



AWS End User Computing (EUC) Competency

Consulting Partner Validation Checklist

May 2019
Version 1.0



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Introduction

The goal of the AWS Competency Program is to recognize AWS Partner Network Partners (“APN Partners”) who demonstrate technical proficiency and proven customer success in specialized solution areas. The Competency Partner Validation Checklist (“Checklist”) is intended for APN Partners who are interested in applying for AWS Competency. This Checklist provides the criteria necessary to achieve a designation under the AWS Competency Program. APN Partners undergo an audit of their capabilities upon applying for the specific Competency. AWS leverages in-house expertise and a third-party firm to facilitate the audit. AWS reserves the right to make changes to this document at any time.

Expectations of Parties

It is expected that APN Partners will review this document in detail before submitting an application for the AWS Competency Program, even if all of the prerequisites 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 Program Office if further assistance is required.

When ready to submit a program application, APN Partners should complete the Partner Self-Assessment column of the AWS Competency Program Validation Checklist set forth below in this document.

To submit your application:

1. Log in to the [APN Partner Central](https://partnercentral.awspartner.com/) (<https://partnercentral.awspartner.com/>), as Alliance Lead
2. Select “View My APN Account” from the left side of the page
3. Scroll to “Program Details” section
4. Select “Update” next to AWS Competency you wish to apply for
5. Fill out Program Application and Click “Submit”
6. Email completed Self-Assessment to competency-checklist@amazon.com

If you have any questions regarding the above instructions, please contact your APN Partner Development Representative/Manager.

AWS will review and aim to respond back with any questions within five (5) business days to initiate scheduling of your audit or to request additional information.

APN Partners should prepare for the audit by reading the Checklist, completing a self-assessment using the Checklist, and gathering and organizing objective evidence to share with the auditor on the day of the audit.

AWS recommends that APN Partners have individuals who are able to speak in-depth to the requirements during the audit. The best practice is for the APN Partner to make the following personnel available for the audit: one or more highly technical AWS certified engineers/architects, an operations manager who is responsible for the operations and support elements, and a business development executive to conduct the overview presentation. APN Partners should ensure that they have the necessary consents to share with the auditor (whether AWS or a third-party) all information contained within the objective evidence or any demonstrations prior to scheduling the audit.

AWS EUC Competency requirements are available in the following languages:

[Chinese \(simplified\)](#) | [Chinese \(traditional\)](#) | [French](#) | [German](#) | [Italian](#) | [Japanese](#) | [Korean](#) | [Portuguese](#) | [Russian](#) | [Spanish](#)

AWS End User Computing Competency Program Prerequisites

AWS End User Computing (EUC) Competency Partners support customers that need to provision, protect, and get intelligence from end-point devices, end-user apps, and data on AWS. These APN Partners provide services and offerings that help customers with strategy, professional services, managing infrastructure, repeatable intellectual property, and optimization of End User Computing technologies on AWS.

The AWS EUC Competency is designed for APN Advanced and Premier Consulting Partners who help customers deploy AWS EUC services on AWS. The AWS EUC services include Amazon WorkSpaces, Amazon AppStream 2.0, and Amazon WorkLink. In addition, APN Partner offerings that provide a resource brokering mechanism (control plane), visualization/remote display protocol, and an application execution environment, with either the control plane and/or application execution environment running on AWS (for example Citrix Virtual Apps and Desktops, VMware Horizon, or other solutions).

The following items will be validated by the AWS Competency Program Manager; missing or incomplete information must be addressed prior to scheduling of the audit (“Technical Validation Review”).

