



Amazon Connect AWS Service Delivery Program Consulting Partner Validation Checklist

March 2019
Version 2.0



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.

Introduction

The goal of the AWS Service Delivery Program is to recognize AWS Partner Network Partners (“APN Partners”) who demonstrate successful customer delivery and experience in specific AWS services. The AWS Service Delivery Validation Checklist (“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 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.

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: Submit an AWS Service Delivery Application through the APN Partner Central
 - Login to the APN Partner Central
 - 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
- Step #3: Email completed Self-Assessment to aws-service-delivery@amazon.com

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. 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.

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.

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. AWS may also utilize a third-party firm to facilitate this audit. Any deficiencies must be addressed prior to scheduling a validation review.

1.0 APN Program Requirements		Met Y/N
1.1 Program Guidelines	The APN Partner must read the Program guidelines and Definitions before submitting the application. Click here for Program details.	
1.2 Program Requirements	APN Partner is Select, Advanced, or Premier APN Consulting Partner (view requirements)	
2.0 AWS Customer Case Studies		
2.1 AWS Customer Case Studies	APN Partner has two (2) case studies demonstrating successful delivery of the AWS service(s) that are in production to their external customers, rather than in pilot or proof of concept stage. Note: <i>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. For best practice on how to write a Public Case Study See Here</i>	
	APN Partner provides for each reference: <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 	
2.2 Architectural Diagrams	Submitted case studies must include architectural diagrams. <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 Note: <i>For best practice on how to build an accepted Architecture Diagram See Here</i>	
2.3 Partner Practice Landing Page	APN Partner must have an AWS-branded microsite that is related to or specific to AWS service. <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. Note: <i>For best practice on how to build an accepted Landing Page See Here</i>	
3.0 APN Partner Self-Assessment		
3.1 Program Validation Checklist Self-Assessment	APN Partner must conduct a self-assessment against designation requirements using the AWS Service Delivery Validation Checklist. <ul style="list-style-type: none"> ▪ APN Partner must complete all sections of the checklist. ▪ Completed self-assessment must be emailed to aws-service-delivery@amazon.com, using the following convention for the email subject line: "[APN Partner Name], Service Delivery Partner Completed Self-Assessment." 	

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.

Amazon Connect Approval Criteria

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

Amazon Connect Validation Checklist		Detailed Description of Evidence	Met Y/N
1.0 Case Study Requirements	<p>Each Customer Case Study includes the following details regarding Amazon Connect:</p> <ul style="list-style-type: none"> Number of agents using the solution Description of contact flows created Description of integrations with other solutions (e.g. CRMs, Analytics, Dashboards) Whether the deployment is a migration or a new installation. If Amazon Lex is leveraged, include how it is integrated with customers internal systems Historical and Realtime reporting solutions How to migrate calls from legacy Interactive Voice Response (IVR) to connect agents by passing authentication data <p>Each Case Study includes guidance provided to the customer on the following characteristics:</p> <ul style="list-style-type: none"> Cost (Agents, Direct Inward Dialing (DID) Numbers, Contact Flow logs, Amazon Kinesis Streams, AWS Lambda integrations) Security (Compliance standards and best-practices for integration with Amazon Connect) Limitations (Browsers, Countries with DIDs, Regions, Agents) Managing user profiles and permissions via the use of security and routing profiles Latency consideration if agents are located in multiple geographies Port/IP white list requirements that are updated by AWS (https://ip-ranges.amazonaws.com/ip-ranges.json) on a regular basis Minimum bandwidth requirements for internet connection for Remote working agents Increasing the service limits in event of growth 	Customer implementation description or documentation	
	<p>Each Case Study demonstrates understanding of Contact Flows by incorporating three or more of the following requirements:</p> <ul style="list-style-type: none"> Contact Flow Resume After Transfer A Call phone number block in a contact flow Queue to Queue Transfer Contact Flow Logs Live Media Streaming in a Contact Flow Transferring Calls Directly to a Specific Agent Request call back when the queue time is above the required level Secure IVR with SSL Certs and secure the contact attributes 	Solution Architecture Diagrams and documentation	

	<ul style="list-style-type: none"> ▪ Hours of operation to evaluate the operating hours for a queue ▪ Different types of contact flows (whispers/hold/queue) <p>Each Case Study demonstrates understanding of Reporting and Analytics by incorporating three or more of the following requirements:</p> <ul style="list-style-type: none"> ▪ How to generate a Login/Logout Report ▪ How to Schedule a Login/Logout Report ▪ Enabling Agent Event Streams ▪ Using Agent Event Streams to Determine Agent ACW Time ▪ Demonstrating the use of Real-time Metrics Reports ▪ Demonstrating the use of a Historical Metrics Report ▪ Demonstrate Contact Search ▪ Enabling Contact Trace Records via Amazon Kinesis Firehose ▪ Integration with Amazon Elasticsearch Service and Kibana dashboard ▪ Demonstrate how to use API's to pull real-time and historical metrics <p>Each case study will show an understanding of Contact Attributes by incorporating three or more of the following requirements:</p> <ul style="list-style-type: none"> ▪ Using Contact Attributes to Personalize the Customer Experience including either by capturing customer input and storing it as an attribute or by using attributes with an AWS Lambda function ▪ Using Amazon Connect Contact Attributes with Other Services ▪ Using Attributes in the Contact Control Panel ▪ Checking Attribute Values in a Check Contact Attributes Block ▪ Referencing Attributes from a Play Prompt Block ▪ Updating contact attributes using the API's <p>Migration Plan or Project Management Methodology Describe your approach when migrating your customers from a legacy on-premise solution or from a cloud solution to Amazon Connect</p>		
<p>2.0 AWS Service Requirements</p>	<p>Solution Characteristics for Amazon Connect implementations demonstrate that Amazon Connect is a significant part of the workload by meeting three or more of the following service requirements:</p> <ul style="list-style-type: none"> ▪ Number of agents supported is greater than 50 ▪ Number of contact flows is greater than 5 with at least 1 level of nesting ▪ Integration with another solution such as a CRM, Analytics, or Dashboard product ▪ Use of Agent Event Streams ▪ Number of Lambda functions integrated into Contact Flows is greater than 5 ▪ Use of Contact Trace Records for historical reporting which will be stored either in Redshift or other RDS ▪ Enabling KVS stream to capture real-time audio, integrate with transcribe/translate/comprehend ▪ Use of Web call back 	<p>Customer implementation description or documentation</p>	
<p>3.0 AWS Service Go-to Market requirements</p>	<p>Demonstrate knowledge of Amazon Connect value propositions through a live assessment session:</p> <ul style="list-style-type: none"> ▪ Ability to position Amazon Connect and articulate the value propositions of the solution 	<p>Live Assessment</p>	

	<ul style="list-style-type: none"> ▪ Perform a demo of Amazon Connect and relevant AWS services required for a complete Contact Center solution ▪ Articulate how you follow the Well Architected and best practices guides to implement customer projects ▪ Articulate migration plan strategies for moving customers to Amazon Connect ▪ Describe your project management methodology for implementing Amazon Connect 		
--	--	--	--

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 an architecture diagrams that will meet the prerequisites of the Program.
Amazon Connect Documentation	Provides guidance how to set up and use Amazon Connect
Amazon Connect Troubleshooting and Best Practices	Provides guidance how to identify best practices for using Amazon Connect.

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.