



# AWS Service Delivery Program Guide

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## Program Guide - AWS Service Delivery

### 1. Introduction

This **Program Guide - AWS Service Delivery** includes an overview of the AWS Service Delivery Program and what to expect throughout the application process. This Program Guide will help you prepare to submit your application.

### 2. Program Description

The **AWS Service Delivery Program** is for APN Consulting Partners with a deep understanding of specific AWS services. Attaining an AWS Service Delivery designation allows APN Partners to differentiate themselves by showcasing their AWS service-specific knowledge and experience to potential customers. Watch the [AWS Service Delivery introduction video](#).

### 3. Expectations of Parties

It is expected that APN Partners will review this guide thoroughly *before* submitting an AWS Service Delivery application, even if pre-requisites are met. Once APN Partners have applied for an AWS Service Delivery designation, APN Partners undergo a review of their capabilities called a technical validation. If awarded the designation, a renewal of the technical validation may occur every twelve months to maintain program status. AWS leverages in-house expertise and may also utilize a third-party firm to facilitate the review.

### 4. Benefits of AWS Service Delivery Program

In addition to the benefits you receive as an APN member, AWS Service Delivery Partners qualify for:

- **Increased Visibility:** to become more visible to AWS customers with public recognition on the AWS website and internal promotion to AWS teams.
  - Exclusively showcased on our AWS Service pages.
  - Highlighted to AWS Sales teams as preferred partners.
  - Promotion in AWS internal program and service newsletters.
  - Priority access to the APN Reference team to develop APN Partner Case Studies eligibility.
  - APN Blog spotlight guest series eligibility.
  - Speaking engagements by invitation.
  - AWS Events by invitation.
- **Better Connections:** to help GTM and support connections with customers.
  - Prioritization in [AWS Partner Solution Finder](#) search.
  - \$3,000 Promo Credit per APN Partner upon award of your first designation.
  - AWS Marketing Campaigns eligibility.
  - Partner Opportunity Acceleration (POA) support for select services.
  - Opportunity sharing (subject to ACE eligibility).
  - Promotion at AWS events by invitation.
- **Deeper Learning:** exclusive access to technical service trainings, video series, and events to develop your expertise with AWS services.
  - Quarterly NDA video series covering product feature releases, roadmap, Q&A with product teams\*

- Exclusive sessions at APN Digital Partner Summits and TechDive events.
  - Invitation-only Game Days eligibility.
  - Preferred access to AWS service trainings.
  - NDA Roadmaps and Previews by invitation\*
  - Focus Groups for AWS services by invitation.
- \*must sign a non-disclosure agreement (NDA) for access*

## 5. Application Overview

This is a high-level overview of the AWS Service Delivery Program application steps and what to expect throughout the application process.

### Who should apply?

APN Consulting Partners who are Select tier or higher who can demonstrate:

- Deep understanding of AWS services
- Experience delivering AWS services to customers

### Designations

**AWS Service Delivery designations** have been established for AWS services that customers have expressed a need for help from experienced APN Partners in order to be successful. You can apply for AWS Service Delivery designations for a variety of AWS services including Database, Compute, Networking, Content Delivery, Serverless, Computing, Analytics, Internet of Things (IoT), Customer Engagement, Security, and Management Tools. See all current designations on the [AWS Service Delivery webpage](#).

APN Partners may attain more than one designation to show experience across multiple AWS services. A separate application is required for each AWS Service Delivery designation. Attaining one designation does not guarantee approval of additional designations.

### Application Steps

*This is a high-level overview, for details see below (7. Step-by-Step Application Instructions)*

- 1) **Choose the AWS Service Delivery designation that is right for your business.**
  - Read: [AWS Service Delivery Program Partner DNA Guide](#) for descriptions of the ideal APN Partner for each designation.
- 2) **Review the AWS Service Delivery Requirements for that AWS service.**
- 3) **Email the completed self-assessment to: [aws-service-delivery@amazon.com](mailto:aws-service-delivery@amazon.com).**
- 4) **Apply within [APN Partner Central](#):**
  - Upload new or tag your existing Practice and two customer case studies with architecture diagrams.
  - The specific AWS service should be the focal point of both case studies. AWS Service Delivery is not awarded if the Case Study only details supporting services.
  - Address all requirements from the Validation Checklist in your customer case studies through explanation of technical details and with your architecture diagram.

### Review Process

*This is a high-level overview, for details see below (8. Review Process)*

- **Initial Application Review:** Review of your submitted application for completeness ensuring compliance with all pre-requisites.
- **Technical Validation Review:** An auditor (AWS or third-party experts) complete a Technical Validation review.

