AWS Partner Network

APN Customer Engagements (ACE) Program

TRAINING FOR   PUBLIC SECTOR   SERVICES PARTNERS

Agenda

1. Introduction to ACE

2. Getting ready to start

3. Opportunity submission best practices

4. Opportunity management best practices

Introduction to ACE

APN Customer Engagements (ACE)

ACE enables all AWS Partners to drive successful customer engagements and grow their business with AWS

Partner Opportunity Referrals

AWS Opportunity Referrals

AWS Lead Referrals

Under the ACE program, partners can receive access to sales and technical support resources to increase alignment, collaboration, and co-selling with AWS.

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ACE Value Proposition

Visibility and increased engagement with AWS Sales and Marketing

    Introduction to AWS Sales on every validated opportunity

    Demonstrated competencies through AWS wins

    Pipeline visibility

Access to partner funding benefits, discounts, and program benefits

Tools and Processes to manage leads and opportunities with AWS

Participation in joint or AWS-led Marketing campaigns*

*Applicable for ACE eligible partners

ACE motions

ACE supports three sales motions: Partner Opportunity Referrals, AWS Opportunity Referrals, and AWS Lead Referrals.

Partner-Originated

AWS-Originated

Partner Referrals

Lead Referrals

Opportunity Referrals

How do Partners get started?

Become ACE Eligible

ACE Eligible Partners are able to receive AWS Opportunities and Leads.

All Partners must :

- Accept the ACE T&Cs

- Have an active Partner Solutions Finder (PSF) listing

| Additional Requirements for the following Partner Groups: | Select Consulting Partners | • 10 AWS Validated Opps*
• APN Program Designation |
| | Partner Path Members | • 10 AWS Validated Opps*
• Partner Path membership |

*Rolling 12 months

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Setting up Permissions in Partner Central

4 roles in Partner Central can help you manage your ACE Pipeline:

1. Alliance Lead

2. Alliance Team Member (up to 20 users)

3. ACE Manager (up to 20 users)

4. ACE User (unlimited number of users)

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What can the User Roles do in Partner Central?	Alliance Lead	Alliance Team	ACE Manager	ACE User
Assign the Alliance Team Role to other Users	√			
Assign ACE Manager, ACE User, Funding Tool access to Users	√	√		
Deactivate Users	√			
Submit Opportunities in the ACE Pipeline Manager	√	√	√	√
View/update *all* Opportunities and Leads in the ACE Pipeline Manager	√	√	√	
View/update *only* Opportunities and Leads they own in the ACE Pipeline Manager	√	√	√	√
Access and update Partner Solution Finder Listing	√	√		
Access Training and Certification data	√	√		
Apply for Programs, Competencies and Service Designations	√	√		
Submit Solutions and Practices	√	√		

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Getting ready to submit opportunities

1 Ensure all domains are registered in APN Partner Central (Alliance Lead)

2 Determine how to manage opportunities (between the Alliance Lead and other users)

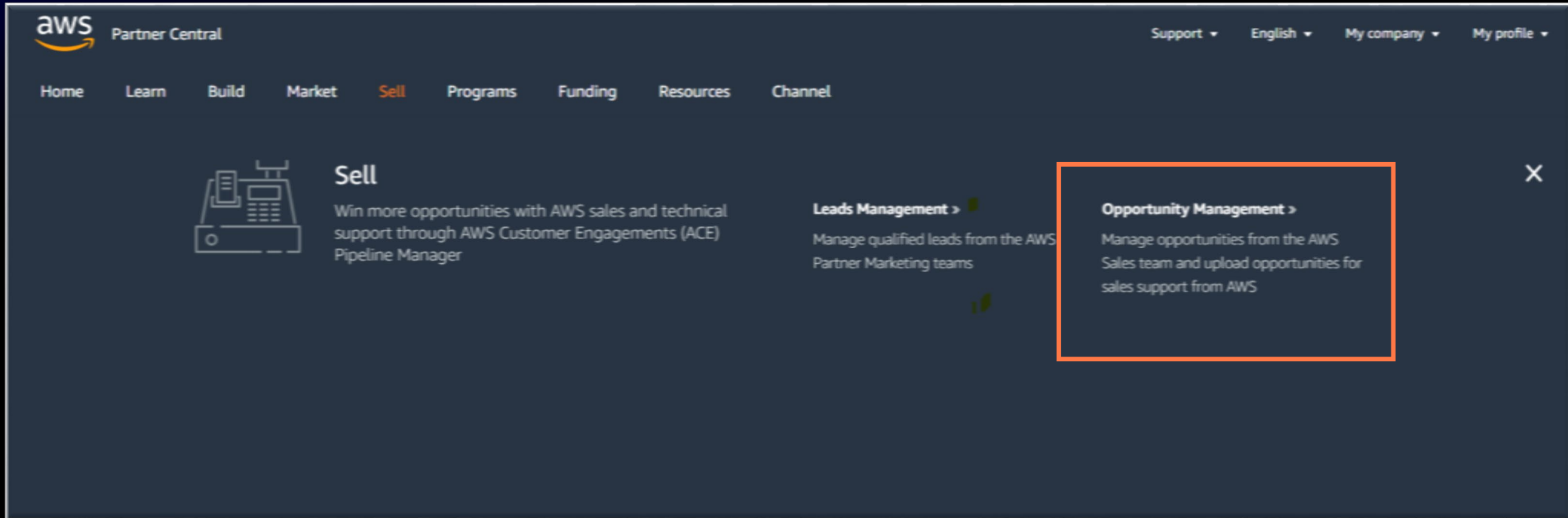**3** Create User accounts for APN Partner Central (Additional users besides Alliance Lead)

