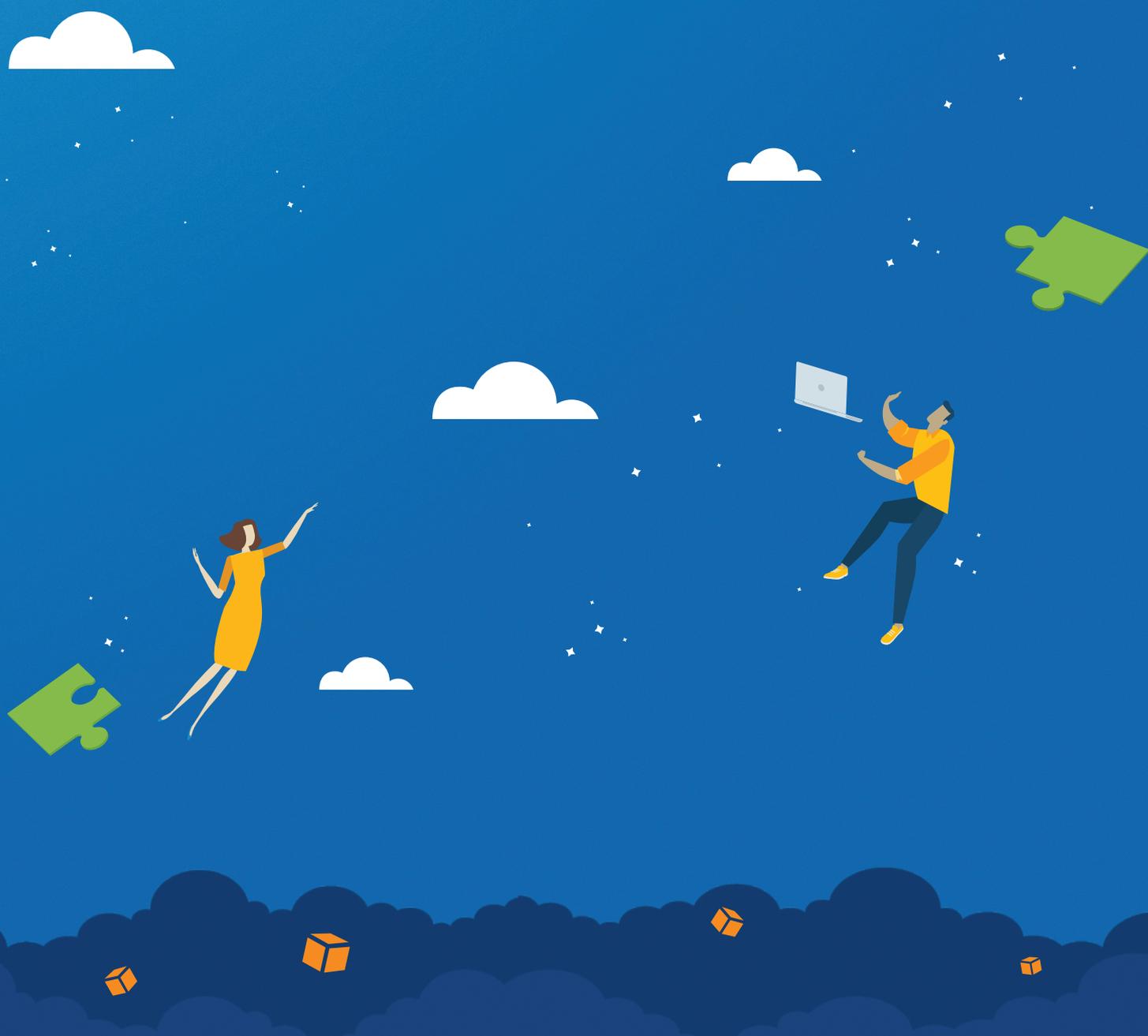


**Amazon
Web
Services**

Cloud Atlas



Welcome to the AWS Cloud Atlas



This in-depth resource is your guide for navigating everything from learning the basics of the AWS partner program to unlocking advanced capabilities and scaling your AWS offering.

3 Getting Started as a Tech Data Partner

- 4 Set Up Your Tech Data Account
- 5 Move from AWS Direct to Tech Data
- 8 Set Up Your StreamOne Account
- 9 Discover CloudCheckr Benefits

10 Navigate the AWS Partner Network

- 11 Register for APN
- 12 Discover Partner Tiers
- 16 Transfer Existing Accounts to Your Management
- 17 Configure Your Account Root User
- 18 Maximize AWS Opportunity Margin
- 19 Discover AWS Competency Program Benefits
- 20 Review Reserved Instance and Savings Plans

23 Training and Accreditation Opportunities

- 24 Build Your Learning Path
- 25 Obtain Certifications
- 27 How to Get Started With Training

28 Access Opportunity Support

- 29 Access Pre-Sales Support
- 30 Leverage Professional Services Offerings
- 31 Request Post-Sales Support
- 32 Use the APN Customer Engagements Program
- 34 Apply for an Enterprise Discount Plans
- 35 Discover AWS Promotional Credits
- 37 Navigate the AWS Marketing Development Funds (MDF) Program

39 Managing AWS Accounts in StreamOne

- 40 Set Up a New Customer in StreamOne
- 42 Set Up an AWS Master Payer Account (MPA)
- 44 Start Invoicing in StreamOne

45 Contacts



Getting Started as a Tech Data Partner



Set Up Your Tech Data Account

Welcome to the Tech Data ecosystem! If you have not already completed your registration, follow the simple steps below.

Step 1.

- Visit:
<https://eu.techdata.com/Intouch/MVC/Microsite/Public?category-pageid=714&msmenuid=2015&corpregionid=50&Purpose=Microsite>
This is our application homepage. From there, select your region to get started.

Note:

Please use Google Chrome or Internet Explorer. Safari and Firefox browsers are not compatible with our application.

Step 2.

- Select a payment option. A checklist is provided to show information and document requirements for each option.

Note:

To ensure your application is processed as quickly as possible, and to reduce the potential for future order delays, please refer to the checklist for your region and preferred payment method before starting the application.

- Once you're ready, click "select" on the column with your preferred payment method to launch the application.

REGISTRATION AND TAX FORM INFORMATION

- The application process is user-friendly. Part of the application requires the use of E-signatures, and a portion of the application uses Equifax questions for identity confirmation.
- Once all sections have been completed, the Upload Attachments screen will appear as confirmation that all documents have been signed.
- The list will tell you which form needs to be completed for your state.
- To download a specific tax form, click on "TAX CERTIFICATES" in the upper-right corner.
- A valid Reseller Tax Certificate is required to move forward with reviewing all new accounts.

Note:

Once all documents have been provided, the confirmation screen will appear. You can click "Exit Signing Section" to move to the final confirmation page.

WHAT'S NEXT?

During the application process, our New Accounts team is here to help you with any questions you have. Once your application is fully submitted and all forms are received, our internal teams will process and review your account. If your application is approved, you will receive a welcome letter.

Move From AWS Direct to Tech Data

Three Common Scenarios

This section will help you move a Direct Solutions Provider to a Distribution Reseller.

SCENARIO A: YOU ARE AN EXISTING APN PARTNER WANTING TO WORK WITH DISTRIBUTION

There's no approval needed for a distributor to work with an existing AWS APN partner. However, when registering your APN, you may not be able to complete registration without some additional information from your distributor. Please send an email to your Tech Data Cloud representative to assist you with the process.

If you have existing AWS accounts to migrate to Distribution, follow the process under "Scenario C: Selling to a Direct AWS Account" below.

SCENARIO B: YOU ARE AN EXISTING AWS CHANNEL PARTNER WANTING TO MOVE BUSINESS TO DISTRIBUTION

There may be times as a direct AWS Channel partner when you decide to use the value-added services of distribution. In these situations, a series of approvals are required before linking your pre-existing account to a Consolidated Billing Reseller Payer Account.

To get started with moving a direct channel partner, Tech Data will need the following information:

- Business Justification: Explain why are you interested in working through distribution and how can Tech Data help accelerate your business.
- Account List: Provide a list of current AWS accounts that you sell to, including the 12-digit account number or each.

SCENARIO C: SELLING TO A DIRECT AWS ACCOUNT

There may be times when a customer purchasing services from AWS directly decides they would like to purchase the value-added services AWS Resellers offer. In these situations, a series of approvals are required before linking the pre-existing account to your Consolidated Billing Reseller Payer Account.

Formal approval by the AWS Channel Reseller team is required in order to resell to existing direct AWS accounts billing \$50,000 a month or more. Without formal approval, these accounts are not classified as reseller accounts and are not eligible for the Reseller discount.

NOTE:

Some additional things you need to know:

- The AWS account billing direct with AWS at the time of transfer might be eligible for a reduced reseller discount.
- AWS customer accounts billing with another authorized AWS Channel Reseller at the time of transfer will be eligible for the same reseller discount provided to the previous Reseller.

Move From AWS Direct to Tech Data

Consolidating Billing

HOW DO I ADD MY DIRECT AWS ACCOUNT TO AN AWS RESELLER CONSOLIDATED BILL?

A Direct AWS Account is defined as any account that your organization did not create. The following steps will need to be completed prior to linking a Direct AWS Account to your Consolidated Billing (CB) family.

