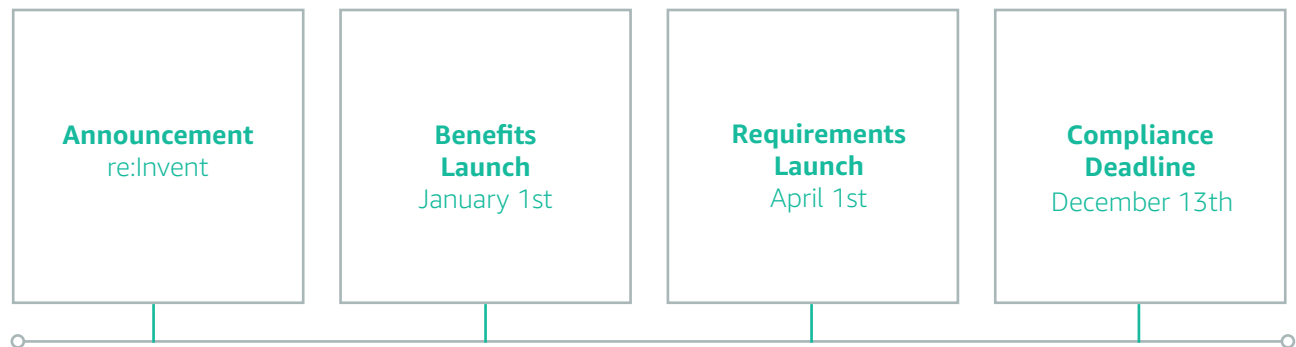


## Introduction

The AWS Partner Network (APN) is a global program focused on providing Consulting and Technology Partners with technical services, solutions, or products. The APN further enables AWS customers to identify qualified APN Partners that deliver value-added services and solutions on or integrated with AWS through specific APN Partner Programs and go-to-market (GTM) opportunities.

On January 1, 2019, we are implementing programmatic changes to the APN to help recognize and support the growth, investment, and innovation of our evolving APN Partner community, and to better align APN Partners to more structured benefits throughout their journey with AWS. These changes include renaming the Standard Tier to Select Tier, revising the requirements for APN Tiers in order to better measure each partner's Knowledge, Experience, and Customer Success, as well as creating more structured benefits for APN Partners at each tier.

## Key Program Launch Dates



## How to Prepare for 2019 APN Program changes

- ✓ Work with your APN Partner development resource to become familiar with the [APN Customer Engagements Program](#), as well as opportunity management process.
- ✓ Work with your customers to obtain Customer Satisfaction reviews via the "Rate This Partner" function in your [APN Partner Solutions Finder](#) listing.
- ✓ Work with your internal resources to attain and capture all existing and net new AWS Certifications. [APN Partner Central](#) users within your organization's APN Partner Central account [can update their profile](#), including a new option to add a second email address used to manage their AWS Training and Certification account.
- ✓ Connect with your AWS Partner Development team to plan for upcoming changes and answer any additional questions.

