



Logicom AWS Distribution Program for Resellers

Logicom | AWS Distribution Program for Resellers

Team up with Logicom to leverage all available AWS Distribution Program Partner Benefits.

➤ **AWS Distributors** go through a rigorous review process to ensure they provide **AWS-specific partner development expertise** and **value-added services** for your business.

➤ **AWS Partners** work with AWS Distributors to leverage their **go-to-market support**, offload **billing and operations**, receive **funding benefits**, and gain **technical expertise**.

Logicom can support your organization with reselling AWS services, in several areas



GTM Support

Provide business consultation, pre-sales, post-sales, marketing services.



Program Management

Help partners meet APN requirements and leverage all program benefits.



Enablement Programs

Deliver a wide range of enablement resources to build AWS expertise.



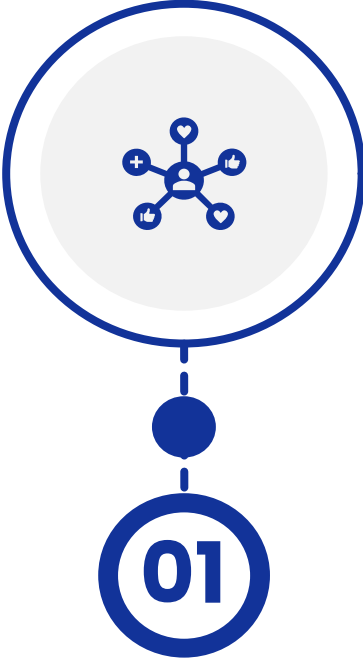
Operational Efficiency

Empower Partners to focus on services and solutions by managing billing and operations.



Technical Expertise

Support AWS partners with migrations, managed services, cloud optimization, and other complex initiatives.



01

Online Advertising

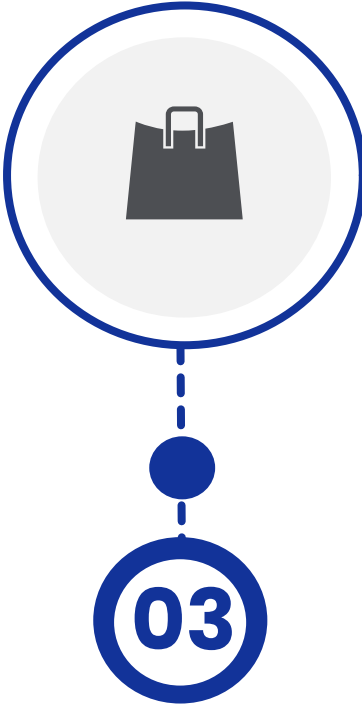
LinkedIn | Facebook | Twitter |
Instagram | Google | YouTube



02

Email Marketing

Promotional, Webinars and Events
Invites



03

Cloud Marketplace

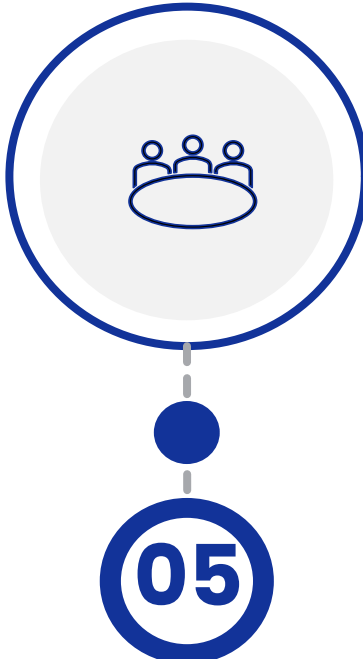
Home Page Banners



04

Landing Pages

Joint campaigns Landing Pages
Webinar & Events registration page



05

Webinars / Events

Joint webinars / events

Program Management

Amazon Web Services offers a broad set of programs to help you **innovate, expand,** and **differentiate** your offerings.

