



AWS PARTNER NETWORK

APN Customer Engagements (ACE)

APJ FasTrack Academy:

ACE Intensive

- 1. Introduction to ACE Program*
- 2. Getting started: Opportunity Submission & management*

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Agenda

**Introduction to
ACE**

**Getting Ready to
Start**

Q&A

**Best Practice on
Opportunity
Management**

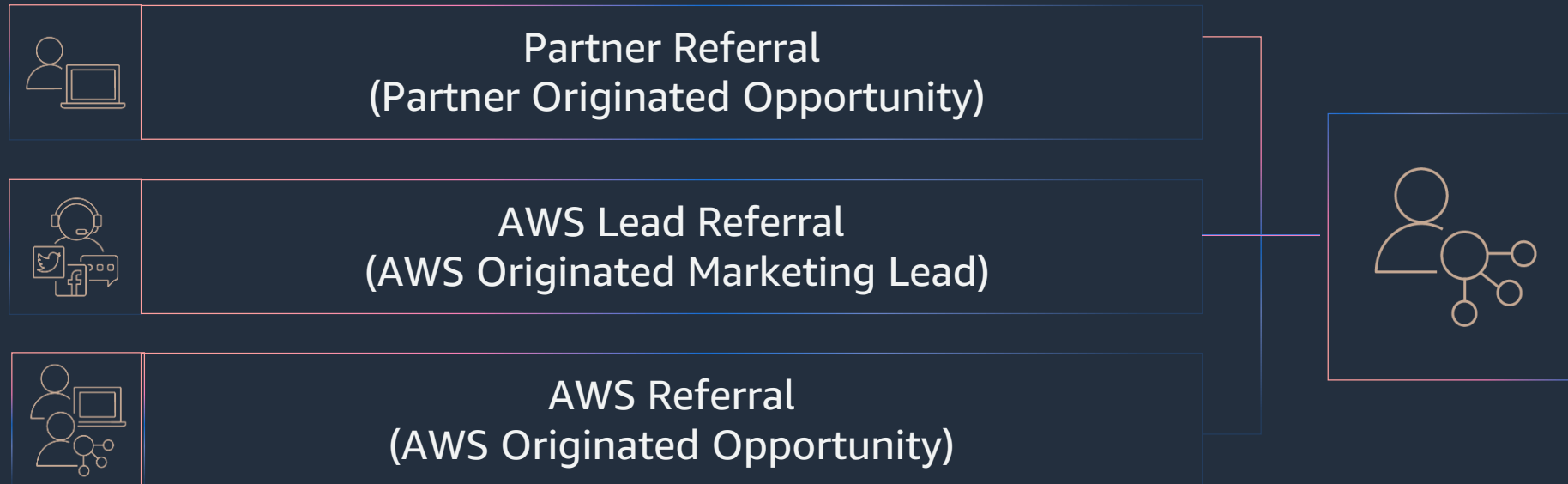
**Best Practice
on
Opportunity
Submission**

**Resources +
more Q&A**

Introduction to ACE

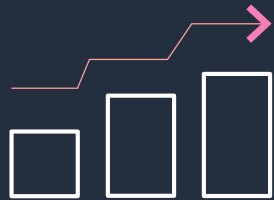
What is ACE?

- ✓ The APN Customer Engagements (ACE) program provides a framework to support the AWS sales and AWS Partner establish a co-selling relationship through three sales motions:



- ✓ Enables secure interactions between AWS Partners and AWS sales on each customer opportunity irrespective of origination
- ✓ Allows AWS Sales visibility to where and when Partners are providing value to AWS customers.

Why ACE?



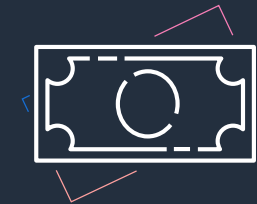
Grow revenue

Discover new joint opportunities
Drive more co-selling profit
Accelerate customer deals
Win customers together



Enrich customer relationships

Work together with AWS to provide the best solutions for our customers
Win deals as **#oneteam**



Earn benefits

Unlock access to co-selling support programs as you engage deeper and share opportunities with AWS.

