

AWS Partner Network (APN) Frequently-Asked-Questions

1. What is APN?

The AWS Partner Network (APN) is a new global partner program focused on providing members of the AWS partner ecosystem with the technical information, and sales and marketing support, they need to accelerate their businesses on AWS. For AWS customers, APN makes it easier to find and connect with high-quality AWS partners who can help them take full advantage of the AWS cloud.

2. What types of partners are included in APN and how are they tiered?

APN is made up of two primary partner types: Technology Partners and Consulting Partners. Technology Partners include Independent Software Vendors (ISVs), tools providers, platform providers, and others. Consulting Partners include System Integrators (SIs), agencies, consultancies, Managed Service Providers (MSPs), and others. Within each of these two partner types, partners can attain one of three progressive performance-based tiers. These three tiers are: Registered, Standard, and Advanced. To see the details associated with each of these tiers check out the APN Overview page (<http://www.aws.amazon.com/partners/overview/>).

3. What is the timeline for launching APN?

We're taking a two-phased approach in launching APN. The Phase 1 Public Beta of APN is focused on announcing the new APN program and helping partners apply for pre-qualification to the program via the new APN Upgrade form (<http://aws.amazon.com/partners/overview/apn-upgrade/>). The Phase 2 Full Activation of the program will happen later this year and will include public designation of partners to tiers, disbursing AWS credits to partners, billing partners for program fees, and other activities necessary to make APN fully operational.

Currently, the primary call-to-action to all existing partners that wish to join the Standard or Advanced tiers is to apply for pre-qualification via the new APN Upgrade form (<http://aws.amazon.com/partners/overview/apn-upgrade/>). This form will allow your firm to self-report on its current compliance with the requirements for APN's Standard and Advance tiers. After you have completed this form, you will be contacted by APN staff who will walk you through next steps. If your firm successfully pre-qualifies for Standard or Advanced during this process, it will be among the first AWS partners (ever) to gain public designation as a Standard or Advanced Partner under APN and take advantage of the other program benefits associated with those tiers.

4. Tell me about the \$2,000 in Credits provided under APN.

Under APN all partners that qualify for the Standard and Advanced tiers will receive \$2,000 in credits. These will include \$1,000 in general AWS Service credits applicable to any AWS service listed on the AWS products page, *plus* \$1,000 in credits toward the AWS Premium Support required under the program. Any unused portion of these credits will expire 1 year after their grant date.

5. What will the new logos provided to partners under APN look like?

When APN exits its current Beta period later this year, the legacy AWS Solution Provider logo currently used by partners will be retired and replaced by the new APN logo. In addition to containing the overall APN program branding, this new logo will also designate each partner based on their partner type (Technology Partner or Consulting Partner) and their partner tier (Standard or Advanced). Only partners that qualify for the Standard and Advanced tiers will be eligible to use the new APN logos. Sample APN logos are included below:

*Example of an Advanced tier
"Technology Partner"*



*Example of a Standard tier
"Consulting Partner"*



6. How will partners be presented in the AWS Partner Directory?

When APN exits its current Beta period, the AWS Partner Directory will be updated to reflect the new APN partner types (Technology Partner and Consulting Partner), and the top two partner tiers (Standard and Advanced). In addition, the new directory will provide partners with prominent placement for featured AWS Solutions and AWS Case Studies.

7. Tell me more about partner webinars?

All APN Partners, regardless of tier, have access to weekly partner-oriented webinars focused on educating and enabling partners in key areas. These webinars are provided in two formats. The *Hot Topics* format spotlights important new subjects that are trending in the marketplace, and the *Office Hours* format provide recurring high-level technical support for partners seeking assistance on customer engagements. To register for any of these valuable upcoming partner webinars, just go to:

<http://aws.amazon.com/solutions/solution-providers/program/webinars/>.

8. Tell me more about the *Technical Training* requirements for Consulting Partners under APN.

Consulting Partners that wish to qualify for the Standard or Advanced tiers under APN are required to have a minimum number of AWS-trained technical staff (2 and 5 staff for Standard and Advanced, respectively). For partner technical staff to receive credit for AWS Technical Training, they must have completed either the "Architecting With AWS" course (<http://aws.amazon.com/aws-training/architect/>), or the "AWS 200" course offered selectively by the AWS Alliances team.

9. Tell me more about the *Non-Technical Training* requirements for Consulting Partners under APN.

Consulting Partners that wish to qualify for the Standard or Advanced tiers under APN are required to have a minimum number of staff that have completed AWS Non-Technical Training (2 and 5 staff for Standard and Advanced, respectively). For partner staff to receive credit for Non-Technical Training, they must have passed the new online quiz for Non-Technical Training. To review this new quiz and its two supporting AWS Overview modules, go to <http://aws.amazon.com/partners/partner-training-registration/>.

