



AWS Service Delivery Program AWS Server Migration Service (SMS) Consulting Partner Validation Checklist

October 2018
Version 1.0

This document is provided for informational purposes only and does not create any offer, contractual commitment, promise, or assurance from AWS. Any benefits described herein are at AWS's sole discretion and may be subject to change or termination without notice. This document is not part of, nor does it modify, any agreement between AWS and its customers and/or APN Partners.

Table of Contents

Introduction	3
Expectations of Parties	3
Program Participation and Benefits	4
Validation Process and Timing	4
Impact of Merger, Acquisition, and Divestiture Activity	4
Definitions.....	5
AWS Service Delivery Program Prerequisites	7
AWS Service Delivery Partner Validation Checklist.....	8

This document is provided for informational purposes only and does not create any offer, contractual commitment, promise, or assurance from AWS. Any benefits described herein are at AWS's sole discretion and may be subject to change or termination without notice. This document is not part of, nor does it modify, any agreement between AWS and its customers and/or APN Partners.

Introduction

The goal of the AWS Service Delivery Program is to recognize APN Partners who demonstrate successful customer delivery and expertise in specific AWS services. The AWS Service Delivery Validation Checklist is intended to prepare APN Partners who are interested in applying for AWS Service Delivery. This checklist provides the criteria necessary to achieve the designation(s) under the [AWS Service Delivery Program](#).

Expectations of Parties

Once APN Partners have applied to a designation within AWS Service Delivery, APN Partners undergo a validation of their capabilities known as the technical validation upon applying for any AWS Service Delivery Designation, and every 12 months thereafter. AWS leverages in-house expertise and may leverage a third-party firm 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 an AWS Service Delivery application, even if pre-requisites 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.

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

- Step #1: Review the Partner Validation Checklist and ensure all requirements are met
- Step #2: Send this completed Validation Checklist with self-assessment to aws-service-delivery@amazon.com
- Step #3: Submit an AWS Service Delivery application through the APN Partner Central
 - Login to the [APN Partner Central \(https://partnercentral.awspartner.com/\)](https://partnercentral.awspartner.com/)
 - Click "View My APN Account" in left navigation
 - On this page, first submit the following:
 - Your AWS Service Specific AWS [Customer Case Study](#) (2) with attached [Architecture Diagrams](#)
 - Your AWS Service Specific [Consulting Practice](#)
 - Next, scroll to AWS Service Deliveries and select the AWS service you want to apply for
 - Complete the Service Delivery application

Incomplete applications will not be considered and will be declined until all requirements are met.

Once your firm's application has been submitted through the APN Partner Central, the APN Team will review for completeness and for compliance with the prerequisites. Next we send applications to in-house or third-party experts to complete a Technical Validation.

AWS recommends that APN Partners have individuals who are able to 1) provide evidence of compliance and 2) speak in-depth to the technical requirements about the AWS Service during the validation process.

Upon completion of the Technical Validation, APN Partners will receive a final status for the submitted application either confirming or not confirming the APN Partners' acceptance into the Service Delivery Designation. APN Partners may attain one or more AWS Service Delivery Designations. Attaining one designation does not guarantee approval into additional Service Delivery Designations.

This document is provided for informational purposes only and does not create any offer, contractual commitment, promise, or assurance from AWS. Any benefits described herein are at AWS's sole discretion and may be subject to change or termination without notice. This document is not part of, nor does it modify, any agreement between AWS and its customers and/or APN Partners.

Program Participation and Benefits

In addition to the benefits you receive as an APN member, APN Partners that qualify for the AWS Service Delivery Program will receive a number of valuable benefits including:

- Shared customer opportunities
- Preferred access to Market Development Funds
- Press releases with AWS leadership quotes
- Prioritized access to Amazon Partner Network reference team
- AWS Service Delivery spotlight guest series on APN Blog
- Exclusively showcased on the AWS website
- AWS product pages for attained AWS Service Delivery Designations
- Inclusion and prioritization on [AWS Partner Solution Finder](#)
- APN Partner spotlights
- Included in internal AWS Sales Enablement
- Listed as preferred APN Partners in AWS newsletters
- Preferred access to AWS Service Trainings
- Preferred access to NDA roadmap webinars.

