

aws small and medium
business



AWS PARTNER NETWORK 101

**Tap into a global
community of validated
cloud experts**

There's a simpler way to grow

In a hyper-competitive world, cloud migration can help you power continual innovation, protect your business from security incidents, reach new customers, reduce costs, and more.

How you grow your business is up to you, and success looks different from company to company. But whatever route you choose, it'll take the right technology and expertise to reach your objectives as quickly as possible—and sometimes that means bringing in help from outside your organization.

Read on to learn how working with an AWS Partner can help you control costs, streamline the migration process, overcome internal skill gaps, and capture new growth opportunities with simplicity and speed.



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You bring the ideas, AWS brings the technology

For nearly 20 years, AWS has been committed to helping organizations of any size build solutions that transform industries, communities, and lives for the better.

Following a customer-first approach, AWS has continued to develop its breadth and depth of services in response to the needs and demands of businesses like yours.

The benefits of these services speak for themselves. Businesses that migrate to the cloud with AWS realize on average:

31%

infrastructure
cost savings¹

62%

more efficient
IT infrastructure
management¹

43%

fewer security
incidents annually²

By making the most of everything AWS has to offer, you can power innovation, grow your business, and increase your customer reach.



Expertise that expedites growth

Since day one, AWS has prioritized making cloud computing as simple, safe, and fast as possible. Beyond the technology involved, this commitment is about making specialist expertise accessible and affordable for customers.

That's why the [AWS Partner Network \(APN\)](#) exists. A global community of 130,000 expert partners from over 200 countries, it leverages expertise and resources to help you accelerate your cloud journey by taking advantage of the full range of AWS solutions.

With the [AWS Partner Network](#), you can...

Drive innovation

Discover a global community of cloud partners and [AWS Marketplace](#) products for cost-effective, scalable solutions—whatever your business' size.

Using the [AWS Marketplace](#), customers are able to explore solutions from independent software vendors (ISVs) and AWS Partners. Customers can search, buy, deploy, and manage software solutions—including Software-as-a-Service (SaaS)—in a matter of minutes. It helps customers find and access a breadth of software products across categories like infrastructure, security, big data, and business applications, while streamlining the traditional software supply chain to enable digital transformation.

Solve unique challenges

Drive measurable outcomes alongside partners with validated expertise and capabilities in advising, designing, building, deploying, and managing end-to-end, integrated solutions.

Work with trusted experts

Leverage AWS Partners with demonstrated expertise and proven customer success, to help you make the most of AWS services, and deliver greater business value across industries and use cases.

A rich history of success

Having limited in-house IT staff—or none at all—shouldn't halt your digital transformation. By working with experienced, pre-vetted cloud experts, you can leverage everything AWS has to offer and drive business objectives with faster innovation.

Migrate to the cloud securely with prescriptive guidance

Consult with experts who can advise the most optimal migration approach for your existing infrastructure and applications.

Leverage custom solutions and recommendations

Design, build, and implement custom solutions with the help of experts, who can recommend relevant tools based on your use case, data volumes, as well as security and compliance requirements.

Optimize and manage resources effectively

Free up internal resources by offloading management and optimization of cloud operations, workloads, and applications to trusted experts.

“We were immediately impressed with Mission Cloud’s expertise both on AWS and with generative AI.”

Thomas Lucas, Co-Founder and Director at Magellan TV

“Sumo Logic has helped us effectively manage our hybrid infrastructure and accelerate innovation.”

Glenn Watt, CISO at MediData

“MongoDB understood our needs and how to collaborate with us. They got us up and running quickly, and helped us solve problems faster.”

Vinod Yadav, Unit CIO, Core Banking, Lending and Operations Technology at Citizens Bank

Working with AWS Partners

A recent Canalis Report reveals:

87%

of AWS Cloud customers rank specializations as a top three partner selection criteria³

74%

review their partners' certification at least twice a year³

AWS Specialization Partners are validated against a high technical bar to drive innovation and business value. Explore the types of AWS Specialization Partners below:

AWS Managed Service Providers

Providing end-to-end AWS solutions and services at any stage of the cloud journey.

