

AWS Service Delivery Program Benefits 2020



service delivery

AWS Service Delivery Program Overview

The [AWS Service Delivery Program](#) is for APN Consulting Partners with AWS service-specific expertise.

AWS Service Delivery Program Benefits

AWS Service Delivery Partners pass a high technical bar and receive a variety of program benefits as a result. Benefits include access to funding and discounts, invitations to designation related AWS service-specific roadmaps and feature releases before general availability, AWS marketing support, and priority consideration to publish technical content through AWS forums. Program benefits are in addition to APN tier benefits.

7 Core Benefits

All AWS Service Delivery Partners receive these core benefits. Within the first month after your designation award a welcome kit email will be sent to your APN Alliance Lead with extended benefit details.

1. **AWS Service Partners Webpage Listing** providing recognition for your company on the AWS service webpages corresponding to your [AWS service designations](#)
2. **Promotion to AWS Sales and Service Teams** is delivered by the AWS Service Delivery Team on behalf of our validated partners. We showcase your AWS service-specific offerings and capabilities through internal forums, presentations, and promotional campaigns. Building your AWS reputation is our team's top priority. Your success is our success.
3. **3,000 AWS Promotional Credits** for every AWS Service Delivery Partner one-time in 2020. These credits are applied to your AWS Console account and help you experiment with AWS services, prepare for AWS Certification exams, demonstrate architecture upgrades, and continue to bring innovative solutions to customers.
4. **Product Roadmaps and Feature Release Previews** delivered by AWS service teams with Q&A. These sessions may be virtual or in-person and are AWS service-specific. Invitations are sent to APN Alliance Leads for sessions related to your service designations. Your company must have a signed non-disclosure agreement (NDA) to attend.
5. [APN Partner Solutions Finder \(PSF\)](#) priority ranking in relevant customer search results for AWS services in this customer-facing search engine. Here, customers can read your profile including all APN Program designations, case studies, service locations, and submit a contact request.
6. **APN Blog Post** on one of the most-read [blogs](#) at AWS. Your company is promoted the month of your designation award in a welcome post that links customers directly to your [PSF](#) listing.
7. **APN Badge & Program Logos** access to market your achievements with customers through a customized APN Badge, or use of official AWS Service Delivery Program logo.

Learn more about APN

<https://aws.amazon.com/partners>

Learn more about AWS Service Delivery Program

<https://aws.amazon.com/partners/service-delivery/>

Priority Consideration for Additional Benefits

Beyond the core benefits, AWS Service Delivery Partners qualify for additional benefits and opportunities with AWS because of their proven experience with AWS services and customers. While additional APN Partner engagement is necessary, your AWS Service Delivery Program membership meets pre-requisites for:

- **APN Customer Engagements (ACE):** AWS Service Delivery is one of six APN Differentiation Programs that meets the Program Requirement for APN Partners to become ACE eligible. By using the ACE Pipeline Manager in [APN Partner Central](#), you are able to share customer opportunities with AWS sales, and demonstrate your specialization and customer experience through your customer wins. By sharing and working with AWS sales, you build trust and increase your potential of receiving opportunities from AWS. Learn more about [ACE](#).

Get started with ACE Resources in [APN Partner Central](#):

- Review the new ACE how-to videos in the [Webcast tab](#)
- Review ACE resources in the [Content tab](#) in APN Partner Central including the [ACE Pipeline Manager User Guide](#), [ACE Program Opportunity Referrals Cheat Sheet](#), [ACE Program Opportunity Referrals FAQs](#), and many more.
- **Special Engagements:** When AWS Events are being planned, APN Partners in differentiation programs like AWS Service Delivery are considered first. Sponsorship opportunities, APN Partner speaking engagements, AWS service boot camps, AWS Marketing Campaigns, AWS GameDays, and AWS service focus groups. Invitations to special events are sent via email to APN Alliance Leads.

AWS Service-Specific Benefits

Select AWS Service Delivery designations offer unique benefits:

- Funding for [EC2 for Windows Delivery Partners](#) for customer migration opportunities
- Funding for [AWS Lambda Delivery Partners](#) and [Amazon API Gateway Delivery Partners](#) leading Serverless App Modernization Proofs of Concept (POC)
- Funding for [Amazon Redshift Delivery Partners](#) for data warehouse modernization projects
- [Discounted Pricing](#) exclusively for [Amazon CloudFront Delivery Partners](#) who meet the volume, region, and usage requirements
- **Advanced Bootcamps** for [Amazon Connect Partners](#) 400-level technical, service-specific content. Technical teams are invited

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Publication Opportunities:

APN Marketing prioritizes APN Partners in differentiation programs such as AWS Service Delivery, first. While any APN Partner may submit content to our marketing channels, an AWS Service Delivery designation puts you at the front of the line. Ask your APN Partner Development Representative to help you submit content to these forums:

- [APN TV: AWS Service Delivery is one of five qualifying programs to](#) publish partner-produced and related videos hosted on AWS
- [APN Blog](#): AWS Service Delivery is one of eight APN Differentiation Programs that provides eligibility to write for the APN Blog. We encourage you to submit technical blog posts showcasing your service-specific expertise and customer success.

Why Write for the APN Blog?

- **Credibility:** For APN Partners, having a story published by AWS can influence customers globally
- **Visibility:** The APN Blog is one of the most-read blogs at AWS
- **Connections:** APN Partner posts include "connect" buttons that can generate leads via ACE Pipeline Manager
- **Customer Success Webpage:** A webpage dedicated to customers seeking APN Partners with AWS service-specific experience. This webpage quickly shows customers the value AWS Service Delivery Partners bring to their business.

All AWS Service Delivery Partners are welcome to submit their latest stories demonstrating their AWS Service Delivery designations in action to be highlighted on this new webpage. The stories on this page will be updated regularly so new stories and AWS Service Delivery Partners can be highlighted. *Launching Summer 2020.*

Apply to AWS Service Delivery
[AWS Service Delivery Program Guide](#)
[AWS Service Delivery Step-by-Step Application Process](#)

Video instructions to help you apply
[How to Create a Customer Case Study](#)
[How to Create a Service Practice](#)
[How to Submit Application](#)