Validation Process and Timing

After the audit, the APN Partner will receive a summary (**within two business days**) from the auditor or Program Office detailing strengths, opportunities for improvement, and action items. APN Partners have **five (5) business days** from receipt of the audit summary to respond to and address any identified action items.

Action Items must be closed out prior to approval of entry into the AWS Service Delivery Program. If the APN Partner is not able to fully close the Action Items in five (5) business days, an action plan detailing how and when the item will be closed must be provided to the AWS Service Delivery Program Manager.

The auditor will submit a final report to AWS after the five (5) business days have passed, and no later than 10 business days after the audit.

The final determination of acceptance into the AWS Service Delivery Partner Program will be made after AWS receives the final audit report and no longer than 20 business days from receipt of the report.

Impact of Merger, Acquisition, and Divestiture Activity

The AWS Service Delivery Program incorporates the use of an audit to validate the APN Partner's technical capabilities, as well as its business and delivery models. These business and delivery models are often significantly impacted in the process of mergers, acquisitions and divestitures. As a result, APN Partners may be required to reapply and complete a new audit based on the resulting businesses from their M&A activity. Please refer to the guidelines below.

Acquisition/Merger

Service Delivery Partner acquires non-Service Delivery Partner: No immediate action required. The Service Delivery Partner should describe any impacts to its AWS Service Delivery practice during any subsequent audit.

Non-Service Delivery Partner acquires Service Delivery Partner: New application and audit required for acquiring APN Partner to be recognized as an AWS Service Delivery Partner. The new business and delivery models, as well as the

This document is provided for informational purposes only and does not create any offer, contractual commitment, promise, or assurance from AWS. Any benefits described herein are at AWS's sole discretion and may be subject to change or termination without notice. This document is not part of, nor does it modify, any agreement between AWS and its customers and/or APN Partners.

integration of the acquired technical capabilities, must be validated through the audit process. We recommend that this be done as soon as possible to ensure continued recognition in the AWS Service Delivery Program.

Service Delivery Partner acquires another Service Delivery Partner: No immediate action required. The consolidated entity will be assessed during the renewal audit for either of the original entities (whichever date is soonest).

Divestiture

Service Delivery Partner divests a portion of its business related to its AWS Service Delivery practice: The divesting business should immediately disclose significant impacts to its AWS Service Delivery practice that would materially impact its standing as a Service Delivery Partner. Depending on the significance of the impact, the APN Partner will either be immediately removed from the program or will be required to highlight impacts to the business during the next renewal audit. The divested business will be required to apply to the Service Delivery Program as a new APN Partner.

Definitions

AWS Service Consulting Practice

AWS Service Delivery Designations are granted to APN Partners orchestrating and deploying a specific AWS service(s) to their customers solving customer need(s).

AWS Case Studies

All APN Partners will need to provide AWS Case Studies detailing completed deployments of an AWS service. An AWS Case Study is a written description of a completed customer project that includes individual customer solutions and outcomes. Case Studies should include an introduction to the customer, overview of the challenge, details about how the APN Partner built and deployed AWS services, and additional 3rd Party tools leveraged, date delivered, and outcomes realized by the customer.

AWS Case Studies should be identified in writing to AWS as being either *public* (can be shared with public audiences) or *non-public* (can only be shared with AWS and its third-party auditor for the purpose of the audit or demonstrating to AWS that Partner meets program requirements). Once approved for an AWS Service Delivery, *public* AWS Case Studies will be used on the AWS website to showcase partner-customer success.