Programs to help you market and differentiate your offerings

AWS Competency Program Highlight and promote your AWS technical expertise and specialization.	AWS Service Delivery Program Become experts in delivering AWS services to customers.	AWS Service Ready Program Validate and promote your products that work with AWS services.	AWS Managed Service Provider (MSP) Program Build and deliver end-to-end business solutions to drive transformation.
AWS Database Freedom Program Modernize your software products to leverage the full benefits of the cloud.	AWS Public Sector Program Deliver solutions for government, education, and nonprofit organizations.	AWS Authority to Operate (ATO) Program Accelerate your security and compliance certifications and authorizations.	AWS Think Big for Small Business (TBSB) Program Gain support for your small or minority-owned public sector practice.

Logicom Distribution can help you **navigate** the **AWS Partner Network** program offerings, **support you in meeting** each program’s requirements and **leverage** their benefits.

Programs to help you to sell and grow with AWS

ACE Program for AWS Referrals Become eligible to receive AWS referrals.	AWS Distribution Program for Resellers Grow your cloud business with AWS Distributors.	AWS Global Startup Program (invite only) Power your fast-growing enterprise-tech startup.	AWS ISV Accelerate Program Co-sell with AWS.
AWS Solution Provider Program Resell and deliver solutions directly to customers.	AWS ISV Workload Migration Program Migrate workloads to AWS and accelerate your cloud journey.		

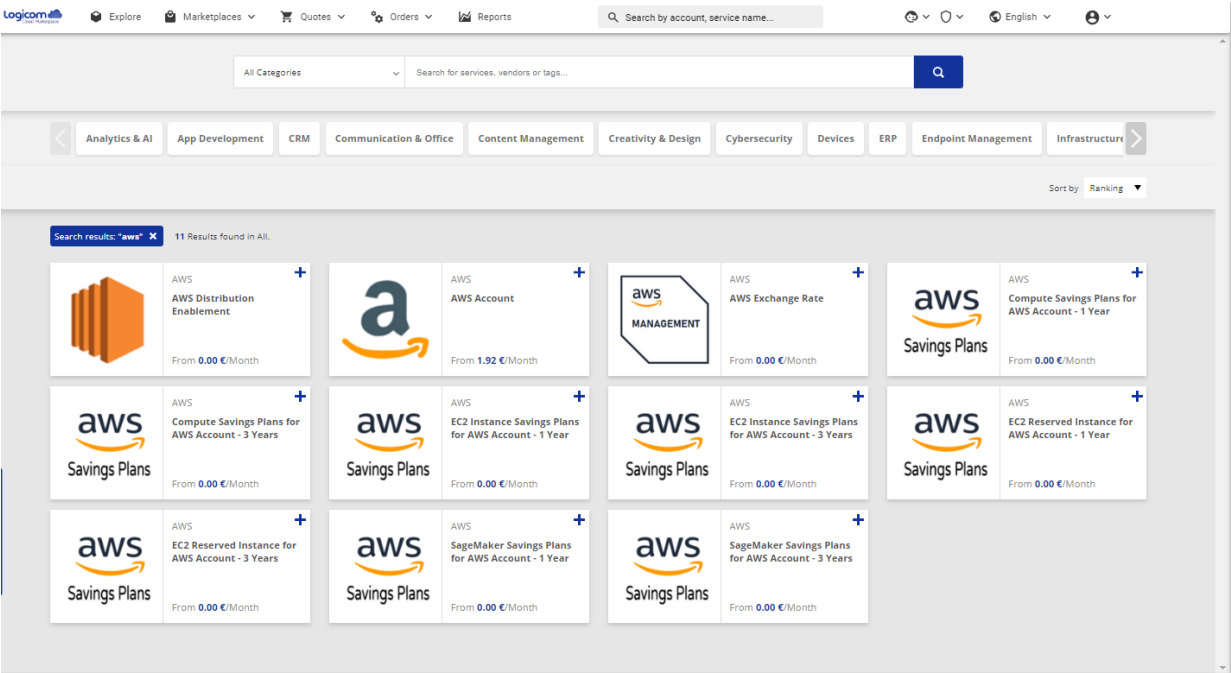
As you validate your offerings with **AWS** you can unlock access to **differentiation programs, go-to-market resources, funding benefits,** and more to gain **recognition with customers** and **grow your business**.