4 Grant access to ACE Pipeline Manager (Alliance Lead)

Opportunity Submission Best Practices

Navigating to ACE
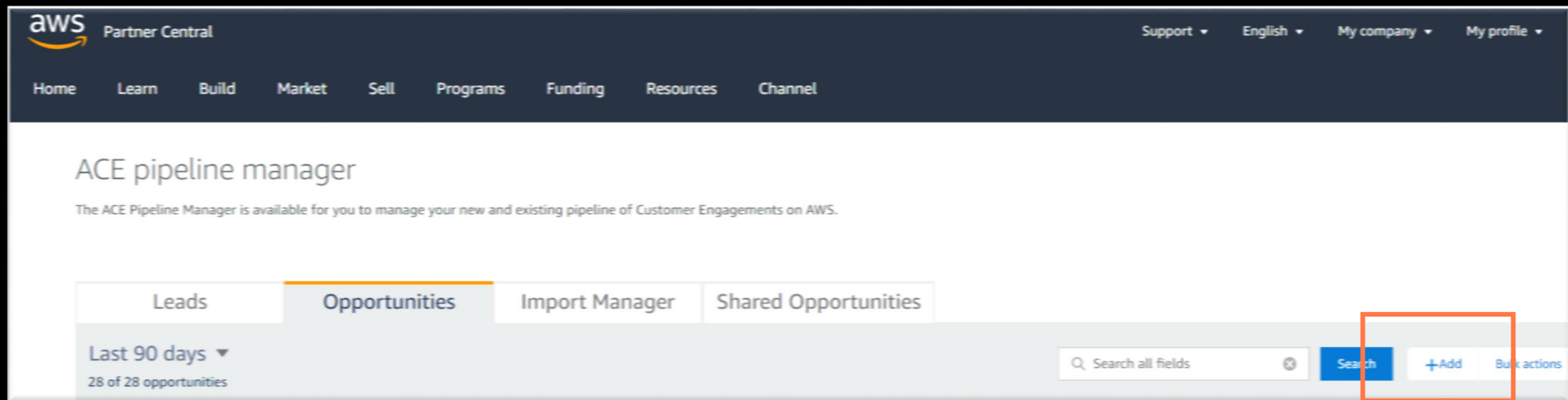
What is a Validated ACE Opportunity?

Net-new AWS Business

Opportunity is not being pursued by AWS, is a new use case / workload of a new or existing customer, and <u>drives incremental AWS usage</u>

Clear Project Description

Clearly defined end-customer <u>pain points</u>/business requirement, the AWS Partner's proposed <u>solution</u>, and <u>pre-sales activities</u> that have taken place.

Partner Sourced
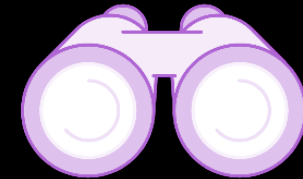
AWS Partner has prospected, sourced, and is driving forward

Writing a clear Project Description

Guiding Questions

❖ What is the customer's pain point/problem that you are trying to solve?

❖ What is the goal of the project and the proposed solution that you are planning to use?

❖ What pre-sales activities have taken place with the end customer? *(e.g. Partner SA validation, TCO analysis, Architectural Sizing, Bill Of Material, No pre-sales activity yet, others)* Or what is the current sales stage?

