

AWS Competency Program: Case Study Guide

In order to qualify for AWS Competency, public case studies are required that showcase completed customer projects in a specific solution, industry or workload.

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.

The below information breaks down the required case study content listed in each [AWS Competency Checklist](#) to provide a better understanding of what's required before applying.

Case Study Requirements:

Each case study must be specific to the AWS Competency applying for.

About the Customer - 1 paragraph

- Describe the customer's business and industry (customer's name included)

Customer Challenge - 1-3 paragraphs

- Describe the customer's business challenge or IT need
- Explain what might happen if the challenge were not addressed

Partner Solution - 2-6 paragraphs

- Detail how the partner solved the customer challenge
- IMPORTANT: Must include the primary AWS services used in the solution and how they are used

Results and Benefits - 1-3 paragraphs

- Describe the outcome of the solution as it relates to the initial customer challenge
- IMPORTANT: Provide specific metrics about the benefits of the solution. For example, include the amount of time that the customer saved, the percent reduction in the customer's IT costs, etc.

About the Partner - 1 paragraph

- Describe the partner's business and industry
- Include mention of any APN programs that the partner is part of as well as their tier level and type (Technology or Consulting)

What is not Accepted:

- Partners cannot use themselves as a reference
 - Similarly, affiliate companies cannot be used as a customer case study
- Customers cannot be used multiple times in one application. Must provide unique customer references
- PR Statements cannot be used as a public case study. This is primarily because PR statements are about the work that you *will* complete with a customer, but have not done the work yet.
- Case studies must be for projects that are in production, rather than in pilot or proof of concept stage.

Public Case study Examples:

- [Example 1](#)
- [Example 2](#)
- [Example 3](#)

Public Case Study Templates

- 2-Page case study template - [Click here to download](#)
- 3-Page case study template - [Click here to download](#)
- 4-Page case study template - [Click here to download](#)