Approval can be requested by filling in this [form](#). Once completed, please do the following steps:

1. If the account bills over \$50,000 per month, in addition to emailing the form to your PDM, please ensure to copy the aws-reseller-avnetops@amazon.com email alias so the reseller team can also review the account.
2. Email the completed form to your Partner Development Manager or AWS Partner Representative. AWS will internally review the account for any special circumstances that may prevent the transaction from proceeding.
3. Once approved, your PDM will need to initiate a Letter of Assignment to formally transfer ownership of the account from the previous account holder to you as the official AWS Reseller. Congrats!

Once approved, you may link the Direct AWS Account to your Consolidated Billing Reseller Payer Account. Directions on how to add an account to your Consolidated Bill can be found under the [“Consolidated Billing”](#) article.

RESELLER NOTE:

If the account is linked to another consolidated billing group, it will need to be unlinked prior to moving over. While a reduced discount is only applied to accounts spending \$50K MRR or above, a business case and Letter of Assignment need to be completed for all direct accounts being linked to a Channel Reseller.

APPROVAL TIERS

Monthly Dollar Amount	Approvers	Typical Processing Time
\$50K - \$100K	Regional PDM Leader + Channel Reseller Program Leader	5 Business Days
\$100K-\$250K	Regional PDM Leader + Global Partner Programs Leader	Contact Your Rep
\$250K and above	Regional PDM Leader + Head of WW Partners + L7 Sales Leader	Contact Your Rep

Please remember to check with the previous account owner if there are any credits available on the account, which may impact future billing cycles. For more information on credits and how they are allocated, read the [Earning Credits](#) section on page 45 or this [“Understanding AWS Credits”](#) article.

Move From AWS Direct to Tech Data

Post-Approval Account Updates

Once the account has been linked to your CB family, you will need to update specific pieces of account information*. Below is a quick checklist of the fields that needs to be updated.

Fields to Update	
Email Address	Similar to the creation of a new AWS account, the email address on file for the account should be changed to a unique email address within your domain. Maintaining an @gmail or @hotmail generic-type of email address for any account under the reseller program should be avoided.
Full Name	This is otherwise referred to as the account name field, this field should be updated to match the naming convention used for the other accounts you create.
Account & Payment Addresses	Once the account has been linked, it is highly recommended that you update the address on file under both the "My Account" and "Payment Methods" sections of the AWS Billing & Cost Management console. This is especially important for resellers that are tax exempt in a specific geography as tax eligibility is determined by the information provided in these fields. Refer to the Tax Exemption topic for additional information on tax.

* Account details for any linked account cannot be changed from the payer account. Direct access to the linked account is required in order to update account information.

RESELLER NOTE:

As the new owner of an AWS account, having your information in the fields referenced above may assist with the account recovery process in the event your login credentials are lost.

Set Up Your StreamOne Account

As a partner, you receive access to our powerful cloud platforms to help with all of your billing, consumption, provisioning and cloud customer management. Our Tech Data-engineered platform, StreamOne, is the engine that drives cloud business management for our entire partner and vendor community. Combined with CloudCheckr, our analytics and management tool, you will have everything you need to manage your entire cloud business.

StreamOne Enterprise Solutions (SES)

StreamOne Enterprise Solutions cloud platform is tightly integrated with top Cloud Providers, and our services are available exclusively through a network of Channel Partners who are committed to delivering the highest level of customer service. Together, Tech Data Cloud and our valued partners offer the most advanced products in today's market, along with best-in-class service and support, all powered by the most powerful cloud platform in the channel today.

WITH STREAMONE, YOU CAN:

- **Create Custom Storefronts:** Quickly expand your offerings and tailor your storefront with your branded look and feel.
- **Build Your Own Solutions:** Build your own products and add products with the ability to buy or try.
- **Interact With Dashboards & Analytics:** Gain the visibility you need to manage your cloud services business with real-time access to revenue and margins using powerful dashboards.
- **Manage Billing:** Set up custom billing cycles with support for both consumption and subscription based transactions. Auto generate billing statements easily via the cloud platform interface.
- **Provide End-User Access:** Using the same powerful dashboards and analytics, users can manage spending, establish governance and gain greater accountability across their organizations.

NEED A STREAMONE ENTERPRISE ACCOUNT?

Visit [click here to sign up](#).

READY TO GET STARTED?

Start adding customers on [Set Up a New Customer in StreamOne](#) section of this document or [sign in to your account here](#).

Discover CloudCheckr Benefits

CloudCheckr Overview

CloudCheckr is a comprehensive cloud management solution, helping businesses manage and automate costs as well as security for their public cloud environments. StreamOne combined with CloudCheckr extends the analytics and management capabilities of the platform when a partner purchases one of the two packaged options. The new Analytics and Management packages provide the control and visibility users need to optimize AWS usage with enhanced cost management, security, reporting and analytics.

ANALYTICS PACKAGE

Your customers believed in the cloud partly as a way to save money, but that doesn't always happen. This CloudCheckr package includes Cost Allocation and Optimization tools. The advanced reporting and recommendations provide insights to optimize spending and eliminate wasted resources. You and your customers are able to ensure accurate and efficient allocation of resources, as well as the ability to identify all potential saving opportunities.

MANAGEMENT PACKAGE

Beyond saving money, your customers may be challenged to improve security and increase operational efficiency of their public cloud. In addition to the Analytics tools, this package provides comprehensive security and compliance best practices and immediate actionable intelligence through management automation.

StreamOne CloudCheckr Packages	Analytics	Management
Cost Allocation • Auto Charge Back • Advance spend analysis • Custom dashboard views	Included	Included
Spend Optimization • Idle and unused resource alerts • Resource resizing recommendations • Reserved instance management and rebalancing	Included	Included
Security • Log intelligence • Configuration & changes • Activity monitoring • User tracking & permissions • Perimeter assessment • Continuous compliance • Traffic analysis		Included
Automation • Resource scheduling • RI rebalancing • Start/stop instances • Snapshots & backups • Enforce tagging policy • Clean up unused resources • Clean up security groups		Included
Pricing Based on partner's total AWS spend	1.25% to Partner with a recommend 2% to customer	1.5% to Partner with a recommended 2% to customer

Navigate the AWS Partner Network



Register for APN

APN Explained & How to Get Started

The AWS Partner Network (APN) is the global partner program for AWS. It is focused on providing members of the AWS partner ecosystem with programmatic, technical, business, and go-to-market support. When you register with APN, you will join a vast, high-growth ecosystem of software and professional service firms that offer a wide range of products and expertise to help customers take advantage of the AWS Cloud. Whether you are just beginning to build your cloud business or are expanding your AWS practice, the APN is a great place to start.

REGISTER TODAY TO GET STARTED

Please use the link below to register your firm as an APN partner.

[Register as an APN Partner through Tech Data.](#)

Consulting Partner vs. Technology Partner

APN CONSULTING PARTNERS

APN Consulting Partners are professional services firms that help customers of all types and sizes design, architect, build, migrate, and manage their workloads and applications on AWS, accelerating their journey to the cloud. APN Consulting Partners often implement Technology Partner solutions in addition to the professional services they offer.

APN Consulting Partners include system integrators, strategic consultancies, agencies, managed service providers, and value-added resellers. Learn more about Consulting Partner benefits & requirements:

- [Benefits of Achieving Select Status](#)
- [Requirements to Achieve Select Status](#)

APN TECHNOLOGY PARTNERS

APN Technology Partners provide hardware, connectivity services, or software solutions that are either hosted on, or integrated with, the AWS Cloud. Technology Partner products are often delivered as components to broader AWS customer solutions and can be delivered globally by Consulting Partners through AWS Marketplace, bundled solutions, or directly from APN Technology Partners.

APN Technology Partners include original equipment manufacturers (OEMs), semiconductor manufacturers, network carriers, SaaS providers, and independent software vendors (ISVs). Learn more about Technology Partner benefits & requirements:

- [Benefits of Achieving Select Status](#)
- [Requirements to Achieve Select Status](#)

WHAT ARE APN TIERS AND WHY DO THEY MATTER?

APN Tiers represent the level of competency an organization has achieved within the APN Program. The tiers are: Advanced, Select and Premier. Each tier comes with unique benefits.

Discover Partner Tiers

Select Tier Benefits

AWS PROMOTIONAL CREDITS

Select tier APN Partners receive \$3,500 in AWS Promotional Credits upon payment of the Annual APN Program Fee. Learn more about the [AWS Credits Terms and Conditions](#).

PARTNER OPPORTUNITY ACCELERATION (POA) FUNDING

APN Partners at the Select tier have access to Partner Opportunity Acceleration (POA) funding. POA funding availability is subject to approval. For more information, visit the Acceleration tab in [APN Partner Central](#).

AWS PROMOTIONAL CREDIT FOR AWS CERTIFICATION ATTAINMENT

APN Partners receive AWS Promotional Credit for each net-new AWS Certification attained by individuals associated with their APN Partner Central account. APN Partners receive \$300 in AWS credits for each Associate Certification, and \$500 in AWS credits for each Professional or Specialty Certification.

DISCOUNTED AWS TRAINING

APN Partners receive heavily discounted training directly from AWS, or through select AWS Training Partners (ATPs). Discount rates vary by region.

ACCESS TO AWS SOLUTIONS TRAINING FOR PARTNERS (STP)

APN Partners have access to one-day training sessions designed to teach techniques and best practices for delivering various workloads and AWS solutions. These AWS solutions trainings are conducted in-person and not online.

ACCESS TO PARTNER DEVELOPMENT RESOURCES

APN Partners have access to various partner development resources designed to support the development of your organization's capabilities and expertise with AWS.