- **Application Summary sent to APN Partner:** APN Partners receive a summary with action items to remediate if necessary.
- **Final Report:** The auditor will submit a final report to AWS.
- **Designation Award Status Confirmation:** The APN confirms or declines your AWS Service Delivery designation.
- **Welcome Kit sent to APN Partner:** Upon award of a designation, APN Partners receive a Welcome Kit via email outlining Benefits for participation in the AWS Service Delivery Program.

## 6. Explanation of Application Components

**AWS Service Delivery Requirements:** Service Delivery Requirements are available online. See the hyperlink below each AWS service designation on the [AWS Service Delivery webpage](#) for the requirements specific to that AWS service designation. AWS Service Delivery Requirements are presented in the form of our “Validation Checklist” which we provide to the APN Partner. The APN Partner should use this checklist for verification and acknowledgement that each requirement is addressed within case study details.

**Self-Assessment:** The self-assessment is the completed Validation Checklist including the APN Partner’s “Y/N” answers for each requirement listed. APN Partners must email their self-assessment to the AWS Service Delivery (see application steps). It is recommended that APN Partners complete the self-assessment before submitting their application in order to ensure their application is complete.

**Consulting Practice:** This is the overall marketing description of your consulting practice that summarizes your business offering for customers. You will elaborate on how your Practice directly relates to customers in your case studies and architecture diagrams. If approved for a designation, your Practice description will be listed on your [AWS Partner Solutions Finder](#) business listing and on the AWS service page related to your designation.

**Microsite:** APN Partners are required to provide a microsite explaining their AWS Service Delivery Practice for customers. The purpose of the microsite is to provide customers with a seamless and frustration-free experience when navigating from the AWS Service Delivery Partner’s [AWS Partner Solutions Finder](#) listing. **Read [how to build a microsite](#).**

**Case Studies:** An AWS Case Study is synonymous with a “customer reference” is a customer story written to describe a completed customer project including 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, additional third-party tools leveraged, dates of service delivery, and outcomes realized by the customer.

**Public or Private Case Studies:** Identify your customer stories as 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 Technical Validation review or demonstrating to AWS that the APN Partner meets program requirements). Once approved for an AWS Service Delivery designation, *public* AWS Case Studies will be used on the AWS website to showcase APN Partner-customer success.

### Best practices for case studies:

- Write the case study as a thorough explanation of a customer problem that your practice solved. **Read [APN Partner Case Study Kit](#).**
- Format: problem statement, proposed solution, metrics for success, lessons learned and TCO analysis.
- Address all requirements from the Validation Checklist in your customer case studies through explanation of technical details and with your architecture diagram.

- Include an Architecture Diagram with each case study showcasing how the AWS services were built and structured within AWS. Read [How to Build an Architecture Diagram](#).
- The specific AWS service should be the focal point of both case studies. AWS Service Delivery designations are not awarded if the Case Study only details supporting AWS services.

**Solution:** An explanation of your business offering as it relates to the designation. Upon award of a designation, this solution will be the summary used on Partner Solutions Finder to market you to customers.

**Documentation Review:** APN Partners will be expected to present technical documentation detailing the APN Partner capabilities for each Case Study provided. AWS or third-party experts will use the documentation to confirm alignment with the AWS Service Delivery Requirements. 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.

## 7. Step-by-Step Application Instructions

*It is highly-recommended that your technical experts are included in the application and review process to ensure all technical details are submitted for consideration.*

### **Choose the AWS Service Delivery designation that is right for your business**

- Choose an AWS service that is core to your Consulting Practice offering (even though there may be several AWS services that are utilized).
- Read the [AWS Service Delivery Program Partner DNA Guide](#) to read a brief summary of the ideal APN Partner for each designation.

### **Review AWS Service Delivery Requirements:**

- See the hyperlink below each AWS Service designation on the [AWS Service Delivery webpage](#) for the requirements specific to that designation.
- Requirements are explained in the Validation Checklist which outlines everything you need to include in your self-assessment and application.
- Ensure all requirements are met before proceeding.
- Incomplete applications will not be reviewed.

### **Email completed self-assessment to: [aws-service-delivery@amazon.com](mailto:aws-service-delivery@amazon.com)**

- Title your email: “Re: Self-assessment [**your APN Partner Name**] for [**fill in AWS service**].
- The self-assessment is a copy of the Validation Checklist with your (Y/N) answers for each requirement.

