

The APN Partner Journey

What is the APN?

Focused on helping partners build a successful AWS-based business by providing great business, technical, marketing, and GTM support.

APN Partner community



APN Consulting Partners

IT Consulting

System Integration

Application Development

Manages Services



APN Technology Partners

Software

Operating Systems

Databases

Hardware

APN Tiers

Technology
Consulting

Registered

Select

Advanced

Premier (Consulting only)

Experience

Knowledge

Customer Success

AWS Partner Network

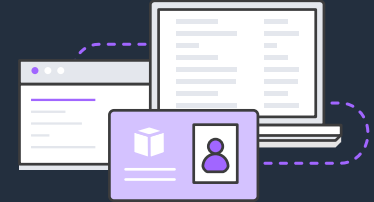
THE BENEFITS OF PARTNERING WITH AWS...



Partner Resources



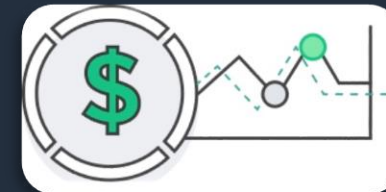
Business Planning



Visibility

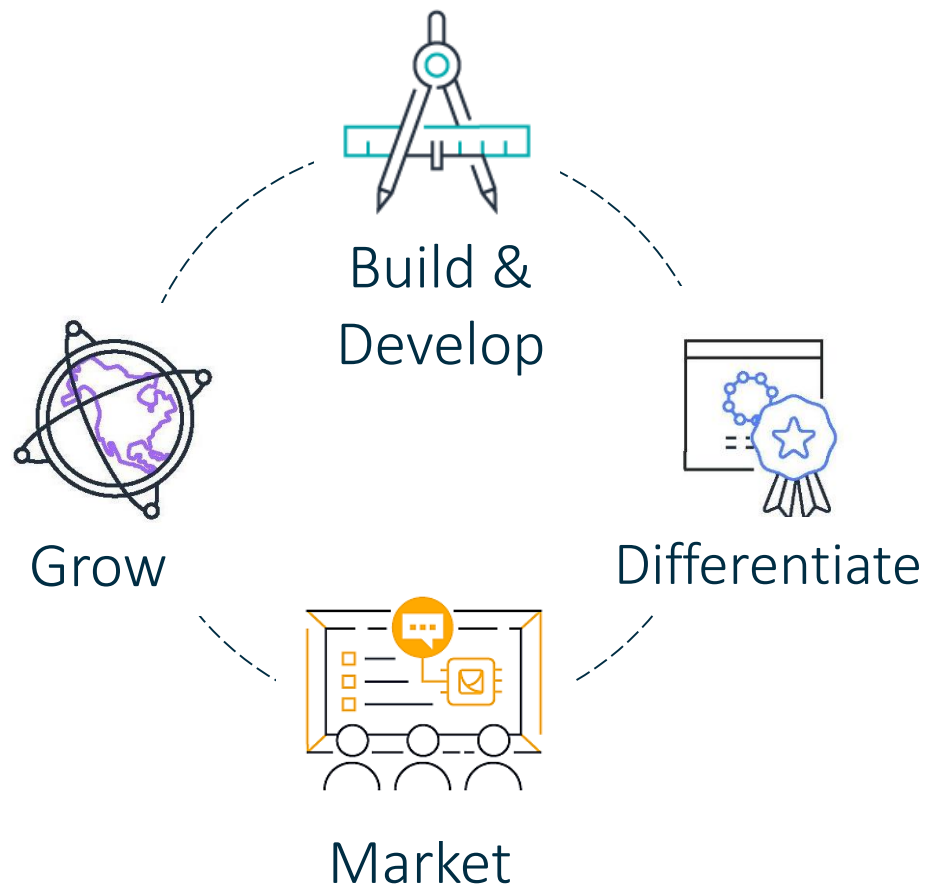


Go-to-Market



Funding

The APN Partner journey



Continue to **expand, discover,**
and **deliver** exceptional
practices & solutions on AWS

