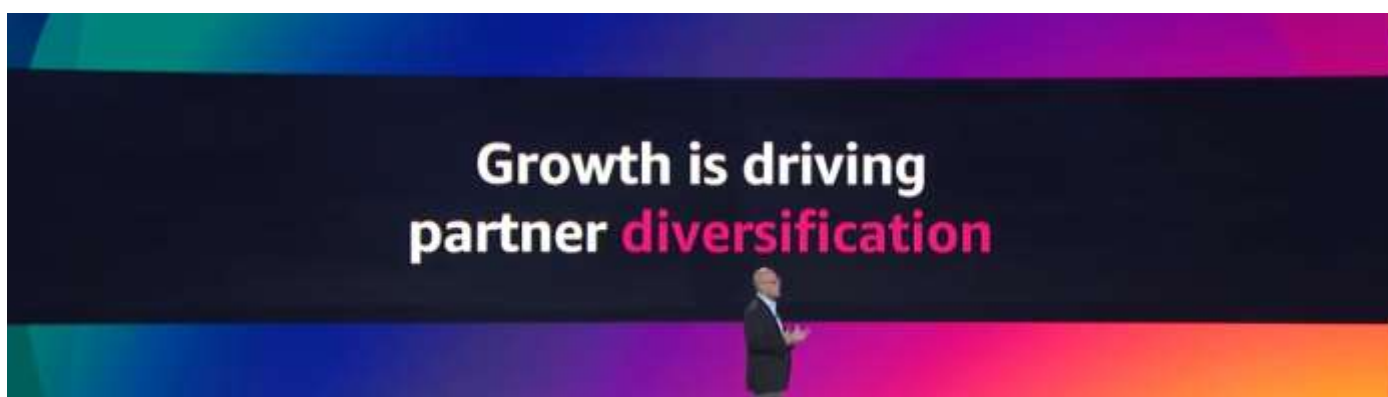


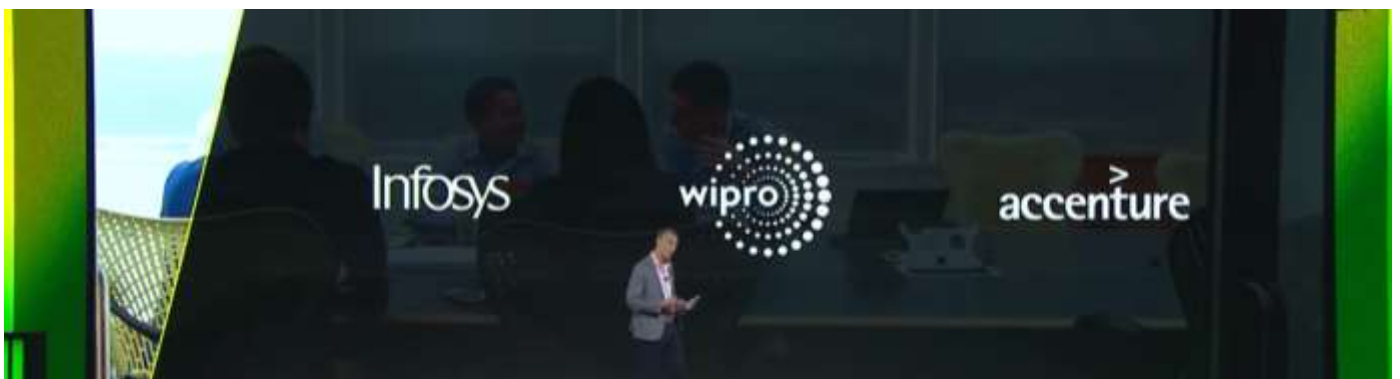


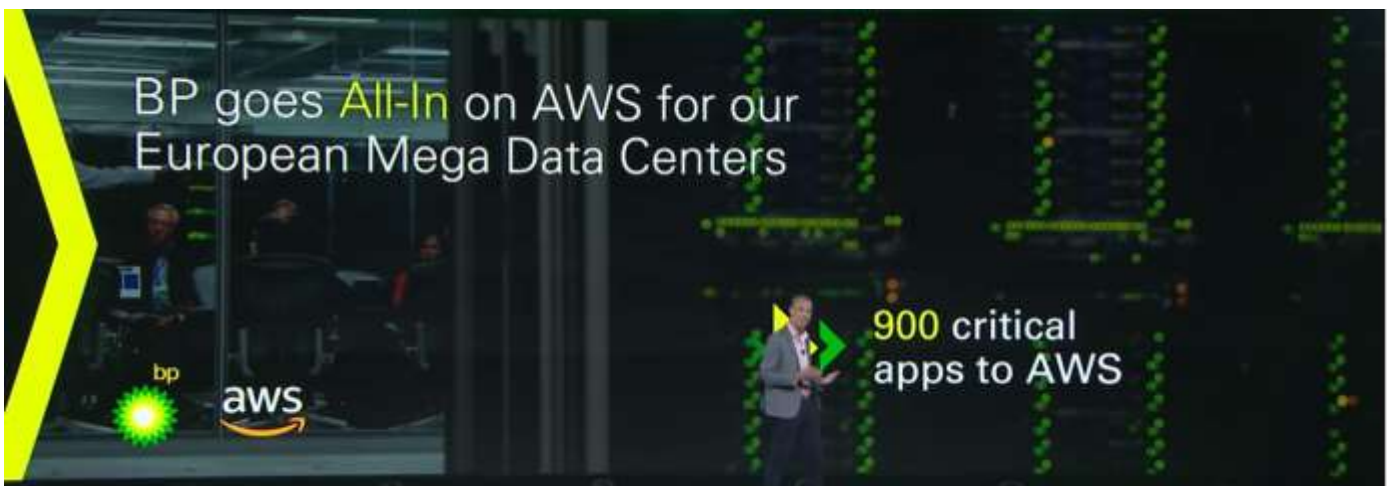
Customers will need SI partners to help them integrate and use many of the AWS services both new and old.