10. Tell me more about the *Product Launch Requirements* for Technology Partners under APN.

Technology Partners that wish to qualify for the Standard or Advanced tiers under APN must have at least one product hosted on AWS. Specifically, to qualify for the Standard tier, Technology Partners must have at least 1 product in Public Beta on AWS (i.e. the product still includes a Beta tag but customers are actively using it on either a paid or unpaid basis). Likewise, to qualify for the Advanced tier, Technology Partners must have at least 1 product in General Availability on AWS (i.e. the product does not include a Beta tag, and customers are actively using it in production on a paid basis).

11. Tell me more about the *AWS Billings* requirements for partners under APN.

All Partners at the Standard and Advanced tiers are required to drive a minimal level of billings on AWS. These AWS billings can either be direct (i.e. AWS bills the partner and the partner bills the end customer), or indirect (i.e. AWS bills the customer directly, but the customer's project is influenced by the partner). AWS Billings are calculated based on a trailing 3 mo. average of all AWS Billings (direct and indirect) attributable to each partner. Specifically, Technology Partners must have a 3 month average of at least \$1,000/mo. or \$25,000/mo. in AWS Billings for Standard or Advanced, respectively. Likewise, Consulting Partners must have a 3 month average of at least \$1,000/mo. or \$10,000/mo. in AWS Billings for Standard or Advanced, respectively.

12. Tell me more about the *Customer References* requirements for all partners under APN.

All partners at the Standard and Advanced tiers are required to have a minimum number of AWS Customer References (2 and 4 Customer References for Standard and Advanced, respectively). These Customer References can either be public (such as a case study, whitepaper or customer quote) or non-public (a contact within the customer organization who can confirm that a given project happened and attest to the quality of the partner's work).

13. What are some of the benefits of APN at the Registered tier?

APN offers a strong and growing list of benefits for partners at the Registered tier. Specifically, Registered tier partners have access to: a) the monthly AWS Partner Newsletter, which provides valuable and timely information on a wide range of partner-focused topics, b) weekly partner-focused *Hot Topic* and *Office Hours* webinars covering critical technical and non-technical subjects (<http://aws.amazon.com/solutions/solution-providers/program/webinars/>), c) online Partner Non-Technical Training on AWS (<http://aws.amazon.com/partners/partner-training-registration/>), and d) in-person AWS technical training such as, the *Architecting With AWS* course (<http://aws.amazon.com/aws-training/architect/>) and the partner-focused *AWS 200* course offered selectively by the AWS Alliances team. In addition to the current benefits, Registered partners will gain access to a range of additional benefits that will launch later this year.

14. Tell me more about the APN Upgrade Form and the APN Pre-Qualification process.

Partners that wish to apply for pre-qualification to the Standard and Advanced tiers under APN can start that process by completing the APN Upgrade Form (www.aws.amazon.com/partners/overview/apn-upgrade/). After partners have completed this form, they will be contacted by a member of the APN team, who will collect additional information necessary to complete the pre-qualification process. After your application has been processed, you will receive an email from the APN team containing the outcome of your application and details regarding next steps.

15. What if I'm an existing AWS partner that wants to become a Standard tier partner, but I don't yet meet all Standard tier requirements?

Existing AWS partners that wish to become Standard tier partners, but don't fully meet the requirements for that tier, may be eligible for "provisional" status under APN. Partners that are granted this provisional status will receive all the benefits associated with the Standard tier on a temporary basis, while they work toward full compliance. Existing partners may be eligible to become provisional Standard Partners if they: a) are currently compliant with at least one Standard tier requirement (other than the program fee), b) pay the \$2,000 program fee, and c) have a plan in place with the AWS Alliances team to achieve full compliance within 3 months. Only Standard tier partners are eligible for "provisional" status under APN. Advanced partners must fully comply with APN requirements in order to join the Advanced tier. If you wish to apply for provisional status under APN, just enter your current compliance as a Standard tier applicant via APN Upgrade Form (www.aws.amazon.com/partners/overview/apn-upgrade/) and a member of the APN team will contact you to discuss next steps.

16. How can I get started if I'm not yet registered as a partner?

If your firm is new to AWS and has not yet registered with the program feel free to apply as either a Technology Partner or Consulting Partner via one of the two forms pictured on this slide. If your firm is primarily a product company such as an ISV, tools provider, platform provider, etc. then you should register via the Technology Partner application form (<https://aws.amazon.com/solution-providers/isv/new>). If your firm is a professional services firm such as an SI, agency, consultancy, MSP, etc. then you should register via the Consulting Partner application form (<https://aws.amazon.com/solution-providers/si/new>). If your firm is currently listed in the AWS partner directory, then your firm has already completed the partner registration process and it's not necessary to re-register.

17. When can I start to publicly position my firm as a Standard or Advanced partner?

We ask that all partners refrain from publicly positioning themselves as a Standard or Advanced Partner (via press releases, public announcements, etc.) until they have received a formal confirmation email from the APN team. This confirmation email will formally notify each partner that they have been accepted into either the Standard or Advanced tiers and will provide guidance on PR best practices when using the APN brand. Importantly, completing the APN Upgrade Form (www.aws.amazon.com/partners/overview/apn-upgrade/) does not imply acceptance to either the Standard or Advanced tiers.