



AWS Storage Competency

Consulting Partner Validation Checklist

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Introduction

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

AWS Storage Competency Program Prerequisites

Cloud storage is a critical component of cloud computing, holding the information used by applications. Big data analytics, data warehouses, Internet of Things, databases, and backup and archive applications all rely on some form of data storage architecture. Cloud storage is typically more reliable, scalable, and secure than traditional on-premises storage systems.

AWS Storage Competency Partners have demonstrated success helping customers evaluate and use the techniques and technologies of effectively storing data in the AWS Cloud.

The following items will be validated by the AWS Competency Program Manager; missing or incomplete information must be addressed prior to scheduling of the 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 Storage Competency Program. Click here for program details	
1.2 Consulting Partner Tier	Partner must be Advanced or Premier APN Consulting Partner before applying to the Storage Competency Program.	
2.0 AWS Customer Case Studies		Met Y/N
2.1 Storage-Specific Customer Case Studies	<p>Partner must have four (4) AWS customer case studies specific to completed Storage projects</p> <p>Partner must provide the following information for each case study:</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 (Case studies must be for projects started within the past 18 months, and must be for projects that are in production*, rather than in pilot or proof of concept stage) ▪ Quantified outcomes/results <p>This information will be requested as part of the Program Application process in APN Partner Central.</p> <p>Note: Case studies must be for projects that are in production, rather than in pilot or proof of concept stage.</p>	
2.2 Publicly Available Case Studies	2.2.1 Two (2) of the four (4) AWS customer case studies <u>must be public</u> ; evidence must be in the form of publicly available case studies.	
	Note: For best practice on how to write an accepted Public Case Study See Here	
	2.2.2 At least one (1) public case study and (1) one private case study must include an AWS Storage Competency Technology Partner product as part of the solution	
	2.2.3 Customer case studies need to address, in aggregate, at least 2 of the use cases described in section 2.3	
	2.2.4 Public case studies must be easily discoverable on the Partner's practice landing page, e.g., must be able to navigate to the case study from the Partner's home page. Partner must provide a natural link to these case studies, such as domain.tld/aws	
2.2.5 Public-facing case studies must include the following:		
	<ul style="list-style-type: none"> ▪ Reference to the customer name, Partner Name, and AWS ▪ Problem statement/definition ▪ What you proposed ▪ How AWS services were used as part of the solution ▪ Outcome(s)/results 	

	<p>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.</p>	
2.3 Storage-Specific Case Study Criteria	<p>AWS Storage Competency Partners are AWS' industry-leading Consulting Partners that provide implementation capabilities for a variety of use cases including:</p> <ul style="list-style-type: none"> ▪ Backup and Restore operations to, from, and within the AWS environment ▪ Primary Storage using file or block protocols in both on-cloud and hybrid models ▪ Archive into Amazon S3 and Glacier for long term retention of documents. ▪ Business Continuity and Disaster Recovery (BCDR) – solutions that facilitate fail-over of customer operations during disaster with minimal disruption and downtime, based on customer business requirements <p>To qualify, the case studies submitted must demonstrate use case expertise while following AWS best practices in each areas. Solution also cannot be simply a resale or simple implementation of existing AWS Storage Competency Technology Partner solutions or AWS services without additional integration or value add by the APN Consulting Partner.</p>	
3.0 AWS Storage Practice and Focus		Met Y/N
3.1 Partner Practice Landing Page	<p>AWS customers are looking for expertise in the development and delivery of Storage solutions on AWS; a Partner's internet presence specific to their AWS Storage practice provides customers with confidence about the Partner's Storage capabilities and experience.</p> <p>Partner must have a landing page that describes their AWS Storage practice, AWS solutions and Competency use cases, technology partnerships, links to AWS customer case studies or case studies, and any other relevant information supporting the Partner's expertise related to Storage and highlighting the partnership with AWS.</p> <p>Storage practice page must be accessible from Partner home page. Home page is not acceptable as a practice page unless Partner is a dedicated Storage consulting company and home page reflects Partner's concentration on Storage.</p> <p>Note: For best practice on how to build an accepted APN Partner Practice Landing Page See Here</p>	
3.2 Storage Thought Leadership	<p>AWS Storage Competency Partners are viewed as having deep domain expertise in Storage, having developed innovative solutions that leverage AWS services emphasizing what is possible in an AWS environment that is not possible using traditional on-premises storage solutions.</p> <p>Partner must have public-facing materials (e.g., blog posts, press articles, videos, etc.) showcasing the APN Partner's focus on and expertise in Storage. Links must be provided to examples of materials published within the last 12 months.</p>	
4.0 Partner Self-Assessment		Met Y/N
4.1 AWS Competency Partner Program Validation Checklist Self-Assessment	<p>Partner must conduct a self-assessment of their compliance to the requirements of the AWS Storage Consulting Partner Validation Checklist.</p> <ul style="list-style-type: none"> ▪ 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], Storage Competency Consulting Partner Completed Self-Assessment." ▪ It is recommended that Partner has their Solutions Architect and Partner Development Manager (PDM) review the completed self-assessment before submitting to AWS. The purpose of this is to ensure the Partner's AWS team is engaged and working to provide recommendations prior to the audit and to help ensure a positive audit experience. 	

