Services Path - Tier Guide

Table of Contents

Introduction

This guide is intended to provide partner engaged in the AWS Services Path with prescriptive guidance on tier requirements. Included in this guide is a detailed description for each tier requirement, steps to achieve, and Frequently Asked Questions (FAQ). Engage your AWS Partner Manager with any specific questions.

Services Path - Tier Requirements

Requirement	Select Tier	Advanced Tier	Premier Tier
Knowledge			
AWS Accredited Professionals	4 Required (Minimum 2 Technical & 2 Business)	8 Required (Minimum 4 Technical & 4 Business)	20 Required (Minimum 10 Technical & 10 Business)
AWS Foundational Certified Individuals	2	4	10
AWS Technical Certified Professionals	2 Required (Can be Associate, Professional, or Specialty)	6 Required (Minimum 3 Professional or Specialty)	25 Required (Minimum 10 Professional or Specialty)
Experience			
Launched Opportunities*	3 Required (total estimated MRR of at least $1,500)	20 Required (total estimated MRR of at least $10,000)	50 Required (total estimated MRR of at least $50,000)
Partner Business Plan*		Required	Required
Technical Program Validations			3 Required (Must include MSP or DevOps Competency)
Sustained Attainment of Premier Tier Criteria			Required
Executive Business Review			Required
Customer Success			
Publicly Referenceable Customers*		2	6
Customer Satisfaction Responses*		20	30

*Represents time-bound requirements that must be refreshed every 12-months.

Services Path – Tier Requirements

Steps to Achieve

1. AWS Accredited Professionals

Applicable Services Tier: Select, Advanced, Premier

Employ a specific number of individuals that have obtained the AWS Technical Professional and AWS Business Professional accreditations. An individual can count under each of the three Knowledge-related requirements (1. Accredited Professional, 2. Foundational Certified Individual, 3. Technical Certified Individual). For example, if an individual holds the Technical Professional Accreditation, Cloud Practitioner Certification, SA – Professional Certification, and the Big Data Specialty Certification they will count toward the following Services Tier requirements:

Accredited Professional = 1
Foundational Certified Individual = 1
Technical Certified Individual = 1 (at the Professional or Specialty level)

→ **Steps to achieve:**

Individuals registered for access to your AWS Partner Central account complete the required AWS Business or Technical Professional Accreditations.

2. AWS Foundational Certified Individuals

Applicable Services Tier: Select, Advanced, Premier

Employ a specific number of individuals that have obtained the AWS Cloud Practitioner Certification. An individual can count once under each of the three categories of Knowledge-related requirements (1. Accredited Professional, 2. Foundational Certified Individual, 3. Technical Certified Individual).

→ **Steps to achieve:**

Individuals registered for access to your AWS Partner Central account obtain required AWS Foundational Certifications.

3. AWS Technical Certified Individuals

Applicable Services Tier: Select, Advanced, Premier

Employ a specific number of individuals that have obtained AWS Certifications at the Associate, Professional, or Specialty level. If an individual has multiple certifications, only one certification (the highest certification) will be counted towards tier eligibility & compliance. An individual can count once under each of the three categories of Knowledge-related requirements (1. Accredited Professional, 2. Foundational Certified Individual, 3. Technical Certified Individual).

→ **Steps to achieve:**

Individuals registered for access to your AWS Partner Central account obtain required AWS Associate, Professional, or Specialty level Certifications.

4. Launched Opportunities

Applicable Services Tier: Select, Advanced, Premier

Maintain a total number of newly "Launched" opportunities via APN Customer Engagements (ACE) Pipeline Manager in AWS Partner Central over a rolling 12-month period with a minimum combined total of estimated monthly recurring revenue (MRR).

→ Steps to achieve:

Track and manage opportunities to "Launched" status via ACE Pipeline Manager in AWS Partner Central. Eligible opportunities include AWS Partner and AWS originated launched opportunities.

