



AWS Partner Paths

Resources, programs, and benefits

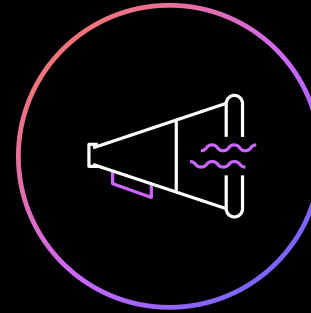
WHY YOU SHOULD JOIN THE AWS PARTNER NETWORK (APN)



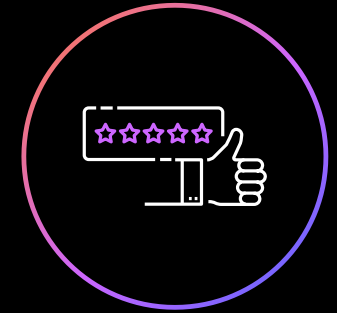
Deliver more
innovation



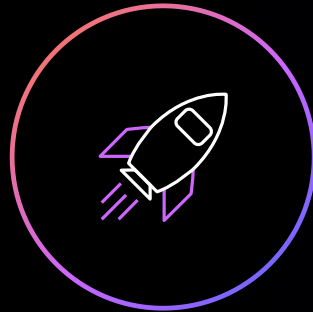
Get trained
and certified



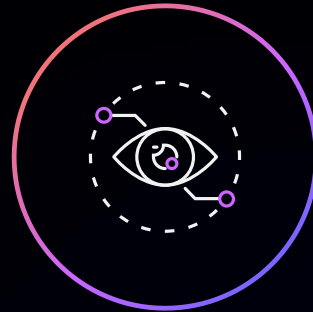
Promote
your business



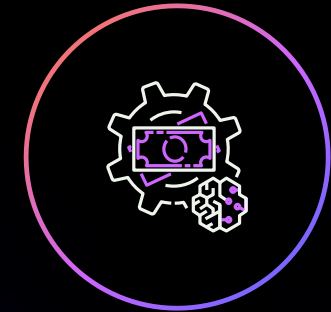
Highlight
your expertise



Maximize opportunities
with AWS



Increase visibility to AWS field
teams and AWS customers



Save time and money
with tools and resources

AWS Partner Paths

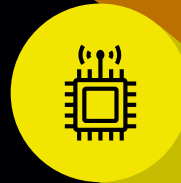
INSPIRED BY PARTNER FEEDBACK ABOUT THEIR CUSTOMER OFFERINGS

For partners that ...

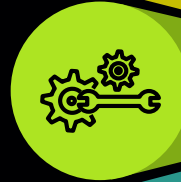
...develop software that runs on or is integrated with AWS



...develop hardware devices that work with AWS



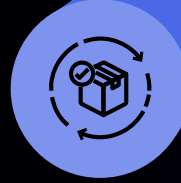
...deliver consulting, professional, managed, and value-add resale services



...sell, deliver, or incorporate AWS-training



...recruit, onboard, and enable businesses to resell and develop AWS solutions



What is driving this change?

- Evolving partner business models
- Growth of AWS Partner Network
- Opportunity to enhance partner engagement

What we have announced at re:Invent 2021

Five Partner Paths

Pre-launched: 3 Dec

- › Software (fka ISV)
- › Hardware (fka Technology)
- › Distribution

Launch date: 28 Jan

- › Services (fka Consulting)
- › Training

From partner type to
customer offering types

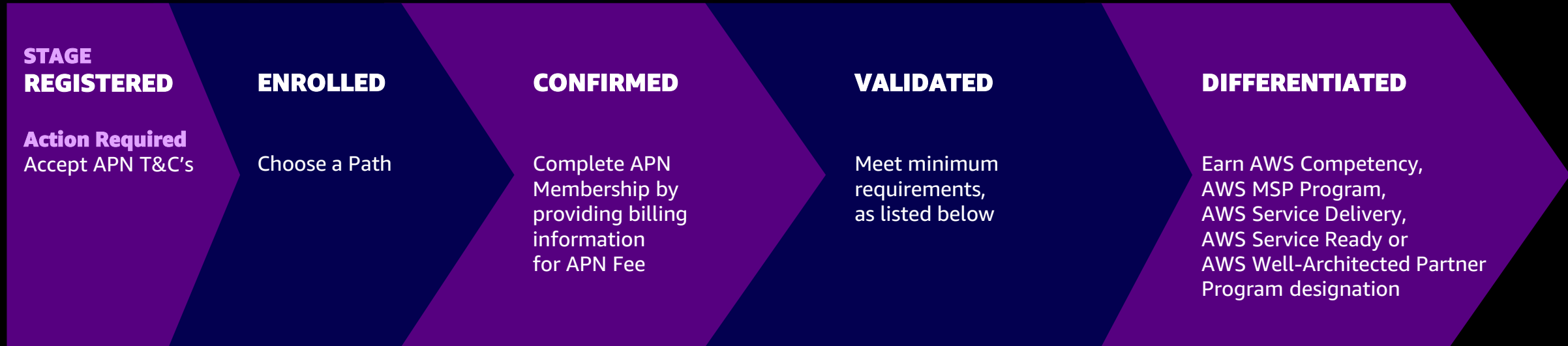
- › Multiple Paths possible in parallel
- › Deprecation of “Technology” and “Consulting” nomenclature