AWS Storage Consulting Partner Validation Checklist

In preparation for the validation process, 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. Partners are not limited to the four (4) case studies submitted as part of the prerequisite process but should be prepared to describe how the new case studies meets the minimum acceptable criteria for an AWS Storage case study if being used during the validation.

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

1.0 Storage 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 Storage practice and showcases Partner’s demonstration capabilities.</p> <p>Presentation contains information about the Partner’s AWS Storage practice, including AWS-specific differentiators, e.g., what is unique about the Partner’s Storage 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 AWS Storage Practice and Specific Use Case Expertise; with focus on competitive advantage areas including the ability to securely manage and store data to meet regulatory compliance requirements. ▪ Description of AWS Technology Partner Storage Solutions are leveraged <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 Storage Services Expertise	<p>AWS customers seeking Storage consulting services view AWS Storage Competency Partners as the go-to experts in the field. Potential customers often ask for examples of solutions built for other customers when choosing a Partner and want confidence that consultants are up to date on AWS Storage services.</p> <p>For each of the following AWS Storage services: Amazon EBS, Amazon S3, Amazon Glacier, Snowball, Partner to provide description of how services are supported as part of a solution comprising multiple services.</p> <p><i>Note: Evidence may also be found in the submitted customer case studies (Prerequisites, Section 2.0), AWS Storage Practice and Focus (Prerequisites, Section 3.0), during the customer presentation (Section 1.1 above), or during review of other sections.</i></p>	
1.3 Maintaining AWS Expertise	<p>Partner can describe how they stay current on AWS Service releases and Technology Partner products related to their AWS Storage Practice.</p> <p>Evidence must be in the form of a verbal description on enablement materials leveraged by Partner to stay current on AWS services and features.</p>	
1.4 Storage Training for Internal Personnel	<p>APN Partner has process to ensure that there are sufficient Storage 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 ▪ A verbal description of methods used to allocate required resources to Storage projects 	

1.5 Storage Solution Selling	<p>APN Partner can describe how Storage solutions are sold (e.g., Storage solutions are custom consulting engagements, or sold as pre-defined bundles with vertical use-cases) and demand generation/lead generation efforts to grow their AWS Storage practice.</p> <p>Evidence must be in the form of a verbal description how partners engage with customers, their internal sellers, and AWS sellers if applicable.</p>
1.6 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 with sales qualified opportunities submitted (sales qualified = budget, authority, need, timeline, and competition fields completed).</p>
1.7 Disaster Recovery Planning and Testing	<p>APN Partner demonstrates evidence of disaster recovery planning to support their own practice.</p> <p>Evidence must be in the form of a documented disaster recovery process, with evidence of testing within the last 12 months.</p> <p>Evidence of current ISO 22301 certification provides exemption.</p>
1.8 Delivery Model for Storage Solutions	<p>APN Partner can describe whether their AWS Storage practice delivers only project-based work and hands off final solution to end customer per terms of the Statement of Work.</p> <p>or</p> <p>APN Partner delivers project-based work and retains contractual obligation to the customer to manage and operate Storage 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>
1.9 Lessons Learned	<p>APN Partner demonstrates that lessons learned from each deployment are documented and shared across teams to share the benefits of those lessons.</p> <p>Evidence must be in the form of lessons-learned documentation as a result from submitted case studies.</p>
1.10 End of Project Customer Satisfaction Survey	<p>Partner asks customer to complete AWS Customer Satisfaction Survey at the end of the project. This is accomplished by searching for the Partner in the AWS Partner Solutions Finder and asking Customer to leverage the “Rate this Partner” feature.</p> <p>Evidence must be in the form of a demonstration to show where the “Rate this Partner” feature is located on the AWS Partner Solutions Finder and proof of implementation of this process via ten completed customer reviews.</p>