Programs to help you to sell and grow with AWS

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Operational Efficiency

Logicom Cloud Marketplace



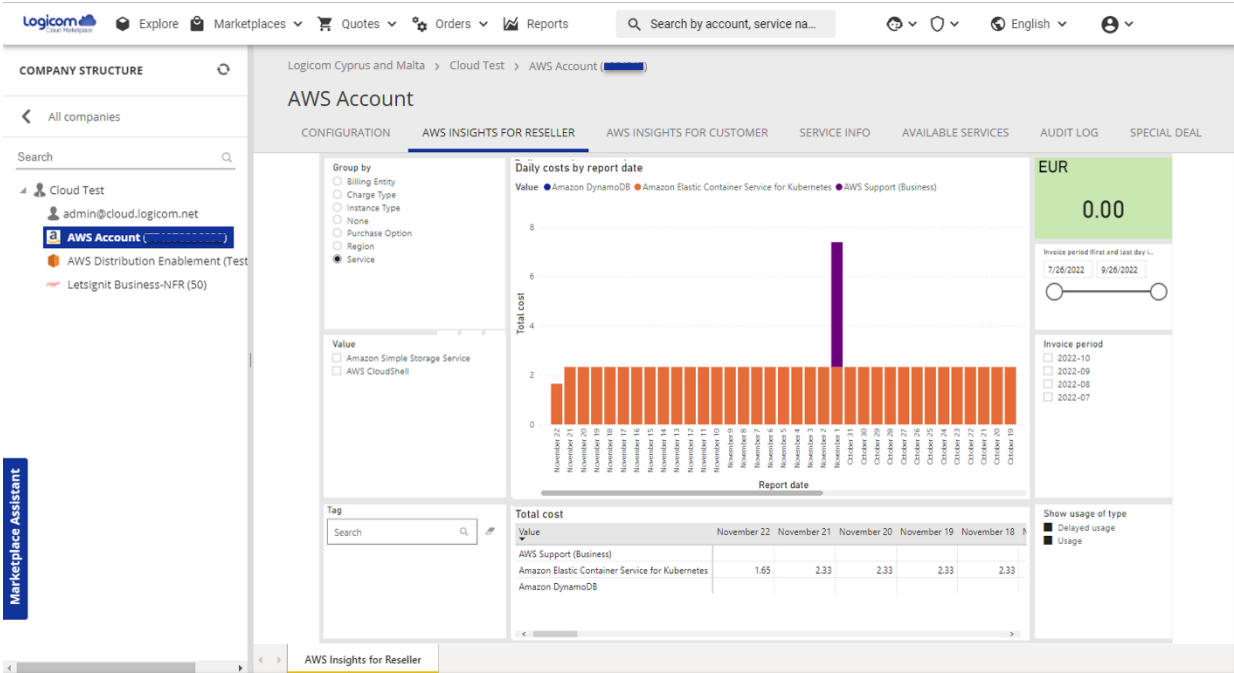
Trusted platform

Ease-of-use

Self-service

Integrations

Customer Facing Partner Branded Marketplace



Great Reporting

Forecasting

PowerBI Analytics

Customer Care team

Compliance & Security tools





AWS Partner Network

Build your AWS Partner journey

Daryna Brazhnyk

Senior Partner Sales Manager

Agenda

Growth and Momentum

Navigate with Partner Paths

Resources, programs, and benefits



Growth and Momentum



Growth and momentum

AWS has millions of active customers every month

\$59B

Revenue run rate,
37% YoY growth

81

Availability zones across
25 geographic regions

200+

Fully
featured services



Growth and momentum



100k+ partners in
150+ countries



50+ partners join the
APN every day



Hundreds of thousands of
opportunities together



Billions of dollars in
opportunities together



2x+ YoY increase in opportunities
shared to partners



389% YoY growth in
partner led migrations

Become an AWS Partner

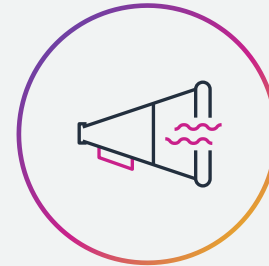
Why you should join the AWS Partner Network (APN)