5. Partner Business Plan

Applicable Services Tier: Advanced, Premier

Identify and track specific objectives relating to your organization's AWS partner journey via a documented business plan. Business plans must be validated and signed off on by your AWS Partner Manager, and reviewed at least once per year.

→Steps to achieve:

Your organization's AWS Partner Manager is responsible for confirming this requirement on your behalf.

6. Technical Program Validations

Applicable Services Tier: Premier

Obtain a designation, or designations, from one of several different AWS programs. Options include an AWS Competency, the AWS Managed Service Provider (MSP) Program, or AWS Well-Architected Partner Program. For Premier Tier application, at least one of the three required designations must be either the AWS MSP or AWS DevOps Competency designation.

→ Steps to achieve:

Successfully complete an audit or review for eligible program validation options.

7. Executive Business Review

Applicable Services Tier: Premier

The process of obtaining the Premier Tier Services designation is application-based. Partners with Advanced Tier Services can apply for the Premier Tier designation after they have met the initial Knowledge, Experience and Customer Success requirements for Premier Tier and maintained these requirements for six concurrent months. Upon sustained attainment, the Partner Manager needs to prepare for an Executive Business Review (EBR) which includes a data-assessment and a written narrative. The data-assessment is a deep dive on current and trends related to revenue growth, pipeline, Partner Originated launched opportunities and continued sustainability at Premier Tier requirements. The narrative will include a review of your organization's relationship with AWS, such as key business and technical milestones. The EBR is a one-time process to apply for Premier Tier.

→ Steps to achieve:

Engage your organization's AWS Partner Manager regarding next steps and documentation for the Premier Tier application process.

8. Sustained Attainment for Premier Tier Upgrade

Applicable Services Tier: Advanced

Partners with Advanced Tier in the Services Path must meet and maintain Premier tier requirements for at least six consecutive months to be eligible to apply for Premier Tier. The Sustained Attainment for Premier Tier Upgrade is a one-time requirement to apply for Premier Tier.

→ Steps to achieve:

No additional steps required to meet this requirement. Upon completion, ask your Partner Manager about the Premier Tier Application process which includes a data deep dive and a written document.

9. Publicly Referenceable Customers

Applicable Services Tier: Advanced, Premier

Designate a specific number of publicly referenceable customers via AWS Partner Central. Details relating to publicly referenceable customers may be displayed in AWS Marketing material, the AWS Partner Solutions Finder (PSF), and AWS Webpages.

Assets associated with public reference submissions should clearly indicate the relationship between your organization and the AWS customer, by name, as well as a reference to the AWS-based workload that was delivered to the customer. Examples of potential assets include a link to a publicly available case study authored by your organization that mentions the customer and delivery of an AWS-specific workload, webpage under your domain that makes mention of the customer in conjunction with your AWS-based product or service, or blog post from your organization that mention the customer and the AWS-based workload that was delivered. Several other options will be considered so long as the aforementioned requirements for the referenceable asset have been met. AWS Partners doing business in the public sector space can optionally include a link to a public award listing for a net new contract.

The mention of a customer name using text, a testimonial, or a logo on your domain must coincide with the mention of your organization's AWS-based product, service, or solution within the same webpage.

→ Steps to achieve:

There are two ways in which your organization can designate a publicly referenceable customer within AWS Partner Central.

1) Previously launched opportunities can be designated as publicly referenceable via ACE Pipeline Manager by doing the following: Log on AWS Partner Central > navigate to the My Customers tab > click Update on a previously launched opportunity from your list of customers > select Edit on the Public Reference tab > complete the required fields and click save. These Public References will appear on your Scorecard immediately.

2) Your organization's Alliance Lead can also designate a publicly referenceable customer via the Public Reference tool by doing the following: Log on to AWS Partner Central > navigate to the View My APN Account section > scroll down to the AWS Public Reference tool > click new > complete the required fields and click save. These Public References will go through an approval process that can take a few days. Upon approval, they will appear on your Scorecard.