ACCESS TO PARTNER SOLUTIONS RESOURCES

APN Partners at the Premier, Advanced, and Select tiers benefit from access to Partner Solutions Architect resources. PSAs can be engaged to support a variety of solution-level questions relating to your practice, service, or product.

AWS PARTNER SOLUTIONS FINDER LISTING

The AWS Partner Solutions Finder provides AWS customers with a centralized place to search, discover, and connect with trusted APN Partners based on their business needs. Customers can use the AWS Partner Solutions Finder to identify an APN Partner to help design, migrate, manage, and optimize workloads on AWS. APN Partners at the Premier, Advanced, and Select tiers can create profile listings on the Partner Solutions Finder.

Discover Partner Tiers

Select Tier Benefits (cont.)

ACCESS TO APN BADGE MANAGER

APN Partners have access to APN Badge Manager, where you can create and manage APN badges based on your APN Tier, partner type, and approved program designations (such as AWS Competency or Managed Service Provider). APN program elements can be combined into custom APN Badges for use in various go-to-market (GTM) assets.

ACCESS TO APN MARKETING CENTRAL

APN Marketing Central allows APN Partners to create co-branded campaigns with AWS. Within APN Marketing Central, you can easily customize and launch solution-based campaigns, or find an agency with experience messaging AWS. Additional tools are available to support lead management and customized campaign development with an approved digital agency.

APN CUSTOMER ENGAGEMENT (ACE) ELIGIBILITY

The APN Customer Engagements (ACE) Program enables APN Partners to support customers and drive successful engagements on AWS. Qualified APN Partners become eligible to receive AWS lead and opportunity referrals through the ACE Customer Engagements platform. Eligible APN Partners can also receive AWS-generated leads and opportunities through the Opportunity Management Platform, as well as access sales and technical support resources to help drive successful customer outcomes.

APPLY FOR AWS SOLUTION PROVIDER & SERVICE DELIVERY PROGRAMS

APN Partners are eligible to apply for the AWS Solution Provider and AWS Service Delivery Programs at the Select tier. The AWS Solution Provider Program allows APN Consulting Partners to resell AWS services and manage, service, support, and bill AWS accounts for end customers. The AWS Service Delivery Program identifies and endorses APN Partners with deep understanding of specific AWS services.

ACCESS TO AWS NAVIGATE PATHS

AWS Navigate provides a prescriptive path for building a specialized practice on AWS. We currently have AWS Navigate tracks for Blockchain, Contact Center, Database Services, DevOps, End User Computing, Financial Services, High-Performance Computing (HPC), Internet of Things (IoT), Machine Learning, Microsoft Workloads, Migration, Serverless, and SAP on AWS.

ACCESS TO AWS EDUCATE JOB BOARD

The AWS Educate Job Board allows students to search and apply for thousands of cloud jobs and internship opportunities from Amazon and other companies globally. This benefit allows APN Partners to publish open positions to top university talent. Students can search jobs that match their selected job family and skill set, and apply for positions directly in the Job Board.

Discover Partner Tiers

Advanced Tier Benefits

At the APN Advanced tier, you receive all the benefits of Select tier partners, plus:

+ ADDITIONAL AWS PROMOTIONAL CREDITS

APN Partners at the Advanced tier receive \$5,000 in AWS Promotional Credits upon payment of the Annual APN Program Fee. Learn more about the [AWS Credits Terms and Conditions](#).

+ MARKET DEVELOPMENT FUNDS (MDF)

The Market Development Funds (MDF) Program provides funding to drive demand generation and go-to-market strategies. APN Partners have access to \$15,000 in MDF cash and/or MDF AWS Promotional Credits to support marketing efforts that promote their services and solutions on AWS. Visit the MDF page in APN Partner Central.

+ APN PROGRAM VALIDATION MDF FUNDING

Advanced tier APN Partners receive an additional \$5,000 in MDF funds for each program designation they have received (up to 5 designations) from the AWS Competency, AWS Managed Service Provider (MSP), or AWS Well-Architected Partner Programs. With this benefit, APN Partners are able to receive an additional \$25,000 in MDF.

+ APPLY FOR AWS COMPETENCY, MSP & WELL-ARCHITECTED PROGRAMS

APN Partners become eligible to apply for additional programs at the Advanced tier. The [AWS Competency Program](#) highlights APN Partners who have demonstrated technical proficiency and proven customer success in specialized solution areas. The [AWS MSP Partner Program](#) qualifies APN Consulting Partners that offer proactive monitoring, automation, and management of their customer's environment. The [AWS Well-Architected Partner Program](#) trains APN Partners on how to perform Well-Architected Reviews. Participating in these programs unlocks additional MDF funds.

+ CREATE ONE (1) JOINT AWS CASE STUDY

APN Partners at the Advanced tier are eligible to co-create a written case study that highlights their success in solving specific business challenges for AWS customers. Case studies may be featured on various AWS web pages and at AWS-operated events. [See examples of joint case studies here](#).

+ PROMOTION THROUGH APN BLOG GUEST POSTS

Advanced tier partners can co-create a guest post on the popular APN Blog, which can influence customers globally and is one of the most-read blogs at AWS. [See examples of APN Blog guest posts here](#).

Discover Partner Tiers

Premier Tier Benefits

At the APN Premier tier, you receive all the benefits of Select and Advanced tier partners, plus:

+ ADDITIONAL AWS PROMOTIONAL CREDIT

Premier tier partners receive \$10,000 in AWS Promotional Credits upon payment of the Annual APN Program Fee. Learn more about the [AWS Credits Terms and Conditions](#).

+ ADDITIONAL MARKET DEVELOPMENT FUNDS (MDF)

The Market Development Funds (MDF) program provides APN Partners with funding to drive demand generation and go-to-market strategies. Premier tier partners have access to \$30,000 in MDF cash and/or MDF AWS Promotional Credits to support marketing efforts that promote their services and solutions on AWS.

+ CREATE TWO (2) JOINT AWS CASE STUDIES

APN Partners at the Premier tier are eligible to co-create two (2) written case studies that highlight their success in solving specific business challenges for AWS customers. Case studies may be featured on various AWS web pages and at AWS-operated events.

+ EARLY ACCESS TO AWS RE:INVENT, AND OTHER EVENT SPONSORSHIP PACKAGES

APN Partners at the Premier tier are eligible for early access to sponsorship packages for AWS operated events such as AWS re:Invent, AWS re:MARS, AWS re:Inforce, or the AWS Summit Series.

Transfer Existing Accounts to Your Management

When a partner wants to transfer an existing account from a direct with AWS engagement or from another distributor, they must follow this process. This applies to both Commercial and Public-Sector accounts. Details on how to handle each below.

QUESTIONS TO CONSIDER:

1. Is the account billing \$50,000+?
2. Does the account have any private pricing contract? If so, when does it expire (if it's a 1 vs 3 year term, etc..)?
3. Does the customer have Enterprise Support (ES)?
4. Does the customer have an Enterprise Agreement (EA)?
5. Does the customer have an EDP? When does it expire?

1. TRANSFERRING FROM DIRECT TO DISTRIBUTOR

There may be times when a direct AWS partner decides that they would like to purchase the value-added services through distribution. In these situations, a series of approvals are required before linking the pre-existing account to your Distribution Partner's Consolidated Billing Payer Account. A Direct AWS Account is defined as any account that was created directly with AWS, or one that your organization did not create. The following steps will need to be completed prior to linking a Direct AWS Account to your Consolidated Billing (CB) family.

- Approval can be requested by filling [this form](#) and send to your AWS Channel Manager.
- A Reseller must be "tagged" to a Distributor before they can link accounts through them. This tagging process is completed by the AWS Distribution Team. Tagging allows the End Customer Reporting process to be completed by the Distributor in their Consolidated Billing Payer Account. The Distributor will need to know your APN ID# to complete this process.

2. TRANSFERRING FROM DISTRIBUTOR TO DISTRIBUTOR

Similar to the process above, the Reseller must be "Tagged" to a Distributor before they can link accounts through them. This must be completed by the AWS Distribution Team. If the Partner is already tagged and transacting with another distributor, they must:

- Send an email to their current Distribution Partner copying the AWS Channel Manager explaining their intent to move their business to another Distributor.
- If the account is under \$50,000 MRR, the partner needs to un-link the account with their current distributor and re-link it with their new distributor after they have been tagged to the new Distribution Partner.
- If any single account (12-digit account) is over \$50,000 MRR, the "Consent to Assign" process must be completed, and the account may be subject to a reduced discount based on the move justification. [Fill out the form](#) and send to your AWS Channel Manager for processing.

Configure Your Account Root User

All AWS accounts have root user credentials (that is, the credentials of the account owner). These credentials allow full access to all resources in the account. You cannot use **policies** within your account to explicitly deny access to the root user. You can only use an AWS Organizations **service control policy** (SCP) to limit permissions to an account, including the root user, that is a member of an organization or organizational unit (OU). Because of this, we recommend that you delete your root user access keys and then create AWS Identity and Access Management (IAM) user credentials for everyday interaction with AWS. For more information, see **Lock away your AWS account (root) access keys** in the IAM User Guide.

Note:

You may need AWS account root user access for specific tasks, such as changing an AWS support plan or closing your account. In these cases, sign into the AWS Management Console with your email and password. See **Email and Password (Root User)**.

For a list of tasks that require root user access, see **AWS Tasks That Require AWS Account Root User Credentials**.