Deliver
more innovation



Gain trained
and certified



Promote
your business



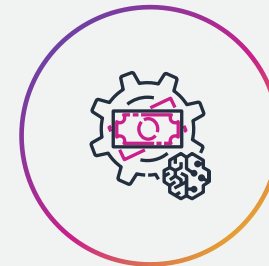
Highlight
your expertise



Maximize
opportunities with AWS



Increase visibility to AWS field
teams and AWS customers



Save time and money
with tools and resources



AWS Partner Paths

A flexible way to engage with AWS



AWS Partner Paths

INTRODUCING

Choose the Path(s) to build your business with AWS

For partners that...

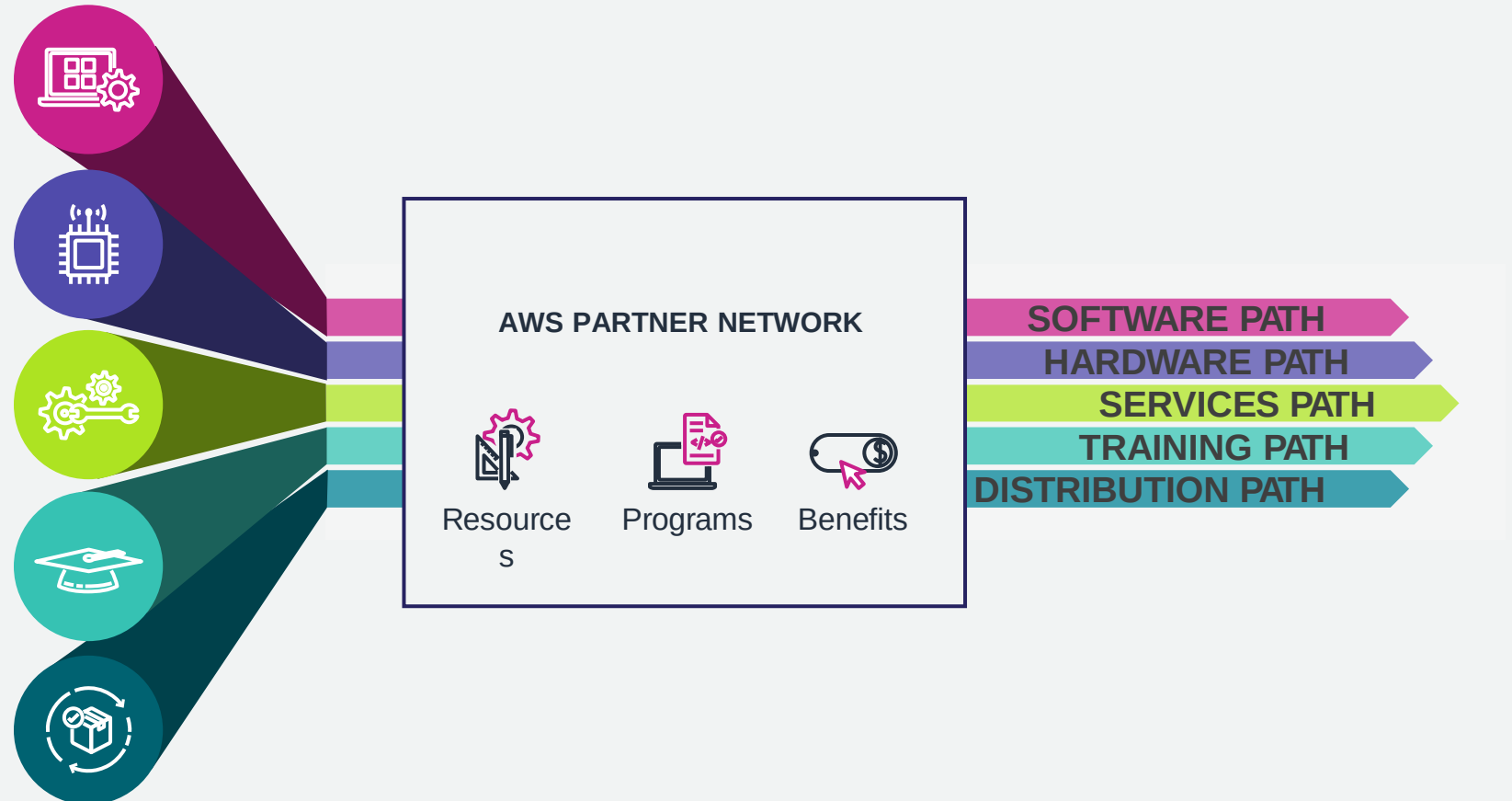
...develop software that runs on or is integrated with AWS

