



# *AWS Service Delivery Program AWS Web Application Firewall (WAF) Consulting Partner Validation Checklist*

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## *Table of Contents*

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

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## 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](mailto: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.

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## 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.*

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*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 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*

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*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 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.*

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## 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 <a href="#">requirements</a> )		
2.0 AWS Case Studies		
2.1 <u>AWS Customer Case Studies</u>	<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><b>Note:</b> 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.</p>	
	<p>APN Partner provides for each reference:</p> <ul style="list-style-type: none"> <li>▪ Name of the customer</li> <li>▪ AWS Account ID (Will be used to verify AWS service usage)</li> <li>▪ Problem statement/definition</li> <li>▪ What you proposed</li> <li>▪ How AWS services were used as part of the solution</li> <li>▪ Third party applications or solutions used</li> <li>▪ Start and end dates of project</li> <li>▪ Outcome(s)/results</li> <li>▪ Lessons Learned</li> </ul>	
3.1 <u>Architectural Diagrams</u>	<p>Submitted case studies must include architectural diagrams.</p> <ul style="list-style-type: none"> <li>▪ Architectural diagrams must detail how the solution interacts with the AWS Cloud; specifically, what AWS tools and services are used in the solution</li> <li>▪ Diagrams must also include evidence of AWS best practices for architecture and security</li> </ul>	
4.1 <u>Partner Practice Landing Page</u>	<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"> <li>▪ Evidence must be provided in the form of a public reference to the APN Partner's solution, practice, or service-specific webpages.</li> <li>▪ APN Partner microsite must be accessible from APN Partner home page; Home page is not acceptable as a microsite.</li> </ul>	

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# AWS Service Delivery Program Requirements

In preparation for the validation process, APN 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 WAF Approval Criteria

The AWS Service Delivery Program is guided by AWS best practices and Well Architected Framework.

AWS WAF Validation Checklist		Detailed Description of Evidence	Met Y/N
<b>1.0 Case Study Requirements</b>	<p><b>Each Case Study includes the following details regarding AWS WAF:</b></p> <ul style="list-style-type: none"> <li>AWS Web Application Firewall (WAF) use case, e.g., application vulnerability protection, PCI compliance, DDoS protection, or other security and monitoring</li> <li>Request volume</li> <li>Details of the rule set implemented, including how it was defined, and what ongoing monitoring and maintenance is being performed, and monitoring details. e.g., implemented publically available bad IP reputation list and integrated Lambda to trigger updates to rule sets based on traffic patterns</li> </ul>	Customer implementation description or documentation	
<b>2.0 AWS Solution Characteristics</b>	<p><b>2.1 Each customer reference will demonstrate at least one of the following:</b></p> <ul style="list-style-type: none"> <li>Compliance - Achieving a third-party compliance certification, such as PCI DSS, where compliance relies on deployment of WAF rules customized by the partner for the specific application</li> <li>Custom Application - Deployment of WAF rules for a custom application, where the WAF rules are developed in conjunction with the application development team as part of their defense-in-depth strategy, with a well-defined set of security goals, e.g. addressing OWASP Top 10, with WAF rules tailored to the application and deployed as part of the application</li> <li>DDoS - Protection for an application that is subject to targeted DDoS attacks, and has successfully deployed WAF, Shield and Shield Advanced to mitigate these attacks</li> <li>Dedicated Research Team - Use WAF as a platform for their own threat research team to deploy mitigations for emerging threats on an ongoing basis</li> </ul> <p>Enhancement of Templated Rulesets– Building of enhanced maintenance, monitoring, alerting, mitigation and/or rule updates around Managed Rules purchased from AWS Marketplace, AWS WAF Security Automations and/or AWS WAF Preconfigured Rules.</p>	Customer implementation description or documentation	
<b>2.2 Solution Complexity:</b>	<b>Each submitted customer reference includes one of the following, depending on the type:</b>		

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	<ul style="list-style-type: none"> <li>▪ <i>Compliance – Details on the compliance certification achieved, and the rules that were implemented to achieve it.</i></li> <li>▪ <i>Custom Application – Details on the security properties targeted, how rules are developed with the application development team, and how they are deployed and updated in production. Deployment of rules must be automated and a part of the application deployment process.</i></li> <li>▪ <i>Monitoring – Details on the WAF monitoring solution deployed, how it was implemented and what products, tool or development work was done. Monitoring deployments must also include the net result achieved.</i></li> <li>▪ <i>DDoS – Description of the WAF rules implemented, and how they fit into the overall DDoS mitigation strategy. Must implement BP1-7 from “AWS Best Practices for DDoS Resiliency Whitepaper”, or have subscribed to Shield Advanced and successfully mitigated three incidents tracked in Shield Advanced.</i></li> </ul> <p><i>Dedicated Research Team – Must have a team of at least 3 security researchers dedicated full time to security research, where the output of their research is embodied in the WAF rules.</i></p>		
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**Useful links:**

- <https://docs.aws.amazon.com/waf/latest/developerguide/what-is-aws-waf.html>
- <https://docs.aws.amazon.com/waf/latest/developerguide/waf-auth-and-access-control.html>

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