With IAM, you can securely control access to AWS services and resources for users in your AWS account. For example, if you require administrator-level permissions, you can create an IAM user, grant that user full access, and then use those credentials to interact with AWS. If you need to modify or revoke your permissions, you can delete or modify the policies that are associated with that IAM user.

If you have multiple users that require access to your AWS account, you can create unique credentials for each user and define who has access to which resources. You don't need to share credentials. For example, you can create IAM users with read-only access to resources in your AWS account and distribute those credentials to your users.

Note:

- Any activity or costs that are associated with the IAM user are billed to the AWS account owner.
- We recommend **enabling Multi-factor Authentication** to safeguard your root account.

STANDARD PRACTICE FOR DAY-TO-DAY ACTIVITIES

Tech Data uses standard IAM user login access with permissions to perform all day-to-day activities. Day-to-day activities include:

- Viewing billing details and downloading invoices
- Linking and/or inventory of AWS child accounts
- Opening support tickets with AWS
- You can recognize the Tech Data IAM users by the following naming conventions: [name]_techdata

Tech Data will only use root access if required to action requests on behalf of the End Customer where AWS requires the authorization take place at the root level.

Maximize AWS Opportunity Margin

As you begin scaling your AWS business and look at ways to become more profitable, there are incredible incentives in place for you to take advantage of. One is the “Path to 12”, where you can earn up to 12 points of margin on your AWS business.

$$\begin{array}{ccccccc} \mathbf{3\%} & + & \mathbf{4\%} & + & \mathbf{5\%} & = & \mathbf{12\%} \\ \text{Base} & & \text{Competency} & & \text{Net-New Business} & & \end{array}$$

All partners start with a base discount of 3% on all accounts. Once you reach the Advanced Tier on the APN (you’ll learn how in the next section) and add a competency, you receive an additional 4% discount on all accounts. For a net new account, you will receive an additional 5% discount on that specific account only, bringing the total discount of 12% to take on as extra margin. Take the important details below into account when planning your potential margins.

PARTNER TIER RESELL REQUIREMENT

Partners are required to be at Select tier or higher in order to participate in the AWS resell program through distribution in Europe.

NET-NEW BUSINESS DEFINITION

Net-new business is defined as any account with \$1,000 or lower in MRR. These accounts receive an additional 5% discount for 24 months at the time the account links after the new contract signing.

SHARE SHIFT OF \$50K + MRR ACCOUNTS

Shift of accounts with \$50,00+ MRR are subject to AWS approval, and if approved, are subject to reduced margins of up to 2% for partners, regardless of APN Tier.

Discover AWS Competency Program Benefits

The AWS Competency Program is designed to highlight APN Partners who have demonstrated technical proficiency and proven customer success in specialized solution areas. Attaining an AWS Competency allows partners to differentiate themselves to customers by showcasing expertise in a specific solution area.

AWS Competencies are categorized by Industry, Application, and Workload. A list of all available competencies are outlined in the [AWS Competency Program](#). In addition to the benefits you receive as an APN member, partners that qualify for AWS Competencies will receive a number of valuable benefits, which may include:

VISIBILITY AND GO-TO-MARKET ACTIVITIES

- Opportunity to create customer references with APN team
- Eligibility to be featured on the [APN Blog](#) and APN social channels
- AWS Competency attainment promotion with welcome kit and partner badge
- Eligibility for participation in [APN Marketing activities](#)
- Eligibility for participation in co-branded marketing campaigns
- Prioritization in AWS Analyst Relations communications and briefings

MARKET DEVELOPMENT FUNDS (MDF) AND DISCOUNTS

- Preferred access to [Market Development Funds \(MDF\)](#)
- Increased discount through the [AWS Solution Provider Program](#)

DRIVE CUSTOMER ACQUISITION

- Share customer opportunities through the [APN Customer Engagement \(ACE\) Program](#)
- Drive visibility with AWS Customers through prioritized listings on the AWS Webpages

SELECTIVE ELIGIBILITY BENEFITS

- Gain access to dedicated APN Partner field members
- Prioritization and eligibility for the [AWS Solution Space Program](#)
- Prioritization and eligibility for the [AWS Quick Start Program](#)

EVENT-SPECIFIC BENEFIT

- Exclusive onsite benefits at AWS events
- Exclusive access and participation in AWS Competency Events and Solution Showcase

Ready to get Started?

In order to apply for AWS Competencies, partners must meet program requirements listed in the Validation Checklists. Follow the steps outlined in the [AWS Competency Program](#) to ensure your firm's Partner Scorecard is up-to-date.

Note:

Partners can qualify for one or more AWS Competencies by having a strong overall AWS practice, showcasing customer success, and demonstrating technical readiness within the Competency.

Review Reserved Instance and Savings Plans

Reserved Instance Overview

Reserved Instances provide you with significant savings on your Amazon EC2 costs compared to On-Demand Instance pricing. Reserved Instances are not physical instances, but rather a billing discount applied to the use of On-Demand Instances in your account. These On-Demand Instances must match certain attributes, such as instance type and region, in order to benefit from the billing discount.

Savings Plans also offer significant savings on your Amazon EC2 costs compared to On-Demand Instance pricing. With Savings Plans, you make a commitment to a consistent usage amount, measured in USD per hour. This provides you with the flexibility to use the instance configurations that best meet your needs and continue to save money, instead of making a commitment to a specific instance configuration. For more information, see the [AWS Savings Plans User Guide](#).

Reserved Instances in SES

The platform provides a few options for handling reserved instances in your bill that allows you, as a reseller, to maximize your margin. When you purchase an RI, you must have the AWS account residing in the platform. A review of the settings on how the platform handles RI purchase benefits is noted below under these two options:

OPTION 1 - USE "PASS RI OPTIMIZATION TO CUSTOMER"

When you select an existing customer from the Customer module, select [Edit], then Cloud Providers. When AWS is high-lighted, there is an option called "Pass RI Optimization to Customer" You can think of this like a hammer - it will force the platform to ignore which account an RI was purchased in and simply pass any RI pricing that is in the consolidated bill without changing the pricing. Pass RI Optimization to customer will confer the cost savings benefits from RIs to this customer; even if the customer did not purchase the underlying Reserved Instance. If this option is left "unchecked" then any RI usage that a customer has but which they do not purchase for themselves is re-tiered to on demand usage. "Unchecked" is the standard default setting.

"Pass through global pricebook discount" is an additional option that would discount the RI charge based on the global pricebook discount defined in the drop-down menu immediately above.

Note:

These settings are not used in our shared consolidation model. Only dedicated payers would activate this setting.

Review Reserved Instance and Savings Plans

Reserved Instance Overview (cont.)

OPTION 2 - SET A THIRD PARTY READ-ONLY ROLE FOR EACH LINKED ACCOUNT THAT PURCHASES RI'S

SES uses read-only access to determine which account actually purchased a reserved instance. If this role is set for all linked accounts that purchase RI's, the SES billing process delivers the reduction benefit of the RI rates to the end customer. If the ARN role is not setup, and the AWS account has purchased an RI, then the benefits (price reduction) may not be properly applied to the customer's billing data. This is a crucial setting to ensuring the accuracy of billing at the end customer level.

Setup of the read-only access role is typically performed when you are linking an existing AWS account. Read-only access role is already setup under 'Request' new AWS accounts within the platform.

If you have questions on how the platform calculates RI charges, please contact us by opening a support ticket in the portal.

IMPORTANT NOTES ABOUT PURCHASES

- If your needs change, you can modify or exchange reserved instances, or list eligible Standard Reserved Instances for sale on the Reserved Instance Marketplace.
- You can purchase up to 20 Reserved Instances per Availability Zone each month. If you need additional Reserved Instances, complete the form located in the AWS Support Center.
- Purchases of Reserved Instances are non-refundable.
- When an AWS account owns a reserved instance and is part of a shared consolidation model, AWS applies the RI benefits randomly across all linked accounts in that consolidated model to instances that contain that RI type. AWS offers RI purchase options for Amazon EC2 and Amazon RDS.

LOOKING FOR MORE RESOURCES?

These in-depth articles can help you with Reserve Instance next steps.

[EC2 Reserved Instances](#)

[Amazon RDS Reserved Instances](#)

[How to Purchase Reserved Instances](#)

[Amazon Elastic Compute Cloud Documentation](#)

Review Reserved Instance and Savings Plans

Savings Plans Overview

Savings Plans are the next generation of initiatives created by AWS to save customers money. Building on the RI experience, AWS allows customers to commit to a dedicated hourly spend in EC2 at a discounted rate. At the moment, there are two types of savings plans that can be purchased.

EC2:

- Up to 72% discount
- Apply to a specific instance family
- Any size
- Single Region
- Multiple OS (Windows and Linux)

COMPUTE:

- Up to 66% discount
- Highly flexible
- No Limitations on family
- No Limitations on size
- No Limitations region
- No Limitation on OS
- Managed by AWS

Designed to help resellers and organizations to create savings opportunities at consolidated level AWS Savings Plans currently only make recommendations at the payer levels. The payer centric nature of Savings Plans' recommendations means customers in Multi-tenant Organizations do not get a complete analysis of their accounts.

Savings Plans also shift the paradigm from an instance or object-based (one RI/Instance or RI hour) to a financial commitment per hour. So, if a customer has \$100 an hour dynamic spend, they can commit to a spend level of \$50 an hour. The first \$50 an hour will be analyzed and assigned to the instances with the best possible discount based on the plan the partner/customer chooses.

SES needs to be able to see, manage, rate, report, and recommend these plans based on the AWS data. The Plans need to follow the rules of RI inheritance setup by AWS as well as the TECH DATA RI inheritance rules.