...develop hardware devices that work with AWS

...deliver consulting, professional, managed, and value-add resale services

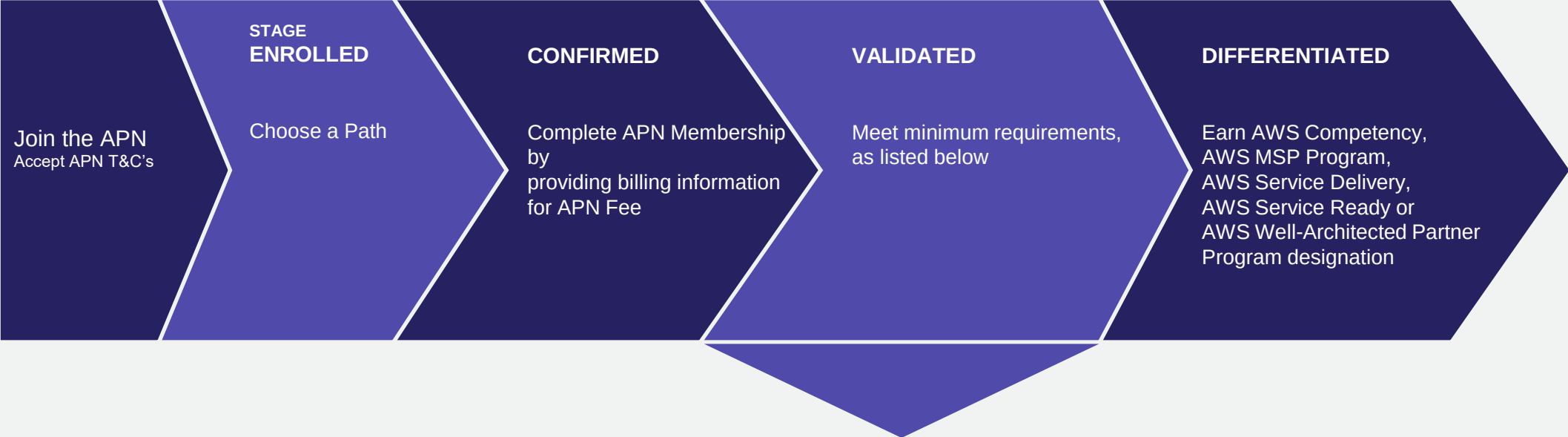
...sell, deliver, or incorporate AWS-training

...recruit, onboard, and support their partners to resell and develop AWS solutions



Within each Path, four stages

Path progress from inception to excellence



- Software Path** Complete foundational technical review
- Hardware Path** Complete device qualification
- Services Path** Earn select, advanced, or premier tier
- Training Path** Earn select training or advanced training tier
- Distribution Path** Invite only—executed agreement





Services Path stages and resources

Progress and unlock access to more benefits



ACCESS TO:



APN Services Path Partner Requirements: Road to Select

	Select	Advanced
Knowledge		
AWS Accredited Professionals	4 (minimum 2 Technical & 2 Business)	8 (minimum 4 Technical & 4 Business)
AWS Certified Cloud Practitioner Individuals	2	4
Associate, Professional, or Specialty AWS Certified Individuals	2	6 (minimum 3 Professional or Specialty)
Experience		
Launched Opportunities	3 (combined MRR of at least \$1,500)	20 (combined MRR of at least \$10,000)



What does it mean to be *Registered* with the APN?

