

Winning customers through AWS

Leverage AWS Partner Programs to Build / Market / Sell

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Introduction to Co-Selling with AWS



Growth and momentum

AWS has millions of active customers every month

\$64B

revenue run rate,
39% YoY growth

200+

fully featured services

81

Availability Zones
across 25 AWS Regions

AWS Partner Ecosystem

Get support through AWS Partner Network and sell through AWS Marketplace directly to AWS customers

AWS is the world's most comprehensive and broadly adopted **cloud platform**, offering over 200 fully-featured services from data centers globally

AWS Partner Network (APN)

Is the **global partner program** that helps businesses build, market, and sell their AWS offerings by providing valuable business, technical, and marketing support.

AWS Marketplace

Is a **curated digital catalog** that helps customers find, buy, and immediately start using third-party software and services that run on AWS.

Startups on AWS

Leverage APN and AWS Marketplace to grow at scale by getting visibility to millions of AWS customers looking for innovative products from startups like you.

AWS Partner Network (APN)



Deliver more
innovation



Gain trained
and certified



Promote
your business



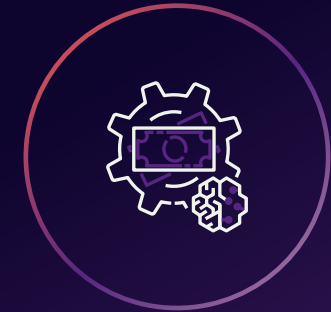
Highlight
your expertise



Define your APN journey
and maximize opportunities



Increase visibility to AWS field
teams and AWS customers



Save time and money
and get tools and resources

AWS Marketplace: The Curated digital catalog

Helping customers find, buy, deploy and manage third-party software, data, ML Algorithms and Professional Services



Over 12,000 listings



2000+ software vendors (+/- 900 startups)