2.0 Baseline Technical Considerations		Met Y/N	Notes
2.1 Identity and Access Management	<p>APN Partner has a documented Access Management Strategy, including but not limited to: AWS Identity and Access Management (IAM) users, symmetric access keys, asymmetric X.509 certificates, console passwords, and hardware or virtual multi-factor authentication (MFA) devices.</p> <p>Evidence must be in the form of a technology demonstration, process documentation that addresses the above, and one customer example.</p>		Waived if APN Partner is approved AWS MSP
2.2 Protection of Root Account Credentials	<p>APN Partner does not administrate AWS accounts by use of root account credentials.</p> <p>Evidence must be in the form of a technology demonstration.</p>		Waived if APN Partner is approved AWS MSP
2.3 Least Privilege Principle	<p>APN Partner has system that provides access to customer resources to its engineers 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</p>		Waived if Partner is approved AWS MSP

	<p>sensitive data (as defined by the customer) is further controlled by multi-factor or quorum authentication with access-based alerts.</p> <p>Evidence must be in the form of security policies for maintaining least privilege access on accounts.</p>		
2.4 Detective Controls	<p>Activity is monitored appropriately, including by maintenance of logs for capturing performance and security event data, for example CloudWatch Logs, events, VPC Flow Logs, Elastic Load Balancing logs, Amazon S3 bucket logs, Technology Partner product logging etc.</p> <p>Evidence must be in the form of an example of logs maintained, including demonstration that logs are retained per customer-agreed retention periods. Evidence must also be provided to demonstrate that processes are in place to detect device tampering/hacking.</p>		Waived if Partner is approved AWS MSP
2.5 Multi-Factor Authentication	<p>APN Partner ensures that multi-factor authentication is activated on all Partner and customer AWS root accounts.</p> <p>APN Partner must show evidence of the use of technology for regular auditing of accounts for MFA activation (e.g., using AWS Trusted Advisor) and must show policies and process for activation of MFA on new AWS root accounts.</p>		Waived if Partner is approved AWS MSP
2.6 Protection of Internal Systems from Attacks	<p>APN Partner has established security policies and procedures to monitor and protect its own systems from attacks.</p> <p>Evidence must be in the form of security policies and procedures; may also be in the form of current industry certification related to information security (e.g., ISO 27001) or proof of infrastructure security and information security management processes and associated approvals.</p>		Waived if Partner is approved AWS MSP
2.7 Protection of Customer Systems from Attacks	<p>APN Partner has security policies and procedures to protect its customers' systems from attacks.</p> <p>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).</p>		Waived if Partner is approved AWS MSP
2.8 Communication of Security Best Practices	<p>APN Partner ensures <u>customers</u> understand AWS security processes and technologies as outlined in https://aws.amazon.com/whitepapers/aws-security-best-practices/</p> <p>Evidence must be in the form of onboarding and educational documents provided to customers that specifically cover customer security considerations in the Partner's environment.</p>		Waived if Partner is approved AWS MSP
2.9 PII Data Encryption	<p>Customer contact and business/personal operational systems information is encrypted on all Partner systems including Partner, billing, and ticketing systems.</p> <p>Evidence must be in the form of documentation of customer information storing systems with proof of encryption.</p>		Waived if Partner is approved AWS MSP
2.10 Securing Backup Data Encryption at Rest	<p>Partner understands AWS Service-level storage capabilities (e.g. Glacier provides encryption at rest automatically) and provides additional access control, encryption at rest, encryption in transit, server-side encryption, and encryption keys/AWS Key Management Service options.</p> <p>Evidence must be in the form of security policies and procedures and application to the 4 submitted case studies.</p>		Not Eligible for Waiver

3.0 Cloud Storage Use Cases	Met Y/N	Notes
AWS Storage Competency Partners are experts in storage solutions and offer expertise in Backup and Restore, Primary Storage Archive, and Business Continuity/Disaster Recovery (BCDR) solutions.		