LOOKING FOR MORE RESOURCES?

See the [AWS Savings Plans User Guide](#).

Training and Accreditation Opportunities

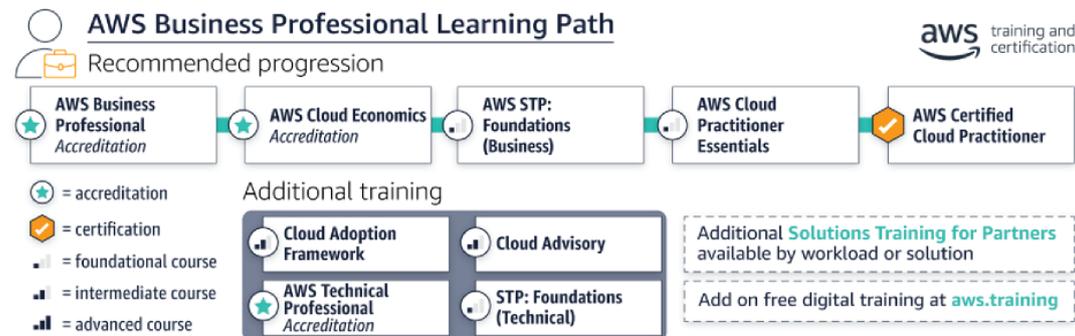


Build Your Learning Path

If you are a newly-registered partner looking to move to the Select Tier, your organization will need to have two individuals with an AWS Business Professional accreditation and two individuals with an AWS Technical Professional accreditation. Accreditations are earned by scoring 80% or better on an online exam. There is no cost for partners to take the exam.

In order for your organization to get credit for your employees' accreditations, your employees need to have a user account in your APN Central portal and have those accreditations attached to their APN Central username. If your Accreditations are not showing up in your partner scorecard, please consult the information contained [here](#).

AWS Training and Certification enables APN Partners to support customers' business and technical needs. Tech Data's AWS partners have access to other digital and classroom trainings, so you can choose to learn best practices either online at your own pace, from an AWS instructor, or from an APN Training Partner. This section contains links to the self-paced training available from AWS directly, either online or via Regional Partner Training.



Partners can earn AWS Business Professional and AWS Technical Professional Accreditations to demonstrate understanding of AWS services and how AWS solutions address customer business requirements. Partners must complete the series of e-learning modules and quizzes within an Accreditation course to achieve an accreditation. The following Accreditation courses are available to all APN Partners.

AWS Business Professional: Intended for individuals responsible for articulating the business benefits of AWS, this course is designed to give you an overview of key AWS services, overall business value proposition, and best practices for implementing AWS in the field with customers.

AWS Technical Professional: Designed for individuals responsible for making informed decisions about IT solutions based on customer business requirements, this course is the technical counterpart to AWS Business Professional and helps deepen your technical knowledge of AWS products, services, and common solutions for your customers.

TCO and Cloud Economics: This course also provides fundamental knowledge of the Total Cost of Ownership (TCO) concept and the economics of data centers as it relates to AWS.

Obtain Certifications

Overview

Professional

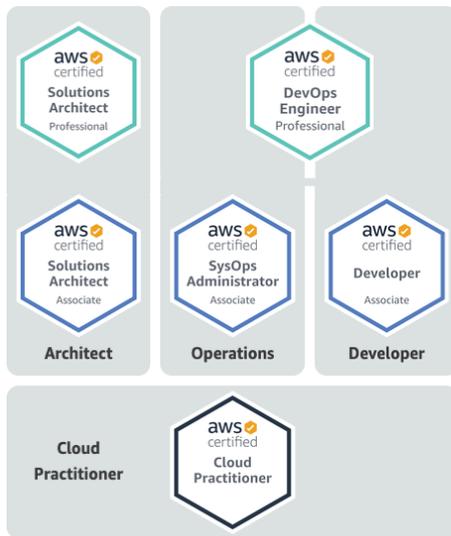
Two years of comprehensive experience designing, operating, and troubleshooting solutions using the AWS Cloud

Associate

One year of experience solving problems and implementing solutions using the AWS Cloud

Foundational

Six months of fundamental AWS Cloud and industry knowledge



Specialty

Technical AWS Cloud experience in the Specialty domain as specified in the exam guide



AWS Certifications recognize IT professionals that possess the skills and technical knowledge necessary for designing, deploying and managing applications on the AWS platform. Earning certification helps you gain visibility and credibility for your proven experience working with AWS, as well as contributes to your organization’s proficiency with AWS-based applications.

If you are a recently-registered AWS Partner and looking to move to the Select Tier, you will need to have a minimum of two individuals, each with the Foundational level certification (Certified Cloud Practitioner) and one of the Associate, Professional, or Specialty certifications. If you are pursuing an Advanced or Premier Tier designation, please remember that a single individual cannot simultaneously be counted towards your “Technical,” and “Technical (Pro or Specialty),” Certified Individual compliance requirement.

FOUNDATIONAL

At this time, there is only one Foundational-level AWS Certification available, the Certified Cloud Practitioner. This learning path is intended for individuals who are looking to build and validate overall understanding of the AWS Cloud.



AWS Certified Cloud Practitioner

= certification = intermediate
 = foundational = advanced



Add on free digital training at aws.training



Obtain Certifications

Overview (cont.)

ASSOCIATE

Associate exams are intended for IT professionals with one year or more of experience deploying or managing AWS solutions. There are three Associate-level AWS Certifications.

1. Solutions Architect - Associate: Intended for individuals who perform a solutions architect role and have one or more years of hands-on experience designing available, cost-efficient, fault-tolerant, and scalable distributed systems on AWS.

2. Developer - Associate: Intended for individuals who perform a development role and have one or more years of hands-on experience developing and maintaining an AWS-based application.

3. SysOps - Associate: Intended for systems administrators in a systems operations role with one to two years of experience in deployment, management, and operations on AWS.

PROFESSIONAL

AWS Certifications at the Professional level validate an individual's experience and capabilities in building and managing complex solutions that incorporate data services, governance, and security on the AWS platform. Professional-level certifications require deep understanding of best practices for building scalable, elastic, secure, and highly available applications on AWS.

1. Solutions Architect - Professional: Intended for individuals who perform a Solutions Architect-Professional role with one or more years of hands-on experience managing and operating systems on AWS.

2. DevOps Engineer - Professional: Intended for individuals who perform a DevOps engineer role with two or more years of experience provisioning, operating, and managing AWS environments.

SPECIALTY

Specialty-level Certifications showcase your expertise in designing and deploying complex systems in a specific field. The Specialty-level AWS Certifications available today are:

- **Advanced Networking**
- **Security**
- **Machine Learning**
- **Alexa Skill Builder**
- **Data Analytics**
- **Database**

How to Get Started With Training

Q. Which AWS Certification is right for me?

Learn about each AWS Certification exam [here](#). To learn more about the benefits of AWS Certification, see aws.amazon.com/certification/benefits.

Q. How do I schedule an exam?

To register for an exam, sign in to [AWS Training](#) and click Certification in the top navigation. Next, click the AWS Certification Account button, followed by Schedule New Exam. Find the exam you wish to take and click either the Schedule at PSI or Schedule at Pearson VUE button. You will then be redirected to the test delivery provider's scheduling page, where you will complete your exam registration.

Q. How much does it cost to take an AWS Certification Exam?

The Cloud Practitioner exam is 100 USD. Associate-level exams are 150 USD. Professional-level and Specialty exams are 300 USD. You can renew your certification by using your 50% off voucher code to take the current, full exam at 50% off. Please note that taxes (such as Value Added Tax) may apply.

Q. How long will my Certification be valid?

You will be required to update your certification (or re-certify) every three years. View the [AWS Certification Recertification](#) page for more details.

Q. Are there any prerequisites to take the AWS Certification Exams?

In October 2018, we removed prerequisites to give candidates more flexibility. Candidates are no longer required to have an Associate certification before pursuing Professional certification, and they are no longer required to have Cloud Practitioner or Associate certification before pursuing Specialty certification. We still encourage exam candidates pursue our recommended learning paths as they advance and validate their skills.

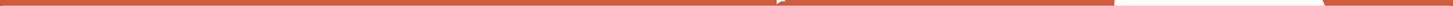
Q. How can I share my Certification details with my employer and Alliance Lead?

Your employee's AWS Certifications will be automatically added to your company's APN Partner Scorecard if your employees have either:

- Passed the AWS Certification exam using their company email address
- Updated their [APN Partner Central Profile Page](#) with the personal email address found in their AWS Certification (CertMetrics) Account

For instructions on how to see detailed exam information from your employees, please follow the instructions [here](#).

Access Opportunity Support



Access Tech Data Services

Leverage our offering to:

- Perform opportunity discovery with partner and end customers
- Work with partner to develop estimates for monthly cloud spend
- Review Tech Data best practices around AWS Savings Plans and Reserved Instances
- Access Cloud Practice Builder. Designed to help you rapidly and affordably, build and accelerate a cloud technology business, it offers quality enablement resources and a simple, step-by-step path to making cloud a strategic part of your business.

Tech Data Cloud understands the importance of delivering end-to-end outcomes to your customers. Below, is a representative list of our cloud services offerings.