AWS renewable
power purchase



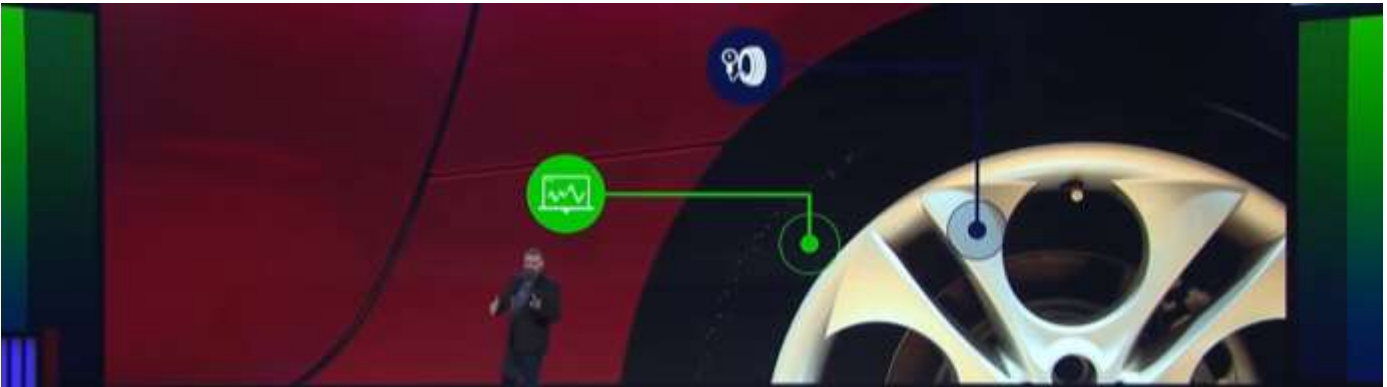
Keep advancing

APN Partners help
customers **innovate**





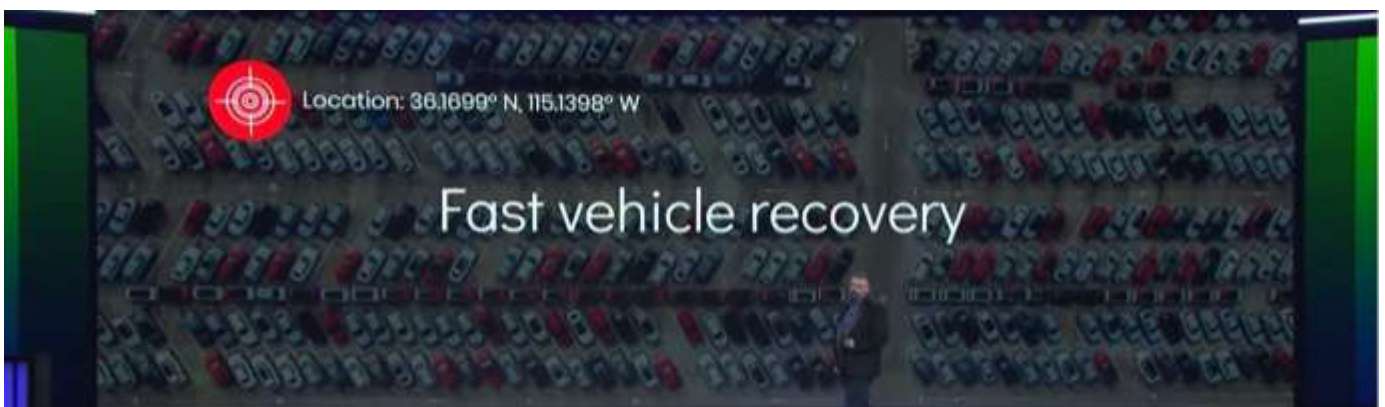


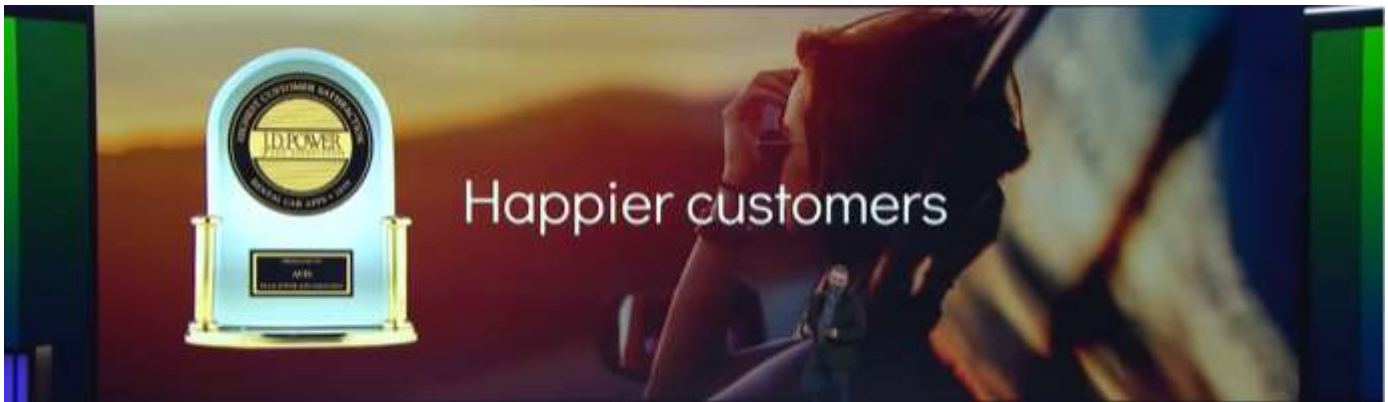




Slalom helped us set up our real-time analytics platform







Startups on AWS

aws^{power}activate



aws STARTUP DAY

aws training

aws loft

NEW!



APN Global Startup Program

AVAILABLE TODAY

Prescriptive benefits

Accelerated path to APN requirements

Tailored resources and 24/7 support

NEW!



