aws

CHANNEL PARTNER
RESOURCE KIT

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Carahsoft is proud to serve AWS as a US Public Sector distributor, supporting a growing network of AWS Solution Provider Partners focused on selling AWS native services to federal, state and local, education, enterprise healthcare, and non-profit customers. We deliver superior value to our AWS channel partners through our dedicated AWS team, which possess multiple technical and business certifications, innovative sales and marketing capabilities, as well as access to a wide range of competitive contract vehicles.

CARAHSOFT VENDORS IN THE AWS ECOSYSTEM

VALUE ADDED

Pre-Sales Support & Proactive Lead Generation Capabilities

• Dedicated teams, certified in numerous AWS Technical, Business, and Solution competencies, as well as VMware VSP, VTSP, and VCP competencies
• Dedicated marketing resources for proactive lead generation and business development services
• Joint customer call blitzing, for maximum lead generation and market reach

Program Management Capabilities

• Cloud credit knowledge
• Product experts capable of nurturing existing opportunities and providing support through the process
• APN portal and licensing experts

Technical & Demo Resources

• Account Provisioning
• Access to highly certified VMware and AWS technical specialists
• Proof of concept capabilities
• On-Demand weekly product demos for VMware and AWS Products

AWS & VMware Marketing Programs

• Expert marketing resources to plan and execute end-user/customer initiatives (e.g. on-site events, webcasts, tradeshows, industry conferences, tech talks, and lunch & learns)
• End to end support for hosted events, including: email blasts, demand generation, social media integration & lead follow up
• Partner marketing fund management and strategic quarterly market planning
• Social media expertise and promotional campaigns for lead generation events

AWS Certified Billing Specialist

• Carahsoft's in house billing specialists provide our partners and their customers with a simplified billing process that enables cost allocation visibility for optimum spend
• Billing and Account Monitoring

Training & Enablement

• Pre- and post-sales technical boot camps offered quarterly
• Personalized on-demand sales and technical training courses
• Dedicated resources to assist in managing and recommending certifications and advancing partner tiers

Billing

- Purchasing through Carahsoft allows for many additional financial benefits. Once an order form and/or order is received, Carahsoft will create a custom AWS account for the customer.

Bill Consolidation

- No matter the project, Carahsoft is able to consolidate billing between multiple vendors.

Billing Cycles

- AWS bills on a monthly basis. All charges to the account are typically finalized by the 15th the following month. Once charges are finalized, Carahsoft will provide a detailed billing report and invoice for all utilized services.

Cloudcheckr

- By purchasing AWS through Carahsoft, customers will have the ability to purchase one of the two Cloudcheckr subscriptions.

Cost Allocation and Optimization	Inventory
Daily cost summary reporting	Resource & Configuration reports (primary services)
Monthly cost summary reporting	Geographic resource distribution map
Historical cost trending reporting	Tagged resource filtering and drill down options
Granular cost reporting based upon Tags	Untagged resource filtering and drill down options
Cost Grouping for up to 5 levels of tagging	Resource trending reports
Business Unit, Application, Environment spending breakdown	Inventory and resource alerts
Configurable, automated Budget Alters tied to Accounts, Users, and Tags	Historical record of resources and configurations
Cost grouping (AWS EC2, RDS, S3, CloudFront, etc)	Customizable resource report builder

Tagging

- Carahsoft has set generic tags for customers to set on their AWS resources. By setting these tags within the customers AWS environment, Carahsoft will be able to extend a much more detailed report back to customer. The following are set generic tagging levels that Carahsoft has extended down to the accounts (case sensitive):

Cost Allocation Tags:			
Agency	DeptCode	Org	ProjectNumber
Application	Description	Organization	ProjectType
Company	EndUser	OU	Purpose
Contract	Environment	Owner	ResponsibleParty
CostCode	Grant	Payer	Role
CreationDate	Location	Product	Service
Creater	Name	Project	Status
Department	Order	ProjectName	Use

Custom Cost Allocation (CA) Codes:				
CA001	CA002	CA003	CA004	CA005
CA006	CA007	CA008	CA009	CA010

Carahsoft's Contract Vehicles

Carahsoft is a top-ranked contract holder. In order to simplify procurement, we have secured numerous contract vehicles, including agency-specific and government-wide federal, state, and local contracts. We have the solutions you need, on contracts that make acquisition simple and fast, with the government focused service you deserve. Below are a few of the contracts Carahsoft possesses.

Federal Contracts
GSA Schedule 70
NASA SEWP V
State, Local, & Education Contracts
The Interlocal Purchasing System (TIPS)
The Quilt
National IPA
National Cooperative Purchasing Alliance
Virginia VASCUPP
California CMAS
Pennsylvania DGS
New York OGS
State of New Mexico
County of Orange Contract
Delaware Statewide Pricing Agreement
Texas DIR
E&I Cooperative
NASPO ValuePoint   Participating addendums: Alabama, Alaska, Arizona, Arkansas, California, Delaware, District of Columbia, Florida, Georgia, Hawaii, Illinois, Kansas, Kentucky, Louisiana, Maine, Massachusetts, Minnesota, Missouri, Montana, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, Oklahoma, Oregon, Rhode Island, South Dakota, Utah, Vermont, Virginia, Washington, West Virginia, Wisconsin, Wyoming

All listed State, Local, & Education Contracts are Cooperative Purchase Agreements. This allows state and local governments, as well as educational institutions to benefit from pre-vetted / pre-competed contract vehicles. These Federal, State, and Local contracts are available to our partners to access via agent and teaming agreements.

Click here for the full range of Carahsoft AWS contract vehicles, and a list of contracts by state, or contact SLEDcontracts@Carahsoft.com

Carahsoft Public Sector AWS Distribution Enrollment

STEP 1

Introductory Call with Carahsoft AWS Partner Business Development Team to ensure distribution requirements are met

- Select or Higher in APN
- Public Sector Partner

STEP 2

Complete Distribution Enrollment Form and send back to Carahsoft AWS Partner Business Development Team

- Please complete all fields
- Carahsoft AWS Team Submits enrollment form to AWS Contracts for approval/authorizations

STEP 3

AWS Contracts will send Amazon Distribution Seller Addendum and Public Sector Authorization to partner

- Partner to Counter Sign Distribution Seller Agreement and Public Sector Authorization

STEP 4

Strategic call to discuss next steps and teaming opportunities

- Acount Mapping / Pipeline Sync on Active Opportunities
- Coordinate strategic discussion with Carahsoft and Amazon PDM to outline go-to-market plan and distribution support roadmap

Reach out to the Carahsoft team to discuss your next steps and options at AWSpartnerteam@carahsoft.com