Carahsoft's Public Sector Accelerated Development Program Brief

Software Partner Brief

What is Accelerated Development?

An invitation-only, limited-capacity resource that is available to qualified, field nominated Amazon Web Services (AWS) Partners who are committed to growing their Public Sector AWS business with Carahsoft.

The goal of the **Accelerated Development Team** is to help strategic Public Sector Partners differentiate themselves both within AWS and with AWS customers while maximizing their investments in AWS through go-to-market and co-sell motions.

AWS has over 60 programs and competencies that offer a variety of benefits to partners. The partner transformation team helps you navigate ambiguity, provides clarity, and gives expert knowledge to accelerate your AWS Partner journey.
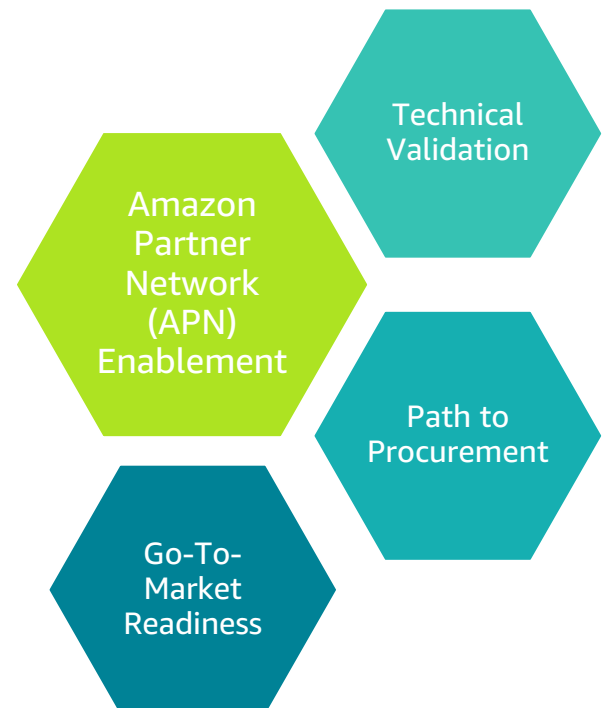
How can the Accelerated Development Team help my Public Sector business?

✓ 1:1 guidance and support navigating the Amazon Partner Network with a focus on public sector.

✓ Facilitate enhanced access and alignment with Carahsoft AWS Sales team as well as public sector sales support via contract access, billing support, pricing assistance, proposal resources, and marketing.

✓ Ensure you are leveraging best practices on cost effectiveness, efficiency, and security.

✓ Assigned AWS transformation partner development manager (PDM) to consult on the four foundational pillars which are outlined on the right.

Carahsoft Software Partner Program

✓ Headcount Investment
✓ Public Sector Contract Access
✓ Marketing and Business Development Support
✓ Dedicated MDF
✓ AWS Discount
✓ Training and Enablement
✓ Marketplace Listing Service
✓ Back Office Billing Support

AWS has found that the most successful **Public Sector Partners** excel in each of the following areas:

- Technical Validation
- Amazon Partner Network (APN) Enablement
- Path to Procurement
- Go-To-Market Readiness

FAQ

1. What is the time commitment?

- Initial 1 hour assessment call to better understand your vision and goals.
- **Bi Weekly:** Minimum of one 30 minute bi weekly call with your assigned Transformation PDM.
- **Weekly:** 1-2 hours of self paced/hands on training and or workshops to complete between cadence calls.
     Note: Some partners choose weekly cadence calls, in order to compress time to graduation, which we fully support.

2. How much does it cost to work with Carahsoft for the Accelerated Development program?

Great news! There is **no cost** for you to work with Carahsoft's Accelerated Development team. We created this resource to help highly qualified partners accelerate their AWS public sector practice. Please note, there is an annual APN fee of $2,500 for partners who have been confirmed in the Software Path, however partners will receive $3,500 in AWS Promotional Credit upon upgrade. Your transformation team PDM may recommend additional investments into your business including trainings, certifications, and market development sales activities.

3. How long does the program take?

On average it takes a partner **18-24 months** to get through these milestones on their own and working with the Partner Transformation team, we expect for you to develop these skill sets in roughly 3-6 months.

The Partner Transformation Team has a single threaded focus on building your capabilities as a Public Sector AWS partner to help you build trust and drive revenue with AWS direct sales, as well as with new and existing AWS customers.

4. What are the prerequisites for consideration?

- ✓ Partner executive sponsorship & commitment
- ✓ Dedicated alliance lead focused on growing partnership with AWS
- ✓ Amazon Partner Network registered (at a minimum)
- ✓ Experience or the commitment to grow Public Sector customer base
- ✓ Highly motivated to go to market and co sell with AWS
- ✓ Representation of cross functional teams (executive, business and technical) is required to ensure alignment of IT and business objectives
- ✓ Must have a developed software application, in production mode, running in an AWS Native Environment

5. I'm interested, how do I move forward, and what are next steps?

Nomination: Please email AWSPartnerTeam@Carahsoft.com to begin the nomination process.

Program Review: If accepted, your PDM will schedule a call for an in depth review of the program.

Assessment: Contingent upon your commitment to the program, we will complete a detailed assessment with you and your team to make sure that we have an accurate picture of your business, goals, and objectives.

Plan Customization & Execution: We will work closely with you and your team on a customized development plan, and begin implementation in as little as one to two weeks, with the goal of programmatic completion within four to six months contingent upon your intrinsic motivation and unique needs.