AWS Technical Validation

All APN Partners will undergo an AWS Technical Validation in order to achieve an AWS Service Delivery Designation. Technical Validations are assessments of an APN Partner's service level skills in the context of specific AWS Case Studies. Technical Validations confirm the APN Partner's capabilities in developing and delivering AWS services to AWS customer while conforming to the AWS best-practices for that service. APN Partners demonstrate to in-house or third-party experts what they've done specific to the AWS Case Studies submitted for the Service Delivery Designation.

Requirements for Technical Validations are fully documented in the Service Delivery Technical Validation Checklist below. Each Technical Validation is comprised of two elements:

1. **Documentation Review:** APN Partners will be expected to present technical documentation detailing the Partner Capabilities and each AWS Case Study provided. In-house or third-party experts will use the documentation to confirm alignment with the requirements of the Service Delivery as described in the checklist. The documentation is expected to consist of both public information (e.g. on- or offline deployment guides, installation manuals) and non-public information (e.g. architecture diagrams, design documents, and security assessments.) Public information will be assessed for alignment with best practices and the use of

This document is provided for informational purposes only and does not create any offer, contractual commitment, promise, or assurance from AWS. Any benefits described herein are at AWS's sole discretion and may be subject to change or termination without notice. This document is not part of, nor does it modify, any agreement between AWS and its customers and/or APN Partners.

APN-approved marketing language. Non-public information may be anonymized at the APN Partner's discretion.

2. **Service Delivery and service-specific technical requirements:** Each Service Delivery Designation is intended to highlight how APN Partners deliver AWS services to address a customer problem. As such, the checklist may include service-specific requirements highlighting specific methodologies and capabilities the APN Partner must provide to customer. Please see the checklist for more information.

This document is provided for informational purposes only and does not create any offer, contractual commitment, promise, or assurance from AWS. Any benefits described herein are at AWS's sole discretion and may be subject to change or termination without notice. This document is not part of, nor does it modify, any agreement between AWS and its customers and/or APN Partners.

AWS Service Delivery Program Prerequisites

AWS Service Delivery Partners have demonstrated success helping customers evaluate and use AWS services productively, at varying levels of complexity, and at scale by completing the below requirements.

The following items must be met before a Technical Validation review will be scheduled. These items will be validated by the AWS Service Delivery Program Manager; any deficiencies must be addressed prior to scheduling a validation review.

1.0 APN Program Membership		Met Y/N
APN Partner is Standard, Advanced, or Premier APN Consulting Partner (view requirements)		
2.0 AWS Case Studies		
2.1 AWS Customer Case Studies	<p>APN Partner has two (2) case studies demonstrating successful delivery of the AWS service(s) that are in production to their customers, rather than in pilot or proof of concept stage.</p> <p><i>Note: Public-facing references are encouraged over private references, as they may be used by AWS for marketing purposes. Evidence of a publicly referenceable case study must be provided in the form of a case study, white paper, blog post, or equivalent, and must be easily discoverable on the APN Partner's website.</i></p>	
	<p>APN Partner provides for each reference:</p> <ul style="list-style-type: none"> ▪ Name of the customer ▪ AWS Account ID (Will be used to verify AWS service usage) ▪ 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 	
3.1 Architectural Diagrams	<p>Submitted case studies must include architectural diagrams.</p> <ul style="list-style-type: none"> ▪ Architectural diagrams must detail how the solution interacts with the AWS Cloud; specifically, what AWS tools and services are used in the solution ▪ Diagrams must also include evidence of AWS best practices for architecture and security 	
4.1 Partner Practice Landing Page	<p>APN Partner must have an AWS-branded microsite that is related to or specific to AWS service.</p> <ul style="list-style-type: none"> ▪ Evidence must be provided in the form of a public reference to the APN Partner's solution, practice, or service-specific webpages. ▪ APN Partner microsite must be accessible from APN Partner home page; Home page is not acceptable as a microsite. 	

This document is provided for informational purposes only and does not create any offer, contractual commitment, promise, or assurance from AWS. Any benefits described herein are at AWS's sole discretion and may be subject to change or termination without notice. This document is not part of, nor does it modify, any agreement between AWS and its customers and/or APN Partners.