Assessments

- Cloud Readiness
- General Cloud and Hybrid Cloud Strategy
- Application Migration and Optimization
- Workload Placement and Cost Analysis
- Amazon Web Services Migration
- Amazon Well Architected Workshops and Partner Enabled Tools

Professional Services & Optimizations

- Cloud Design and Implementation Services
- Automation services to build & deploy private/hybrid cloud infrastructure
- Backup/Recovery or DR solutions
- Integration services to/from ITSM, ITOM, and automation platforms
- Custom integration development –from anything to anything

Migrations

- On Premise Workloads to AWS Cloud
- “Lift and Shift” to AWS
- Cloud to Cloud Workload migrations
- Data to Data Migration, Translation and Archival

Managed Services

- Pro-active Remote Monitoring and Management of Amazon Web Services (AWS) environments
- Cost saving via Savings Plans optimization services
- Single window service includes Service Desk, Support and Maintenance Services
- Manage assets deployed across public and private cloud environments
- Provide end-to-end managed cloud services across applications, middleware and databases
Tech Data's Cloud Services practice enables channel partners to assess, migrate, optimize (or build) and manage customer workloads and apps to speed transformation and modernize their IT environments. We work hand-in-hand with partners to provide the necessary level of expertise to help customers maximize the benefits of cloud computing.

READY TO GET STARTED?

Build your revenue and profit by adding services to provide a more comprehensive solution. Visit our [services page located on techdatacloud.eu](https://aws.eu@techdata.com) to learn more about our overall services offering.

Leverage Professional Services Offerings

Channel partners benefit from engaging with our certified experts, proven processes and best of breed tools in several ways including:

- **Portfolio Expansion:** Your customers may lack the time, staff or expertise to embrace cloud. Partners can expand their portfolio by offering an end-to-end solution that includes services capabilities.
- **Greater Profitability:** Enjoy higher margins with the ability to white-label as your own value-added services while upgrading to trusted advisor status with your customers.
- **Instant Expertise:** Customers expect partners to be experts on the cloud. Leverage our experience with over 400 cloud projects successfully completed to date.

DEEP CLOUD AND DATA CENTER EXPERTISE

Our services are designed from the onset to help an organization achieve its goals at various stages on cloud projects including private, public, hybrid and software defined data center (SDDC) projects. This means we work with our partners and their customers to choose the right mix of cloud platforms and environments that address individual customer requirements at any stage of the cloud journey.

INCREASE REVENUE & DELIVER PEACE OF MIND WITH TECH DATA CLOUD MANAGED SERVICES

Our AWS Managed Services offering is a Level 3 remote monitoring and management offering for AWS environments. It assures the health and stability of the overall AWS environment as well as specific tools and/or technologies that are part of their deployment. Through this offering we help our customers improve performance, functionality and security, while reducing and/or optimizing costs and time.

READY TO GET STARTED?

Build your revenue and profit by adding services to provide a more comprehensive solution. Visit our [Services page located on techdatacloud.com](https://aws.eu@techdata.com) to learn more about our overall services offerings.

Request Post-Sales Support

AWS support plans can be tailored to meet end customer needs. Each level provides increased support and quicker response times. Support, like Tech Data services, is provided at a discount. Pricing is based on spending volumes. Using the consolidated billing capabilities of StreamOne Enterprise Solutions cloud platform, you can help customers take advantage of volume support discounts.

Basic	Developer	Business	Enterprise
<ul style="list-style-type: none"> All plans, including Basic Support, provide 24x7 access to customer service, AWS documentation, whitepapers, and support forums. 	<ul style="list-style-type: none"> 24x7 access to Sr. Cloud Support Engineers via email, chat & phone Unlimited contacts/Unlimited cases (IAM supported) General guidance: <24 hours System impaired: <12 hours Production system impaired: <4 hours Production system down: <1 hour Business-critical system down: <15 minutes Architectural Support and Review Launch Support Operational Support 	<ul style="list-style-type: none"> Unlimited Business hours** access to Cloud Support Associates via email One primary contact/Unlimited cases General guidance: <24 business hours System impaired: <12 business hours 	<ul style="list-style-type: none"> 24x7 access to Cloud Support Engineers via email, chat & phone Unlimited contacts/Unlimited cases (IAM supported) General guidance: <24 hours System impaired: <12 hours Production system impaired: <4 hours Production system down: <1 hour Architectural Support

READY TO GET STARTED?

Build your revenue and profit by adding services to provide a more comprehensive solution. Visit our [Services page located on techdatacloud.com](https://techdatacloud.com) to learn more about our overall services offerings.

Use the APN Customer Engagements Program (ACE)

Overview

The APN Customer Engagements Program (ACE) enables APN Partners to support customers and drive successful engagements on AWS. Through the ACE Program, qualifying APN Partners become eligible to receive AWS lead and opportunity referrals through the [ACE Pipeline Manager](#). The APN Customer Engagements Program provides APN Partners with access to sales and technical support resources to support driving a successful customer outcome.

Note:

All Registered, Select, Advanced, and Premier Tier APN Consulting and Technology Partners may submit an opportunity in the ACE Pipeline Manager.

The APN Customer Engagements Program doesn't require an application process; you become eligible when you meet the program requirements as you navigate and make the most of your APN Journey. We recommend you begin by submitting opportunities through the ACE Pipeline Manager, encouraging your customers on AWS to complete CSAT reviews and applying to our various APN differentiation programs (e.g. AWS Competency, AWS Managed Service Provider Program).

Customer- and partner-facing incentives on Validated Opportunities from AWS are subject to change at any time, but cash and credits may be available for you to win business from an AWS competitor or to help your customers with a Proof-of-Concept, assessment, migration, testing, etc. Work with your Tech Data Strategic Account Executive, AWS Partner Development Manager, or the AWS Account Manager supporting your customer to talk about all of your available options.

PROGRAM BENEFITS

- Select tier partners need to launch three opportunities (total estimated MRR of at least \$1,500) in twelve months to meet program tier requirements.
- Advanced tier partners need to launch 20 opportunities (total estimated MRR of at least \$10,000) in twelve months to meet program tier requirements.
- Eligibility to receive AWS-sourced leads and opportunities.
- Introduction to an AWS sales rep on validated opportunities.
- Technical support on validated opportunities.
- AWS Compete Team Support on eligible, validated opportunities.
- Dynamic Lead Sharing URL when featured in AWS Blog Posts and Public Customer References (Advanced and Premier Tier partners only).

Use the APN Customer Engagements Program (ACE)

Details & How to Get Started

WHAT IS AN AWS VALIDATED OPPORTUNITY?

An AWS Validated Opportunity is one that represents net-new AWS business and has been thoroughly prospected by your firm to clearly define the end-customer's needs, pain points, and what your firm is proposing to solve.

WHERE DO I SUBMIT AWS VALIDATED OPPORTUNITIES?

Opportunities are submitted through the ACE Pipeline Manager located in APN Partner Central. To submit a new opportunity, follow the steps below:

1. Login to APN Partner Central
2. Navigate to "My Customers"
3. Select "Add New"
4. Complete all required fields and select "Submit"

WHAT SHOULD I DO IF MY CUSTOMER DOESN'T WANT ME TO DISCLOSE PERSONAL CONTACT INFORMATION TO AWS?

APN Partners assume responsibility of obtaining the appropriate consent from a customer prior to submitting an opportunity to AWS. If your customer would not like to disclose personal contact information (name, email address, phone number), it's acceptable to provide an alternate contact within your firm along with the customer website. **See the APN Customer Engagements (ACE) User Guide in [APN Partner Central](#).**

HOW TO ACTIVATE CUSTOMER ENGAGEMENT REFERRALS

Requirements to receive AWS customer engagements from AWS:

- **APN Membership** - Select, Advanced, or Premier APN Consulting or Technology Partners
- **PSF Listing** - Active listing on AWS Partner Solutions Finder (PSF)
- **APN Program Designation** - Must be in an APN Program. To complete this requirement, participation in a minimum of one of the following APN Programs is required: AWS Competency Program, AWS Managed Service Provider (MSP) Program, AWS Service Delivery Program, or AWS Public Sector Partner Program
- **Capabilities and Preferences** - Are eligible for identified leads and opportunities based on capabilities and preference settings
- **Commitment to Provide Updates** - On AWS lead and opportunity referrals
- **Terms and Conditions** - Acceptance of the APN Customer Engagements Program Terms and Conditions. Submission of 10 validated customer engagements to AWS on a rolling 12-month basis
- **Additional Requirements** - Partner Activity dependent on APN Tier

Apply for Enterprise Discount Plans

Enterprise Discount Plans (EDPs) are financial agreements that tie incremental discounts from AWS for a specific End Customer's AWS commitment based on service type, revenue volume level and revenue growth, as well as the term and payment option selected. The typical contract term is 2 or 3 years, and similar to RI's and Savings Plans, there is improved pricing for an upfront payment over each year of the contract term.

The two key areas to consider as an AWS Partner are the potential impact on profitability and risk associated with meeting the contract terms over the term of the agreement.

There are two types of EDPs:

Partner Influence EDPs are where the partner and/or distributor want to participate in the agreement, but AWS has been directly involved, the Partner did not create the account, or the Partner has not been managing the accounts for previous 12+ months. Partner value-add services are not typically in play here. It can vary, but the typical partner margin is 2% in this scenario.

Partner Led EDPs are where the partner and/or distributor are driving the deal. AWS will be looking for value-add services provided by the Partner and/or the Distributor, AWS accounts either created by the Partner or that have been under management for 12+ months prior to the EDP, and Partner tier level and competency(s). Additionally, no accounts under management can be tagged as share shift accounts. Partner margins can vary significantly based on the End Customer discount and other factors.

