



# AWS Service Delivery Program

## AWS IoT Analytics

### Consulting Partner Validation Checklist

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Version 1.0

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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: 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

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, 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
- Direct and prioritized access to Amazon Partner Network reference team
- AWS Service Delivery spotlight guest series on APN Blog
- Exclusively showcased on the AWS website
- Public designation on the AWS product pages for 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 24 hours**) from the auditor 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 Competency 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 Competency 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 Competency 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 Competency 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

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

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

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the acquired technical capabilities, must be validated through the third-party audit process. We recommend that this be done as soon as possible to ensure continued recognition in the AWS Competency Program.

Competency Partner acquires another Competency 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**

Competency Partner divests a portion of its business related to its AWS Competency practice: The divesting business should immediately disclose significant impacts to its AWS Competency practice that would materially impact its standing as a Competency 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 Competency Program as a new APN Partner.

## **Definitions**

### **Partner Solution**

AWS Service Delivery Designations are granted to APN Partners orchestrating and deploying a specific AWS Service(s) to their customers, conforming to the requirements of an AWS Service Delivery.

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

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- 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<br>Y/N |
|---|---|------------|
| APN Partner is Standard, Advanced, or Premier APN Consulting Partner (view <a href="#">requirements</a> ) |   |            |
| 2.0 AWS Case Studies  |   |            |
| <b>2.1 <u>AWS Customer Case Studies</u></b>   | <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"> <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> |            |
| <b>3.1 <u>Architectural Diagrams</u></b>  | <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>  |            |
| <b>4.1 <u>Partner Practice Landing Page</u></b>   | <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, 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 IoT Analytics Approval Criteria

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

| AWS IoT Analytics 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 IoT Analytics:</b></p> <p>Supporting information for the submitted case studies includes the following details:</p> <ul style="list-style-type: none"> <li>▪ Description of the application as outlined below in the Primary – AWS IoT Analytics and Secondary – Visualization</li> <li>▪ Use-cases of the primary <i>and</i> secondary AWS Services that are part of the solution</li> <li>▪ Description of any challenges or customer objections overcome in order to drive AWS IoT Analytics adoption by the customer</li> <li>▪ Description of why AWS IoT Analytics was chosen over another Analytics Service</li> </ul>   | <p>Customer implementation, description, or documentation</p>  |  |
|  | <p><b>Each Case Study demonstrates integration/connection of the following AWS services:</b></p> <p><b>Primary - AWS IoT Analytics (mandatory)</b><br/>Solution must detail the approach using AWS IoT Analytics around:</p> <ul style="list-style-type: none"> <li>▪ Ingestion</li> <li>▪ Processing</li> <li>▪ Data Storage</li> <li>▪ Analysis <ul style="list-style-type: none"> <li>○ For example (the below list should be nested):</li> <li>○ Channel configuration, ingestion of data from IoT Core</li> <li>○ Pipeline usage and data enrichment using Lambda</li> <li>○ Datastore configuration and lifecycle management</li> <li>○ Dataset configuration and lifecycle management</li> <li>○ Ingestion of data into a channel from other services such as Amazon S3, or directly</li> <li>○ Demonstrate visual reporting using integration with Amazon QuickSight or another 3rd party service consuming data sets from AWS IoT Analytics</li> <li>▪ Demonstrate making data available from the Datastore securely to 3rd party services</li> </ul> </li> </ul> | <p>Customer implementation, description, or documentation</p> <p>Customer references may be used as evidence of service usage requirements</p> |  |

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|--|--|--|--|
|  | <p><b>Secondary – include at least 2 of the following across all submitted case studies:</b></p> <ul style="list-style-type: none"> <li>▪ Amazon QuickSight</li> <li>▪ Amazon Kinesis Data Analytics</li> <li>▪ Amazon Redshift</li> <li>▪ Amazon SageMaker</li> </ul>   |  |  |
| <p><b>2.0 AWS Service Requirements</b></p> | <p><b>2.1 Solution Characteristics:</b></p> <p><i>Must be an IoT project</i> - All customer references must be valid IoT solutions, per the general guidelines provided below.</p> <ul style="list-style-type: none"> <li>▪ End to end solutions that generally involve control of devices - the flow is going to be data collection, analysis, and then action (sense/analyze/act)</li> <li>▪ All IoT implementations follow AWS best practices such as using device shadows, rules, and response to events. For example, a project that only ingests data without ever acting on the information is <u>not</u> acceptable. In those cases, non-IoT AWS services such Amazon S3 or Amazon Kinesis may be more appropriate instead, not AWS IoT.</li> <li>▪ Solutions that use the AWS IoT broker only as a substitute for a publish/subscribe broker, although sometimes a very valid use of the broker, are still not IoT projects. An example of this is a chat client/browser to browser communications. In some cases, a more appropriate service may be Amazon SNS, not AWS IoT.</li> </ul> <p>Submitted case study must detail proper IAM controls around data set to allow access only by those services and individuals who are required to have access to the data.</p> <p>Submitted case study must detail proper TCO considerations to control cost, around data retention policies, reduced redundancy storage options, or data set generation frequency.</p> <p><b>2.2 Validation Prerequisites</b></p> <p>The following AWS Service Delivery Program validations must have been completed to meet the validation requirements for AWS IoT Analytics:</p> <ul style="list-style-type: none"> <li>▪ AWS IoT Core</li> </ul> |  |  |

*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.*

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