10. Customer Satisfaction (CSAT) Responses

Applicable Services Tier: Advanced, Premier

Obtain a specific number of customer responses via the "Rate this Partner" function within your organization's AWS Partner Solutions Finder (PSF) listing. A link to your organization's Rate this Partner form is available via the AWS Partner Solution Finder, on your Partner Profile page, under Share Feedback. Additionally, Alliance Lead and Alliance Team users can find this link on the Partner Scorecard. Please note, multiple individuals within the same customer organization can submit a qualifying Rate this Partner response.

→ **Steps to achieve:**

AWS customers complete your organization's Rate this Partner form.

Frequently Asked Questions

1. How can my organization track its progress toward upgrade eligibility for the next Services Tier?

Your organization's Alliance Lead can track upgrade eligibility for the next Services Tier at any time via the Partner Scorecard Overview in AWS Partner Central.

2. When will my organization be billed for the $2,500 annual APN Membership fee?

Your organization will be billed for the annual APN Membership fee when you Confirm your membership. You can select to Confirm Your Membership at any time to access the benefits offered at the Confirmed stage. If you wait until you complete the Select Tier requirements, you will need to confirm your membership to get to the Validated path stage. Annually, the $2500 APN Membership fee is billed on your organization's APN Fee Renewal Date.

3. How can I find my organization's APN Membership Fee Renewal Date?

The Alliance Lead and Alliances Team Users for your AWS Partner Central account can find the APN Fee Renewal Date listed on the home page upon login to AWS Partner Central.

4. I don't see "Registered" as a Services Tier? Has this changed?

Yes. Registering for access to AWS Partner Central is your first step with AWS. The first official Services Tier is Select. Registering with AWS provides you with access to certain training and enablement materials to help kick start your journey with AWS.

5. How are Premier tier upgrade requests processed?

The Premier Tier application process consists of three steps: (1) achievement of minimum Premier Tier requirements for six or more concurrent months, (2) the pre-assessment for an Executive Business Review (EBR), and (3) the Executive Business Review for final approval. Your AWS Partner Manager will work with you throughout each step of the Premier Tier application process, including the completion and submission of the pre-assessment for an Executive Business Review.

Knowledge Requirements

6. How are AWS certifications calculated for inclusion in my organization's Partner Scorecard?

The foundational and technical certification requirements are based on the count of unique certified individuals for each requirement. In the event an individual has obtained multiple certifications, only the highest certification level will be counted. For example, an individual that has obtained the Cloud Practitioner certification and holds an Associate, Professional, and Specialty level certification will count once as a foundational certified individual and once as a technical certified individual at the Professional or Specialty level.

7. Can the same individual count as an accredited individual as well as a foundational or technical certified individual?

Yes. The same individual can count as an accredited, foundational, and technical certified individual. However, the same individual can only count once for each requirement. For example, if an individual has an AWS Business Professional Accreditation, is a certified AWS Cloud Practitioner, and has obtained the AWS Certified Security Specialty Certification, they will count once under each Knowledge-based requirement.

8. How does my organization receive credit for the accreditations and certifications of our employees?

All users that support your organization's AWS-based practices must be registered for access to your organization's AWS Partner Central account. Your users should complete the secondary training & certification account email field in the event they originally registered for their accreditation or certification exam using a personal email address. Your Alliance Lead can view which users have registered against your organization's account, and which have completed the secondary training & certification account email field from within AWS Partner Central. Additional guidance on how users can update their AWS Partner Central profile can be downloaded here.

9. How often is the count of accredited or certified individuals updated in my organization's Partner Scorecard?

Net new accreditations and certifications obtained by individuals that have registered for access to your organization's AWS Partner Central account are automatically updated at least once per week. Please see the question above for information on how to accurately capture accreditations and certifications for your AWS Partner Central users.