Premier Tier

Advanced Tier

Select Tier

Registered



Developing a strong AWS
foundation

Expand your knowledge

Premier Tier

Advanced Tier

Select Tier

Registered



Free eLearning Accreditations

AWS Business Professional

AWS Technical Professional

AWS TCO & Cloud Economics



20% Discount on AWS Instructor-Led Training (ILT)



Free Solution Training for Partners (ILT and eLearning)

Business Track: <https://aws.amazon.com/partners/training/path-bus-pro/>

Technical Track: <https://aws.amazon.com/partners/training/path-tech-pro/>



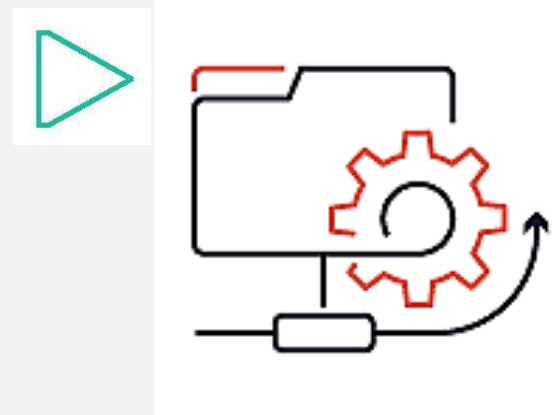
What does it mean to be a Select APN Partner?

Premier Tier

Advanced Tier

Select Tier

Registered



Accelerate Your Business

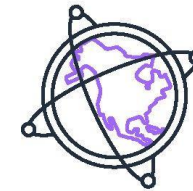
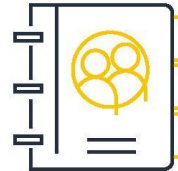
Access to APN Marketing Central

Premier Tier

Advanced Tier

Select Tier

Registered



Launch a campaign or engage an agency



Sponsor an AWS event



Best practices for joint marketing initiatives with AWS



Use the APN Logo in marketing materials

Access to funding

Premier Tier

Advanced Tier

Select Tier

Registered



Eligible for AWS Usage Credits



Funding support for qualified Proof-of-Concepts, Migrations, and free trial campaigns



Discounted training classes and training cost reimbursements

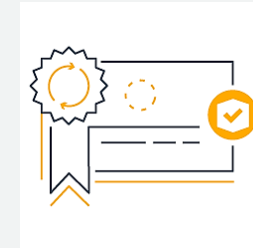
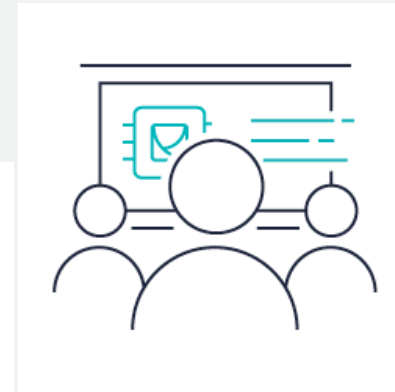
What does it mean to be an Advanced APN Partner?

