

# APJ FasTrack Academy Kickoff

AWS Partner journey to Enable, Accelerate and Succeed

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# Agenda

AWS Partner Network (APN) Overview

APJ FasTrack Academy Introduction

Curriculum

Next Steps

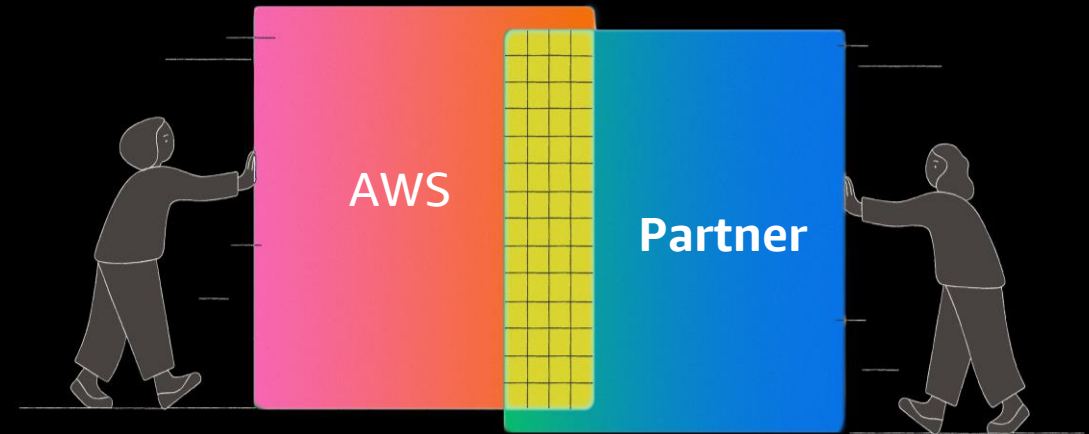
Live FAQs

# AWS Partner Network (APN)

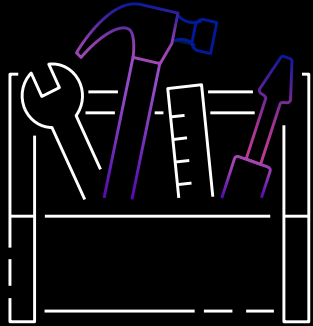
The AWS Partner Network (APN) is a global community that leverages AWS technologies, programs, expertise, and tools to build solutions and services for customers.

The APN has more than 140,000+ partners from over 200 countries and territories, with 70% headquartered outside of the United States. \*As of November 2024

Together, partners and AWS provide innovative solutions, solve technical challenges, win deals, and deliver greater customer value.



# The 3 Pillars of AWS Partner Network (APN)



## Build

Build your skills and offerings

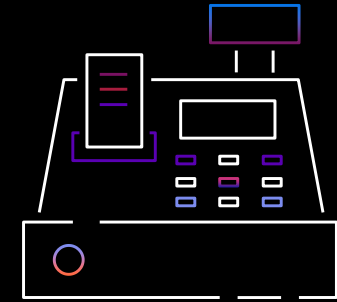
- AWS Service Integrations
- Joint Partner solutions
- AWS Marketplace listing support
- SaaS Factory Program
- Innovation Sandbox Funding



## Market

Take your solutions to market

- Product Differentiation Workshop
- AWS Specialization Programs
- Joint Webinars & Blogposts
- Joint solution demos at events
- AWS SME Speaking engagements



## Sell

Grow your business with customers

- ISV Accelerate Program
- PoC/PoA funding and support
- Joint Customer Feedback, Success Stories
- New plays based on feedback