Partners need to demonstrate their expertise by following AWS Well-Architected principles for each use case that they specialize in, if applicable to the submitted case studies. These principles are detailed for each use case in the below checklist.

Backup and Restore

Transform traditional backup and restore operations away from traditional tape or disk targets to use AWS based storage resources as a fast, cost-effective method of data protection. Use AWS storage such as Amazon S3 or Amazon Glacier as the target for backups to provide high durability for AWS workloads. These approaches offer lower costs, higher scalability, and more durability to meet Recovery Time Objective (RTO), Recovery Point Objective (RPO), and compliance requirements.

3.1 Process to determine customer needs	<p>Partner has processes and design templates to determine customers' needs for storage solutions including usage patterns, regulatory considerations, availability requirements, performance requirements, access to data and use cases.</p> <p>Evidence must be provided in the form of verbal description as it relates to submitted Backup and Restore customer case studies and relevant process documentation or templates.</p>	<p>Not Eligible for Waiver</p>
3.2 Performance Profile	<p>Partner understands the performance profile for each customer workload and conducts performance analysis to measure input/output operations per second (IOPS), throughput. Partner can evaluate these metrics to make sure they satisfy the customers recovery (RPO/RTO) requirements</p> <p>Evidence must be provided in the form of written description as it relates to submitted Backup and Restore customer case studies.</p>	<p>Not Eligible for Waiver</p>
3.3 AWS Storage Selection	<p>APN Partner to describe considerations for how they select the right AWS Storage options specifically outlining access method, pattern of access, throughput required, frequency of access, frequency of update, and availability and durability constraints.</p> <p>Evidence must be provided in the form of verbal description as it relates to submitted Backup and Restore customer case studies.</p>	<p>Not Eligible for Waiver</p>
3.4 Data Restoration	<p>Partner has expertise and provides file-level restore, volume-level restore, application-level restore (e.g., databases), and image-level restore according to customer agreements with no data loss.</p> <p>Evidence must be provided in the form of verbal description as it relates to submitted Backup and Restore customer case studies.</p>	<p>Not Eligible for Waiver</p>
Backup Based on Cloud-Native Infrastructure Customer is running all services from AWS. Partner leverages many built-in features to meet data protection needs.		
3.5 Consistent or Hot Backups	<p>Partner ensures backup processes maintain data consistency in both busy production environments and idle ones.</p> <p>Evidence must be provided in the form of verbal description as it relates to submitted Backup and Restore customer case studies.</p>	<p>Not Eligible for Waiver</p>
3.6 Multi-volume Backups	<p>Partner has processes to perform multivolume backups from the volume manager layer rather than the underlying EBS volumes. This ensures all metadata is consistent and the subcomponent volumes are coherent. This can be accomplished either through scripts, agent-based backup technology solutions or by combining to a single large volume if the single volume can perform sufficiently during the backup and whether the maximum volume size is appropriate for the application.</p>	<p>Not Eligible for Waiver</p>
3.7 Database Replica Backups	<p>Partner backups up databases using a snapshot or read replica to avoid contention with the production workload</p>	<p>Not Eligible for Waiver</p>