❖ Will this opportunity result in incremental consumption of AWS? If yes, please share the details *(e.g. AWS services to be utilized in this solution, if you have this information at this stage of your customer engagement).*

❖ What are next steps with the customer?

Example of a clear Project Description

Example 1	Example 2
Migration of Application | Customer A currently hosts their Learning Management System (LMS) application for employees, called AWSome Learning, on premise. They have been facing huge latency issue. As the customer's organization grows and number of employees increases, they are looking to migrate the LMS application to AWS. We, as an AWS Partner, will be designing the architecture, implementing the migration, and providing billing support. We have shared the statement of work, and this is at the sales stage of 'Qualified'. Next step is to work on the architecture scoping, we will need help from AWS on that.	**Application Modernization|** Customer B is running the inventory system & application in their data centers, and the hardware wasn't keeping pace with the business. With a small team of developers the product velocity had stalled. The company also needs to increase their speed of innovation. The application, **consisting of ~50 windows servers will migrate to Lambda and Amazon ECS** (Linux). The data pipeline, application, and development will be utilizing AWS Lambda, Amazon Kinesis Streams, and Amazon ECS (Linux). The customer is also looking at Elasticsearch for the inventory database search. We have shared the statement of work, and is at the sales stage of 'Qualified'. Next step is to work with the customer on a project delivery timeline.

Partner Primary Need

Below are descriptions of options from "Partner Primary Need from AWS" field, a required field for AWS:

Architectural Validation | Confirmation from AWS that the AWS Partner's proposed solution architecture is aligned with AWS best practices and poses minimal architectural risks

Business Presentation | Request AWS Seller's participation in joint customer presentation

Competitive Information | Access to AWS Competitive resources and support for AWS Partner's proposed solution

Pricing Assistance | Connection with AWS Seller for support situations where an AWS Partner may be receiving an up-front discount on a service (e.g. EDP deals)

Technical Consultation | Connection with an AWS SA to address AWS Partner's questions of proposed solutions

Total Cost of Ownership Evaluation | Connection with an AWS SA to address AWS Partner's questions on proposed solution

For Visibility – No Assistance Needed | No assistance needed, submitted for tracking purposes only.

Deal Support | Engagement with sales teams on supporting you for the deal

Other | Assistance required not currently described

Delivery Model

Below are descriptions of options from "Delivery Model" field, whereby multiple options can be chosen:

SaaS or PaaS| Your AWS-based solution deployed as SaaS or PaaS in your AWS environment

BYOL or AMI | Your AWS-based solution deployed as BYOL or AMI in end customer's AWS environment

Managed Services | Management of AWS Business of end customer (e.g. consulting, design, implementation, billing support, cost optimization, technical support)

Professional Services | Collection of offerings to help enterprise end customers achieve specific business outcomes related to enterprise cloud adoption (e.g. advisory, transformation planning)

Resell | Connection with an AWS SA to address AWS Partner's questions of proposed solution

Other | Delivery model not currently described

Partner Connection Tool

ACE Pipeline Manager

Error notifications during submission

1. $0 expected AWS MRR
2. Close date in the past
3. Submitted a duplicate opportunity within 120 days
4. Project Description minimum of 25 characters
5. Email or website are blank or in an inaccurate format
6. Submitting Partner is also the end customer
7. Postal Code does not match customer country
8. If customer country is USA, the State has to be populated

Opportunities > Add New Opportunity

Add New Opportunity

Need help? Click here for the
ACE Opportunity Submission Consulting Partner Quick Guide
ACE Opportunity Submission Technology Partner Quick Guide

Errors

Project Description/Business Need: Project description must have minimum of 25 characters

Estimated AWS Monthly Recurring Revenue: Monthly Recurring Revenue cannot be blank or 0

Customer Website: Blank or invalid website domain

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What does each status mean?

STATUS	DEFINITION	EDITABLE BY PARTNER
Draft	Not Submitted for Validation	O
Submitted	Submitted for Validation; Not yet in review by Validators	X
In Review	Being researched by Validators	X
Action Required	Additional Information Needed	O
Approved	Validated; Partner is able to edit selected fields	O
Rejected	Disqualified	X

What does each review reason mean?

