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Differentiate for Success

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an overview

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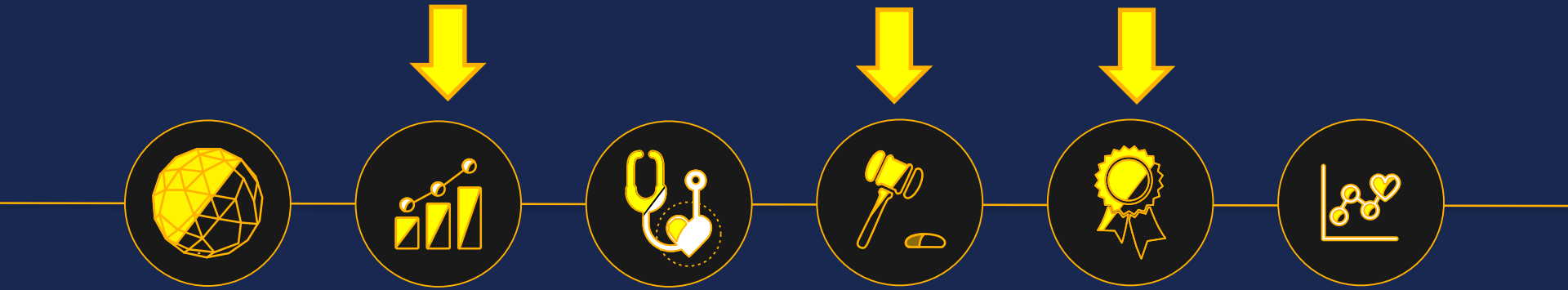
APN Partner Journey and what we cover

Building the Business together



Join the APN

Understand benefits & requirements

Training & certification

Build a business plan

Define & differentiate your offering

Marketing opportunities

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Differentiation via **service level**

Help AWS Customers quickly locate partners who deliver specific AWS services

Help APN Partners engage more closely with AWS product and service teams

Service-specific benefits and enablement for partners

Learn More: https://aws.amazon.com/partners/service-delivery/

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Differentiation in **specialized solution areas**

Demonstrate established solution area expertise

Aligned with key verticals and key workloads

Partners eligible for additional funding and marketing benefits

Learn More: https://aws.amazon.com/partners/competencies/

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Recognizes the evolution of **managed services** in cloud environments

Raises the bar for next-gen AWS MSPs

Third-party audit to review partners' capabilities

Emphasizes delivering quality customer solutions & experiences

Learn More: https://aws.amazon.com/partners/managed-service/

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focus and differentiate

//become an accredited expert

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AWS Competency Program

The AWS Competency Program provides you with a crucial opportunity to demonstrate your expertise to customers

Through the AWS Competency Program, customers are able to easily find and connect with APN Partners with expertise in specific industries, solutions, and/or workloads who can help them take advantage of AWS

Vehicle by which AWS endorses Partners to AWS Customers and internal sales teams

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Why?

The majority of the Fortune 500 companies and over 90% of the Fortune 100 companies utilize AWS APN Partner Solutions and Services

AWS Revenue collectively generated by AWS Competency Partners grew by over 100% YoY in 2017, over 2x the growth of non-AWS Competency Partners

AWS generated tens of thousands of new leads for AWS Competency Partners in 2017, more than double what AWS generated in 2016

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Industry

Marketing & Commerce

Financial Services

Life Sciences

Digital Media

Education

Healthcare

Government

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Solution

IoT

Networking

Migration

Big Data

Security

Mobile

Storage

Machine Learning

DevOps

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Workloads

Microsoft Workloads

Oracle

SAP

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Benefits for Partners

- Public designation on the AWS website
- Weighted search on AWS Partner Solution finder
- Partner success welcome kits
  - AWS Competency designation badge
  - AWS Competency press release templates
  - AWS Competency certificate
- Self-service benefit submission forms
- Prescriptive benefit utilization campaign

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Benefits for Partners

Shared customer opportunities

Preferred access to MDF

Integrated Partner campaigns

Prioritized APN Partner case studies

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Benefits for Partners

- AWS A/R led briefings highlighting AWS Competency Partners
- On-site designation and perks at AWS events
- Early access to AWS sponsorship opportunities
- Preferred partner training for AWS sales teams

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evolve the next gen MSP practice

//build a holistic managed experience

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The AWS MSP Perspective

Traditional MSP	Next Generation MSP
Run and operate focus	Design, architect, automate
Hardware based solutions	Cloud and software based solutions
Centralized operations	Distributed operations and resources
Device based SLAs	Solution/Application based SLAs
Complex, manual change management	DevOps, CI/CD self-healing solutions, infrastructure as code
Static monitoring with fixed thresholds	Dynamic monitoring, anomaly detection, machine learning
Security risk mitigation	Security by design, continuous compliance
Outsourcing vendor	Trusted advisor and partner