# AWS Partner Network (APN) Paths

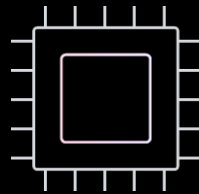
## Software Path

Develop software that runs on or is integrated with AWS



## Hardware Path

Develop hardware services that work with AWS



## Services Path

Deliver consulting, professional, managed, and value-add resale services



## Training Path

Sell, deliver, or incorporate AWS-training



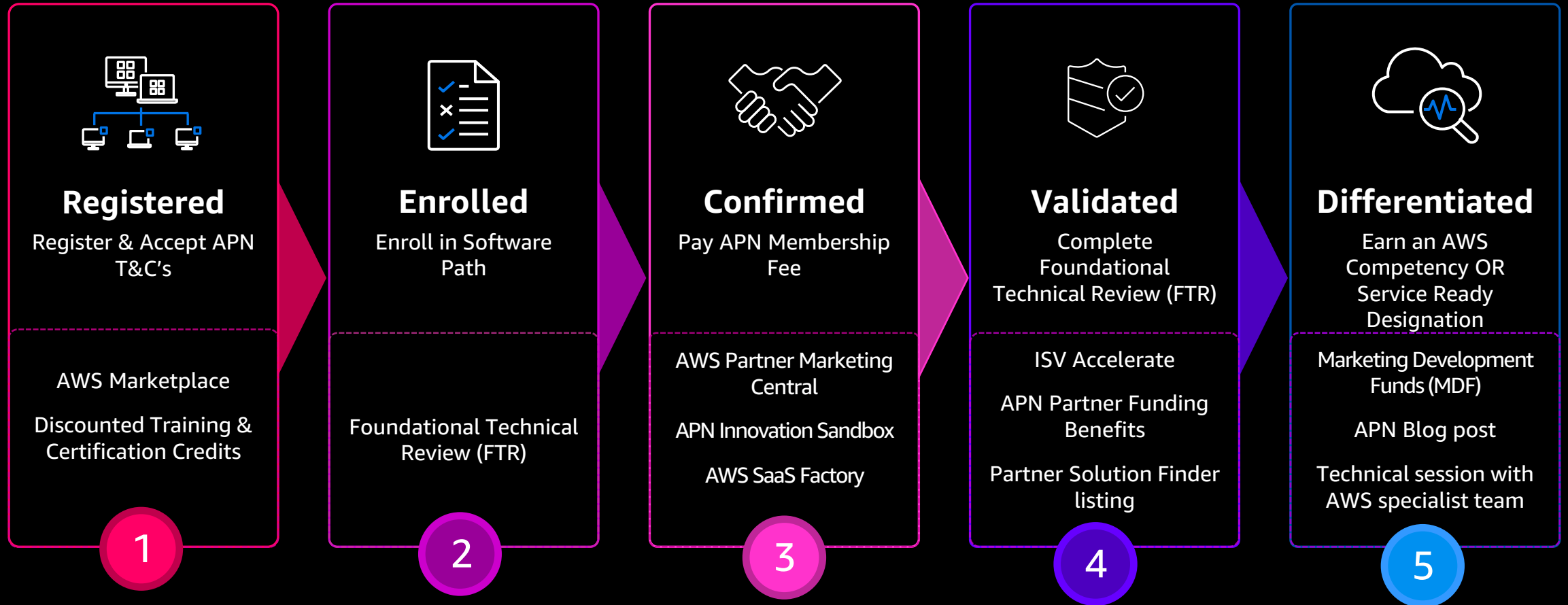
## Distribution Path

Recruit, onboard, and support their partners to resell and develop AWS solutions



# APN Software Partner Path

Progress and unlock access to more benefits



# Foundational Technical Review (FTR)



## What is FTR?

It is a checklist-based review conducted by an AWS Partner Solutions Architect (PSA) regarding the architecture of your offering in order to help identify and mitigate any potential risks.

## Importance & Benefits:

- Guidance in adopting best practices based on AWS Well-Architected Framework.
- Delivering successful offerings to customers with security, reliability, and operational risk mitigation.
- “Validated” AWS Partner with eligibility for Partner Differentiation Programs, (Service Ready/Competency), ISV Accelerate, and more.
- Receive a “Qualified Software” solutions badge upon successful completion of a FTR.
- Listing your solution to the Partner Solution Finder.

## Process to get started:

### Step 1

Review your architecture and operational practices using the latest FTR checklist. Requirements have changed

### Step 2

Prepare the required documentation and assets. Previous documentation cannot be provided by AWS.

### Step 3

Submit your request through AWS Partner Central



# APN Customer Engagements Program (ACE)

Co-selling is a sales motion where AWS and the ISV Partner work together on an opportunity at an end customer



AWS introduces the Partner into new business

Partner requests AWS support on an opportunity



Technology Partner



Co-selling does not mean AWS and the APN Partner are selling services on behalf of the other party.



# ISV Accelerate Program

Co-sell program for AWS Partners with software solutions that run on or integrate with the AWS Cloud. Helps AWS Partners accelerate sales cycles by connecting with the AWS sales organization. Provides co-sell support and make your solutions available to millions of active AWS customers.



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Incentives for  
AWS Sales team



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Drive visibility  
with AWS Sales



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Focused co-sell  
support and resources

# ISV Accelerate Program - Requirements

To qualify for the AWS ISV Accelerate Program, Partners must meet the following requirements

- One or more software product(s) listed as general availability (GA) on AWS Marketplace (SaaS, AMI, Cloud Formation Template, SageMaker Model, Container, or CAR)
- Achieve [APN Customer Engagements \(ACE\) Program Eligibility](#)
- Achieve Software Path status of Validated or Differentiated
- Partner must link their [AWS Partner Central Account to their Marketplace Seller Account](#)
- Minimum of 5 launched opportunities (ACE or AWS Marketplace Private Offers) transacted within the past 12 months
- Minimum of 15 qualified opportunities in ACE within the past 12 months
- Minimum of 1 individual having completed the [Co-Selling with AWS](#) learning module (see [How to log into AWS Skill Builder as an AWS Partner](#))



Provide software  
you know and love

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Offer an extensive,  
curated catalog