1O. What certification options are available to fulfill the foundational certified individuals requirement?

Currently, the only option available to fulfill the foundational certified individuals requirement is the AWS Cloud Practitioner certification.

11. What certification options are available to fulfill the technical certified individuals requirement?

All Associate, Professional, and Specialty level certifications are eligible options that can be used to fulfill the technical certified individuals requirement.

12. Where can I learn more about AWS Cloud Practitioner and AWS Specialty certifications?

The AWS Certified Cloud Practitioner exam is the first business-focused AWS certification intended for individuals who have the knowledge and skills necessary to demonstrate an overall understanding of the AWS Cloud, independent of specific technical roles addressed by other AWS Certifications (for example, AWS Certified Solutions Architect - Associate, AWS Certified Developer - Associate, or AWS Certified SysOps Administrator - Associate). Specialty certifications validate advanced skills in specific technical areas, such as Advanced Networking and Big Data.

13. What type of technical certification is required at the Select Tier?

Any individual registered for access to your organization's AWS Partner Central account with an Associate, Professional, or Specialty level AWS certification will count toward the technical certified individuals requirement at the Select Tier.

Experience Requirements

14. What constitutes a "launched opportunity?"

An opportunity is defined as a net new individual workload deployed for an AWS customer. What is traditionally known as a closed/won opportunity in many organizations is what AWS refers to as a "launched" opportunity. You will receive recognition for launched opportunities submitted by your organization (Partner Originated) via APN Customer Engagements (ACE) Pipeline Manager and opportunities referred to you by AWS (AWS Originated) as a participant in the ACE Program. Refer to the ACE Pipeline Manager Guide for additional information on best practices and requirements for opportunity sharing and management.

15. How can I track the number of launched opportunities my organization is receiving credit for?

The total count of launched opportunities is made available to your organization's Alliance Lead via the Partner Scorecard Overview in AWS Partner Central. This total includes both Partner Originated and AWS Originated opportunities. The total count of launched opportunities your organization is receiving credit for may exceed the count of launched opportunities in ACE Pipeline Manager. As a benefit of participation in the ACE Program, you may be given additional visibility into AWS Originated opportunities in addition to the opportunities that were submitted by your organization.

16. How is the estimated monthly recurring revenue (MRR) component of the launched opportunity requirement calculated?

The estimated MRR component is the cumulative total of the estimated opportunity or deal value associated with launched opportunities to which your organization is tagged. This is <u>not</u> based on actual billed revenue from the AWS accounts influenced by your organization. Similar to the count of launched opportunities, this includes estimated opportunity values from both AWS and Partner Originated opportunities.

17. Is the estimated monthly recurring revenue (MRR) component of the launched opportunity requirement a per opportunity minimum?

No. The MRR component of the launched opportunity requirement is an aggregate minimum total across all opportunities your organization has launched over the previous 12-months. It is not a per opportunity minimum requirement.

18. Can multiple AWS Partners receive launched opportunity recognition for the same AWS customer opportunity?

Yes. Multiple AWS Partners may receive launched opportunity recognition for the same AWS customer opportunity. All AWS Partners involved in the same opportunity should follow the sharing and management best practices outlined in the ACE Pipeline Manager User Guide to receive recognition.

19. Is Channel revenue, or revenue based on the AWS Solution Provider Program, included as part of Services Tier eligibility?

Select and Advanced Services Tier eligibility and requirements do not have a revenue component. Partners in the AWS Solution Provider Program that are delivering net new workloads to AWS customers will receive launched opportunity credit by submitting, tracking and managing AWS opportunities via ACE Pipeline Manager. The Premier Tier application process does review revenue trends, not it is not limited to AWS Solution Provider Program.

20. Do AWS Marketplace transactions contribute toward the launched opportunity requirement?

AWS Marketplace transactions are independent of opportunities submitted by AWS Partners in ACE Pipeline Manager. Your organization should submit all opportunities you are actively engaged with via ACE Pipeline Manager to receive launched opportunity recognition.