1.0 APN Program Membership		Met Y/N
1.1 Program Guidelines	The APN Partner must read the Program Guidelines and Definitions before applying to the AWS Competency Program. Click here for program details	
1.2 Consulting APN Partner Tier	APN Partner must be Advanced or Premier APN Consulting Partner before applying to the End User Computing Competency Program.	
2.0 AWS Customer Case Studies		Met Y/N
2.1 End User Computing-Specific Customer Case Studies	<p>APN Partner must have four (4) unique AWS Case Studies specific to completed End User Computing technology projects; two (2) of these case studies must be public AWS Case Studies.</p> <p>APN Partners holding the AWS Microsoft Workloads Competency, Productivity Category, may reuse two (2) EUC specific Case Studies used for the AWS Microsoft Workloads Competency validation and provide 2 additional, 1 public and 1 private Case Studies, to demonstrate expertise in delivering EUC solutions.</p> <p>Case Studies must be for projects that are in production, rather than in a “pilot” or proof of concept stage. Projects that are still in development stage will not be accepted. Projects should have been executed within the last 2 years and completed within the last year from the date of submission.</p> <p>APN Partner must provide the following information for each Case Study:</p> <ul style="list-style-type: none"> ▪ Name of the customer (including public customer Case Studies) ▪ Problem statement/definition ▪ How AWS Services were used as part of the solution ▪ Operating System (OS) platform(s) used ▪ Third party applications or solutions used ▪ What you proposed ▪ Start and end dates of project ▪ Start and end dates of project ▪ Outcome(s)/results <p>This information will be requested as part of the Program Application process in APN Partner Central.</p>	
	2.2.1 Two (2) of the four (4) unique AWS customer case studies <u>must be public</u> ; evidence must be in the form of publicly available case studies, white papers, or blog posts.	

<p>2.2 Publicly Available Case Studies</p>	<p>2.2.2 Public case studies must be easily discoverable on the APN Partner’s website, e.g., must be able to navigate to the case study from the APN Partner’s home page. APN Partner must provide links to these Case Studies in their application.</p> <p>2.2.3 Publicly available AWS Case Studies must include the following:</p> <ul style="list-style-type: none"> ▪ Name of the customer ▪ Problem statement/definition ▪ How AWS Services were used as part of the solution ▪ Operating System (OS) platform(s) used ▪ Third party applications or solutions used ▪ What you proposed ▪ Start and end dates of project ▪ Start and end dates of project ▪ Outcome(s)/results <p><i>Note: Public Case Studies are used by AWS upon approval into the Competency to showcase the APN Partner’s demonstrated success in the practice area and provide customers with confidence that APN Partner has the experience and knowledge needed to develop and deliver solutions to meet their objectives.</i></p> <p><i>For best practice on how to write an accepted Public Case Study See Here</i></p>	
<p>3.0 AWS End User Computing Practice and Focus</p>		<p>Met Y/N</p>
<p>3.1 APN Partner Practice Landing Page</p>	<p>AWS customers are looking for experience and expertise in implementing, migrating, and managing End User Computing solutions on the AWS Cloud; an APN Partner’s internet presence specific to their AWS End User Computing Solutions provides customers with confidence about the APN Partner’s End User Computing technology capabilities and experience on AWS.</p> <p>APN Partner must have an AWS landing page that describes their AWS End User Computing practice, AWS End User Computing technology service and solutions offerings, links to related customer Case Studies, and any other relevant information supporting the APN Partner’s expertise related to End User Computing technologies and highlighting the collaboration with AWS.</p> <p>A practice page specific to End User Computing on AWS must be accessible from APN Partner home page. Home page is not acceptable as a practice page unless APN Partner is a dedicated End User Computing consulting company and home page reflects APN Partner’s concentration on End User Computing on AWS.</p> <p><i>Note: For best practice on how to build an accepted APN Partner Practice Landing Page See Here</i></p>	
<p>3.3 AWS and End User Computing Thought Leadership</p>	<p>AWS End User Computing Competency Partners are viewed as having deep domain expertise in End User Computing technologies and workloads, having developed innovative solutions that leverage AWS services.</p> <p>APN Partner must have public-facing materials (e.g., blog posts, press articles, videos, etc.) showcasing the APN Partner’s focus on and expertise in End User Computing solutions. Links must be provided to examples of materials published within the last 12 months.</p>	
<p>4.0 APN Partner Self-Assessment</p>		<p>Met Y/N</p>
<p>4.1 AWS Competency Partner Program Validation Checklist Self-Assessment</p>	<p>APN Partner must conduct a self-assessment of their compliance to the requirements of the AWS End User Computing Consulting Partner Validation Checklist.</p> <ul style="list-style-type: none"> ▪ APN Partner must complete all sections of the checklist. ▪ Completed self-assessment must be emailed to competency-checklist@amazon.com, using the following convention for the email subject line: “[APN Partner Name], End User Computing Competency Consulting Partner Completed Self-Assessment.” ▪ It is recommended that APN Partner has their Solutions Architect or Partner Development Manager review the completed self-assessment before submitting to AWS. The purpose of this 	