Supports the APN Pillars: Innovation, Growth, and Customer Reach

- › Providing **flexibility, simplicity, and ease of navigation** in a consistent and comprehensive manner
- › Accessible via a newly-redesigned Partner Central experience for **Alliance lead and Alliance team**

Five stages of a Partner's journey

PROGRESS FROM INCEPTION TO EXCELLENCE

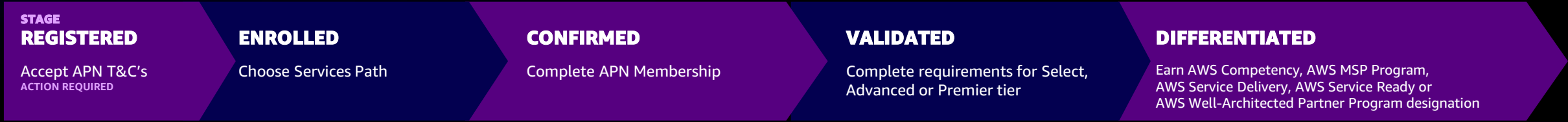


Software Path	Complete Foundational Technical Review
Hardware Path	Complete Device Qualification (New)
Services Path	Earn Select, Advanced, or Premier tier
Training Path	Earn Select Training or Advanced Training tier
Distribution Path	Invite only - executed agreement

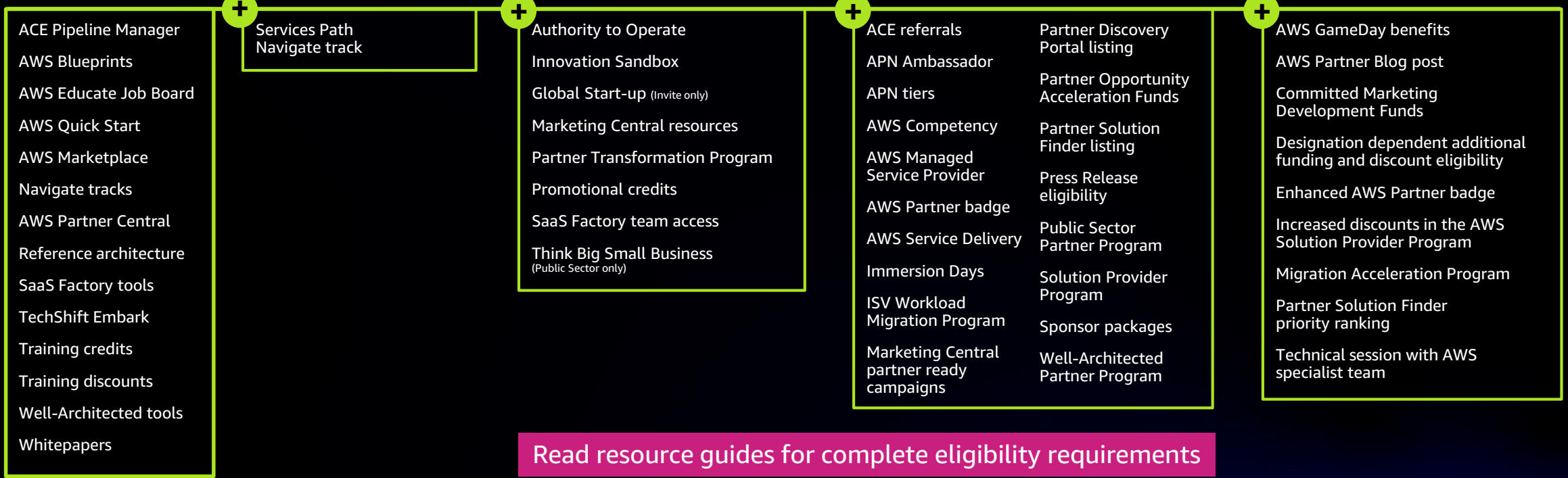


Services path stages and resources

PROGRESS AND UNLOCK ACCESS TO MORE BENEFITS



ACCESS TO:

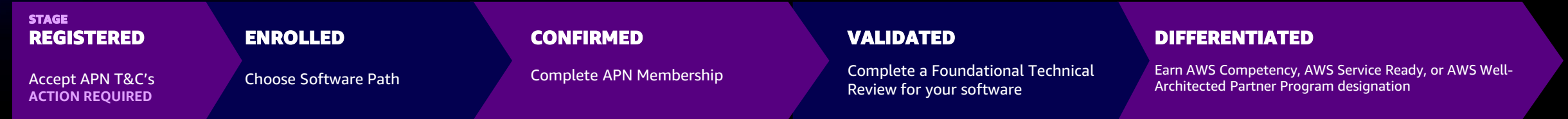


Read resource guides for complete eligibility requirements

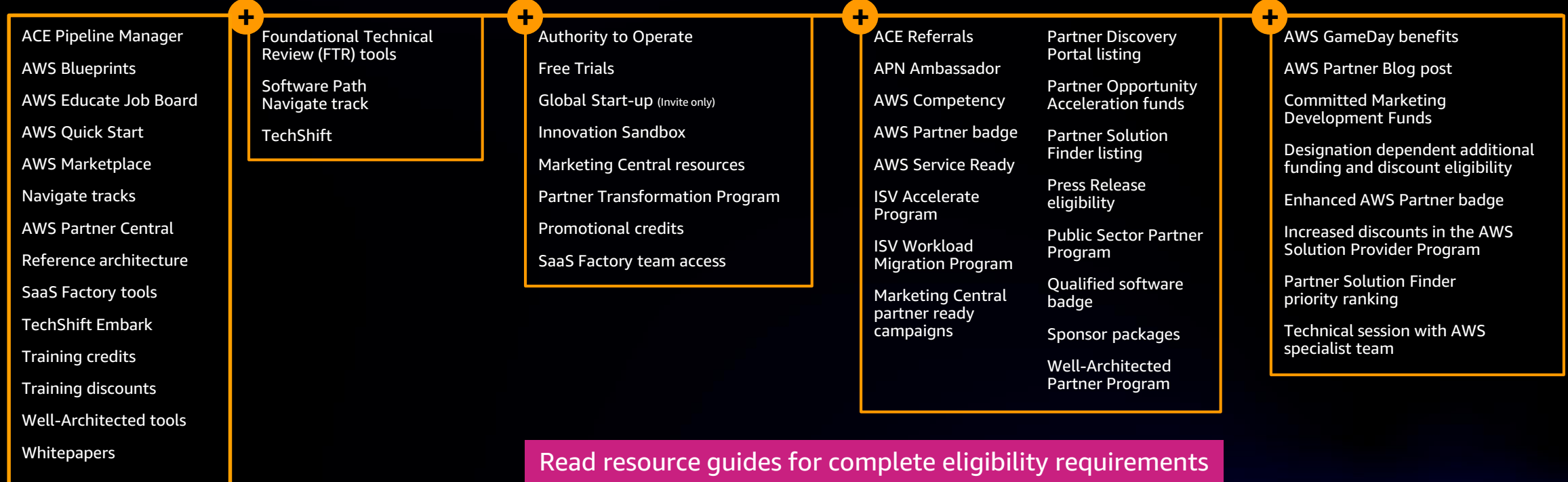


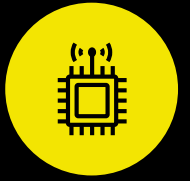
Software path stages and resources

PROGRESS AND UNLOCK ACCESS TO MORE BENEFITS



ACCESS TO:





Hardware path stages and resources

PROGRESS AND UNLOCK ACCESS TO MORE BENEFITS



ACCESS TO:



Read resource guides for complete eligibility requirements



Training path stages and resources

PROGRESS AND UNLOCK ACCESS TO MORE BENEFITS



STAGE REGISTERED

Accept APN T&C's
ACTION REQUIRED

ENROLLED

Choose Training Path

CONFIRMED

VALIDATED

Complete requirements for Select or Advanced Training tier

DIFFERENTIATED

Not available at this time

ACCESS TO:



- ACE Pipeline Manager
- AWS Blueprints
- AWS Educate Job Board
- AWS Quick Start
- AWS Marketplace
- Navigate tracks
- AWS Partner Central
- Reference architecture
- SaaS Factory tools
- TechShift Embark
- Training credits
- Training discounts
- Well-Architected tools
- Whitepapers

+ Training Path
Navigate track

- ACE referrals
 - AWS authored curriculum
 - AWS Partner badge
 - Training Partner Program
 - Partner Discovery Portal listing
 - Partner Solution Finder listing
 - Press Release eligibility
 - Proposal-based Marketing Development Funds
 - Sponsor packages
- Select:
 - ATP help desk
 - Marketing help desk
 - Advanced Tier:
 - Partner funding
 - Dedicated ATP Manager
 - Dedicated Marketing Manager

Read resource guides for complete eligibility requirements

Partner badge system

AWS One Brand Initiative

“AWS Partner” badge for all upon **validated** stage of any Path

“Qualified Software” and “Qualified Device” badge upon validated offering

Badges are customizable up to 10 earned designations

Available end of January

Designation Badge



- DevOps Competency
- Managed Service Provider
- AWS Marketplace Seller
- Select Training
- AWS Lambda Delivery

Certification Badge



AWS Qualified



APN Membership Fee Schedule

New AWS Partners can choose **when** to provide billing information

- As they enroll in a Path, or
- After they have met minimum validation requirements on their Path

Access to confirmed path stage resources may help a partner accelerate to validated stage.

One \$2500 fee per year, independent of the number of Paths a partner enrolls.

Existing partners will continue to be billed at the annual APN Fee Renewal date.

MEMBERSHIP CONFIRMATION
Confirm your Membership to unlock additional benefits. ⓘ Confirm Membership

Enrolled Confirmed Validated Differentiated

SOFTWARE PATH

REQUIREMENTS

Solutions with approved FTR	0
Solutions submitted for FTR	0
Solutions not submitted for FTR	0
Approved FTRs that expire in <90 days	0

DETAILS GET STARTED SCORECARD VALIDATIONS

Home > Confirm Membership

Confirm your APN Membership

When you are ready, pay the APN Membership fee to confirm your membership and unlock eligibility to additional benefits including

- Promotional credits to help cover costs that are associated with eligible AWS services.
- Funding Benefits including Training Credits, Partner Opportunity Acceleration (POA) and Innovation Sandbox, which help you build, market and sell your solutions.
- AWS Partner Marketing Central that provides self-service marketing tools to launch solution-based campaigns, search for an AWS preferred solution, and more.

You can confirm your membership at any time to take advantage of these benefits. Alternately, you can wait until your organization has achieved the Confirmed stage. Partners only pay one fee per year, regardless of the number of Paths you are pursuing.

If you have a question about the APN Program fee, contact [APN Support](#). In the case category options, select "APN Program Fee and Renewal" and click on "I have a question".

CANCEL SUBMIT

READY TO CONFIRM?

To initiate the confirmation process, please provide us with the following information. Once your confirmation has been submitted, the APN Program Fee (if applicable) will be billed through the default payment method in the billing console. Please ensure the AWS Account ID you have provided is valid and is authorized for APN Program Fee billing.

12 Digit AWS Account Number *

You may unsubscribe from receiving further communications from the sender at any time by following the instructions in the communications received. AWS handles your information in accordance with the [AWS Privacy Notice](#) and the [Amazon Privacy Notice](#). Providing AWS with your information may involve transferring it to another country.

CONFIRMED
Complete APN Membership

+

- Authority to Operate
- Free Trials
- Global Start-up (Invite only)
- Innovation Sandbox
- Marketing Central campaigns & content
- Partner Transformation Program
- Promotional credits
- SaaS Factory team access

Back-Office Manages the Migration

- › Automatic transition – **no action for partners**
- › All earned designations remain with partners, provided they meet the requirements
- › Temporary exemptions to maintain current resources for partners in process of completing FTR

Migration Plan		
BEFORE	3 December	28 January
ISV Partner Path - Enrolled status - Enrolled status + Fee paid	Software Path - Enrolled stage - Confirmed stage	No action
ISV Partner Path - Confirmed status - Confirmed status + earned software differentiation	Software Path - Validated stage - Differentiated stage	No action
Technology Partner - in Device Qualification Program (DQP) - in DQP + earned hardware differentiation	Hardware Path - Validated stage - Differentiated stage	No action
Technology Partners (unspecified offerings) (e.g. Telco partners)	Recommended Software Path	No action
Consulting Path - Registered Select, Advanced, Premier Tiers	Consulting Path - Registered Select, Advanced, Premier	Services Path - Registered, Select, Advanced, Premier Tiers
AWS Select or Advanced Training Partner	AWS Select or Advanced Training Partner	Training Path - Select, Advanced Tiers