21. How often is the launched opportunity count updated in my organization's Partner Scorecard?

The count of launched opportunities and associated monthly recurring revenue (MRR) totals are updated each business day.

22. Will I have visibility into the opportunities my organization is tagged to by a member of the AWS sales team?

You will have visibility into AWS Originated opportunities that have been shared with your organization through the ACE Pipeline Manager.

23. My organization focuses on a smaller number of strategic customers and workloads. How can we meet the launched opportunity requirement?

The launched opportunity requirement is not focused on the attainment of net new customers. This requirement is inclusive of all the individual workloads you deliver for current or net new customers you support. This allows you to benefit from delivering AWS-based workloads of all types with AWS customers of all sizes.

24. My organization is concerned about the privacy of the information we provide AWS about our opportunities. Where can I learn more about this?

You should not disclose any information to AWS that is confidential, sensitive, or would be considered personal information from an individual unless you've obtained clear and affirmative consent to provide that information to AWS. Please see the AWS Privacy Notice and AWS Partner Engagement Principles for more information.

25. My organization is in the AWS Solution Provider Program. Do we need to continue to provide end user reporting information for the opportunities we submit via ACE Pipeline Manager?

Yes. Your organization is still required to provide end user reporting details via the End User Reporting tab in AWS Partner Central as an AWS reseller. The opportunity submission process is designed to provide visibility into the workloads your organization is delivering to AWS customers early on in the sales lifecycle. End user reporting is a post-engagement function designed to support the financial benefit you receive as an AWS Partner in the Solution Provider Program.

26. What should my organization do if our customer does not want their personal contact information disclosed to AWS?

AWS Partners assume responsibility for obtaining the clear and affirmative consent from a customer to share their information with AWS before submitting an opportunity to AWS. However, personal contact information (name, email address, phone number) of a customer is not a required field when submitting an opportunity. You should not disclose any information to AWS that is confidential, sensitive, or would be considered personal information of an individual unless you've obtained clear and affirmative consent.

27. What qualifies as a technical program validation for AWS Service Tiers?

Technical program validations are programmatic designations that require your organization's service, solution or product to meet a minimum technical bar of some kind. Technical program designation options include the AWS Managed Service Provider Program, AWS Competency Program, and the AWS Well-Architected Partner Program. For Premier Tier eligibility, one least one of the three required validations must be either the AWS Managed Service Provider Program or AWS DevOps Competency designation.

28. Where do I upload my organization's business plan?

Please work with your AWS Partner Manager to confirm and upload your organization's partner business plan.

29. Are existing Partners with Premier Tier required to complete an Executive Business Review and/or sustained attainment of Premier tier criteria requirements every year?

No. The Executive Business Review and sustained attainment of Premier Tier criteria requirements are intended for net new Premier Tier applicants.

Customer Success Requirements

30. I see that a URL is required for publicly referenceable customers that are entered manually via the Public References tool in AWS Partner Central. What should I enter in this field?

This field asks that you provide AWS with a link to a public facing asset that mentions the referenceable customer as a customer of your organization. Assets associated with public reference submission should clearly indicate the relationship between your organization and the AWS customer, by name, as well as a reference to the AWS-based workload that was delivered. Examples of potential assets include a link to a publicly available case study authored by your organization that mentions the customer and delivery of an AWS-specific workload, webpage under your domain that makes mention of the customer in conjunction with your AWS-based product or service, or blog post from your organization that mention the customer and the AWS-based workload that was delivered. AWS Partners doing business in the public sector space can optionally include a link to a public award listing for a net new contract.

31. How often is the count of publicly referenceable customers updated in my organization's Partner Scorecard?

Existing launched opportunities that are designated as publicly referenceable via ACE Pipeline Manager are immediately reflected in your Partner Scorecard. Publicly referenceable customers submitted via the Public References tool in AWS Partner Central are reviewed for approval within five (5) business days. Each public references will count for the period of one year.

