACE Program



What is it?

The APN Customer Engagements (ACE) Program enables AWS Partners to build, grow, and drive successful customer engagements with AWS Sales. It provides Partners with a platform to collaborate with AWS Sales and Marketing teams, request funding, and technical support to help you co-sell with AWS.

What's the benefit (Top 3)?

1. Partners can request business or technical support from AWS Account Managers
2. Partners can qualify for additional co-selling programs by submitting opportunities
3. Eligible partners can request Partner Opportunity Acceleration Funding

What's in it for me (Top 3)?

1. Using ACE increases chances to be considered for AWS referred opportunities
2. Partners can gain more visibility towards AWS' global sales organization by using ACE
3. Leveraging AWS expertise helps accelerate partners' opportunities



Resources

- [ACE Program Website](#)
- [ACE Access in Partner Central](#)

- [PartnerCast ACE Training Series](#)
- [ACE – What's new](#)

Dive Deep - Funding benefits



Innovation
Sandbox



Marketing
Development
Funds (MDF)



Free Trial
Campaigns



Partner
Opportunity
Acceleration
(POA)

Dive Deep: AWS Service Ready for ISVs

Recognition OF AWS Service Integrations



AWS Lambda



Amazon Linux 2



AWS PrivateLink



AWS Outposts



Amazon Redshift



Amazon RDS

Dive Deep: AWS Competencies for ISVs

Recognition of specialization across industries, Use cases, and workloads



Industries



Government



Education



Nonprofit



Life Sciences



Healthcare



Financial Services



Digital Customer Experience



Digital Media



Industrial Software



Retail



Public Safety and Disaster Response



Travel and Hospitality



Use Cases



IoT



Storage



Security



Mobile



Networking



DevOps



Data and Analytics



Cloud Management Tools



Containers



Machine Learning



Migration



Digital Workplace



Workloads



Microsoft Workloads

How to become an AWS Partner?

1. Register on the APN Partner Central portal
 2. Pass the Foundational Technical Review (FTR) – led by a PSA
 - Valid for 2 years
 - Partner must have completed a Well Architected Review (WAR) prior to FTR
 3. Annual APN membership fee: \$2,500 (1x per partner)
 - Promotional credit: \$3,500
- NDA in place



Next Steps

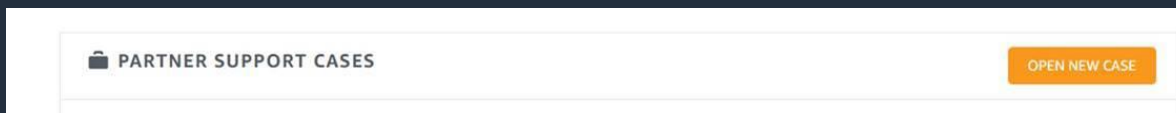
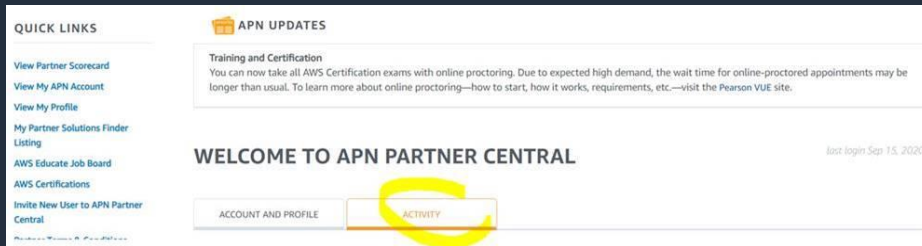
1. Start the Well Architected Review from your AWS console
2. Once completed the WAR, review the requirements for the Foundational Technical Review:
 - SaaS -> here the [requirements](#)
 - Customer Deployed -> here the [requirements](#)
3. Apply to the FTR via Partner Central

Best Practices

- Define a dedicated Alliance Lead
 - Share the responsibility of the APN Partner Central with other key people in your organization (sharing opportunities)
 - Include both technical & marketing experts-matter to have a successful engagement with AWS partnership
- Keep your PDM informed about product innovation led by your organization; the APN can support you!
- The APN program is a shared responsibility model, with expected commitment on both sides (partner and AWS)
- Define clear objectives and dive into the APN programs
- Reach out to your PDM when ready to get involved in a program

Need help?

APN Team supports internal issues related to the APN



Contact APN Team

Please complete the form below to reach the APN Team.

For Technical Support questions, please submit your request via [AWS Support](#).

I have a question or request regarding: *

APN Program Fee and Renewal

Please specify further: *

- None--
- APN Program Fee General Question
- Update my APN Billing Information
- Request to Rebill
- Missing or Invalid APN Promotional Credit
- Downgrade my APN Membership

Contact APN Team

Please complete the form below to reach the APN Team.

For Technical Support questions, please submit your request via [AWS Support](#).

I have a question or request regarding: *

APN Partner Central Account

Please specify further: *

- Update or Remove a Domain
- None--
- Update Company Name
- Change Alliance Lead
- Update Partner Type
- Missing or Incorrect Training Information
- Update or Remove a Domain
- Update or Disable User
- Cancel my APN Account



Thank you!