As adoption of AWS increases, customers are increasingly looking beyond RI's and Savings Plans as a way to reduce AWS services costs. The AWS sales teams are actively driving awareness of the EDP program with their customers, so it is important for Partners to be working closely with their customers looking at all aspects of AWS cost management.

There are a number of factors to consider with participating in an AWS EDP, but they can be a powerful tool in securing long term customer engagements and protecting the work you have done (and will do in the future). For more information please contact your Tech Data Cloud Representative.

Discover AWS Promotional Credits

Overview

AWS Credits

APN Funding Programs offer funding benefits to accelerate various stages of APN Partners' business development, from technical to sales and marketing enablement. APN Funding Programs help you build a sustainable business model and expand your AWS practice as you build, market, and sell with the APN.

APN Funding Programs offer cash and/or AWS Promotional Credits. These benefits are tailored to meet your needs in 1) AWS training & certification, 2) new solution/product development, 3) go-to-market activities, and 4) partner opportunity acceleration with customers. Each APN funding program has its own objectives and specific requirements.

APN Partner Funding Programs Objectives

1. Increase APN Partners' capacity and capabilities for delivery of AWS solutions and products.
2. Build AWS qualified customer opportunities with APN Partners.
3. Accelerate sales cycles for partner led opportunities from development to deployment.
4. Develop wins that APN Partners can use to validate and demonstrate their AWS experience.

AWS Promotional Credits

AWS Promotions can be given to customers, partners, training attendees, students, etc. for a variety of reasons like introducing AWS to start-ups or compensating existing customers to provide feedback on our services via a survey. AWS promotions are issued in a form of promotion code(s) that are typically good for one to two years from issue date.

The AWS Promotion Codes when applied to the account (redeemed) are then called AWS Credit, as it is a credit to the account. Once a credit is applied to an account, this credit is used to cover all future AWS usage bills by the credit amount available. It is only possible to get monthly usage available when the customer bill is generated.

Note:

AWS Promotional Credits have no intrinsic value, are not redeemable for cash, have no cash value, and serve merely as a means to recognize and provide an incentive to use our Services. Promotional Credits may not be purchased for cash, and AWS does not sell Promotional Credit. Promotional Credit is nonrefundable.

BENEFITS AND OFFERINGS

The APN Funding Program offers AWS Promotional Credits to help offset AWS usage costs incurred during a solution development. Below are two eligible solution types for the program:

A) Consulting Partner Solutions are packaged software solutions built and running on AWS that can be deployed and managed across multiple Consulting Partner customers with minimal/no customization of infrastructure, application, and database configurations. This is not just a packaging of IP. A solution must contain IP in the form of software developed by the APN Partner. The solution must be able to be deployed to multiple customers as a single package with minimal/no customization.

Discover AWS Promotional Credits

Overview

B) Technology Partner Solutions are new ISV solutions/products on AWS, or a significant re-architecture of existing solutions/products using AWS. This product or solution is launched for production use and must include a statement from the vendor saying that it is fully supported on AWS. There must be clear documentation on the ISV's website that explains how to deploy, buy, and get support for the product when it is run on AWS. Lastly, there must be a Sales Plan in place that details the go-to-market activities and is shared with your partner development manager.

AWS PROMOTIONAL CREDITS FOR CERTIFICATIONS

APN Partners participating in subsidized trainings are expected to sign up and complete the respective AWS Certification exams. As an incentive, the program offers AWS Promotional Credits for net new certification(s) your organization attains. Participating APN Partners are eligible to receive \$300 of AWS Promotional Credits per Associate Certification and \$500 of AWS Promotional Credits per Professional or Specialty Certification. The APN Partner alliance lead will receive the credit code(s) via email on a quarterly basis according to the number of net-new certifications updated in your APN Partner Central account.

APN INNOVATION SANDBOX CREDITS

One of the APN Funding Programs objectives is to increase your capabilities for delivery of AWS solutions and products. This is important for the long-term success of your AWS business as the cloud industry continues to grow and evolve rapidly. To help increase your AWS capabilities, we encourage innovation and development. The AWS Innovation Sandbox Credits benefit (Sandbox credits) provides AWS Promotional Credits to help you effectively integrate AWS services into your solution or launch a product in general availability on AWS.

HOW TO REQUEST INNOVATION SANDBOX CREDITS

APN Partner must submit the 1) AWS simple monthly calculator or Excel calculator information and 2) the solution development plan to your AWS partner development managers to start the fund request process.

GUIDELINES AND ELIGIBILITY

To maximize the value of Sandbox credits and ensure your development leads to implementation, you are required to submit an estimated AWS Simple Monthly Calculator that shows projected AWS usage for the solution development along with a solution development plan. This plan must 1) describe the overall goal and how it ties into customers' needs; 2) include project details such as estimated timeline, resources, and budget; and 3) list the solution in development by application and industry (see examples of solution by application and industry here). AWS Promotional Credits are intended to offset any AWS usage incurred during the solution development. APN Partners must execute and deliver against the solution development plan once the AWS Promotional Credits have been issued.

For each unique solution development plan, the program will offset up to 3 months of associated AWS usage cost with sandbox credits. This benefit is subject to annual maximums per calendar year.

Navigate the AWS Marketing Development Funds (MDF) Program

Overview

The Marketing Development Funds (MDF) Program is your resource to help drive demand generation in order to build your sales pipeline with qualified AWS opportunities. Depending on your APN Partner tier, you may be eligible to request MDF cash and/or MDF AWS Promotional Credits to help support your marketing efforts to promote your services and solutions on AWS. The goal of the MDF Program is to support brand awareness and marketing activities that will generate sales pipeline for APN Partners.

Please note, AWS is not a marketing agency for APN Partners. A list of our approved marketing agencies can be found on APN Marketing Central. [APN Marketing Central](#) also offers complimentary marketing resources, such as marketing assets and pre-built email campaigns, to help support your go-to-market (GTM) plans.

MDF benefits are managed in the APN Funding tool which is accessible through single sign on (SSO) in APN Partner Central. The APN Funding tool allows you to request, claim, and track your MDF activities in one centralized location.

To access your MDF benefits, you must have a completed [Amazon Payee Central](#) account. To initiate this process, open a case in [APN Partner Central](#).

Benefits and Offerings:

There are two main benefits you may receive in the MDF Program:

- **MDF CASH** - MDF cash offsets up to 50% of the actual costs of eligible marketing activities that focus on demand generation campaigns (see the Guidelines & Eligibility section below for a list of eligible activities). These campaigns should drive customer interest, generate awareness of your AWS solution, and build your sales pipeline. Our goal is to enable your GTM plan and help you fund approved marketing activities that we believe will generate a 10x return on investment (ROI). Your marketing campaigns should include calls to action that generate leads and develop customer opportunities.
- **MDF AWS PROMOTIONAL CREDITS** - AWS Promotional Credits can help offset future AWS billed usage incurred during eligible marketing activities with end customers. APN Partners can also leverage AWS Promotional Credits as part of a marketing campaign to drive demand generation or promote your solutions. The AWS Promotional Credits are meant to offset a portion the AWS usage based on the account incurring the usage cost.

Navigate the AWS Marketing Development Funds (MDF) Program

Guidelines & Eligibility

APN Partners will receive MDF benefits as outlined in the table below according to the APN Partner's tier. There are two types of MDF Cash funding available: 1) MDF Cash Baseline is determined by your APN Tier, and 2) Program Validation MDF is earned in \$5,000 USD increments (up to 5 designations) based on attaining [AWS Well-Architected Partner Program](#), [AWS Competency](#), or [AWS Managed Service Provider \(MSP\)](#) status. MDF benefits are loaded in the APN Funding Tool wallet at the beginning of each calendar year. APN Partners must have a completed Amazon Payee Central account before the cash funds will show in their APN wallet. Once funds are available in the APN wallet, you can create activity fund requests for approval. Funding requests must be approved in the APN Funding Tool prior to the activity start date.

Once the activity is approved, you can claim the reimbursement within 30 days after the activity end date and prior to December 31st. Fund requests that are not claimed within 30 days of the activity end date will be cancelled automatically, and the activity will not be reimbursed. Please note, MDF Cash activity requests require third party receipts in order to be reimbursed. Third party receipts and invoices must be dated after the activity approval date. APN Partner internal marketing costs are not eligible for MDF reimbursement. See the APN Program FAQs within APN Partner Central for more information.

APN Tier	Annual MDF Cash Baseline	Annual MDF Cash Baseline Expiration Dates	Program Validation MDF	Maximum MDF Cash: Baseline + Program Validation MDF	Annual MDF Credits Baseline
Premier	\$30,000 USD	\$15,000 - June 30 th \$15,000 - December 31 st	\$5,000 USD per program validation with a maximum of 5 validations per year	\$55,000 USD	\$30,000 USD
Advanced	\$15,000 USD	\$7,500 - June 30 th \$7,500 - December 31 st		\$40,000 USD	\$15,000 USD

Managing AWS Accounts in StreamOne



Set Up a New Customer in StreamOne

Five-Part Guide

PART 1: CUSTOMER ACCOUNTS CAN BE CREATED TWO WAYS

1. Customers can request an account through the reseller end-customer portals using the signup feature (**Recommended**).
2. Resellers can create the customer account using the reseller portal access.

For more information regarding configuring the customer widget, [click here](#).