Deployed in 25 regions



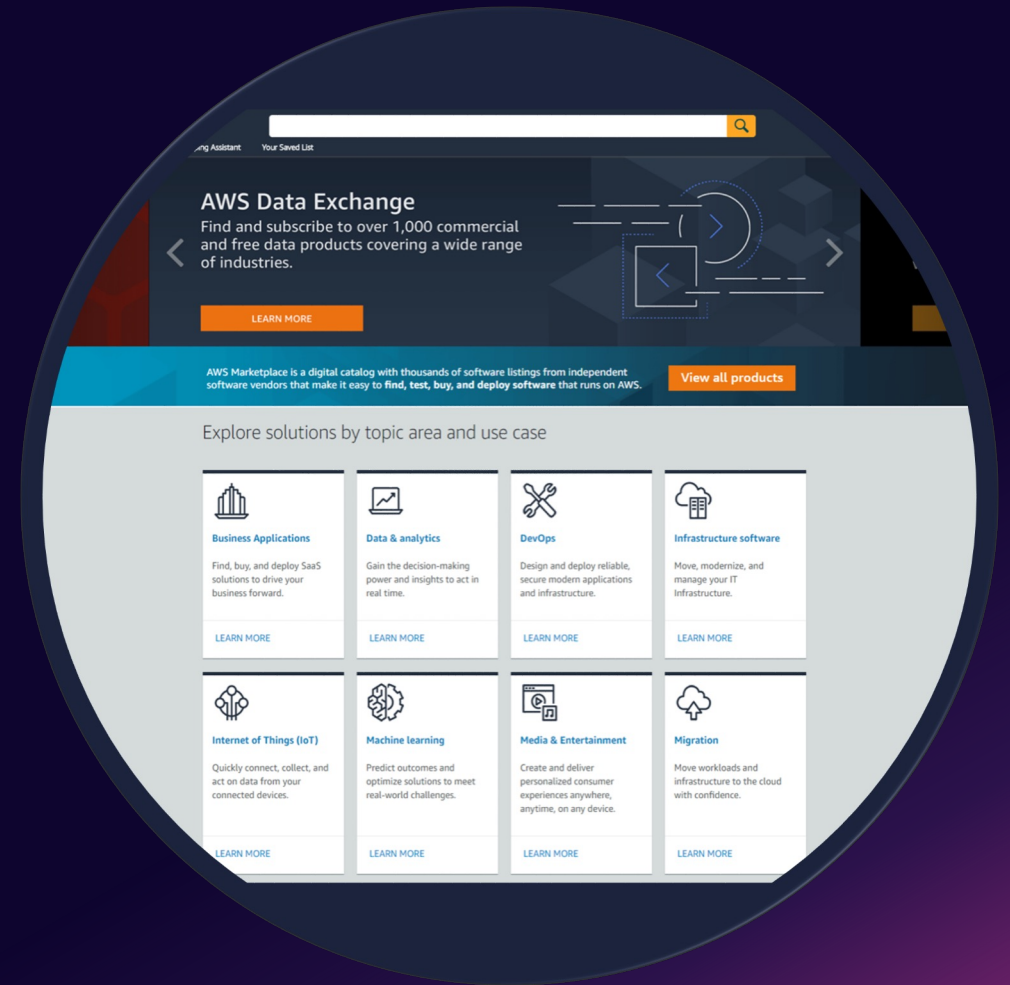
325,000 active customers



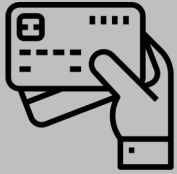
Over 2.0 million active subscriptions



+1K Consulting Partners



Benefits of APN and AWS Marketplace



1

**SELL THE WAY YOUR
CUSTOMERS WANT TO BUY**

Streamline software procurement and offer flexible pricing models

80% Richer Deal Sizes

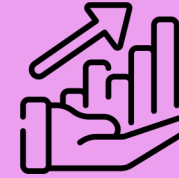


2

**GROW YOUR
CUSTOMER BASE**

Leverage a powerful and growing cloud offering to expand your customer base

27% Higher Win Rates



3

**IMPROVE EFFICIENCY
AND PROFITABILITY**

Faster sales cycles and efficient provisioning can lead to higher overall profitability

40% Faster Sales Cycle

Resources, programs, and benefits

Resources, programs, and benefits

BUILD, MARKET, AND SELL



Build

Build your skills
and offerings



Market

Take your offerings
to market



Sell

Grow your business
with customers

Build your AWS expertise

RESOURCES, PROGRAMS, AND BENEFITS



Digital training

Free on-demand courses



Classroom training

In-person and virtual training



AWS Accreditations

Foundational understanding of AWS and its benefits



AWS Certifications

Showcase and distinguish your expertise

<https://aws.amazon.com/partners/training/>



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Build your offerings

RESOURCES, PROGRAMS, AND BENEFITS

Navigate

<https://aws.amazon.com/partners/navigate/>

**Foundational Technical
Review (FTR)**

<https://aws.amazon.com/partners/foundational-technical-review/>

TechShift

<https://aws.amazon.com/events/techshift/>

SaaS Factory

<https://aws.amazon.com/partners/programs/saas-factory/>

Innovation Sandbox

<https://aws.amazon.com/partners/funding/>



Market your offerings

RESOURCES, PROGRAMS, AND BENEFITS

AWS Partner Marketing Central



**Partner Ready
campaigns**



**Marketing
Concierge service**



**Agency
Connect**



**Marketing
Academy**

Marketing development funds

RESOURCES, PROGRAMS, AND BENEFITS



MDF cash

50% co-funding of eligible activities



MDF Credits

to offset the incurred AWS usage during eligible activities such as workshops and game days

MDF BENEFITS SUPPORT PARTNERS WITH DEMAND GENERATION AND BUILDING PIPELINE

Sell your offerings

RESOURCES, PROGRAMS, AND BENEFITS

ACE is the foundation for how we engage together



The **ACE Program (APN Customer Engagement)** enables AWS Partners to build, grow, and drive successful customer engagements with AWS Sales across these sales motions:

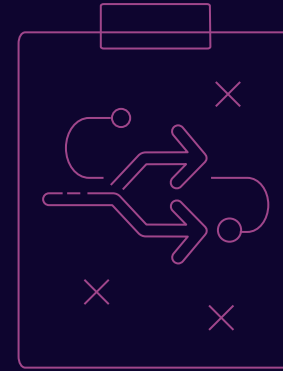
- 1** Engage with AWS Sales teams
- 2** Manage your opportunity pipeline and share customer successes to provide visibility and build trust with AWS Sales
- 3** Receive sales and technical support and gain access to tools and resources for your AWS validated opportunities
- 4** Take advantage of pipeline bulk upload guidance and NEW CRM Connector for Salesforce

Accelerate sales with partner funding

RESOURCES, PROGRAMS, AND BENEFITS



**Partner Opportunity
Acceleration (POA)**



**Migration Acceleration
Program (MAP)**

Build pipeline and accelerates deal cycles with AWS Marketplace

RESOURCES, PROGRAMS, AND BENEFITS

1



**Quick and easy
deployment**

2



**Flexible consumption
& contract models**

3



**Verified, ready-to-run
software on AWS**

4



**Relieving AWS
Commitments**

5



**Efficient
Procurement**

6



**Consolidated
Billing**

Grow with AWS ISV Accelerate Program

RESOURCES, PROGRAMS, AND BENEFITS



Incentives for
AWS Sales team



Drive visibility
with AWS Sales



Focused co-sell
support and resources



Reduced AWS
Marketplace and
Data Exchange
Private Offer
listing fees

What's next?



Call to action

GET STARTED AS AN AWS PARTNER

- › Register, create your profile, enroll in Path(s)
- › Access APN Navigate for enablement content
- › Register for training and get certified
- › Build your capabilities and offerings
- › Know your superpowers and differentiators
- › List on AWS Marketplace & Start your sales engagement

Thank you!

Success stories

<https://aws.amazon.com/partners/programs/global-startup/>

Register to APN

<https://partnercentral.aws.partner.com/APNSelfRegister>

Register as a Seller

<https://aws.amazon.com/marketplace/management/seller-settings/register>