### **Apply within APN Partner Central:**

#### **A. Submit your Consulting Practice and Microsite URL via APN Partner Central**

Tag your existing Practice and click “Next” or upload new:

- Login to the [APN Partner Central](#)
- Click “View My APN Account” in left navigation ‘Quick Links’
- Scroll down to “Practice” section
- Click “New” to add your practice
- Provide the details for your Practice including:

- i. Company practice title
- ii. Selling proposition
- iii. Description
- iv. Practice page (microsite URL)
- v. Customer success page
- Click “Save”

**B. Submit two customer case studies with architecture diagrams**

Tag your existing case studies and click “Next” or upload new:

For each case study follow the below steps:

- a) Log in to APN Partner Central (if you are not already logged in)
- b) Go to the "View My APN Account"
- c) Scroll to the “Case Studies” section
- d) Click "New" to add your case studies
- e) Include the required details listed on the Validation Checklist within your case study submission
  - AWS Account ID
  - Work start and end dates
  - Case study with use case details
  - Proposed Solution and Architecture
  - Metrics for Success with clear definitions
  - Lessons learned
  - Architecture diagram
- f) Click “Save”

**C. Apply for the AWS Service Delivery designation**

- a) Log in to APN Partner Central
- b) Click "View My APN Account"
- c) Scroll down to the “Apply for services” section
- d) Tag your Practice for the service
- e) Click “Next”
- f) Tag your two Case Studies for Technical Validation
- g) Click “Save”

## 8. Review Process

Once your application has been submitted AWS will review it for completion. All APN Partners undergo an AWS Technical Validation in order to achieve an AWS Service Delivery designation. Technical Validations are assessments of an APN Partner’s AWS service-specific skills. APN Partners are evaluated through their submission of a self-assessment and two customer case studies with architecture diagrams that are unique to the AWS service for which they are applying. Technical Validations confirm AWS best-practices are being followed for that service and the APN Partner has delivered this AWS service successfully to customers.

- **Initial Application Review:** The Program Office will review your submitted application for completeness ensuring compliance with all pre-requisites.
  - Incomplete applications will cause a delay.
  - All requirements must be met before your application review process will begin.

2. **Technical Validation Review:** An auditor (AWS or third-party experts) complete a Technical Validation review.
3. **Application Summary sent to APN Partner:** Within two business days of the Technical Validation review, APN Partners receive an Application Summary. The third-party or Program Office will send APN Partners a summary explaining strengths, opportunities for improvement, and action items for APN Partners to remediate if necessary.
 

**APN Partner instructions:** If remediation is necessary you will be notified via email.

  - A. APN Partners will have five business days from receipt of the Application Summary to respond to and address any action items.
    - i. Action items must be closed out prior to approval of designation into the AWS Service Delivery Program.
  - B. If unable to fully close remediation action items in five business days, provide an action plan to your PDM and they will liaise with the AWS Service Delivery Program Manager. Your plan should detail how and when the action item or items will be resolved.
4. **Final Report:** The auditor will submit a final report to AWS within five-ten days of the Technical Validation audit.
5. **Designation Award Status Confirmation:** The APN confirms or declines your AWS Service Delivery designation within twenty business days of the final report.
6. **Welcome Kit sent to APN Partner:** Upon award of a designation, APN Partners receive a Welcome Kit via email outlining Benefits for participation in the AWS Service Delivery Program. This Welcome Kit email will be sent to the APN Partner Alliance Lead.

**Expected Timing:** Timing of the application review process depends on APN Partner engagement and application completeness. The total time from submission of your APN Partner Central application to designation award status confirmation can range from range from 2-3 months.

## 9. Impact of Merger, Acquisition, and Divestiture

The AWS Service Delivery Program evaluates an 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 of merger, acquisition and divestiture activity, APN Partners may be required to re-apply for their designation including a new technical validation review. See the below chart for guidance on action required should your business undergo merger, acquisition or divestiture.

Business activity	APN Partner action required
AWS Service Delivery Partner acquires non-AWS Service Delivery Partner	No immediate action required.  The AWS Service Delivery Partner should describe any impacts to its AWS Service Delivery practice during any subsequent audit.
Non-AWS Service Delivery Partner acquires AWS Service Delivery Partner	New Application required to maintain designation.  The new business and delivery models, as well as the integration of the acquired technical capabilities must be validated. We recommend that this be done as soon as possible to ensure continued recognition in the AWS Service Delivery Program.
AWS Service Delivery Partner acquires AWS Service Delivery Partner	No immediate action required.

	<p>The consolidated entity will be assessed during the renewal audit for either of the original entities (whichever date is soonest).</p> <p>Both entities will be reviewed during the renewal audit for whichever entity's audit date comes first.</p>
<p>AWS Service Delivery Partner divests a portion of its business practice related to AWS Service Delivery</p>	<p>Immediately disclose significant impacts to your AWS Service Delivery practice that would materially impact your standing as an AWS Service Delivery Partner.</p> <p>Depending on the impact, the APN Partner will either be immediately removed from the program or required to highlight impacts to the business during the next renewal audit. The divested business will be required to apply to the AWS Service Delivery Program as a new APN Partner.</p>

### Questions?

If items in this guide or the validation checklist require further explanation, please contact your Partner Development Representative (PDR) or Partner Development Manager (PDM). Your PDR/PDM will liaise with the Program Office as needed.