Premier Tier

Advanced Tier

Select Tier

Registered



Proven expertise

Advanced APN Partners

Premier Tier

Advanced Tier

Select Tier

Registered



Access to Validated APN Programs

aws  competency

aws  msp



Market Your Offerings



Market your offerings

AWS Marketing Central – self-service marketing tool

AWS Partner Marketing Central



Partner ready
campaigns



Marketing
concierge service



Agency
connect



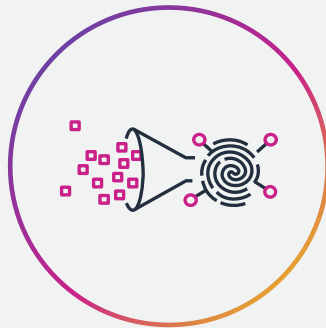
Marketing
academy



Market your differentiated offerings

Differentiation programs

**Highlight your expertise and
proven customer success**



Service
validation program



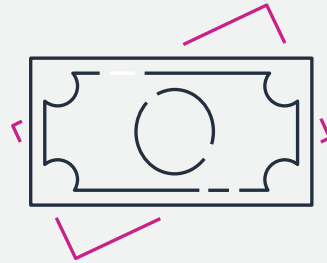
Competency
program



Managed service
provider program

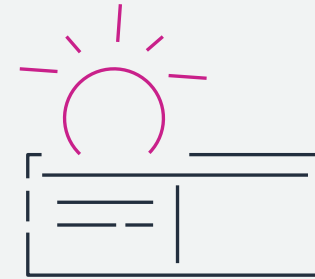
Marketing development funds

Funding resources



MDF cash

50% co-funding of
eligible activities



MDF credits

to offset the incurred AWS usage
during eligible activities such as
workshops and game days

MDF BENEFITS TO SUPPORT PARTNERS WITH DEMAND
GENERATION AND BUILDING PIPELINE

Sell Your Offerings



Sell your offerings

APN Customer Engagements (APN) Program

apn customer engagements

PROVIDES AWS AND AWS PARTNERS THE TOOLS AND RESOURCES
TO CO-SELL AND SUPPORT CUSTOMER BUSINESS NEEDS



Sell and grow with distributors

Resale AWS services

AWS DISTRIBUTORS ENGAGE, ONBOARD, ENABLE, AND ACCELERATE THE APN EXPERIENCE TO SUPPORT PARTNERS IN BUILDING ROBUST AWS PRACTICES



Go-to-market
support



Program
management



Enablement
programs



Operational
efficiency



Technical
expertise

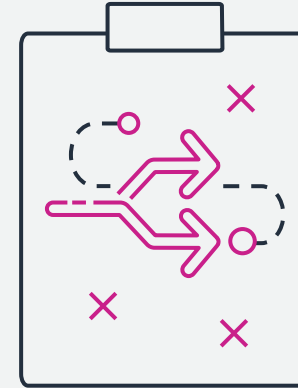


Accelerate sales with partner funding

Funding resources



Partner Opportunity Acceleration
(POA)



Migration Acceleration Program
(MAP)

AWS Partner Proof of Concept (POC)

What is a POC?

Proof of concepts (POCs) are small scale projects for customers that have not fully committed to adopting AWS. A POC is meant to determine the feasibility of the AWS solution and verify that the solution will function as envisioned. The expectation is that the customer will commit to using AWS for the migration/additional service if the POC is successful.

AWS Partner Eligibility

AWS Partner at Validated Stage or higher on the Software, Services, or Hardware Partner Path