AWS Service Delivery Program Requirements

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.

AWS Server Migration Service Approval Criteria

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

AWS Server Migration Service Validation Checklist	Detailed Description of Evidence	Met Y/N	
1.0 Case Study Requirements	<p>Each Customer Case Study includes the following details regarding AWS Server Migration Service: Supporting information for the submitted case studies includes the following details:</p> <ul style="list-style-type: none"> ▪ On-premise VM environment, versions, and size (TB or GB) ▪ Number of AWS SMS Connector deployed ▪ Number of VM/Server migrated ▪ Number of individual VM larger than 100GB ▪ Description of the migration pattern ▪ Language or tool used if application was changed as part of migration ▪ Description of application testing process ▪ Description of application operation and support process ▪ Customer downtime tolerance, including a description of how these tolerance requirements were met ▪ Planned and Actual RPO/RTO ▪ Duration of project from start to end <ul style="list-style-type: none"> ○ Include date of SMS Connector ▪ CLI, SDKs or Console were used, and a description if so ▪ How the SMS Connectors and replication jobs were monitored ▪ Reason of why AWS Server Migration Service was used instead of other migration tools ▪ Whether there were any challenges ▪ Whether any unsupported OS/Kernel/Disk types were encountered 	<p>Customer implementation description or documentation</p>	
	<p>Each Customer Case Study addresses at least one of the deployment patterns, and the workload patterns:</p> <p>Pre-Migration</p> <ul style="list-style-type: none"> ▪ Evidence of calculated network bandwidth for the servers' migration ▪ Evidence the pre-requisites have been completed ▪ Mapped the source VM compute to the right EC2 instance <ul style="list-style-type: none"> ○ Evidence of EC2 right sizing ▪ Address IAM schema on AWS <ul style="list-style-type: none"> ○ Details about IAM role for SMS Controller ▪ Disaster Recovery Plan for servers migrated with SMS ▪ Migration schema replicates servers to AWS based on priority, size or functionality ▪ Licensing options addressed prior to migration, for Linux, Windows Server and Windows Client 	<p>Customer implementation description, documentation, and proof.</p>	

This document is provided for informational purposes only and does not create any offer, contractual commitment, promise, or assurance from AWS. Any benefits described herein are at AWS's sole discretion and may be subject to change or termination without notice. This document is not part of, nor does it modify, any agreement between AWS and its customers and/or APN Partners.

	<ul style="list-style-type: none"> ▪ Optimization of the migration plan for servers that are constantly have data changes and require low RPO/RTO ▪ Optimization of migration plan for on-prem server with large volumes, using data migration services alongside SMS, like Snowball or DMS ▪ Address service limits as part of the migration plan. If applicable, which workarounds were used to address them? <p>Migration Plan Customer References highlight and address the following information:</p> <ul style="list-style-type: none"> ▪ EC2 instances size planning ▪ Details on performance testing? What were the results? <ul style="list-style-type: none"> ○ Were Spot Instances used ▪ Were Reserved Instances used? ▪ Provide Landing Zone Design ▪ Provide Solution Architecture Diagram ▪ Describe the backup strategy for EC2 ▪ Were all servers licensed as expected, even with BYOL? 		
<p>2.0 AWS Service Requirements</p>	<p>2.1 Solution Characteristics: Each submitted customer reference involves and describes in detail the approach, implementation, and customer acceptance testing for at least two cases providing details as requested per section 1.0</p> <p>Each of the solutions in the submitted customer references includes at least 200 VM migrations.</p>		

Useful links:

- <https://docs.aws.amazon.com/server-migration-service/latest/userguide/prereqs.html>
- https://docs.aws.amazon.com/server-migration-service/latest/userguide/IAM_setup.html

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

This document is provided for informational purposes only and does not create any offer, contractual commitment, promise, or assurance from AWS. Any benefits described herein are at AWS's sole discretion and may be subject to change or termination without notice. This document is not part of, nor does it modify, any agreement between AWS and its customers and/or APN Partners.