PART 2: ADDING A NEW CUSTOMER TO STREAMONE ENTERPRISE SOLUTIONS

1. From the StreamOne Enterprise Solutions (SES) home screen, select the “Customer” module
2. Click “Add”
3. Insert customer information into the client section:
 - Organization: Enter the company name.
 - Name: Enter the contact name.
 - Title: Enter the title for the contact.
 - Email: Enter the email address for the contact name. This is the individual that will receive platform/system notifications.
 - Phone: Enter the phone number for the contact.
 - Address: Enter the company address.
4. Click “Save”

For guided help, reference [this detailed How-to Knowledge Base article](#).

PART 3: LINKING AN EXISTING AWS CLOUD ACCOUNT

1. Go to the “Customers” module.
2. Go to “Cloud Accounts” and click the “Add” button:
 - In the dropdown, select “Amazon Web Services”
 - Select “New Account” and enter the 12-digit AWS account number
 - Under Email, enter the Root email associated with the 12-digit account number
 - Go to the bottom of this dialog box and press “Save”

Note:

The instructions for how to create the Role ARN will appear in the next dialog box (to be given to the account owner or account Admin). Once the Role ARN has been created, paste the Role ARN string in the field named “AWS Role ARN” and click the “Not Checked/Check” button to validate.

PART 4: LINK REQUEST

1. The link request will be sent to the SES Cloud Support team for approval.
2. SES Cloud Support will send the invitation to join the organization on behalf of the reseller. This invitation will be sent via AWS.
3. The invitation will expire in 2 weeks if no action has been taken.

For full how-to help, reference [this detailed how-to Knowledge Base article](#).

Set Up a New Customer in StreamOne

Five-Part Guide (cont.)

PART 5: HOW TO REQUEST A NET NEW AWS ACCOUNT

1. Select a Customer under the Customer module "Cloud Accounts".
 - Click the Request link, Choose Cloud Provider AWS, Click the Request button at the bottom right corner of this dialog box.
2. The request will be sent to SES Cloud Support for approval.
 - SES Cloud Operations will contact you requesting an email to assign to the new account (this ensures the end customer owns root access to the account).
3. The Admin credentials will be sent to the end user.
4. SES Cloud Support will notify the reseller that the credentials have been sent.

Set Up an AWS Master Payer Account (MPA)

Overview & Models

You can use the consolidated billing feature in AWS Organizations to consolidate billing and payment for multiple AWS accounts. Every organization in AWS Organizations has a Master Payer Account that pays the charges of all the Linked Member Accounts. For more information about organizations, see the [AWS Organizations User Guide](#).

Consolidated billing has the following benefits:

- **One Bill** - You get one bill for multiple accounts.
- **Easy Tracking** - You can track the charges across multiple accounts and download the combined cost and usage data.
- **Combined Usage** - You can combine the usage across all accounts in the organization to share the volume pricing discounts, Reserved Instance discounts, and Savings Plans. This can result in a lower charge for your project, department, or company than with individual standalone accounts.
- **No Extra Fee** - Consolidated billing is offered at no additional cost.

Note:

- The member account bills are for informational purposes only. The master account might reallocate the additional volume discounts, Reserved Instance, or Savings Plans discounts that your account receives.
- If you have access to the master account, you can see a combined view of the AWS charges that the member accounts incur. You also can get a cost report for each member account.

AWS Master Payer Account (MPA) Models

RESELLER SHARED DETAILS

- MPA is dedicated to Reseller, but supports multiple End Customer organizations.
- Consolidated billing only, no other AWS Org features enabled.
- End Customer retains root access to all their accounts (End Customer Account Model).
- Tech Data owns the MPA (root).
- 'Read Only' Role ARN is required for all child accounts for both SES and CloudCheckr.
- Access is open for End Customers to use AWS native console reports through Cost Explorer at the child account level.
- End Customers have no access to Cost & Usage Report (CUR) or Detailed Billing Report (DBR).
- No Customer/Partner workloads are created or in the MPA.

END CUSTOMER DEDICATED DETAILS

- MPA is dedicated to a single End Customer organization.
- Tech Data owns the MPA (root).
- End Customer receives "Admin-like" access to payer to manage.
- Service Control Policy (SCP)
- Includes SSO, landing zones, and account creation
- 'Read Only' Role ARN is required for all child accounts for both SES and CloudCheckr.
- End Customer has no access to Cost & Usage Report (CUR) or Detailed Billing Report (DBR).
- No Customer workloads are created or displayed in MPA.

Set Up an AWS Master Payer Account (MPA)

Key Questions & How to Transfer

SOME QUESTIONS TO CONSIDER WHEN IMPLEMENTING A MASTER PAYER ACCOUNT

- Is the End Customer currently leveraging AWS Organizations?
- Should it include consolidated billing only?
- If the customer is already in a consolidated model, are there any workloads created in the Master Payer Account?
- Is there a single child account with monthly usage billing over \$50k/mo.?
- How was/were the AWS account(s) originally created?
- Under AWS Orgs or as a single account created directly with AWS
- Does the Customer have MFA configured on the root email address for the payer?

TRANSFER MASTER AWS PAYER ACCOUNT

Per the AWS terms and conditions, AWS requires written consent prior to any customer assigning an AWS account over to another entity. This is accomplished through a third party consent agreement. This is important for AWS and for you as an AWS customer to be assured that customer accounts are not transferred without authorization, and that at all times there is a clear understanding of what terms and conditions are in place on every account.

Note:

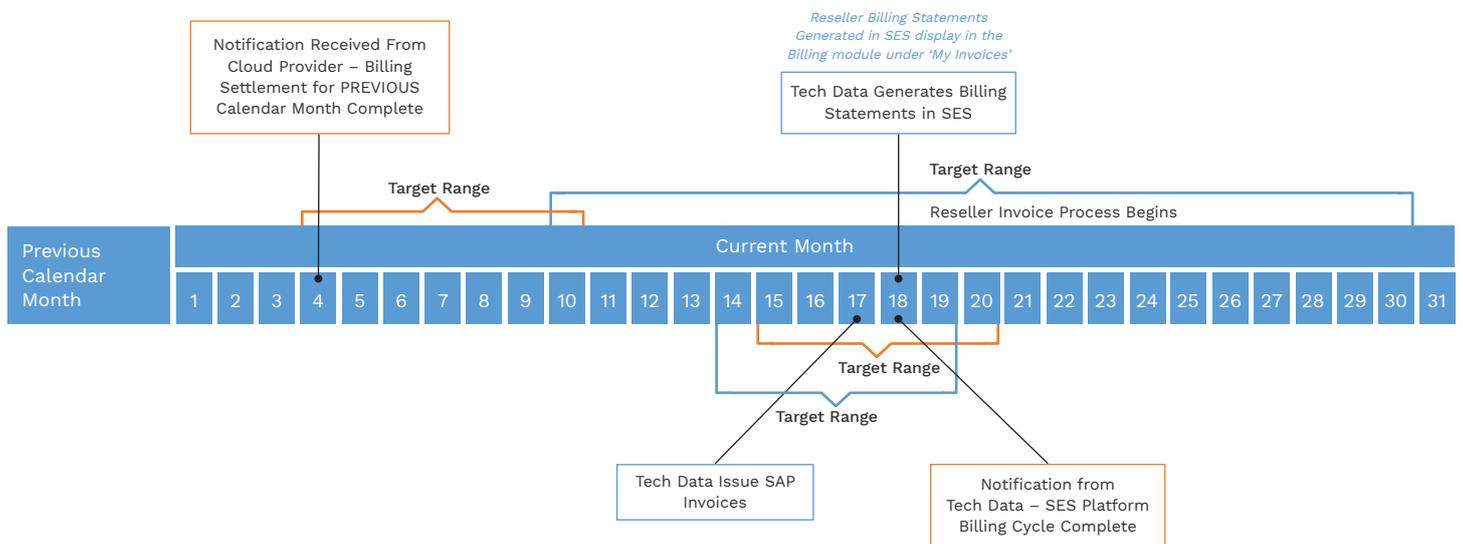
To allow an End Customer to control their own organization in the reseller model, Tech Data creates an IAM user, at the Tech Data payer level, and delivers these credentials to the designated End User contact.

- The rights of this role allow the End Customer Admin access to administer Orgs service and other services required at the payer.
- The role denies access to the billing and billing S3 buckets for the CUR and DBR only.
- The Orgs user will be able to create OUs and apply SCPs across the Org.
- The OrgsUser will not have access to any other AWS service in payer account.
- Customer will use the StreamOne Enterprise Platform for a consolidated view of billing data.
- Customers can use the AWS console tools to view usage information at the individual account level.
- All child accounts are owned by the End User. Tech Data does not have root level or any other level of access to linked accounts.

Invoicing in StreamOne

BILLING FACTS & TIMELINE

- Tech Data’s invoice is consolidated at the cloud provider Service line item across all accounts or subscriptions
- Invoices are generated for usage consumed in the prior month



FREQUENTLY ASKED QUESTIONS

Q. What if there is an invoice dispute?

The reseller should open a formal dispute using the SES ticketing system and provide details of their dispute.

Q. What if a customer isn't paying the partner?

The reseller is responsible to Tech Data for consumption billing. If they want to limit their liability, they can request an account be removed via the ticketing system or send an email to ses-support@techdata.com.

Q. What if the Partner doesn't pay Tech Data (in the partner agreement)?

This is a credit department responsibility. Sales and operations can be involved if the reason why they are not paying is due to questions related to billing within our platform.

Have Questions?

Our Team is
Here to Help

www.techdatacloud.eu/aws
aws.eu@techdata.com

