



AWS Data & Analytics Competency Technology Partner Validation Checklist

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Table of Contents

Introduction.....	3
Competency Application and Audit Process	3
Program Policies	3
AWS Data & Analytics Competency Program Prerequisites	5
AWS Data & Analytics Technology Partner Validation Checklist	7
1.0 AWS Customer References	7
2.0 Solution Details	7

Introduction

The Competency Partner Validation Checklist is intended for APN Partners who are interested in applying for AWS Competency. This checklist provides the criteria necessary to achieve the designation under the AWS Competency Program.

The goal of the AWS Competency Program is to recognize APN Partners who demonstrate technical proficiency and proven customer success in specialized solution areas.

APN Partners undergo a validation of their capabilities upon applying for the specific Competency, and every 12 months thereafter. AWS leverages in-house expertise to facilitate the review.

AWS reserves the right to make changes to this document at any time. **It is expected that APN Partners will review this document in detail before submitting a Competency application, even if all of the pre-requisites are met.** If items in this document are unclear and require further explanation, please contact your AWS Partner Development Representative (PDR) or Partner Development Manager (PDM) as the first step. Your PDR/PDM will contact the Competency Program Team if further assistance is required.

Competency Application and Audit Process

In order to begin the validation process, please follow the steps outlined below:

- Step #1: Review the Partner Validation Checklist
- Step #2: Submit a Competency Application through the APN Portal
 - Login to the [APN Portal](#)
 - Click “View My APN Account” in left navigation
 - Scroll to AWS Competencies and select the appropriate Competency
 - Complete the Competency Application

Incomplete applications will not be considered and will be rejected.

Once your firm’s application has been submitted through the APN Portal, the APN Team will review for compliance.

AWS recommends that APN Partners have individuals who are able to provide evidence of compliance and to speak in-depth to the requirements available during the validation process.

Upon completion of the review, a recommendation is given to the APN Team regarding APN Partner acceptance into the Competency. The final decision regarding acceptance is made by the APN Team; APN Partners will be notified of their status by AWS.

Program Policies

An APN Partner's application to the Competency may be rejected at the discretion of the Global Segment Business or Technical Lead. Rejections may be made due to estimated ability to consistently implement technical solutions, lack of current required APN Partner certifications, judgment of the technical or business merit of the proposed solution, perceived lack of solution delivery capabilities, or any other business or technical criteria deemed critical.

Competency status can be revoked at the discretion of the Global Segment Business or Technical Lead. Revocations may be issued due to loss of required APN Partner certifications, lack of progress toward billing or win goals, repeated violations of AWS PR guidelines, evidence of poor customer experience, including cost vectors, when using the solution, or any other business/technical factors that would indicate that the practice or solution may not meet current requirements, or is projected not to meet future requirements.

Competency status must be renewed annually on a calendar year basis. Requirements for renewal may change from year to year, subject to the business and technical needs of AWS and its customers.

AWS Data & Analytics Competency Program Prerequisites

AWS [Data & Analytics Competency Partners](#) have demonstrated success helping customers evaluate and use the tools, techniques, and technologies of working with data productively, at any scale.

AWS Data & Analytics Competency – Technology Partner Prerequisites	
APN Membership	APN Partner must meet Advanced tier+ APN Consulting Partner (view requirements)
AWS Support	APN Partner must have Business level+ Support plan (view Support plans)
AWS Customer References	<p>APN Partner must provide ≥ 4 AWS customer references specific to completed Data & Analytics projects:</p> <ul style="list-style-type: none"> ▪ 2 of the 4 AWS customer references must be public (i.e., documented in a case study, white paper, or blog post). Public references must mention AWS, the end customer, and the APN Partner. ▪ References must be for projects started within the past 12 months, and must be for projects that are in production, rather than in pilot or proof of concept stage ▪ All customer references submitted must have supporting documentation providing evidence of compliance to the requirements of this checklist
AWS Data & Analytics Product or Solution	<p>APN Partner must have a Data & Analytics product or solution on AWS, including:</p> <ul style="list-style-type: none"> • Data & Analytics product or solution available as a Quick Start, in AWS Marketplace, or via a managed offering (SaaS) platform on AWS ▪ Availability of product or solution in 3 or more AWS regions ▪ Qualifying for and posting an AWS public support statement on APN Partner's website detailing the APN Partner's Data & Analytics practice on AWS and including public reference to the APN Partner's solution, practice, or guidance on Data & Analytics. For example, an acceptable public support statement is a landing page on the APN Partner's website that contains various elements, including the AWS solutions and competency use cases, reference architecture, technology partnerships, customer references, sample TCO pricing, and any other relevant information supporting the APN Partner's expertise related to Data & Analytics and highlighting the partnership with AWS through the APN. ▪ A reference architecture for a Data & Analytics use case which is optimized for security, reliability, performance, cost optimization, and operational excellence