APN Global Startup Program

AVAILABLE TODAY



Institutional funding



Enterprise-tech
solutions on AWS



Exec commitment and dedicated resources

APN Global Startup Program launch partners



aws marketplace



Operating Systems



Security



Networking



Storage



Data Analytics



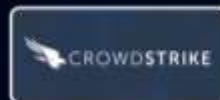
DevOps



Machine Learning



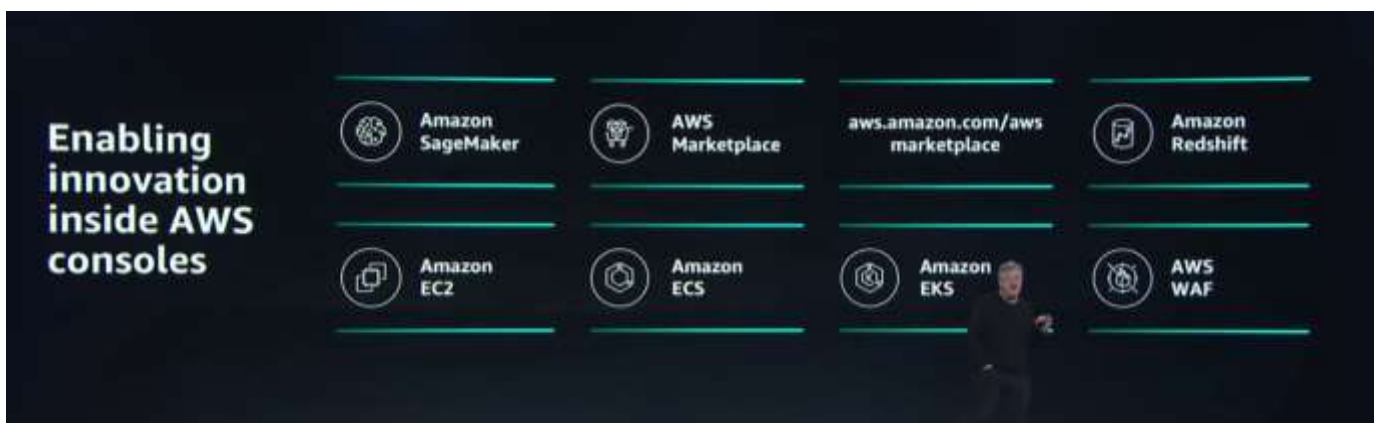
Data Products







A marketplace is where buyers and sellers exchange value



Enabling innovation inside AWS consoles



AWS Marketplace: New ISVs in Q4



AWS Marketplace momentum



AWS Data Exchange

EASILY FIND, SUBSCRIBE TO, AND USE THIRD-PARTY DATA IN THE CLOUD

Over 1,400 data products from a wide range of industries and use cases

Automatically ingest and analyze new data as it's published

Qualified data providers can reach AWS customers without having to build and maintain data storage, delivery, or billing systems



This also has a standardized API that vendors can publish their data for sale to. Data consumers like business analysts in a pharma or bank can subscribe to gain access to the (anonymized or not) data available from the service. New versions will be available via lambda function via SNS notifications.

NEW!



Seller Private Offers for all ISVs

NOW GENERALLY AVAILABLE TO ALL ISVs LISTED IN AWS MARKETPLACE

ISVs and customers can negotiate custom pricing and terms that are fulfilled in AWS Marketplace

Simplified seller portal to make offer generation easy and modifiable during negotiations

Improved disbursement reporting

NEW!



AWS Marketplace Private Offer Fee Reduction

FEES REDUCED BY 10% ON ALL SELLER PRIVATE OFFERS

Enjoy simplified tiers with fees reduced by 10%

Effective January 2020



Consulting Partner Private Offer Enhancements

SELF-SERVICE PRIVATE OFFER UPDATES AND MORE PAYMENT FLEXIBILITY GIVE CONSULTING PARTNERS MORE OPTIONS

Consulting Partners can now create Private Offers on-the-fly

Sellers have the option to provide Consulting Partners discounted wholesale pricing

Increased payment options with multi-year contracts and flexible payment schedules

OPTIV

shi

rackspace



Computacenter

PRESIDIO
Future. Built.

NEW!



Discovery API

INTEGRATE A PRODUCT SELECTION FROM AWS MARKETPLACE INTO YOUR OWN PRODUCT EXPERIENCE

Frictionless discovery experience of catalog with curated listings

Find Health Care & Life Sciences data sets in a single platform, minimizing time to value

Enable new uses of data through integrated analytics with suite of tools and visualization dashboards

Deloitte.

DLT

These brings **permissioned APIs** that a consulting partner/reseller can expose to customers from within their own marketplace.

Recent Innovations for Buyers

Procurement Tool Integration with Coupa and Ariba



Integrate your existing procurement tools for agile procurement of third-party software

LAUNCHED
JUNE 2019

Long Term Contracts for Kubernetes/Containers



Sellers can offer a discounted price on container-based products for upfront commitments

LAUNCHED
SEPTEMBER 2019

Cost Allocation Tagging



Enhanced visibility to AWS Marketplace AMI usage spend, using cost allocation tags

LAUNCHED
NOVEMBER 2019



VPC Ingress for Partners

ROUTES INBOUND AND OUTBOUND TRAFFIC THROUGH THIRD PARTY OR AWS SERVICES

Pass all inline traffic through a single appliance

Inline traffic inspection helps customers screen and secure their traffic before it reaches their workload