Benefits

	Select Tier	Advanced Tier	Premier Tier
AWS Promotional Credit	\$3,500	\$5,000	\$10,000
Market Development Funding (MDF)		\$15,000	\$30,000 or Custom
APN Program Validation MDF Addition		\$5,000 / validation (max of \$25,000)	\$5,000 / validation (max of \$25,000)
Partner Opportunity Acceleration (POA) Funding	X	X	X
AWS Promotional Credit for AWS Certification Attainment	X	X	X
Discounted AWS Training	X	X	X
Access to AWS Solutions Training for Partners (STP)	X	X	X
Access to Partner Development Resource	X	X	X
Access to Partner Solutions Architect Resource	X	X	X
APN Partner Solutions Finder Listing	X	X	X

	Select Tier	Advanced Tier	Premier Tier
Access to APN Badge Manager	X	X	X
Access to APN Marketing Central	X	X	X
Eligible for AWS Customer Engagement (ACE) Program	X	X	X
Eligible to apply for AWS Solution Provider and AWS Service Delivery Programs	X	X	X
Eligible to apply for AWS Competency, AWS Managed Service Provider (MSP), and AWS ISV Accelerate Programs		X	X
Access to AWS Navigate	X	X	X
Access to AWS Educate Job Board	X	X	X
Joint AWS Case Studies		1	2
APN Blog Guest Post		X	X
Advance preview and access to sponsorship packages for AWS operated events			X

What AWS sales teams look for in APN Partners



- AWS Trained & Certified technical resources
- Physical Presence in their territories
- Defined capabilities/differentiation
 - Competencies, Service Deliveries, MSP, etc.
 - Defined wins and partner case studies
- Submitting net new AWS opportunities
- Communicating early and often with AWS
- Strong Go-to-Market Strategy around AWS
- Customer obsession

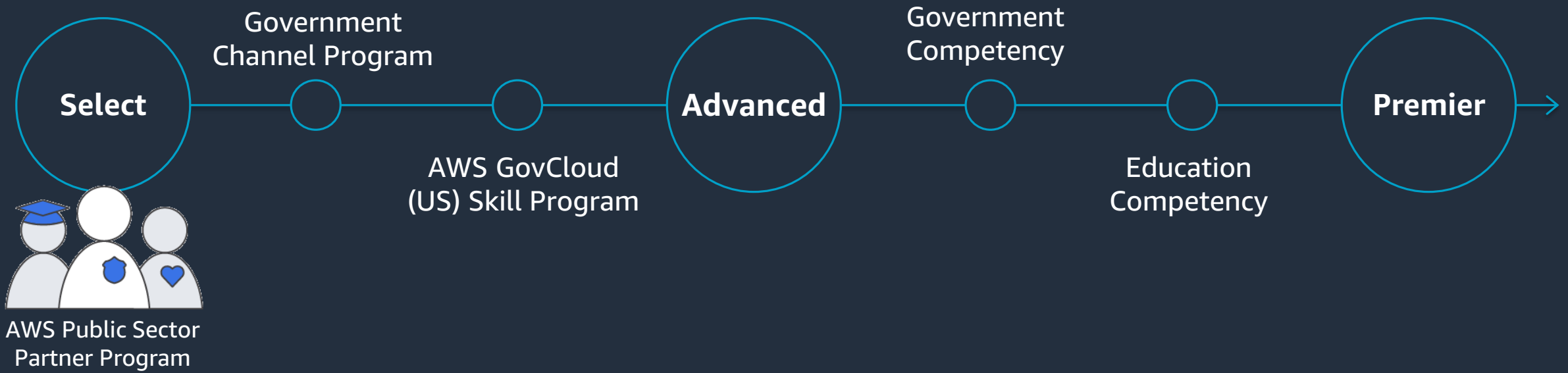
AWS Public Sector Partner (PSP) Program

AWS PUBLIC SECTOR PARTNER PROGRAM

The AWS Public Sector Partner “PSP” Program identifies, recognizes, and differentiates qualified partners that serve government, education, and nonprofit entities around the world.

APN Public Sector Partner Journey

Every APN partner's journey is unique. We offer public sector specific programs to support partners in their growth and go to market strategy.



AWS Public Sector Partner (PSP) Program Benefits

Distinction in the **Partner Solutions Finder**

Use of “Authorized Public Sector Partner” **APN Badge**

Connect with our **AWS Public Sector sales team**

Support from the **Public Sector bid and proposal team**

Eligibility for additional **APN Public Sector funding opportunities**

Access to **Government Reseller, GovCloud (US) Skill program, Government Competency, Education Competency**

Stay In Touch With Us!

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APN Blog <https://aws.amazon.com/blogs/apn/>

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