AWS Competency Partners

Specialized in building solutions and/or delivering services for customers by industry, use case, and workload. AWS Competency Partners undergo a vigorous application and validation process for their expertise and provided offerings.



AWS Partner types

AWS Services Partners

Offering AWS services or validated software products to work alongside them, AWS Services Partners are benchmarked according to three tiers that denote their level of expertise and customer experience:

AWS Select Tier Services Partners

- AWS Select Tier Services Partners are partners with trained and certified individuals, as well as customer experience.

AWS Advanced Tier Services Partners

- Demonstrating proven customer experience, AWS Advanced Tier Services Partners are partners with a strong team of technically trained and certified individuals.

AWS Premier Tier Services Partners

- The most experienced partners, AWS Premier Tier Services Partners are recognized as leaders in their respective regions and markets. They have deep technical expertise, multiple partner program validations, and can demonstrate success from working with a large number of customers, at scale.

AWS Software Partners

AWS Software Partners develop software that runs on or is integrated with AWS, qualified and validated by an [AWS Foundational Technical Review](#).



AWS Managed Service Providers

Specializing in the end-to-end delivery of AWS solutions and services, AWS Managed Service Providers (MSP) Partners can impart expert guidance at any stage of the cloud journey. This includes advisory, design, procurement, building, adoption, and management.

AWS MSP Partners must complete an extensive independent audit to ensure their technical capabilities and business health meet the high bar set by AWS. Partners are also audited annually to maintain this benchmark.

By working with a technically validated AWS MSP Partner, you can drive innovation, meet business objectives, and get the most out of your AWS services.



AWS Competency Partners

Validated technical experts with proven customer experience, AWS Competency Partners specialize in building software and delivering services for a wide range of use cases, workloads, and industries.

AWS Competency Partners must meet high technical standards to achieve an AWS Specialization. This makes it easier for you to find a partner with the right expertise and experience to help you grow your business.

Use case:

- AWS built-in
- Cloud operations
- Containers
- Conversational AI
- Cyber insurance
- Data and analytics
- DevOps
- Digital workplace
- Generative AI
- High performance computing
- Internet of Things (IoT)
- Level 1 MSSP
- Machine learning
- Mainframe migration
- Migration
- Migration and modernization
- Networking
- Resilience
- Security
- Storage

Workload:

- Microsoft
- Oracle
- SAP
- SaaS

Industry:

- Advertising and marketing technology
- Automotive
- Education
- Energy
- Financial services
- Government
- Healthcare
- Life sciences
- Media and entertainment
- Manufacturing and industrial
- Nonprofit
- Public safety
- Retail
- Small and medium-sized businesses
- Smart city
- Supply chain
- Telecommunications
- Travel and hospitality

However you intend to grow your business, grow it faster with an AWS Partner

Migrating to the cloud can help increase your customer reach, power greater innovation, and ultimately grow your business. Having limited technical expertise in-house shouldn't stop you from leveraging these benefits.

Using the AWS Partner Network, you can tap into a global community of specialized cloud experts to help you get the most out of the breadth and depth of AWS. To find out how the AWS Partner Network can help you transform your business in the cloud, check out the links below.

Contact an AWS Partner specialist

AWS Partner specialists can help you find and connect with the right cloud partners aligned to your business needs.

Find AWS Partners and solutions

Find and connect with AWS Partners in your region—search by industry, use case, workload, solutions, or their AWS specializations and certifications.

Discover AWS Marketplace products

Explore, deploy, and manage software that runs on AWS in the AWS Marketplace—offering flexible pricing, control, and governance.

1. IDC, "Fostering Business and Organisational Transformation to Generate Business Value with AWS,"
2. Nucleus Research, "Understanding the Value of Migrating from On-Premises to AWS for Application Security and Performance,"
3. Canalys Report, "The AWS Partner Opportunity: How Cloud Customers Select and Differentiate their Partners,"