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Make transactions  
and procurement  
processes easier

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Enhance governance  
and control

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Optimize  
IT spend

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Incorporate  
professional support  
and expertise

## AWS Marketplace

Simplify and accelerate modernization using software you know and trust. Speed up procurement, improve governance, and optimize IT spend, all in one place

# Requirements to sell software through AWS Marketplace

## Software Readiness

Publicly available, full-feature, production-ready software

## Eligible Jurisdictions

Legal business entity incorporated in one of [these](#) countries

## Built on AWS

A portion of the application must be hosted in an AWS account that the ISV owns

## Public Pricing

All paid products on AWS Marketplace require a public price

# APJ FasTrack Academy

AWS Partner journey to Enable, Accelerate and Succeed

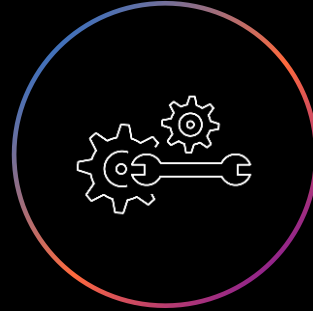
An invitation-only program designed to help Software/Services Path partners accelerate their APN journey from onboarding to co-sell readiness within 3 months. Partners enrolled in APJ FasTrack Academy will go through a series of prescriptive enablement webinars and guidance in their own cohorts.



# APJ FasTrack Academy Benefits



Accelerated Partner Journey



Goal Oriented Activities



Enablement to achieve  
APN goals



Resource Repository



AWS Marketplace Bootcamp

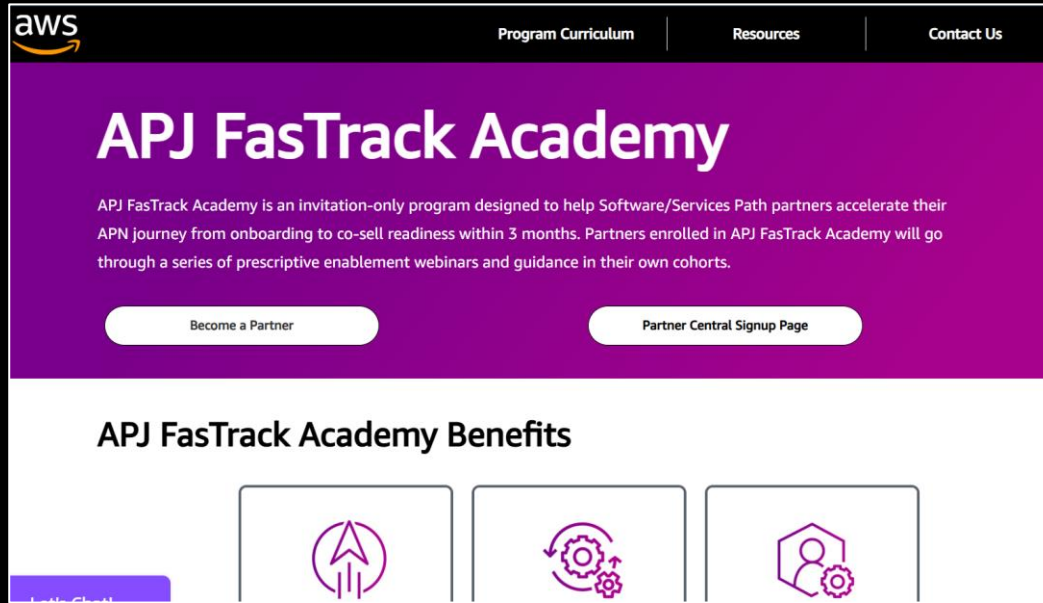


Faster route to GTM & Co-Sell

# APJ FasTrack Academy - Curriculum



# Resources



aws




Program Curriculum | Resources | Contact Us

## APJ FasTrack Academy

APJ FasTrack Academy is an invitation-only program designed to help Software/Services Path partners accelerate their APN journey from onboarding to co-sell readiness within 3 months. Partners enrolled in APJ FasTrack Academy will go through a series of prescriptive enablement webinars and guidance in their own cohorts.

[Become a Partner](#) [Partner Central Signup Page](#)

### APJ FasTrack Academy Benefits

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Join our [Office Hours](#)  
(Wednesdays 12 pm SGT)

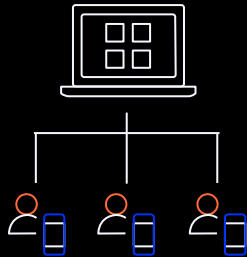
For questions, please contact the APJ FasTrack vTeam via email [apjfastrack@amazon.com](mailto:apjfastrack@amazon.com)



# Next Steps



Signup for our [AWS Partner Network \(APN\) Webinar for Software Partners](#)



[Join](#) the AWS Partner Network (APN)



Follow the APJ FasTrack Academy Curriculum & complete all the APN Goals

# Thank you!

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