Voice of the Partner

“The ACE program is the most efficient way for us to connect with the AWS sales field, and that has helped us scale our co-selling to the level it’s at today. Working so closely with AWS provides a competitive advantage for Okta field sellers.”

- Henry Sotomayor, Senior Manager, Americas Cloud Alliances, Okta

Learn more about how Okta grew its business using ACE [here](#).

Okta's Successful Actions with AWS

1. Migrated Workforce Identity Cloud and Customer Identity Cloud solutions to AWS.
2. Offered Okta Identity Cloud platform through AWS Marketplace.
3. Collaborated on technical projects with AWS to simplify deployment of identity solutions.
4. Developed a joint innovation roadmap with AWS.
5. Created over 20 AWS integrations for the Okta Integration Network.
6. Integrated with newer AWS services like Amazon Security Lake and AWS Verified Access.

ACE Eligibility

*Select Tier Services Partners are eligible to receive ACE benefits when the below APN Customer Engagements Program requirements are met:

- 10 [AWS Validated Partner Originated Opportunities](#)* over 12 months rolling period
- Active [Partner Solutions Finder](#) Directory (PSF) Listing
- Acceptance of [ACE Terms and Conditions](#)
- Commitment to provide updates on AWS Customer Engagement referrals (leads and opportunities) by acceptance of APN Customer Engagements Program Terms and Conditions

Example of additional program options to start:

- APN Program Designation: [AWS Competency](#), [ISV Accelerate Program](#).

**** Specific FasTrack Academy goal for Participants: **15 Validated Partner Originated Opportunities**, and **5 Launched Opportunities** by **April 30th**.

Jumpstart your co-selling



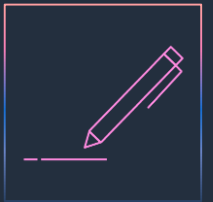
How To Get Started?



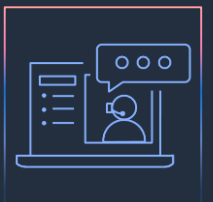
Write a business plan and build go-to-market strategy



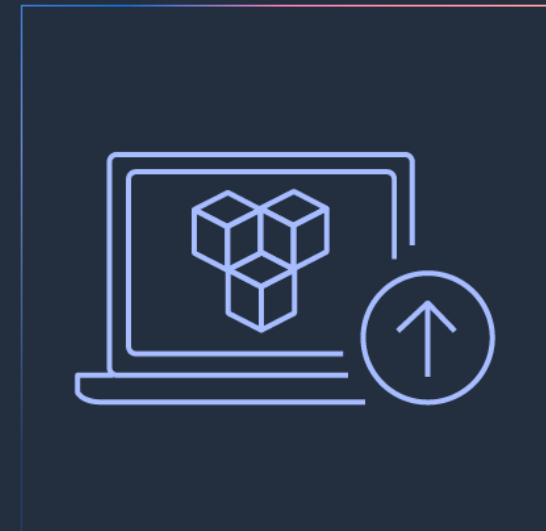
Review and accept ACE terms and conditions



Submit a qualified open Partner Referred opportunity



Engage with AWS Sales and Partner Team and unlock support program access



Accelerate your AWS Partner Path Journey

Four Key Operational Actions

1

Capture all your domains in APN PartnerCentral
(Alliance Lead/Team)

2

Provision your pipeline management responsibilities
(Centralized/De-Centralized)

3

Assign APN PartnerCentral users and their access

4

Manage and regulate user permissions and access
(Alliance Lead)

Register Domains

1

Capture all your domains in APN PartnerCentral (Alliance Lead/Team)

The screenshot displays the AWS Partner Central interface. At the top, the AWS logo and 'Partner Central' are visible. Navigation links include Home, Learn, Build, Market, Sell, Programs, Funding, Resources, and Channel. User options for Support, English, My company, and My profile are in the top right. The main content area is titled 'My Company Profile' with a 'View Live Profile' button. Below this is a tabbed interface with tabs for Company, Solutions/Practices, Qualifications, Locations, Case Studies, Products & Services, and My Domains. The 'My Domains' tab is active and highlighted with a red dashed border. It contains a table with the following data:

Domain Name
amazon.ae
amazon.ch
amazon.cn
amazon.co.jp
amazon.co.uk
amazon.com
amazon.com.bh
amazon.com.ca
amazon.com.ph
amazon.de

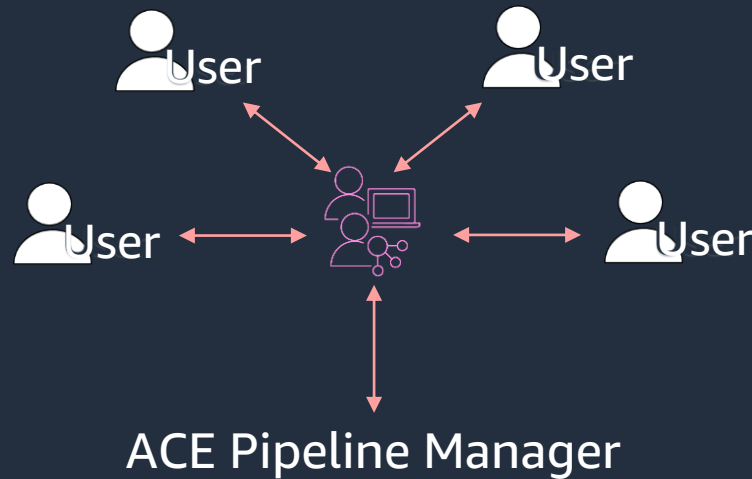
At the bottom of the table, it says 'Page 1 of 2' and 'FirstPreviousNextLast'. A note at the very bottom states: 'To Create/update or remove a domain, please submit a request through the Contact Us form'.

Select the Organization Structure

2

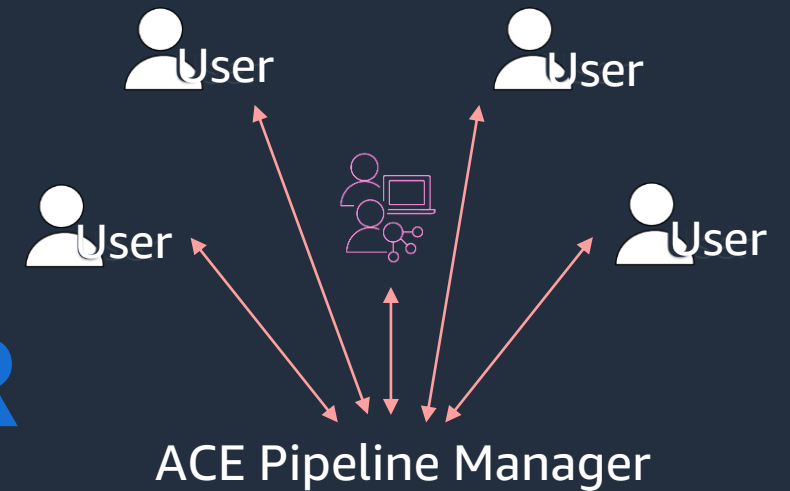
Provision your pipeline management responsibilities (Centralized/De-Centralized)

Only the Alliance Lead/Team/ & ACE Manager* account will be notified and be able to submit and update the opportunities in ACE Pipeline Manager.



Alliance Lead may grant access to the other Partner users to be notified and be able to submit and update the opportunities in ACE Pipeline Manager.

OR



*Alliance Lead/Team & ACE Manager will have the visibility to all opportunities while other ACE users will only have visibility to the opportunities they own.

Assigning PartnerCentral Users

3

Assign APN PartnerCentral users and their access

Alliance Lead's Task to grant and revoke

Regular audits are good security practices

Assigning User Roles ensures Ownerships

Manage ACE Pipeline Manager Users

The ACE Pipeline Manager accessed through the 'My Customers Tab,' allows users to submit and manage opportunities and access leads and opportunities shared by AWS through participation in the APN Customer Engagements Program.

The Alliance Lead or an Alliance Team user can assign ACE User or ACE Manager permissions. Please note, it can take up to one hour for the permissions to fully activate after they are assigned.