AWS Data & Analytics Competency – Technology Partner Categories

Data Analytic Platforms	Partners in this category provide a set of tightly integrated tools designed to work together to solve data analytic challenges within a standardized framework. Data analytic platforms should allow a diverse set of technologies to procure resources and applications on top of it. Components may include storage, processing, scheduling, security, and analytic facilities.
NoSQL / New SQL	Partners in this category provide highly-scalable, databases that organize data into a structure that is not a traditional RDBMS. NoSQL and New SQL databases typically scale horizontally (scale-out).
Data Integration & Preparation	Partners in this category enable customers to move and consolidate data from disparate sources, transform it, and prepare it for analytics. This includes extract, transform, and load (ETL); data quality, profiling, replication, preparation, and related technologies.
BI & Data Viz	Partners in this category help customers turn raw data into actionable business information using online analytic processing technologies, such as reporting, dashboarding, and data visualization.
Data Governance & Security	Partners in this category help customers discover, categorize, and control their data. This includes defining and enforcing policies; security, management of personal information; creating data catalogs & glossaries; data lineage, data masking, and more.

AWS Data & Analytics Technology Partner Validation Checklist

In preparation for the validation process, Partners should become familiar with the items outlined in this document, and prepare objective evidence, including but not limited to: prepared demonstration to show capabilities, process documentation, and/or actual customer examples.

1.0 AWS Customer References		Met	Not Met
1.1 Customer References	<p>APN Partner has four (4) AWS customer references of completed Data & Analytics projects.</p> <p>APN Partner must provide for each reference:</p> <ul style="list-style-type: none"> ▪ Name of the customer ▪ Problem statement/definition ▪ What you proposed ▪ How AWS services were used as part of the solution ▪ Third party applications or solutions used ▪ Start and end dates of project ▪ Outcome(s)/results ▪ Lessons learned 		
1.2 Public References	<p>2 of the above 4 references are publicly endorsed by the customer.</p> <p>Evidence must be in the form of a publicly available case study, white paper, blog post, or equivalent that includes, as a minimum:</p> <ul style="list-style-type: none"> ▪ Reference to customer name, APN Partner name, and AWS ▪ Customer problem that was solved ▪ How AWS was used as part of the solution ▪ Outcome(s)/results ▪ Solution architecture on AWS ▪ Metrics to show the size and scale <p>Public references must be easily discoverable on the APN Partner's website.</p>		
2.0 Solution Details		Met	Not Met
2.1 Solution Functionality and Capabilities	<p>APN Partner must provide details on how the solution helps customers with Data & Analytics workloads on AWS. This must be provided as documentation that provides details on:</p> <ul style="list-style-type: none"> • Functionality of the products and highlighting capabilities unique to AWS • How the solution integrates with or uses any AWS Data & Analytics services • How to optimize for cost and performance of the solution in relation to the size of the workload <p>The documentation can be provided as white-papers, reference architectures, public documentation, etc.</p>		
2.2 AWS Best Practices	<p>APN Partner must undergo a technical audit to establish that the product/solution can be used on AWS in an optimized and efficient manner. The technical audit will assess the solution with regards to whether the solution on AWS can be:</p> <ul style="list-style-type: none"> • Implemented in highly available and reliable manner • Run in a secure way, aligned to AWS Security Best Practices • Optimized for cost in relation to the size of the workload <p>The technical audit may use the AWS Well-Architected Framework to measure your solution against these best practices and address any shortcomings. The AWS Well-Architected Framework contains a set of foundational questions that will allow you to measure your solution against these best practices and to learn how to address any shortcomings</p>		