is to ensure the APN Partner’s AWS team is engaged and working to provide recommendations prior to the audit and to help ensure a productive audit experience.

AWS End User Computing Consulting Partner Validation Checklist

In preparation for the validation process, APN Partner should become familiar with the items outlined in this checklist and prepare objective evidence, including but not limited to: prepared demonstration to show capabilities, process documentation, and/or actual customer examples. APN Partners are not limited to the four (4) case studies submitted as part of the prerequisite process but should be prepared to describe how each new case study meets the minimum acceptable criteria for an AWS End User Computing case study if being used during the validation.

The AWS Competency Program is guided by [AWS best practices](#) and [Well Architected Framework](#).

1.0 End User Computing Practice Overview		Met Y/N
1.1 Customer Presentation	<p>APN Partner has a company overview presentation that sets the stage for customer conversations about their AWS End User Computing capabilities and showcases APN Partner’s demonstration capabilities.</p> <p>Presentation contains information about the APN Partner’s AWS End User Computing capabilities, including AWS-specific differentiators, e.g., what is unique about the APN Partner’s practice that can only be accomplished leveraging AWS.</p> <p>Overview presentations contain:</p> <ul style="list-style-type: none"> ▪ Company history ▪ Office locations ▪ Number of employees ▪ Customer profile, including number and size of customers, including industry ▪ Overview of philosophy, practices, and tools related to AWS and End User Computing <p>Evidence must be in the form of a presentation delivered by a business development executive at the beginning of the validation session and should be limited to 15 minutes.</p>	
1.2 AWS Services Leveraged	<p>AWS customers seeking specialized assistance with End User Computing on AWS view AWS End User Computing Competency Partners as the go-to experts in the field. Potential customers often ask for examples of solutions built for other customers when choosing an APN Partner and want confidence that consultants are up to date on AWS services. APN Partner must have at least two (2) public Case Studies to showcase the APN Partner’s expertise with End User Computing on AWS. These case studies should highlight related AWS services such as but not limited to Amazon WorkSpaces, Amazon AppStream2.0, Amazon WorkLink, Amazon Elastic Compute Cloud (Amazon EC2), Amazon Relational Database Service (Amazon RDS), AWS Identity and Access Management (IAM), and others.</p>	
1.3 Maintaining AWS Expertise	<p>APN Partner can describe how they stay current on End User Computing -related technologies and related AWS services and tools.</p> <p>Evidence must be in the form of a verbal description on enablement materials leveraged by APN Partner to stay current on AWS services and features.</p>	
1.4 End User Computing Solution Selling	<p>APN Partner can describe how End User Computing opportunities are identified, how their sellers are trained to identify and sell those opportunities, and specific demand generation/lead generation efforts associated to their AWS End User Computing practice.</p> <p>Evidence must be in the form of a verbal description how APN Partners engage with customers, their internal sellers, and AWS sellers if applicable.</p>	
1.5 AWS Sales Engagement	<p>APN Partner can describe how and when they engage with AWS sellers and AWS Solutions Architects.</p> <p>Evidence must be in the form of a verbal description for how and when they engage AWS sellers or Solutions Architects on an opportunity or in the form of a demonstration of the AWS Opportunity Management tool</p>	

with sales qualified opportunities submitted (sales qualified = budget, authority, need, timeline, and competition fields completed).