	Evidence must be in the form of verbal description, if applicable to submitted Backup and Restore case studies.		
3.8 EBS Snapshot Protection & Region Replication	<p>If Amazon EBS is used in the solution, Partner demonstrates the following:</p> <ul style="list-style-type: none"> ▪ Use of regular snapshots, where appropriate to the solution ▪ Appropriate use of volume types depending on workload (IO1/GP2/ST1/SC1) ▪ The provision of appropriate levels of data protection for customer workloads given AWS published AFRs for Amazon EBS ▪ Implementation of snapshot tagging or other metadata tracking and a retention policy matching customer's requirements and preventing them from having to manually clean up, or pay for snapshots they no longer need. <p>Evidence must be in the form of verbal description, if applicable to submitted Backup and Restore case studies.</p>		Not Eligible for Waiver
3.9 Amazon RDS Snapshots	<p>Amazon RDS includes features for automating database snapshot. Amazon RDS creates a storage volume snapshot of your database instance, protecting the entire DB instance, not just individual databases.</p> <p>Partner describes use of RDS snapshots.</p> <p>Evidence must be in the form of verbal description, if applicable to submitted Backup and Restore case studies.</p>		Not Eligible for Waiver
3.10 Protecting EC2 Instance Images	<p>AWS stores system images in what are called Amazon Machine Images (AMIs). These images consist of the template for the root volume required to launch an instance. You can use the AWS Management Console or the AWS EC2 create-image CLI command to copy the root volume as an AMI.</p> <p>Partner describes their process to backup customer's custom AMIs.</p> <p>Evidence must be in the form of verbal description, if applicable to submitted Backup and Restore case studies.</p>		Not Eligible for Waiver
Archive			
3.11 Data Archiving	<p>When you need to preserve data for compliance or corporate reasons, you archive it. Unlike backups, which are usually performed to keep a copy of the production data for a short duration to recover from data corruption or data loss.</p> <p>If Amazon Glacier is implemented in the solution, APN Partner demonstrates that the solution must be able to tolerate the restore delay introduced by Glacier, at a minimum.</p> <p>Evidence must be in the form of written description, if applicable to submitted Archive case studies.</p>		Not Eligible for Waiver
Business Continuity/Disaster Recovery (BCDR) solutions that function with minimal plan modification.			
3.12 BCDR Solutions	<p>Partner provides full Business Continuity/Disaster Recovery (BCDR) solutions to customers with complete backup and replication of production applications, data, and operational capabilities to support customer SLAs.</p> <p>Evidence must be provided in the form of written description as it relates to submitted BCDR customer case studies.</p>		Not Eligible for Waiver

3.13 BCDR Testing	<p>Partner has a process to test BCDR solutions with simulated outages.</p> <p>Evidence must be provided in the form of verbal description as it relates to submitted BCDR customer case studies.</p>		Not Eligible for Waiver
Primary Storage (using file or block protocols and Object Storage) Provide AWS cloud-enabled primary storage capabilities either for EC2 instances or on-prem while persisting data directly to S3 or using gateways acting as a proxy in front of S3.			
3.14 Amazon S3 Best Practices	<p>If Amazon S3 is used in the solution, APN Partner demonstrates the following:</p> <ul style="list-style-type: none"> ▪ Use of multi-part uploads for large objects on Amazon S3. ▪ Support for access control measures through the use of S3 bucket policies, combined with IAM roles/users. <p>Evidence must be provided in the form of verbal description as it relates to submitted S3-based Primary Storage customer case studies.</p>		Not Eligible for Waiver
3.15 Amazon EFS	<p>If Amazon EFS is used in the solution, APN Partner demonstrates following optimizations: performance, security and availability. performance, availability, and security, interfaces, and cost model.</p> <p>Evidence must be provided in the form of written description as it relates to submitted EFS-based Primary Storage customer case studies.</p>		
3.16 Amazon EBS	<p>If Amazon EBS is used in the solution, APN Partner demonstrates following optimizations: performance, security, availability. durability, scalability, and cost.</p> <p>Evidence must be provided in the form of written description as it relates to submitted EBS-based Primary Storage customer case studies.</p>		
3.17 S3 Optimization: Tagging	<p>Partner leverages tagging to categorize S3 objects and is uses to filter for data lifecycle management policies.</p> <p>Evidence must be provided in the form of written description as it relates to submitted S3-based Primary Storage customer case studies.</p>		Not Eligible for Waiver
3.18 S3 Optimization: Access Patterns	<p>Partner analyzes storage access patterns. Analyze all the objects in a bucket or use an object tag or common prefix to filter objects for analysis. Partner selects more appropriate storage class when infrequent access patterns of a filtered data set are observed.</p> <p>Evidence must be provided in the form of written description as it relates to submitted S3-based Primary Storage customer case studies.</p>		Not Eligible for Waiver
3.19 Storage Class Tradeoffs	<p>Partner understands and can describe when different Amazon S3 storage classes are used.</p> <p>Evidence must be provided in the form of verbal description as it relates to submitted S3-based Primary Storage customer case studies.</p>		Not Eligible for Waiver
3.20 Metrics and Performance Monitoring	<p>Partner leverages Amazon CloudWatch for object and block storage and sets appropriate alarms, AWS Trusted Advisor or Technology Solutions such as Cloudability to identify unattached, underutilized, and over-utilized EBS volumes.</p>		Not Eligible for Waiver