- The **ACE User role** can be assigned to an unlimited number of users, and provides users access to view and manage opportunities submitted by themselves and access to leads and opportunities where they have been specifically designated by AWS as the owner
- The **ACE Manager role** can be assigned to up to 20 users, and provides users access to view and manage opportunities submitted by any Partner user and access to all leads and opportunities shared by AWS

Search

Go!

☑ ACE Managers

Keep calm and audit regularly

4

Manage and regulate user permissions and access (Alliance Lead)

The screenshot shows the AWS Partner Central interface. At the top, there is a navigation bar with the AWS logo, 'Partner Central', and links for 'Support', 'English', 'My company', and 'My profile'. Below this is a secondary navigation bar with links for 'Home', 'Learn', 'Build', 'Market', 'Sell', 'Programs', 'Funding', 'Resources', and 'Channel'. The main content area is titled 'User management' and contains five sections:

- Invite New Users to Partner Central**: Invite new users from your organization to join AWS Partner Central. Users must register on Partner Central before they can be assigned a role. [Invite New Users via Email](#)
- Manage Alliance Lead and Alliance Team Users**: The Alliance Lead can assign the Alliance Team role to up to 20 users or transfer the Alliance Lead role to another user. [Manage Alliance Lead and Alliance Team Users](#)
- Manage Technical and Marketing Users**: Technical Staff and Marketing Staff role assignments can be managed by the Alliance Lead or an Alliance Team member. [Manage Technical and Marketing Users](#)
- Manage ACE Pipeline Manager Users**: ACE User or ACE Manager roles can be managed by the Alliance Lead or an Alliance Team member. [Manage ACE Pipeline Manager Users](#)
- Manage Channel Users**: Channel Management users can be managed by the Alliance Lead or an Alliance Team member. [Manage Channel Users](#)

Support Teams for AWS Partners



Partner
development
Representative

First point of contact for emerging engaged partners, will help you onboard

Partner
development
Manager

Manage and support more established partners

Partner
Success
Manager

Drive sales execution with partners, working closely with AWS sales, professional services, and solutions architects

Partner
Solution
Architect

Ensure technical delivery quality, enablement, and support for the sales cycle. Help partners build customer solutions.

Partner
Marketing
Manager

Helps partners build partner marketing campaigns. Builds joint marketing strategies

Opportunity Submission

What is a Validated Opportunity?

Partner Sourced

AWS Partner has sourced, qualified and is leading the customer opportunity relationship



Net-new AWS Business / Renewal

Opportunity is a new use case or workload of a new or existing customer, and drives incremental AWS usage. Opportunity can also be a renewal of an existing contract



Clear Project Details

A qualified opportunity where the partner has established an engagement with the customer on the opportunity, and understands the customer pain points and knows which solution to use to solve it.



Guiding questions for clear project details



What is the customer's pain point/problem you are trying to solve? – **What is the scope of your solution/offer?**



What is the goal of the project and the proposed solution that you are planning to use? – **Do you have a proposed statement of work with the customer?**



What activities have taken place with the end customer? **(e.g., phone call, meeting, customer workshop TCO analysis, Architectural Sizing, others)** Or **what is the current sales stage?**



Will this opportunity result in an incremental consumption of AWS? If yes, please share the details **(e.g., AWS services to be utilized in this solution, if you have this information at this stage of your customer engagement).**



Next Steps and timeline agreed with the customer

Example for Customer Business Problem

Not enough information

Need to manage security risk

Enough information

Pain point: Customer B needs to scan misconfigurations in their cloud infra to minimize security risk. Our AWS-based solution, AWSome Security, can help customer identify key security vulnerabilities in their cloud infra and recommend best practices.

Partner Specific Needs from AWS for Co-sell

Architectural Validation

Confirmation from AWS that the AWS Partner's proposed solution architecture is aligned with AWS best practices and poses minimal architectural risks.