# 2019 Consulting Partner Tier Requirements

Requirement	Select Tier	Advanced Tier	Premier Tier	Description
Annual APN Program Fee	\$2,500	\$2,500	\$2,500	\$2,500 annual APN membership fee.
<b>Knowledge</b>				
AWS Accredited Professionals	4 Required (Minimum 2 Technical & 2 Business)	8 Required (Minimum 4 Technical & 4 Business)	20 Required (Minimum 10 Technical & 10 Business)	Employ a specific number of individuals that have obtained the <a href="#">AWS Technical Professional</a> and <a href="#">AWS Business Professional</a> accreditations. Required minimums vary by APN Tier.
AWS Foundational Certified Individuals	2	4	10	Employ a specific number of unique individuals that have obtained the <a href="#">AWS Cloud Practitioner Certification</a> .
AWS Technical Certified Individuals	2 required	6 Required (Minimum 3 Professional or Specialty)	25 Required (Minimum 10 Professional or Specialty)	Employ a specific number of unique individuals that have obtained <a href="#">AWS Certifications at the Associate, Professional, or Specialty level</a> . For the purpose of tier eligibility & compliance, the highest-level certification will be counted for each individual. For example, in the case where an individual is both an Associate and Professional level AWS Certified Solutions Architect, only the Professional level certificate will be counted.
<b>Experience</b>				
Launched Opportunities	3 (total MRR of at least \$1,500)	20 (total MRR of at least \$10,000)	50 (total MRR of at least \$50,000)	Maintain a total number of newly "Launched" opportunities over a rolling 12-month period with a total combined estimated monthly recurring revenue (MRR) minimum. All opportunities are to be tracked and managed via the <a href="#">Opportunity Management tool</a> in APN Partner Central.
Partner Business Plan		X	X	Identify and track specific objectives relating to membership in the APN via a documented business plan. Business plans will be validated by an AWS Partner Development contact.
Technical Program Validations			3 (Must include MSP or DevOps Competency)	Obtain a validation, or validations, from one of several different global APN Programs. Options for APN Partners participating in the Consulting track include <a href="#">AWS Competency</a> , <a href="#">AWS Managed Service Provider (MSP)</a> , or <a href="#">AWS Well-Architected Partner Program</a> designations.
Sustained Attainment of Premier Tier Criteria			6 months	Meet and maintain Premier Tier requirements for at least six consecutive months before they are eligible to submit for an Executive Business Review.
Executive Business Review			X	Review of multiple aspects of each APN Partner's relationship with AWS, such as key business and technical milestones in an effort to measure the APN Partner's ability to maintain their Premier Tier status year-over-year.
<b>Customer Success</b>				
Publicly Referenceable Customers	1	2	6	Designate launched opportunities as publicly referenceable via the Opportunity Management tool in APN Partner Central. Details relating to publicly referenceable opportunities may be displayed in AWS Marketing material, the Partner Solutions Finder (PSF) and AWS Webpages.
Customer Satisfaction Responses	5	20	30	Specific number of customer responses via the "Rate this Partner" function within <a href="#">APN Partner Solutions Finder (PSF)</a> listing.

# 2019 Technology Partner Tier Requirements

Requirement	Select Tier	Advanced Tier	Description
Annual APN Program Fee	\$2,500	\$2,500	\$2,500 annual APN membership fee.
<b>Knowledge</b>			
AWS Technical Certified Individuals	1	4 Required (Minimum 2 Professional or Specialty)	Employ a specific number of unique individuals that have obtained <a href="#">AWS Certifications at the Associate, Professional, or Specialty level</a> . For the purpose of tier eligibility & compliance, the highest-level certification will be counted for each individual. For example, in the case where an individual is both an Associate and Professional level AWS Certified Solutions Architect, only the Professional level certificate will be counted.
<b>Experience</b>			
Direct Revenue	\$15,000	\$350,000	Maintain a cumulative revenue total derived from AWS Accounts that are owned by the APN Partner over a rolling 12-month period. This includes AWS accounts used for internal production, test or development workloads.
or			
Launched Opportunities	3 (total MRR of at least \$1,500)	20 (total MRR of at least \$10,000)	Maintain a total number of newly "Launched" opportunities over a rolling 12-month period with a total combined estimated monthly recurring revenue (MRR) minimum. All opportunities are to be tracked and managed via the <a href="#">Opportunity Management tool</a> in APN Partner Central.
Product Listing	X	X	At least one product listed as being under General Availability (GA) on AWS. Each product listing will be validated by an AWS Partner Development contact.
Partner Business Plan		X	Identify and track specific objectives relating to membership in the APN via a documented business plan. Business plans will be validated by an AWS Partner Development contact.
Technical Program Validations		Technical Baseline Review	Complete a <a href="#">Technical Baseline Review</a> .
<b>Customer Success</b>			
Publicly Referenceable Customers	1	2	Designate launched opportunities as publicly referenceable via the Opportunity Management tool in APN Partner Central. Details relating to publicly referenceable opportunities may be displayed in AWS Marketing material, the Partner Solutions Finder (PSF) and AWS Webpages.
Customer Satisfaction Responses	5	20	Obtain a specific number of customer responses via the "Rate this Partner" function within <a href="#">APN Partner Solutions Finder (PSF)</a> listing.