32. Will a customer satisfaction score be used to assess Services Tier eligibility and compliance?

No. Services Tier eligibility and compliance is based on the number of responses submitted.

33. Am I required to obtain a specific number of customer satisfaction (CSAT) responses from unique customers?

No. The CSAT requirement is designed to capture a specific number of responses. This means that multiple individuals from within the same customer entity can submit a CSAT response for your organization.

34. Are CSAT responses validated?

Yes. All CSAT are validated using two methods. When a customer submits a response, they immediately receive an email asking them to confirm the email address used. After confirming their email address, AWS runs a check to ensure that the user is an AWS Customer. Both checks must be confirmed for the response to count in your organization's number of CSAT responses. If you have any questions or concerns about the review process, please reach out to your partner development contact.

35. Can I see my organization's CSAT responses?

By default, all CSAT responses are kept private unless the respondent proactively indicates that they would like their feedback to be made available to your organization. A respondent can do this by checking the permissions box at the time the response is submitted. All responses that have been made available to your organization are viewable by your Alliance Lead within the Customer Reviews section of your Partner Scorecard in AWS Partner Central.

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36. How often is the count of CSAT responses updated in my organization's Partner Scorecard?

Your organization's count of CSAT responses is updated immediately upon validation by AWS. Each CSAT response will count for the period of one year.

37. How do I access my CSAT response link?

The "Rate This Partner" link is accessible in the AWS Partner Solution Finder, on your Partner Profile page, under Share Feedback. Additionally, Alliance Lead and Alliance Team users can find the link on the Partner Scorecard.

38. I currently have a customer satisfaction process in place. Can I share collected responses with AWS?

No. At this time, we are not accepting responses from other sources. AWS has no process to validate data provided to us by third parties or confirm that third parties have acquired the necessary legal consent to share customer information with us. The AWS CSAT Customer Review form is intended to capture consistent data across all AWS Partners with proper legal consideration. The form takes less than a minute to complete and can be added to your organization's existing CSAT practices.

39. How do I read my Service Path Scorecard?

There are two columns on the Scorecard, the first is a summary of your achievements since your last Tier Review Date. This view helps you understand what needs to be complete before the next Tier Review Date to retain your current tier. The second column is the previous 12 month rolling count. This view is what is used to determine your eligibility to upgrade to the next tier. On the Scorecard itself there is help text that explains the two columns, and encourages you to address gaps prior to your tier review date. Alliance Leads and Alliance Team Users can see your Partner Scorecard and Tier Review Date.

SERVICES PATH (SELECT)		VALIDATED	
TIER REQUIREMENTS	**CURRENT TIER RENEWAL** ⓘ		**UPGRADE TO ADVANCED** ⓘ
APN Program Fee	($2,500/yr)		($2,500/yr)
Knowledge			
AWS Accredited Individuals ⓘ	✓	4 of 4	🚫 4 of 8
Technical	✓	4 of 2	✓ 4 of 4
Business	✓	4 of 2	✓ 4 of 4
AWS Foundational Certified Individuals ⓘ	✓	4 of 2	✓ 4 of 4
AWS Technical Certified Individuals ⓘ	✓	3 of 2	🚫 3 of 6
AWS Technical Certified Individuals Pro or Specialty		- - -	🚫 0 of 3
Experience			
Launched Opportunities ⓘ	🚫	0 of 3	🚫 5 of 20
Monthly Recurring Revenue Minimum	🚫	$0 of $1,500	✓ $10,498.56 of $10,000
Partner Business Plan ⓘ		- - -	🚫 ✓
Customer Success			
Publicly Referenceable Customers ⓘ		- - -	🚫 0 of 2
Customer Satisfaction Responses ⓘ		- - -	🚫 0 of 20

SERVICES PATH - TIER GUIDE

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