Helps customers extend their capabilities with third-party solutions in AWS Marketplace

paloalto
networks

fortinet

Check Point

Barracuda

cisco

sophos

f5

aviatrix

trend
micro

citrix

Innovating and Transforming for Each Persona in the Software & Data Supply Chain

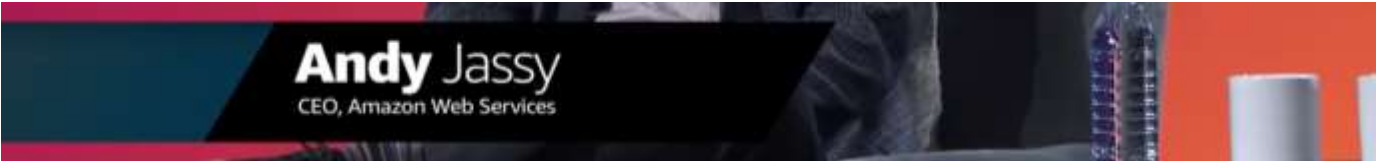
aws marketplace

AWS Data Exchange



Doug Yeum

Head of Worldwide Channels & Alliances,
Amazon Web Services





NEW!



AWS Service Ready Program

AVAILABLE TODAY FOR AMAZON REDSHIFT AND AWS PRIVATELINK
COMING SOON FOR AWS LAMBDA, AMAZON RDS AND AWS OUTPOSTS

APN Technology Partner benefits:

Product promotion on AWS service pages

Increased visibility to AWS sales teams

ACE program eligibility for marketing leads and sales opportunities

NEW!



AWS Service Ready Program

AVAILABLE TODAY FOR AMAZON REDSHIFT AND AWS PRIVATELINK
COMING SOON FOR AWS LAMBDA, AMAZON RDS AND AWS OUTPOSTS

AWS PrivateLink



Amazon Redshift



AWS Competency Program



NEW!



AWS Retail Competency


AVAILABLE TODAY

Customer visibility on AWS website and the Partner Solutions Finder


Increased seller visibility

Additional go-to-market support including industry events and MDF

NEW!

 **AWS Retail Competency**

AVAILABLE TODAY



A man in a suit is standing on the stage in front of the logo grid.

Sandy Carter
VP, Public Sector Partners & Programs, Amazon Web Services

Sandy Carter
VP, Public Sector Partners & Programs, Amazon Web Services

Sand
VP, Public Sector Partners & Programs, Amazon Web Services

Sandy Carter
VP, Public Sector Partners & Programs, Amazon Web Services



"I'll always remember this as the night that Michael Jordan and I combined to score 70 points."

-STACEY KING



90% of the items on the roadmap originate with customer requests and are designed to meet specific needs and requirements

The public sector opportunity is **growing**



Government



Education



Nonprofit



Startups

FLAT 6 LABS



NHS

arcus global

NATIONAL POLICE FOUNDATION

bark



NS2

AWS Outposts

TREND MICRO

Authority to Operate Program

More FedRAMP Authorized Solutions than the next two leading cloud providers combined

FedRAMP Authorized Solutions*

NEXT 2 LEADING CLOUD PROVIDERS

aws

*As of December 2022
Source: aws.amazon.com/fedramp

% YoY
e Growth

er Transformation Program

aws partner network


Worldwide Public Sector Programs

70% YoY
Revenue Growth

Public Sector Partner Transformation Program

aws partner network

Worldwide Public Sector Programs



Worldwide Public Sector Programs

Authority to Operate on AWS

AWS Government Competency

AWS Public Sector Partner Program

AWS Education Competency

AWS Partner Transformation Program

AWS Nonprofit Competency



NEW!



AWS Public Safety & Disaster Response Competency

AVAILABLE TODAY

Prepare | Respond | Recover

Operational Solutions

Data Analytic Solutions

Infrastructure and Recovery Solutions

NEW!



AWS Public Safety & Disaster Response Competency

AVAILABLE TODAY

verizon

ONEGLOBE

COALFIRE

BAE SYSTEMS

GDIT

escala

ECS

etac

1901 GROUP

myappsoftware

World Wide Technology

PA

Element 84

VoiceFoundry

MAXAR

ARDENTMC

It's still **Day 1** for the Public Sector



Doug Yeum

Head of Worldwide Channels & Alliances,
Amazon Web Services

**New APN Premier
Consulting Partners**

BAE SYSTEMS



Cloud Managed

CMD

CYBERCOM GROUP

dn

esagledream

HITACHI

Cloud

IBM

infiniti

emongrass

WISPR

minfy

mission

Privo

IC

SCSN

sourced

infrastructure

Velocity





Strategic Collaborations



Investing in our APN Partners



Innovate, differentiate, and **grow**



Partnering for the long-term



Let's grow together