2.0 Operational Excellence		Met Y/N	Notes
<p>The operational excellence pillar focuses on running and monitoring systems to deliver business value, and continually improving processes and procedures. Key topics include managing and automating changes, responding to events, and defining standards to successfully manage daily operations.</p>			
APN Partner Delivery Model			
2.1 APN Partner Engagement with Customers	<p>APN Partner can describe whether their AWS End User Computing practice delivers only project-based work and hands off final solution to end customer per terms of the Statement of Work (SOW).</p> <p>or</p> <p>APN Partner delivers project-based work and retains contractual obligation to the customer to manage and operate End User Computing workloads.</p> <p>Evidence must be in the form of a verbal description or evidence of APN Partner engagement model (e.g., SOWs, SLAs, or MSP contracts) for the customer case studies submitted to meet the Competency prerequisites.</p>		
2.2 Customer Handoff and Acceptance for End User Computing Projects	<p>If APN Partner performs SOW-only work, Partner can describe customer handoff and acceptance process.</p> <p>Evidence must be in the form of verbal description, customer training documents, and/or SOW language describing handoff responsibilities.</p>		
2.3 End User Computing Specific Monitoring Considerations	<p>APN Partner demonstrates their processes and tools for monitoring End User Computing environments on AWS.</p> <p>Evidence must be in the form of APN Partner description of their approach to project scoping.</p>		
2.4 End User Computing Training for Internal Personnel	<p>APN Partner has process to ensure that there are sufficient End User Computing trained personnel to effectively support customers.</p> <p>Evidence must be in the form of:</p> <ul style="list-style-type: none"> ▪ An established training plan including on-boarding processes that identify job roles (sellers, solutions architects, project managers) and required training paths) <p>A verbal description of methods used to allocate required resources to End User Computing projects</p>		

3.0 Security		Met Y/N	Notes
<p>The security pillar focuses on protecting information and systems. Key topics include confidentiality and integrity of data, identifying and managing who can do what with privilege management, protecting systems, and establishing controls to detect security events.</p> <p>For engagements where the customer will have responsibility for managing their own AWS resources, APN Partner must provide evidence of guidance that was provided to the customer to enable them to meet their objectives.</p> <p>For engagements where the APN Partner will be managing the customer's Amazon EC2 instances, the preferred method of providing evidence is a demonstration of what is in place to enable the customer to meet their objectives.</p>			
User Security Best Practices			
3.1 Identity and Access Management	<p>APN Partner has a documented access management strategy, including but not limited to: IAM users, symmetric access keys, asymmetric X.509 certificates, console passwords, and hardware or virtual multi-factor authentication (MFA) devices.</p>		

	Evidence must be in the form of a technology demonstration, process documentation that addresses the above, and one customer example.		
3.2 Protection of Root Account Credentials	APN Partner does not administrate AWS accounts by use of root account credentials. Evidence must be in the form of a technology demonstration.		
3.3 Least Privilege Principle	APN Partner has a system in place that provides access to customer resources to customer engineers (and APN partner engineers for managed systems) based on the principle of least privilege. A process for defining and maintaining the appropriate level of access is in place. Access to critical or sensitive data (as defined by the customer) is further controlled by multi-factor or quorum authentication with access-based alerts. Evidence must be in the form of a demonstration of internal capabilities and processes for maintaining least privilege access policies.		

Monitoring and Detection

3.4 Detective Controls	Activity is monitored appropriately, including by maintenance of logs for capturing performance and security event data, e.g., AWS CloudWatch Logs, Amazon CloudWatch Events, Amazon Virtual Private Cloud (Amazon VPC) flow logs, Elastic Load Balancing logs, Amazon Simple Storage Service (Amazon S3) buckets, etc. Logs are retained per customer-agreed retention periods. Evidence must be in the form of an example of logs maintained, including demonstration that logs are retained per customer-agreed retention periods.		
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Infrastructure and Data Protection

3.5 Protection of Customer Systems from Attacks	APN Partner has implemented security policies and procedures to protect its customers' systems from attacks. Evidence must be in the form of security policies and procedures; may also be in the form of industry certification related to information security management (e.g., ISO 27001).		
3.6 Data Protection	APN Partner has security policies and procedures to protect its customers' data (e.g., data at rest / data in transit / encryption). Evidence must be in the form of documentation about APN Partner's security policies and procedures provided to their customers (e.g., SOW document).		