In summary, and practically

The new Partner Paths flexible approach puts the **emphasis on offering type** instead of partner type

- Leverages recent partners' feedback on the evolution of their business
- Showcases partners' earned designations to nurture customer trust
- Expands business opportunity with open, parallel enrollment in Software, Hardware, Services, and Training Paths

Call to action for partners

- Join the [PartnerCast sessions](#) the week after re:Invent (or watch the recordings)
- To learn more, explore [Navigate Tracks](#)
- To maximize benefits, **focus on reaching Validated, and then Differentiated Stages**
- Check your public offering on AWS [Partner Solution Finder](#)

Thank You!

FAQs

KEY POINTS FOR REFERENCE

What are AWS Partner Paths?

- AWS Partner Paths is a framework to accelerate partner engagement with AWS based on the products or services a Partner offers to customers.
- The Partner Path approach introduces a more flexible model that works backwards from what Partners offer customers, provides curated programs and resources based on those offerings, simplifies and aligns requirements, and makes benefits even easier to find and access. Partner Paths allow Partners to experience an expanding journey, through as many Paths as are aligned to their business—now and as they and their customers evolve. Partner Paths replaces our legacy consulting and technology partner type model, and shifts to an offering type model.

Proof points:

- Flexible, whether a Partner offers: software, hardware, training, distribution, or services (including consulting, professional, managed, and value-add resale services) or a combination of these – we will help them build, market and sell their complete offering.
- Curated programs and resources – check out the new Path Navigate tracks that offer clear guidance and act as a flywheel for a partner’s lifecycle.
- Simplifies and aligns requirements –for partners with hardware offerings, we simplified requirements down to the single criterion of a device qualification, just like we did last year for partners offering software solutions moving to the Foundational Technical Review and we have made it even easier to achieve Select tier for those partners delivering services.
- Benefits easier to find and access – the Partner Central “details” button on the home page summary cards and the Navigate tracks provides clarity to when, where and why partners will access these resources.

FAQs

KEY POINTS FOR REFERENCE

Why is AWS moving to Partner Paths?

- As we continue to reinvent and look for ways to add value, we see an opportunity to help Partners achieve desired business outcomes faster. This builds on the initial launch of ISV Partner Path, which we launched last year. There are 3 primary benefits to our Partners:
 - Simplifies the engagement model for Partners to engage with AWS in all the ways that align to what they offer to their customers.
 - Expands Partners' access to APN benefits and enablement by encouraging them to join multiple Paths and maximize AWS resources.
 - Increases Partner self-serve access to programs and financial benefits through the experience enhancements implemented within Partner Central and Navigate.

Proof points:

- Simplifies – Paths that align to customer offerings with curated resources to help Partners build, market and sell with AWS.
- Expands access to benefits – an individual Partner may now enroll in the Software Path and utilize the SaaS Factory Program to help optimize their solution and complete a Foundational Technical Review (FTR) to achieve AWS badging for their software offering, and also enroll in the Services Path to achieve APN Tier recognition for their AWS aligned system integration capabilities.
- Increase Partner self-serve – combine the guidance in the Navigate tracks and enhancements to Partner Central. partners now have clear actions to next steps that unlock resources, programs and benefits.

FAQs

KEY POINTS FOR REFERENCE

What is the value of a Partner engaging in multiple Partner Paths?

- A partner may want to engage in multiple Paths to enhance visibility for their varied customer offerings to prospects, customers, and AWS Sellers. Additionally, partners gain eligibility for more benefits and designations to promote their offerings, with all the different Paths they engage in.

Are Partner Paths still part of the AWS Partner Network (APN)? How do Partner Paths work within the APN?

- Yes. Partner Paths are the new way for partners to engage with AWS. The AWS Partner Network (APN) is a global community of partners that leverages AWS cloud, programs, expertise, and resources to build, market, and sell their offerings. Customers' needs evolve; hence partner offerings adapt and Partner Paths are a response to this evolution. AWS provides a curated journey for organizations that register with the APN, allowing them to access Partner Central portal, training discounts, content, join programs, unlock benefits relevant to their offerings, etc.