Funding Available

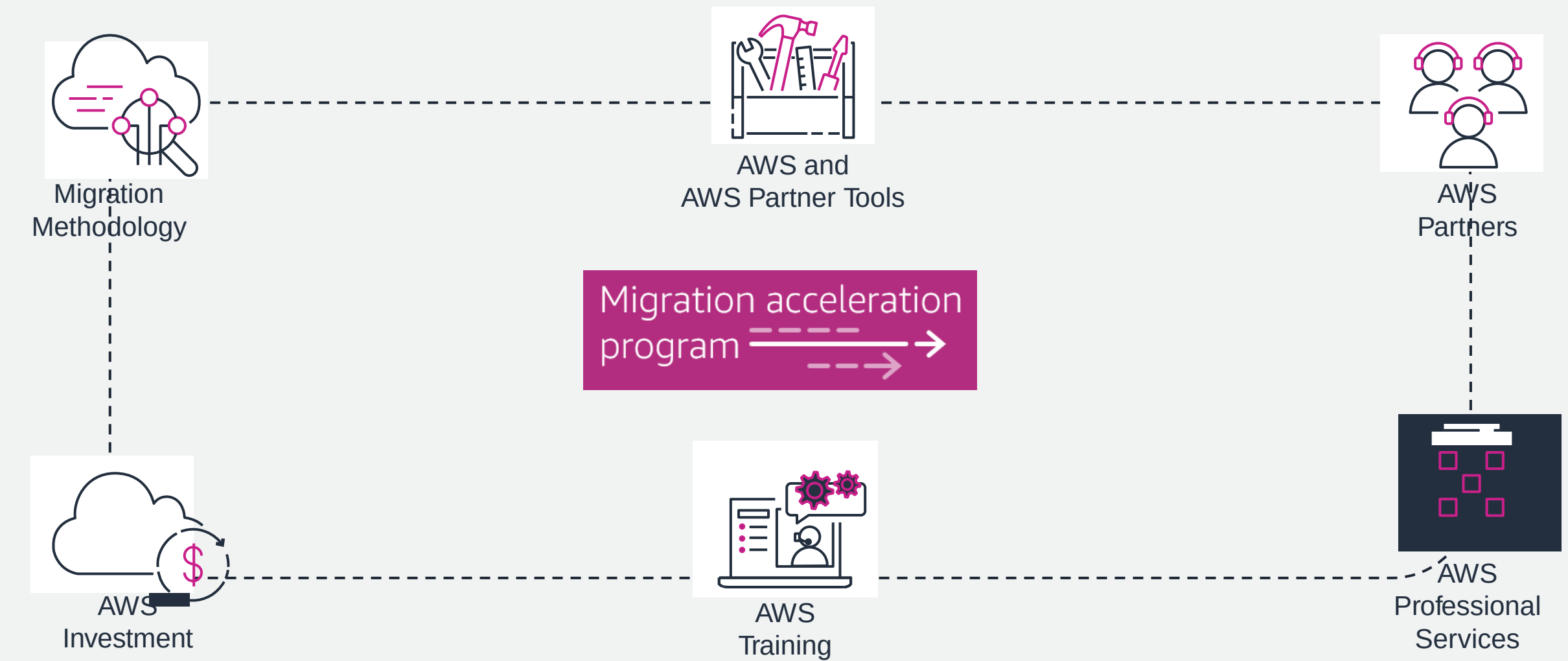
Up to **10%** of Year 1 ARR (max \$25K, capped at cost of SOW/Project Plan)

Payment

Cash paid at project completion | **Credits** issued upfront



Migration Acceleration Program (MAP)



AWS Migration Acceleration Programme

What is a MAP?

Migration Acceleration Programme (MAP) is intended to help customers with workloads on-prem/public clouds to migrate and modernize infrastructure with help of AWS cloud services

AWS Partner Eligibility

AWS Partner at Validated Stage or higher on the Software, Services, or Hardware Partner Path

Funding Available

Up to **15%** of Year 1 ARR (for projects below \$500K ARR). For projects above \$500K ARR, please contact your PSM

Payment

Cash paid at project completion | **Credits** issued 25% of sum upfront, remaining 75% after project completion



Call to Action



Call to action

Get started as an AWS Partner

- Register, create your profile, enroll in Path(s)
- Access APN Navigate for enablement content
- Register for training and get certified
- Build your capabilities and offerings
- Know your superpowers and differentiators
- Start your sales engagement



Stay-up-to date



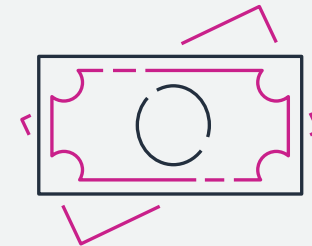
Explore partner
resources

[https://aws.amazon.com/
partners](https://aws.amazon.com/partners)



Read the
APN blog

[https://aws.amazon.com/
blogs/apn/](https://aws.amazon.com/blogs/apn/)



Learn more about
funding benefits

[https://partnercentral.
aws/partner.com](https://partnercentral.aws/partner.com)

THANK YOU

GET IN TOUCH WITH LOGICOM AWS TEAM

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