4.0 Reliability		Met Y/N	Notes
<p>The reliability pillar focuses on the ability to prevent, and quickly recover from failures to meet business and customer demand. Key topics include foundational elements around setup, cross project requirements, recovery planning, and how we handle change.</p> <p>For engagements where the customer will have responsibility for managing their own Amazon EC2 instances, provide evidence of guidance that was provided to the customer to enable them to meet their objectives.</p> <p>For engagements where the partner will be managing the customer's Amazon EC2 instances, the preferred method of providing evidence is a demonstration of what is in place to enable the customer to meet their objectives.</p>			
4.1 Backup and Recovery	APN Partner demonstrates how they design and deliver a backup and recovery architecture to meet customer's requirements aligned with End User Computing solutions and AWS best practices. Evidence must include the results of a recovery test.		
4.2 High Availability	APN Partner demonstrates how they design and deliver a high availability architecture to meet customer's requirements that is aligned with End User Computing solutions and AWS best practices. Evidence must include the results of a failover test.		
4.3 Disaster Recovery	APN Partner designs disaster recovery architecture for End User Computing according to customer requirements (RPO/RTO) and aligned with End User Computing Solutions and AWS best practices.		

Evidence must include the results of a failover test.

5.0 Performance Efficiency		Met Y/N	Notes
The performance efficiency pillar focuses on using IT and computing resources efficiently. Key topics include selecting the right resource types and sizes based on workload requirements, monitoring performance, and making informed decisions to maintain efficiency as business needs evolve.			
Selection			
5.1 Sizing	<p>APN Partner demonstrates their process for sizing and architecting End User Computing solution(s) on AWS based on customer’s requirements.</p> <p>APN Partner must provide evidence of how they:</p> <ul style="list-style-type: none"> ▪ Collect customer sizing and performance requirements ▪ Translate customer’s sizing and performance requirements into AWS infrastructure resources: <ul style="list-style-type: none"> ○ EC2 instance types and sizes (or Amazon WorkSpace bundles for Amazon AppStream2.0 Fleets and Instances) ○ EBS volume types, sizes, and number of volumes ○ VPC network connection type and speed <p>Evidence must be provided in the form of verbal description as it relates to (2) of the four (4) submitted customer case studies.</p>		
5.2 Performance Monitoring	<p>APN Partner describes how their implemented processes and tools are used to monitor End User Computing Solutions performance on AWS.</p> <p>Evidence must be provided in the form of verbal description as it relates to (2) of the four (4) submitted customer case studies.</p>		

6.0 Cost Optimization		Met Y/N	Notes
Cost Optimization focuses on avoiding un-needed costs. Key topics include understanding and controlling where money is being spent, selecting the most appropriate and right number of resource types, analyzing spend over time, and scaling to meet business needs without overspending.			
Cost-Effective Resources			
6.1 Cost Optimized Architecture	<p>APN Partner can describe the guidance provided to customers to make cost-effective choices, including:</p> <ul style="list-style-type: none"> ▪ EC2 Instance (or Amazon WorkSpace bundles for Amazon AppStream2.0 Fleets and Instances) Type selection and rightsizing ▪ EC2 Purchasing Options selection (or Amazon WorkSpaces Billing options or Amazon AppStream2.0 Fleet instance types or user fees) ▪ Backup and Recovery Architecture considerations related to cost ▪ High Availability Architecture considerations related to cost ▪ Disaster Recovery Architecture considerations related to cost <p>Evidence must be in the form of submitted case studies addressing the above.</p>		

AWS Resources

Title	Description
How to Build a Practice Landing Page	Provides guidance how to build a Practice/solution page that will meet the prerequisites of the Program.
How to write a Public Case Study	Provides guidance how to build a Public Customer Case Study that will meet the prerequisites of the Program.

How to build an Architecture Diagram	Provides guidance how to build a architecture diagrams that will meet the prerequisites of the Program.
Partner Readiness Doc	Provides guidance and best practice examples of the Program perquisites.

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