Business Presentation

Request AWS Seller's participation in joint customer presentation

Competitive Information

Access to AWS Competitive resources and support for AWS Partner's proposed solution

Pricing Assistance

Connection with AWS Seller for support situations where an AWS Partner may be receiving an up-front discount on a service (e.g. Marketplace Private Pricing deals)

Technical Consultation

Connection with an AWS SA to address AWS Partner's questions of proposed solutions

Total Cost of Ownership Evaluation

Assessment of moving to the cloud, connecting with the TCO team

Support for Public Tender / RFX

Opportunity related to Public sector where RFX support is needed from AWS

Deal Support

Engagement with sales teams on supporting you for the deal

Customer Engagement Delivery Model Options

SaaS or PaaS

Your AWS-based solution deployed as SaaS or PaaS in your AWS environment

BYOL or AMI

Your AWS-based solution deployed as BYOL or AMI in end customer's AWS environment

Managed Services

Management of AWS Business of end customer (e.g. consulting, design, implementation, billing support, cost optimization, technical support)

Professional Services

Collection of offerings to help enterprise end customers achieve specific business outcomes related to enterprise cloud adoption (e.g. advisory, transformation planning)

Resell

Management of AWS accounts and billing for the customer

Other

Delivery model not currently described

Opportunity Types

**Multi-Tenant
PaaS/SaaS**

**Single-Tenant
PaaS/SaaS**

**ISV Contract
Renewals**

**Private Pricing
Negotiations for
Internal Use
(EDP/Reserved
Instances)**

AWS Marketplace

Cost Optimization

Note: Opportunities **must be submitted before the customer** has executed the buy and you should specify the Solution Offered to the customer.

Opportunity Types

Multi-Tenant PaaS/SaaS

PaaS/SaaS solutions hosted on AWS are **suitable** for submission in ACE Pipeline Manager.

Note: Opportunities **must be submitted before the customer** has executed the buy and you should specify the Solution Offered to the customer.

Single-Tenant
PaaS/SaaS

ISV Contract
Renewals

Private Pricing
Negotiations for
Internal Use
(EDP/Reserved
Instances)

AWS Marketplaces

Cost Optimization
Solutions

Note: Opportunities **must be submitted before the customer** has executed the buy and you should specify the Solution Offered to the customer.

Opportunity Types

**Multi-Tenant
PaaS/SaaS**

Single-Tenant PaaS/SaaS

Opportunities for PaaS/SaaS solutions hosted on Customer AWS account are suitable for submission in ACE Pipeline Manager.

Note: Opportunities **must be submitted before the customer** has executed the buy and specify the Solution Offered to the customer.

**ISV Contract
Renewals**

**Private Pricing
Negotiations for
Internal Use
(EDP/Reserved
Instances)**

AWS Marketplaces

**Cost Optimization
Solutions**

Note: Opportunities **must be submitted before the customer** has executed the buy and you should specify the Solution Offered to the customer.

Opportunity Types

**Multi-Tenant
PaaS/SaaS**

**Single-Tenant
PaaS/SaaS**

ISV Contract Renewals

Upcoming ISV Contract renewals with an opportunity for expansion (cross-sell or up-sell) are suitable for submission.

**Private Pricing
Negotiations for
Internal Use
(EDP/Reserved
Instances)**

AWS Marketplaces

**Cost Optimization
Solutions**

Note: Opportunities **must be submitted before the customer** has executed the buy and you should specify the Solution Offered to the customer.

Opportunity Types

**Multi-Tenant
PaaS/SaaS**

**Single-Tenant
PaaS/SaaS**

**ISV Contract
Renewals**

**Private Pricing Negotiations for
Internal Use (EDP/Reserved
Instances)**

Private Pricing negotiations for internal consumption of your SaaS or PaaS solution hosted on AWS are not considered as opportunities to co-sell together to an end customer, they are not suitable for submission. Please reach out to your account manager and work with them on your private pricing opportunity.

AWS Marketplaces

**Cost Optimization
Solutions**

Note: Opportunities **must be submitted before the customer** has executed the buy and you should specify the Solution Offered to the customer.

Opportunity Types

**Multi-Tenant
PaaS/SaaS**

**Single-Tenant
PaaS/SaaS**

**ISV Contract
Renewals**

**Private Pricing
Negotiations for
Internal Use
(EDP/Reserved
Instances)**

AWS Marketplace

AWS Marketplace Private Offer opportunities are suitable for submission in ACE Pipeline Manager as long as it is submitted before the customer signs the contract and moves into production**

**Cost Optimization
Solutions**

**Also, you should associate your Marketplace Private Offer and agreement to the ACE Opportunity before launching the same.
Note: Opportunities **must be submitted before the customer** has executed the buy and you should specify the Solution Offered to the customer.