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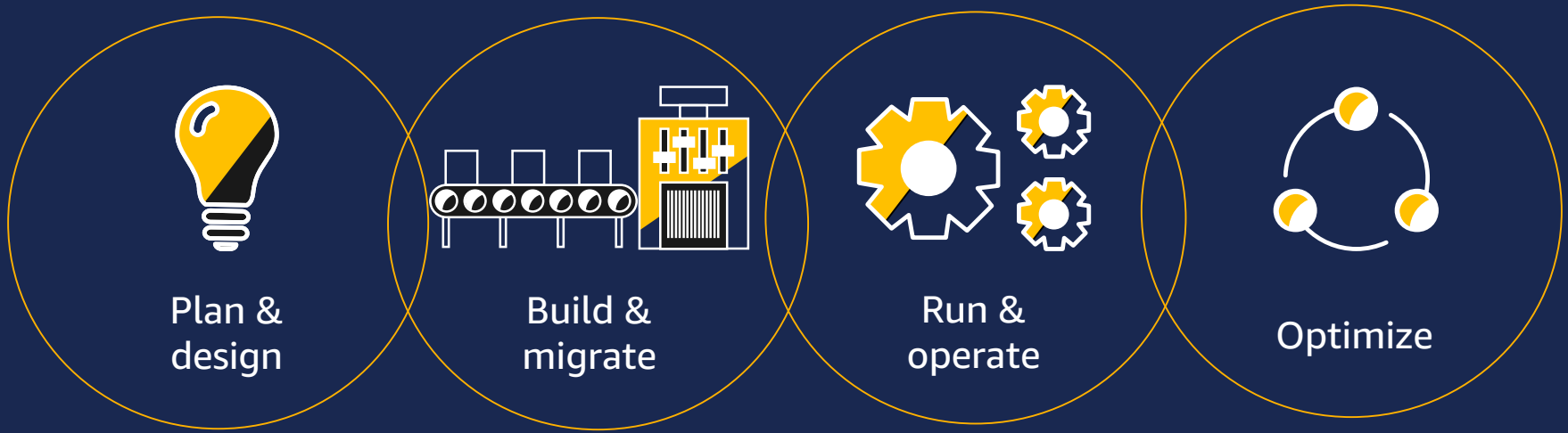
The AWS MSP experience

"I need help migrating, running, and optimizing my AWS workloads."



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Building the Business...

Next gen MSP practice

Cloud Center of Excellence

Consultancy as a starting point

Full lifecycle services

Emerging pricing models

Sales compensation models

Continual investments

Long lasting customer relationships

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Fit for customer requirements

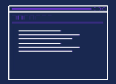
Business health & management

Infrastructure & application migration

Billing & cost management

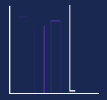
Security management

Service desk & customer support



DevOps & automation

Customer obsession



SLAs & reporting

Solution design

Process & cost optimization

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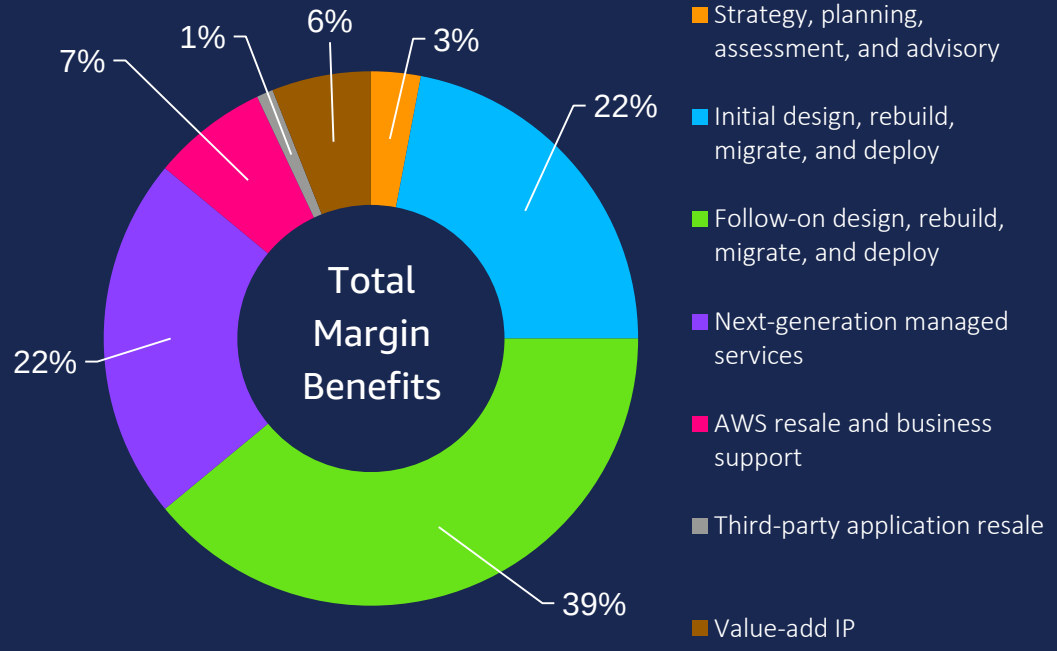
The MSP Opportunity