# 2019 Annual APN Benefits by Tier

Benefit	Select Tier	Advanced Tier	Premier Tier	Description
AWS Promotional Credit	\$3,500	\$5,000	\$10,000	Annual AWS Promotional Credit upon payment of the Annual APN Program Fee. APN Partners at the Select Tier receive a \$3,500 credit, partners at the Advanced Tier receive a \$5,000 credit, and partners at the Premier Tier receive a \$10,000 credit. AWS Credits are subject to the Terms and Conditions found here: <a href="https://aws.amazon.com/awscredits/">https://aws.amazon.com/awscredits/</a>
Market Development Funding (MDF)		\$15,000	\$30,000 or Custom	Eligible to receive an annual baseline MDF benefit. APN Partners at the Advanced Tier receive \$15,000 in baseline MDF. APN Partners at the Premier tier receive \$30,000 in baseline MDF.
APN Program Validation MDF Addition		\$5,000 / validation (max of \$25,000)	\$5,000 / validation (max of \$25,000)	APN Partners at the Advanced and Premier Tiers that have obtained designations from the AWS Competency, AWS Managed Service Provider (MSP), or AWS Well-Architected Partner Programs receive an incremental annual MDF allocation for up to five designations. APN Partners will receive an additional \$5,000 per designation, for a maximum incremental allocation of \$25,000.
Partner Opportunity Acceleration (POA) Funding	X	X	X	Access to Partner Opportunity Acceleration (POA) funding. Funding availability is subject to approval. For more information on Funding benefits, please log into <a href="#">APN Partner Central</a> , navigate to the Acceleration tab, and launch the Acceleration Funding Tool.
AWS Promotional Credit for AWS Certification Attainment	X	X	X	AWS Promotional Credit for each net new AWS Certification attained by individuals associated with their APN Partner Central account. APN Partners receive \$300 per Associate Certification and \$500 per Professional or Specialty Certification. Benefit maximums vary by APN Tier. AWS Credits are subject to the Terms and Conditions found here: <a href="https://aws.amazon.com/awscredits/">https://aws.amazon.com/awscredits/</a>
Discounted AWS Training	X	X	X	Heavily discounted AWS training from AWS, or through select AWS Training Partners (ATPs). Discount rates vary by region.
Access to AWS Solutions Training for Partners (STP)	X	X	X	Access to one-day training sessions designed to teach techniques and best practices for delivering various workloads and AWS solutions.
Access to Partner Development Resource	X	X	X	Access to various partner development resources designed to support the development of each APN Partner's capability and expertise with AWS.
Access to Partner Solutions Architect Resource	X	X	X	APN Partners at the Premier, Advanced, and Select Tiers benefit from access to Partner Solutions Architect resources. Partner Solutions Architects can be engaged to support a variety of solution-level questions relating to an APN Partner's practice, service, or product.
APN Partner Solutions Finder Listing	X	X	X	Listing in the APN Partner Solutions Finder.
Access to APN Badge Manager	X	X	X	Access to APN Badge Manager where multiple APN Program elements can be combined into custom APN Badges for use in various go-to-market assets.
Access to APN Marketing Central	X	X	X	Access to multiple pre-approved campaign messaging vehicles for use in self-service go-to-market campaigns. Additional tools are available to support lead management and customized campaign development with an approved digital agency.
Eligible for APN Customer Engagement (ACE) Program	X	X	X	Eligible to apply for the ACE Program. Under the ACE Program, eligible APN Partners can receive AWS generated leads and opportunities through the Opportunity Management Platform as well as access to sales and technical support resources (e.g., AWS Compete resources, AWS Cloud Economics resources) to drive a successful customer outcome.
Eligible to apply for AWS Solution Provider and AWS Service Delivery Programs	X	X	X	Eligible to apply for the AWS Solution Provider and AWS Service Delivery Programs.
Eligible to apply for AWS Competency and AWS Managed Service Provider (MSP) Programs		X	X	Eligible to apply for AWS Competency and MSP Programs.
Access to AWS Navigate	X	X	X	Access to AWS Navigate. The AWS Navigate Program provides a prescriptive path to help APN Partners to build a specialized practice on AWS. Work with your partner development resource to learn more about benefit eligibility.
Access to AWS Educate Job Board	X	X	X	Access to the AWS Educate Job Board. This benefit allows APN partners open positions with top university talent. Students can search job requisitions that match their selected job family and skill set, and apply for positions directly in the Job Board.
Eligible for Joint AWS Case Studies		1	2	Co-create a written case study that highlights each partner's success in solving specific business challenges of AWS customers. Case studies may be featured on various AWS web assets and at AWS-operated events.
APN Blog Guest Post		X	X	Eligible to co-create a guest post on the popular APN Blog.
Advance preview and access to sponsorship packages for AWS operated events			X	Eligible for advanced access to sponsorship packages for AWS operated events such as re:Invent or the AWS Summit series.