Opportunity Types

**Multi-Tenant
PaaS/SaaS**

**Single-Tenant
PaaS/SaaS**

**ISV Contract
Renewals**

**Private Pricing
Negotiations for
Internal Use
(EDP/Reserved
Instances)**

AWS Marketplaces

Cost Optimization

Cost Optimization opportunities are suitable for submission in ACE Pipeline Manager.

Note: Opportunities **must be submitted before the customer** has executed the buy and you should specify the Solution Offered to the customer.

How to Submit an Opportunity?

**Demo
(Submit)**

Bulk Submission

My Customers > Import results

How it works [Info](#)

How it works

- Step 1
Download & Prepare CSV
- Step 2
Upload CSV
- Step 3
Preview Opportunities
- Step 4
Review Results

ACE Pipeline Manager Bulk Import

These are the steps for bulk import

```
graph LR; CRM[Partner's CRM  
Export your opportunity details to share with AWS] --> Download[Download  
Download the latest template]; Download --> Prepare[Prepare  
Prepare the CSV file to import]; Prepare --> Validate[Validate  
validate and import records]; Validate --> Review[Review  
Review results]; Review --> InLine[In-line editing  
Fix unsuccessful records via in-line editing]; Review --> DownloadFile[Download file  
Fix unsuccessful records via downloadable file];
```


Error Reasons During Submission

- ✘ Estimated AWS Monthly Recurring Revenue cannot be blank or 0
- ✘ Target Close Date should be a future date
- ✘ Submitted a duplicate opportunity within 120 days
- ✘ Customer Business Problem must have minimum of 20 characters
- ✘ Customer website should be a valid domain
- ✘ Submitting Partner is end customer
- ✘ Closed Lost Reason is required when closing the opportunity
- ✘ State is required when Country is United States
- ✘ No selection from the predefined Use Case list
- ✘ **Not indicating the solution when Solution Offered is selected as 'Other'**
- ✘ No selection from the predefined Industry list
- ✘ No selection from the predefined Marketing Development Funded list
- ✘ No selection from the Partner specific needs from AWS for Co-Sell

Validation Status Options

STATUS	DEFINITION	EDITABLE BY PARTNER
Draft	Not Submitted for Validation	O
Submitted	Submitted for Validation; Not yet in review by Validators	X
In Review	Being researched by Validators	X
Action Required	Additional Information Needed	O
Approved	Validated; Partner is able to edit selected fields	O
Rejected	Disqualified	X

Action Required : Review Reason Options

Review Reason	Validator's review questions	Partner Action
Clarify Solution	<ul style="list-style-type: none"> ✓ What is the customer's pain point/problem you are trying to solve? ✓ What is the proposed solution that you are planning to use (AWS services are not required, but helpful)? 	Update Customer Business Problem / Solution Offered field. If 'Other' is selected in Solution Offered field specify the solution in the Other Solution Offered field which is a free text field.
Clarify Revenue	<ul style="list-style-type: none"> ✓ Will this opportunity result in an increase of AWS revenue or consumption of net new AWS services? 	Update MRR. Tag the AWS Product relevant to your opportunity.
Clarify Other	<ul style="list-style-type: none"> ✓ Validator will provide specific information needed to validate. 	Provide inputs per validator's asks / comments.

What Does Each Qualification Code Mean?

DISQUALIFICATION CODE

EXPLANATION

Incomplete

There is limited information to determine if it meets the validation criteria and no additional information has been provided upon request.

Duplicate

You already submitted a similar opportunity for the same end customer previously. This record is disqualified to prevent duplication.

Invalid

- 1) No net-new workload or use case
- 2) A lead or sale activity rather than a valid opportunity
- 3) Past won opportunity
- 4) Internal workload

Opportunity Management

Opportunity Management

Best Practices for success



Guidance on update frequency: on bi-weekly basis in ACE in order to track sales cycle progression.



Updates on next steps from AWS Partner in ACE triggers an email to the Partner Development Manager (PDM), Partner Sales Manager (PSM), and AWS Seller assigned to this deal from AWS side.