57%: Managed Services gross margin

50%: Practice gross margin

35%: Practice operating margin



Forrester Consulting: The Business Case for Next-Generation AWS MSPs: A TEI Study for AWS APN Partners, 2017

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The MSP Transformation Feedback

"Thank you [all] at AWS for helping us achieve this transformation. It's been a long time coming and I am delighted we can now take our services to the next level. I particularly appreciate AWS' effort, rigor of the process, and thoughtfulness behind the checklist. We are a stronger provider for having gone through the process."

Sr. Director Cloud, NA Partner

"The AWS MSP audit program was instrumental in positioning our business as a leader in next generation managed cloud services on AWS, resulting in us being recognised as a challenger in the Gartner Magic Quadrant for Public Cloud Infrastructure Managed Service Providers Worldwide. "

Exec. Dir. Cloud Practice, APAC Partner

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whats next?

//the call to action

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Understand and Evaluate

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Requirements and Validation Checklists

amazon web services | Partner Network

AWS Big Data Competency: Technology Partner Validation Checklist

Program Requirements

Big Data Competency Partners have demonstrated success helping customers evaluate and use the tools, techniques, and technologies of working with data productively, at any scale.

AWS Big Data Competency – Technology Partner Requirements	
APN Membership	Complies with Advanced tier APN Technology Partner requirements (view requirements)
AWS Billings	$10,000/month in AWS Revenue (direct and/or indirect)
AWS Support	Business Level+ AWS Support
AWS Customer References	≥ 4 AWS Customer References specific to completed Big Data projects: • 2 of the 4 AWS Customer References must be public (i.e., case study, whitepaper, architecture documentation, blog post, etc.) • ***Recommended***: Customer reference must demonstrate a large-scale deployment of the product typical to the Big Data workloads in terms of volume, velocity and variety
AWS Big Data Solution	• Big Data product or solution on AWS • Availability of product in 3 or more AWS regions • Public support statement on website • Product or solution meets AWS Security Best Practices • ***Recommended***: A whitepaper or blog(s) highlighting Partner's solutions capabilities unique to AWS and how Partner has managed scalability and cost on AWS is highly recommended. It is also recommended to have some collateral which talks about the security of the application from a customer perspective.

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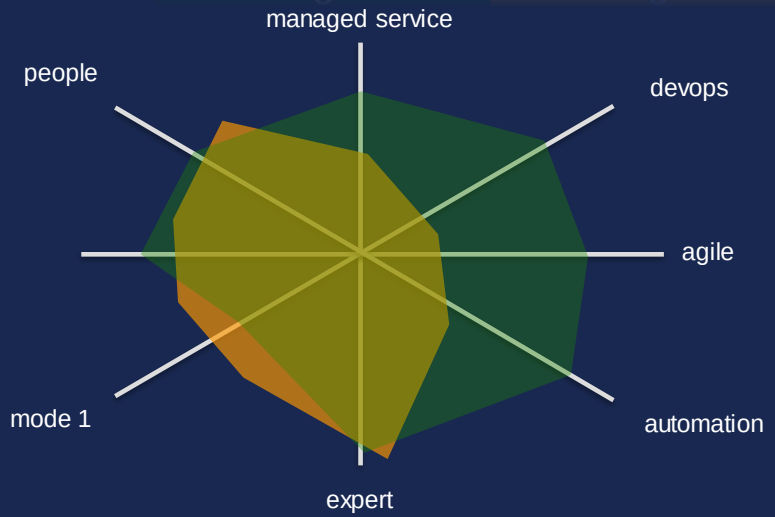
Reflect

Strengths	Weaknesses	Opportunities	Threads
?	?	?	?



perception mapping

quick win analysis

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Build a roadmap

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Talk to us…

Thank you!

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