There is limited information to determine if submission meets the validation criteria.
Request to provide additional information:

REVIEW REASON	EXPLANATION	PARTNER ACTION
Clarify Solution	• What is the customer's pain point/problem you are trying to solve? • What Pre-sales activity has taken place with the end customer? • What is the proposed solution that you are planning to use (AWS services are not required, but helpful)?	Update description to include needed information
Clarify Revenue	• Will this opportunity result in an increase of AWS revenue or consumption of net new AWS services?	Update description and/or MRR
Clarify Other	• Validator will provide specific information needed to validate.	Update description, MRR, Close date as needed

Opportunity Management
Best Practices
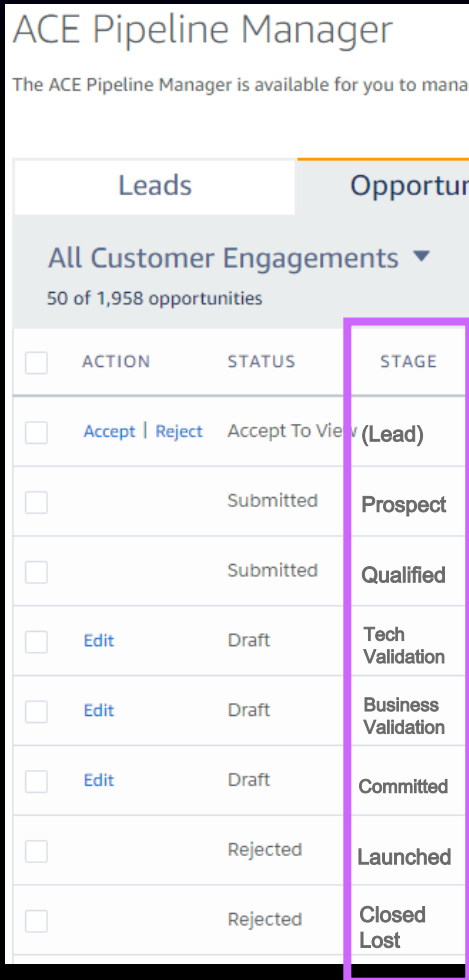
Updating opportunities

For sales visibility and support, it is mandatory to update the progression of the opportunities:

- Updates on a **bi-weekly basis** are recommended in order to track sales cycle progression

- When Partners update the "Next Step" field, the following roles get **notified by email** : Partner Development Manager (PDM), Partner Sales Manager (PSM), and AWS Seller assigned to the opportunity

- **Priority updates should be** : Stage, Target Close Date, Estimated AWS Monthly Recurring Revenue (MRR), and Next Step

What does each stage mean?

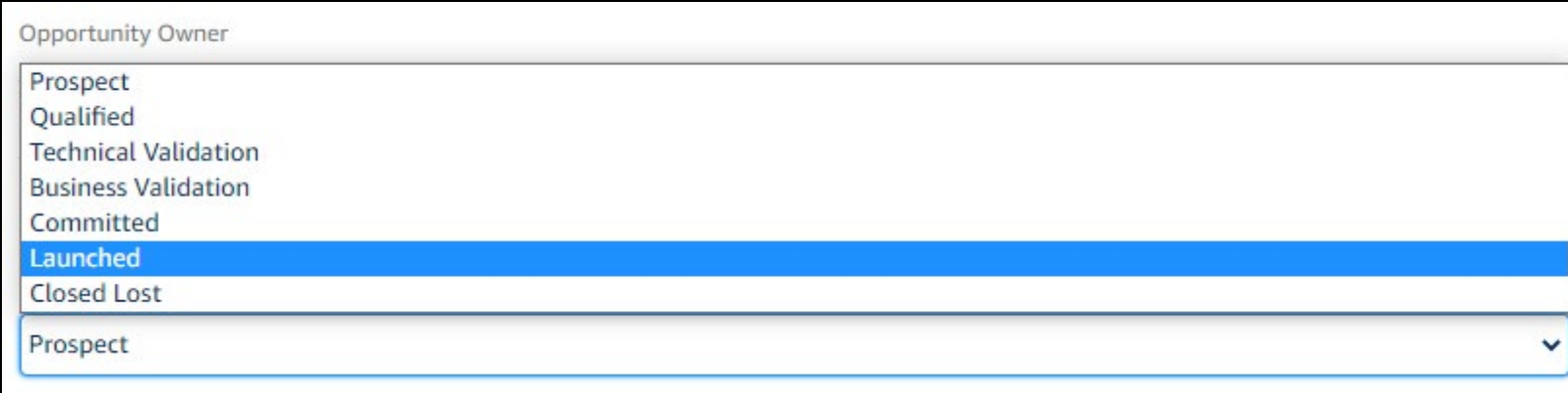| STAGE	DEFINITION
Lead	Meeting with end customer is yet to be scheduled. <u>Note</u>: Lead needs to be nurtured to 'Qualified' stage prior to submission in ACE.
Prospect	Opportunity has been identified. Opportunity can be active (i.e. coming directly from the end customer via a lead, etc.) or latent (i.e. your Account Team believes exists based on research, account plans, sales plays, etc.). <u>Note</u>: 'Prospect' opportunity should be nurtured to 'Qualified' prior to submission in ACE.
Qualified	Partner team has engaged with the end-customer to discuss viability, understand requirements, etc. End-customer has agreed the opportunity is real, of interest, and may solve for key business / technical needs.
Technical Validation	Implementation plan is defined and understood.
Business Validation	Pricing has been proposed and steps to close have been agreed upon.
Committed	Launch date is committed and final obstacles understood.
Launched	Workload is complete, and billing has started on AWS.
Closed Lost	Opportunity is lost and there are no steps to move forward.