Priority updates should be: Stage, Target Close Date, Estimated AWS Monthly Recurring Revenue (MRR), Partner Primary Need from AWS, Solution Offered, AWS Product and Next Step

What Does Each Stage Mean?

STAGE	DEFINITION
Lead	Meeting with end customer is yet to be scheduled. Note: <u>Lead needs to be further matured to a 'Qualified' opportunity before submission in ACE Pipeline Manager.</u>
Prospect	Opportunity has been identified. Opportunity can be active (i.e. coming directly from the end customer via a lead, etc.) or latent (i.e. your Account Team believes exists based on research, account plans, sales plays, etc.). Note: 'Prospect' opportunity needs to be further matured to a 'Qualified' opportunity before submission in ACE Pipeline Manager.
Qualified	Your account Team has engaged with prospect / end customer to discuss viability, understand requirements, etc. Prospect / End customer has agreed the opportunity is real, of interest, and may solve for key business / technical needs. From this point, the opportunity can be submitted into ACE.
Technical Validation	Once implementation plan is understood.
Business Validation	Once pricing has been proposed and steps to close have been agreed upon.
Committed	Once launch date is committed and final obstacles understood. The last stage at which an opportunity can be submitted.
Launched	Workload is complete and billing has started on AWS.
Closed Lost	Opportunity is lost and there are no steps to move forward.

How to Update an Opportunity?

The screenshot shows the AWS Partner Central interface. A navigation bar at the top includes 'Home', 'Learn', 'Build', 'Market', 'Sell', 'Programs', 'Funding', 'Resources', and 'Channel'. The 'Sell' tab is highlighted. Below the navigation bar, there are three main sections: 'Sell', 'Leads Management', and 'Opportunity Management'. The 'Opportunity Management' section is highlighted with a red circle and a callout box that says 'Select Opportunity Management section'. A red circle with the number '1' is placed over the 'Sell' tab, with a callout box that says 'Navigate to your ACE Pipeline Manager'. Below these sections, there is a dashboard with six cards showing counts for Leads and Opportunities. A survey question 'How satisfied are you with your AWS Partner Central user experience?' is visible, along with a 'View Scorecard' button.

1 Navigate to your ACE Pipeline Manager

2 Select Opportunity Management section

Leads	Opportunities	Opportunities	Opportunities	Leads	Opportunities
0	58	5	0	0	2

How satisfied are you with your AWS Partner Central user experience?
☆☆☆☆☆

AWS Partner Paths (3)
Track activities and progression for each of your enrolled paths. [View Scorecard](#)

How to Update an Opportunity?

Opportunities (5) [Info](#)

Find Opportunities

3 Validated Opportunities

Flag	Status	Stage	Opportunity Id	Customer Company Name	Partner Project Title
<input type="checkbox"/> Not Fl...	✓ Approved	Prospect	O13099		
<input type="checkbox"/> Not Fl...	✓ Approved	Prospect	O130		
<input type="checkbox"/> Flagged	✓ Approved	Committed	O130		

4 Click on the Opportunity ID Hyperlink to see more information

Set the 'custom view' to "validated opportunities" to see all approved Partner Referrals

Updating Key Opportunity Details

The screenshot displays the 'Project details' tab of an opportunity record. The 'Details' section is divided into two columns. The left column contains: Partner Primary Need from AWS (Co-Sell - Technical Consultation), Parent Opportunity ID (-), Sales Activities (Initialized discussions with customer), Solution Offered (Other), AWS Products (-), Delivery Model (SaaS or PaaS), and Target Close Date (2025-10-01). The right column contains: Opportunity Type (Flat Renewal), Partner Project Title (Partner Project Title - test co-sell), Customer Business Problem (with a note: 'This is a test description that partners cannot update if it during initial creation'), Other Solution Offered (Other), Use Case (Big Data: Data Warehouse / Data Integration / ETL / Data), and Estimated AWS Monthly Recurring Revenue (1400). Below the details is the 'Opportunity marketing details' section, which shows 'Opportunity source' as 'Not sourced from marketing activity'.