	Evidence must be in the form of verbal description and relevance to submitted case studies if applicable.		
3.21 EBS Optimization: Delete Unattached Volumes	Partner has processes to locate and delete unattached volumes on a regular basis, stores EBS snapshots, and automates process of deleting unattached volumes using AWS Lambda functions with Amazon CloudWatch.		Not Eligible for Waiver
	Evidence must be in the form of verbal description and relevance to submitted case studies if applicable.		
3.22 EBS Optimization: Resize or Change EBS Volume Types	Partner has processes to identify volumes that are underutilized and downsize them or change the volume type including but not limited to monitoring the read-write access of EBS volumes to determine if throughput is low.		Not Eligible for Waiver
	Evidence must be in the form of verbal description and relevance to submitted case studies if applicable.		
3.23 Optimization: Delete Stale Amazon EBS Snapshots	Backup policies that takes EBS volume snapshots daily or weekly, will quickly accumulate snapshots. Partner has processes to check for stale snapshots and delete them to reduce storage costs, leveraging the management console, AWS Command Line Interface (CLI) or technology solutions such as Cloud Ranger to automated actions.		Not Eligible for Waiver
	Evidence must be in the form of verbal description and relevance to submitted case studies if applicable.		
Data Transfer AWS provides several options to read and write large amounts of data between a customer's DC and AWS regions including direct network peering and offline data transfer			
3.24 Direct Connect	Partner has processes to support Direct Connect-based data transfer and understands when to use it.		Not Eligible for Waiver
	Evidence must be in the form of verbal description.		
3.25 Snowball	Partner has processes to support Snowball-based data transfer and understands when to use it.		Not Eligible for Waiver
	Evidence must be in the form of verbal description.		

4.0 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.			
Resource Planning			
4.1 Service and Pricing Models	APN Partner considers cost when selecting AWS services, including optimizing by using the most appropriate services and by selecting the appropriate pricing models to meet cost targets, including by the use of Reserved Instances and Spot Instances and by factoring costs into Region selections.		Not Eligible for Waiver
	Evidence must be in the form of a description of how services and price models are selected for cost optimization.		
4.2 Capacity Planning	APN Partner ensures that capacity matches but does not exceed what is needed, including by using a demand-based, buffer-based, or time-based approach.		Not Eligible for Waiver

	This includes testing for data usage at scale, to account for larger deployments.		
	Evidence must be in the form of a description of capacity planning activities, including testing for demand at scale, if applicable.		
4.3 Data Transfer	APN Partner architects to optimize data transfer, using application design, WAN acceleration, Multi-AZ, Region selection, etc.		Not Eligible for Waiver
	Evidence must be in the form of overall networking designs including those used to support API calls (API Gateway). For all downstream services that are not already serverless, APN Partner must provide details of multi-AZ designs, if applicable.		
Spend Visibility and Tracking			
4.4 Usage and Spend Awareness	Partner leverages billing and cost management tools to monitor usage and spend.		Waived if APN Partner is approved AWS MSP
	Evidence must be in the form of a demonstration of billing and cost management tools used.		
Cost Optimization over Time			
4.5 Cost Review and Improvement	APN Partner has established a regular cadence to review internal performance and provide recommendations for improvement. Internal optimization involves looking for efficiencies within the APN Partner's operations that result in financial efficiencies, process efficiencies, and/or greater customer satisfaction.		Waived if APN Partner is approved AWS MSP
	Evidence must be in the form of explanation of internal review cadence, and any efficiencies implemented as part of the process (e.g., billing alerts, etc.).		

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 prerequisites.

AWS reserves the right to make changes to the AWS Competency Program at any time and has sole discretion over whether APN Partners qualify for the Program.