

AWS Partner Network

Join the **AWS Partner Network** to strengthen your capabilities, better serve customers, and build connections.

The **AWS Partner Network (APN)** is the global partner program for technology and consulting businesses using Amazon Web Services. Over 90 percent of Fortune 100 companies utilize APN Partner solutions and services. The APN helps you build, market, and grow a successful cloud business by providing you with invaluable and constantly updated business, technical, and marketing support.

The APN enables customers to easily find high-quality AWS Partners who:

- Possess extensive experience building, deploying customer solutions on AWS
- Develop and retain a strong bench of AWS - trained and certified staff
- Provide well-architected solutions for customers on AWS
- Invest significantly in their AWS practice
- Provide extensive support to customers

What makes APN different?

AWS approaches partnering differently. We lead with the customer, and design our strategy to enable you to deliver AWS solution and services to our joint customers. From APN Consulting Partners supporting mass migrations to ISVs developing new solutions, our customers know they can trust APN Partners to follow AWS best practices.

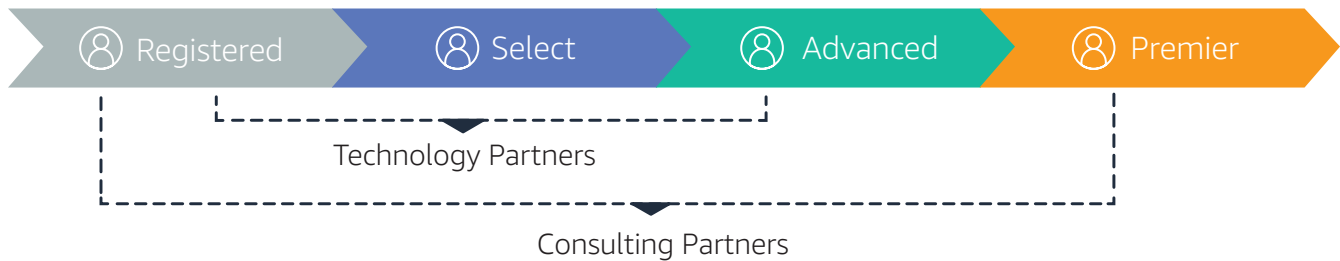
Why become an APN Partner?

The APN makes it easy for you to find professional, customizable marketing resources that will help you build healthy, sustainable, and profitable business to better serve our shared customers. By becoming an APN Partner, you can:

- **Gain credibility** by leveraging the AWS brand, known for innovation, customer centricity, and the pace of innovation.
- **Deliver more innovation** with the constantly evolving portfolio of ground-breaking AWS technologies and services.
- **Work with an assigned Partner Manager** who will contact you within one business day of signing up with the APN.
- **Highlight your expertise** with APN Programs and differentiate your business practice.
- **Define your APN Partner journey** based on your business focus area and capabilities.
- **Increase visibility to AWS field teams and AWS customers** while taking advantage of sales opportunities.
- **Promote and sell your solutions** through AWS Marketplace, a digital catalogue for AWS customers.
- **Maximize opportunities** by collaborating and sharing resources, knowledge, and experience with the community.
- **Save time and, money, and get the tools and resources** you need to reach customers and respond quickly to customer issues.

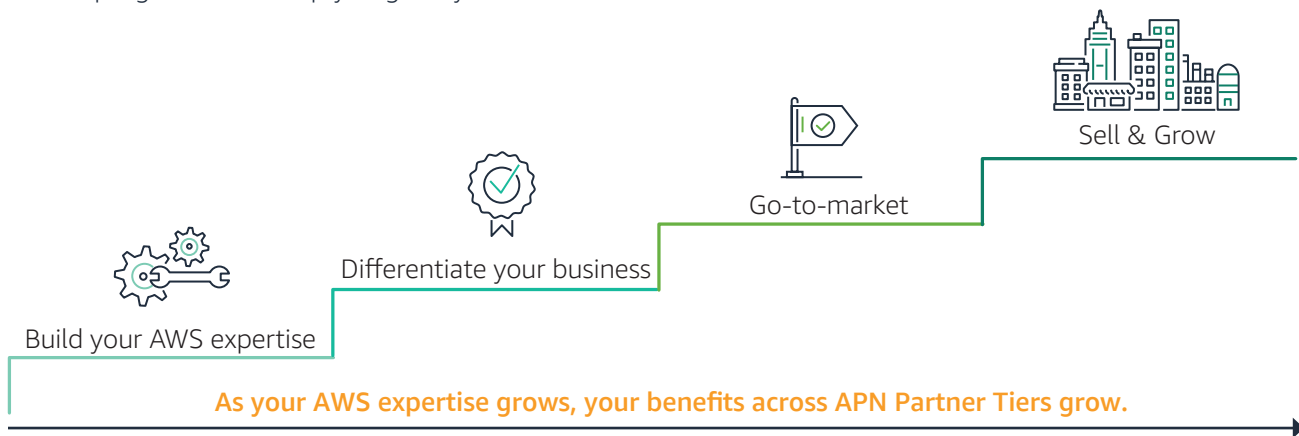
How can I grow my business with APN?

Registering with APN is the first step of your journey. APN is a tiered program, and comprises of Consulting and Technology Partners, who progress through the tiers based on their level of engagement with AWS. We engage on a deeper level with higher tier APN Partners who invest significantly in their AWS practice, possess extensive experience building and deploying customer solutions on AWS.



Every APN Partner has a different journey and path to success. Define your journey as an APN Partner with programs that align with your capabilities and support your business growth to deliver memorable customer experiences. The APN Navigate path provides prescriptive guidance to help you move through the APN tiers and define what you'd like to achieve as an APN Partner and become an AWS expert.

Progressing through the APN tiers provides greater access to benefits that will help you **Build, Market, and Sell** your solutions, regardless of workload, vertical, or solution area. In addition, you'll unlock programs that help you grow your business and stand out.



How to join the APN?

If you haven't already registered your company with the APN, create your APN Partner Central Account on partnercentral.awspartner.com.

Join at no cost, then choose how to advance your partnership with AWS.

Learn more about APN: aws.amazon.com/partners

Stay up-to-date

Read the APN Blog: aws.amazon.com/blogs/apn

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Read Partner success stories: aws.amazon.com/partners/apn-journal/all