Keep check on the Target Launch Date Accuracy

Update AWS Product or adjust Solution Offered as project matures

Update Expected Monthly AWS Revenue as the project matures

Update the Partner Primary Need from AWS as the project matures (Co-Sell to FVO or FVO to Co-Sell)

Tie to a marketing activity if it is a campaign related opportunity

ISVA Specific: Ensure that 'Partner Primary Need from AWS' is updated to Co-Sell with AWS before launching the opportunity if co-sell support was provided by AWS Sales Rep

Remember to associate the Marketplace Private Offer (if applicable) to the opportunity once the opportunity status is 'Approved'

Updating Next Steps

Next Steps should answer these key questions:

<p>Sales Activities Initialized discussions with customer</p>	<p>Customer Business Problem Info This is a test description that partners cannot update if it is an AWS referred opportunity. For partner-referred opportunities, this field can only be updateable during initial creation</p>
<p>Solution Offered Other</p>	<p>Other Solution Offered Other</p>
<p>AWS Products -</p>	<p>Use Case Big Data: Data Warehouse / Data Integration / ETL / Data Lake / BI</p>

1

What are the agreed upon actions with the end customer for project development?

Next Steps (1) [Info](#) Add

Next Step	Created By	Created Date
Test test	User16552006239852573911	11/15/2023 9:13 AM

2

What actions does the AWS Partner need from the AWS Seller?

Know Your Opportunity Team

AWS Sales Rep: AWS Opportunity Owner

Partner Sales Contact: Partner's Account Manager

AWS Account Manager: AWS Customer Relationship Manager

Partner Development Manager: Key point of contact for partnership development

Partner Success Manager: Liaison between the AWS Account Manager and the Partner

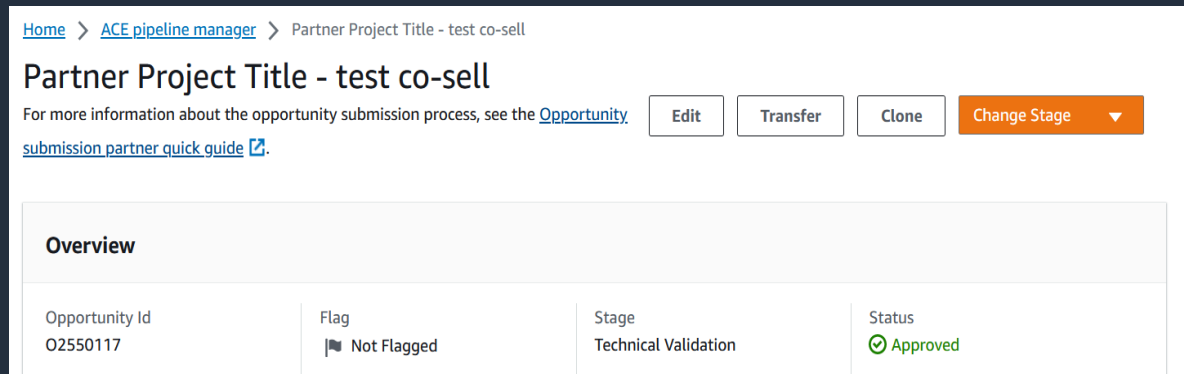
WWPS Partner Development Manager: Key point of contact for partnership development focused on public sector business



Knowing your team is key to success.

You can always seek support from the AWS Team assigned to you on this project

Four Time Saving Functions



- 1**

Transfer: Ability to Transfer an opportunity to another ACE User within your PartnerCentral Organization
- 2**

Clone: Useful function for resubmitting opportunities when 1/ they are re-starting (closed lost), or 2/ further missing information is available (disqualified)
- 3**

Stage Change: Ability to quickly progress the opportunity to another stage
- 4**

Edit button allows you to validate the opportunity information and edit multiple fields as needed.

All external ACE Resources are available in the “**Resources**” tab in APN Partner Central, including:

[ACE Pipeline Manager Guide](#)

[ACE Opportunity Submission Quick Guide](#)

[ACE Bulk Functionality Guide \(Including Opportunity Import\)](#)

[How-to Videos](#)

For support, please contact your Partner Development Manager, or raise a [Support Ticket](#) in Partner Central.



Questions



Thank you!