

CHANNEL PARTNER RESOURCE KIT



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CARAHSOFT VENDORS IN THE
AWS ECOSYSTEM

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.



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 Alerts 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
Creator	Name	Project	Status
Department	Order	ProjectName	Use

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



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



GETTING STARTED

Join the AWS Partner Network through one of the Partner Paths.

- Software path: develop software that runs on or is integrated with AWS
- Hardware path: develop a hardware device that works with AWS
- Services path: deliver consulting, professional, managed, and value-add resale services
- Training path: sell, deliver, or incorporate AWS-training

REGISTERING FOR THE APN

- [Visit the APN](#) and become a member by filling in your company information and registering your company. Select your preferred path listed above, and begin working to complete the requirements to confirm, validate, and differentiate your partnership.

PROGRESS FROM INCEPTION TO EXCELLENCE



Registered tier partners are required to accept the APN Terms and Conditions. All Registered tier partners receive the same benefits of access to:

- | | | |
|--|--|---|
| <ul style="list-style-type: none"> • APN Pipeline Manager • AWS Bueprints • AWS Educate Job Board • AWS Quick Start • AWS Marketplace | <ul style="list-style-type: none"> • Navigate Tracks • AWS Partner Central • Reference Architecture • SaaS Factory Tools • TechShift Embark | <ul style="list-style-type: none"> • Training Credits • Training Discounts • Well-Architected Tools • Whitepapers |
|--|--|---|

CONFIRMED PARTNERS

Confirmed partners must complete their APN membership by providing billing information for the APN fee. Confirmed partners receive different benefits, depending on which Partner Path is selected.

SOFTWARE PARTNERS

- Authority to Operate
- Innovation Sandbox
- Marketing Central resources
- Partner Transformation Program
- Promotional Credits
- Free trials

HARDWARE PARTNERS

- Authority to Operate
- Innovation Sandbox
- Marketing Central resources
- Partner Transformation Program
- Promotional Credits

SERVICES PARTNERS

- Authority to Operate
- Innovation Sandbox
- Marketing Central resources
- Partner Transformation Program
- Promotional Credits
- SaaS Factory team access
- Think Big for Small Business



VALIDATED PARTNERS

Validated partners must complete the minimum partner requirements for their selected partner path. Each path's requirements and benefits differ. Please see below.

PARTNER PATH MINIMUM REQUIREMENTS

Software Path	Complete Foundational Technical Review
Hardware Path	Complete Device Qualification
Services Path	Earn Select, Advanced, or Premier tier
Training Path	Earn Select Training or Advanced Training tier

SOFTWARE PARTNERS

Software path partners must complete a Foundational Technical Review (FTR) for their software. The FTR serves to identify and remediate security risks in software and solutions. In order to begin the FTR process partners must:

- Institute a periodic review of software architecture and operations against internal or public standard in order to identify gaps.
- Evaluate software architecture leveraging the validation checklist available in the [FTR guide](#)
- Request an FTR through Partner Central

[Visit this link for detailed instructions](#)

Upon successfully completing an FTR, software path partners will gain access to:

- ACE Referrals
- APN Ambassador
- AWS Competency
- AWS Partner Badge
- AWS Service Ready
- ISV Accelerate Program
- ISV Workloads Migration Program
- Marketing Central partner ready campaigns
- Partner Discovery listing
- Partner Opportunity Acceleration Funds
- Partner Solutions Finder Listing
- Press Release Eligibility
- Public Sector Partner Program
- Qualified software badge
- Sponsor packages
- Well-Architected Partner Program

HARDWARE PARTNERS

Hardware path partners must learn how to qualify their device for listing in the [AWS Partner Device Catalog](#). Partners may use the [AWS Device Qualification Program Guide](#), available in Partner Central. Upon meeting the technical requirements for the device, partners may submit device information and test results in the Device Listing Portal through Partner Central, for publishing in the AWS Partner Device Catalog. Hardware path partners will gain immediate access to benefits, including:

- ACE Referrals
- APN Ambassador
- AWS Competency
- AWS Device Catalog Listing
- AWS Partner Badge
- Marketing Central Partner
- Marketing Central Partner Ready Campaigns
- Partner Discovery Portal listing
- Partner Opportunity Acceleration funds
- Partner Solutions Finder listing
- Press Release eligibility
- Sponsor packages



SERVICE PARTNERS

Validated Services path partners must earn the [Select, Advanced, or Premier](#) tier partnership requirements with AWS. The requirements for each are listed below:

		Select	Advanced	Premier
Knowledge	AWS Accredited Professionals (Accreditations)	4 2 Technical level 2 Business level	8 4 Technical 4 Business	20 10 Technical 10 Business
	AWS Foundational Certified Individuals (Certifications)	2	4	10
	AWS Technical Certified (Technical Certifications) • Associate • Professional • Specialty	2	6 3 professional or specialty	25 10 professional or specialty
Experience	Annual Launched Opportunities • Counting from APN Launched opportunities	3 Combined MRR of at least \$1.5K	20 Combined MRR of at least \$10K	50 Combined MRR of at least \$50K
	Annual Partner Business Plan		YES	YES
	Technical Program Validations			3 and must include AWS Competency, AWS MSP, or AWS Well-Architected
	Exec Business Review			YES
	Sustained Attainment of Premier Criteria			> 6 months
Customer Success	Publically Referenceable Customers	0	2	6
	Customers Satisfaction (CSAT) Responses	0	20	30

When the requirements are met to earn the Select tier or higher in partnership with AWS, the partner must pay the APN fee of \$2,500 upon achievement. Services path partners at the Select tier or higher will be validated and have access to:

- ACE Referrals
- APN Ambassador
- AWS tiers
- AWS Competency
- AWS Managed Service Provider
- AWS Partner badge
- AWS Service Delivery
- Immersion Days
- ISV Workload Program
- Marketing Central partner ready campaign
- Partner Discovery Portal listing
- Partner Opportunity Acceleration Funds
- Partner Solutions Finder Listing
- Press Release Eligibility
- Public Sector Partner Program
- Solution Provider Program
- Sponsor packages
- Well-Architected Partner Program

TRAINING PARTNERS

Training path partners must fill out the AWS Training Partner program interest form. More information on becoming an AWS Training Partner can be found [here](#).



DIFFERENTIATED PARTNERS

Partners who have completed the validated stage can begin to explore farther into their AWS business and look to differentiate themselves in the market. Each partner path has different requirements to become a differentiated partner.

SOFTWARE PARTNERS

Software partners looking to become differentiated will need to earn an AWS Competency, AWS Service Ready, or AWS Well-Architected Partner Program Designation. Benefits of becoming a differentiated software partner include:

- AWS Partner Blog post
- Committed Marketing Development Funds
- Designation dependent additional funding and discount eligibility
- Enhanced AWS Partner badge
- Increased discounts in the AWS Solution Provider Program
- Partner Solution Finder priority ranking
- Technical session with AWS specialist team

HARDWARE PARTNERS

Hardware partners looking to become differentiated must earn an AWS Competency. Benefits of becoming a differentiated hardware partner include:

- AWS Partner Blog post
- Committed Marketing Development Funds
- Enhanced AWS Partner badge
- Partner Solution Finder priority ranking
- Technical session with AWS specialist team

SERVICES PARTNERS

Services path partners looking to become differentiated must earn AWS Competency, AWS MSP Program, AWS Service Delivery, AWS Service Ready, or AWS Well-Architected Partner Program designation. Benefits of becoming a differentiated services partner include:

- AWS GameDay benefits
- AWS Partner blog post
- Committed Marketing Development Funds
- Designation dependent additional funding and discount eligibility
- Enhanced AWS Partner badge
- Increased discounts in the AWS Solution Provider Program
- Migration Acceleration Program
- Partner Solutions Finder priority ranking
- Technical sessions with AWS specialist team

CARAHSOFT AWS DISTRIBUTION PARTNER PROGRAM

Services path partners at the Select tier or higher and in the Public Sector Partner Program are eligible to enroll into Carahsoft's AWS Distribution Program. Partners in the AWS Distribution through Carahsoft are eligible to resell AWS Native Consumption, as well as perform services on Carahsoft AWS accounts and receive recognition for annual launched opportunity requirements with AWS. Carahsoft would support your AWS Services business via pre-sales support, proactive lead generation capabilities, program management, technical resources, billing specialists, training and enablement.

Information on how to get started can be found on the following page.



Here are additional resources you can utilize during your on boarding process:

Carahsoft Resources:

- [Overview of Carahsoft's AWS Practice](#)
- [Carahsoft AWS Contract Vehicles](#)
- [Carahsoft's Vendors](#)
- [Information on Partnering with Carahsoft](#)

AWS Resources:

- [AWS Partner Activation Day 2021](#)
- [AWS NewBE Program](#)
- [VMware Cloud on AWS Info-graphic](#)
- [VMware Cloud on AWS Hands on Lab](#)
- [AWS Role Based Learning](#)
- [AWS Whitepapers](#)
- [AWS Self-Paced Labs](#)
- [AWS Partner Network](#)

For our pool line, please call 1(888)-662-2724

For all AWS inquiries please email AWS@Carahsoft.com