Importance of Launching Opportunities

- Opportunities must be launched for full discounts to flow, specifically the Partner Originated Discount (5% for first 24 months of service)

- The opportunity submitter is the person who needs to Launch the opportunity within the ACE Portal

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How to update opportunities in Pipeline Mgr

Navigate to ACE Pipeline Manager **1**

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Support ▾   English ▾   My company ▾   My profile ▾

Home   Learn   Build   Market   Sell   Programs   Funding   Resources   Channel

ACE Pipeline Manager

The ACE Pipeline Manager is available for you to manage your new and existing pipeline of Customer Engagements on AWS.

| Leads | Opportunities | Import Manager | Shared Opportunities |

All Customer Engagements ▾
50 of 346 opportunities

🔍 Search all fields ✕   Search   +Add   Bulk Actions ▾

Click on the 'Update' field **2**

	ACTION	STATUS	STAGE	OPPORTUNITY ID	CUSTOMER COMPANY NAME	PARTNER PROJECT TITLE	PARTN
☐	Update	Approved	Technical Validation	O783533	TpixS	9XgYI	
☐		Rejected	Prospect	O767970	Pickaway County	VMC on AWS	
☐		Submitted	Prospect	O760484	University of Utah Health Science Center	Stack Armor ATO Project Nemesis Support	

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ACE Pipeline Manager – updating next steps

The 'Next Steps' field should answer two key questions:

- What are the agreed actions with the end customer?

- What actions does the Partner need from AWS Sales?

ACE Pipeline Manager – updating features

Transfer: The Transfer function allows the opportunity Owner to transfer the opportunity to another APN User within their organization.

Clone: The Clone function is useful for resubmitting closed lost opportunities when they re-start, or disqualified opportunities when missing information is available.

Next steps in your ACE Journey

Accept the ACE Terms & Conditions

Submit an opportunity via Partner Central

Engage with AWS Sales, Technical, and Compete teams for support

Update opportunities regularly

Successfully win customer deals side by side with AWS

Manage continuous customer engagements
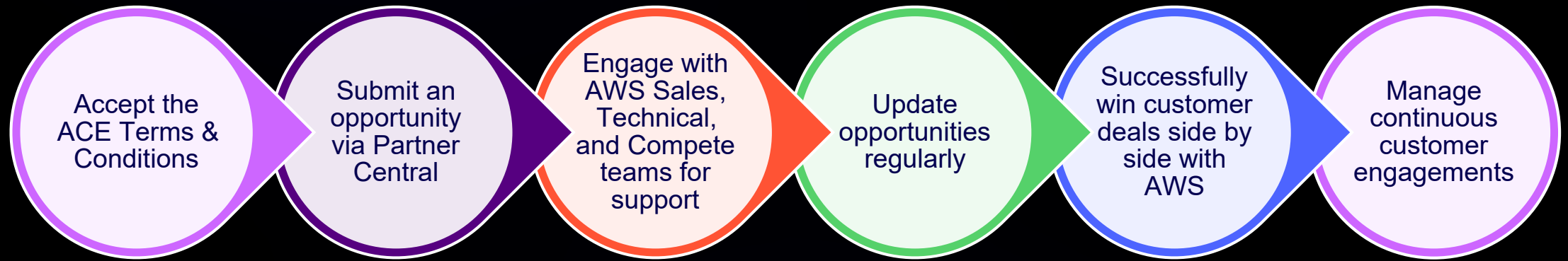
Build, grow, and drive successful customer engagements on AWS in collaboration with AWS Sales, Marketing, and AWS Partner teams

Thank You!