APN Differentiation Programs Comparison Guide

Overview: This guide is designed to help AWS Partner Network (APN) Partners compare AWS Service Delivery, AWS Service Ready, and AWS Competency Programs to progress on their journey to build, market, and sell on AWS.

This guide helps APN Partners compare:
1. APN Differentiation Programs
2. Program Benefits
3. APN Differentiation Paths
4. Program Requirements

1. APN Differentiation Programs

The APN is the global partner program for Technology and Consulting companies using Amazon Web Services (AWS). The APN is focused on helping APN Partners build, market, and sell their offerings, to grow a successful cloud-based business.

APN Partners can participate in differentiation programs to deepen their knowledge in AWS solutions and services, build stronger offerings, and showcase expertise to AWS customers.

AWS Service Delivery Program is a validation Program for APN Consulting Partners*. These APN Partners receive designation awards for passing a technical validations confirming they are following AWS best practices for select AWS services. Read ideal APN Partner candidate descriptions in the DNA Guide.

AWS Service Ready Program is a validation Program for APN Technology Partners. These APN Partners receive designation awards for their products developed according to best practices that are integrated with select AWS services (AWS PrivateLink, Amazon Redshift, etc.). Read ideal product submission descriptions in the DNA Guide.

AWS Competency Program is a differentiation program for APN Consulting or Technology Partners. AWS Competency Partners are recognized as experts in an industry (Financial Services, Nonprofit, etc.), application (IoT, Mobile, Storage, etc.) or workload (SAP, Microsoft, etc.). Competencies are available for select verticals. Read ideal candidates in the DNA Guide.

Comparison of Programs

Program	APN Tier	Type	Partner offering	Partner Offering Example
AWS Service Delivery	Select+	Consulting*	Technical expertise in delivery of specific AWS services to customers, according to best practices.	*Amazon CloudFront Delivery Partners deploy a global content delivery network (CDN) service that accelerates the delivery of websites, APIs, video content or other web assets.*
AWS Service Ready	Select+	Technology	Products that integrate with specific AWS services according to best practices.	*Amazon Redshift Ready Products integrate with Amazon Redshift to load, transform, and analyze data; share insights; and architect and implement analytics platforms.*
AWS Competency	Advanced+	Consulting & Technology	Expertise and proven customer success in a specialized industry, application, or workload.	*AWS Migration Competency Partners provide solutions or have deep experience helping businesses move successfully to AWS, through all phases of complex migration projects, discovery, planning, migration and operations.*

* AWS Direct Connect is an exception where APN Technology Partners are validated.

2. Program Benefits:

APN Partners receive benefits for participation in APN Differentiation programs in addition to their APN tier benefits.

AWS Service Ready and **AWS Service Delivery benefits** include invitations to product roadmaps *before general availability*, access to funding and discounts, AWS marketing support, and priority consideration to publish through AWS channels.

AWS Competency benefits help you increase visibility and engagement with AWS teams and customers, access market development funds and go-to-market resources, and gain exclusive access to AWS events participation.

Comparison of Benefits

Benefit Category	AWS Service Delivery (Consulting)	AWS Service Ready (Technology)	AWS Competency (Technology & Consulting)
Comprehensive list	**Full list of benefits**	**Full list of benefits**	**Full list of benefits**
Funding and Discounts	3,000 AWS Promotional Credits AWS service-specific discounts and pricing*	Credits for participating in launch of new designation	Market Development Funds (MDF): $5,000 of MDF per Competency attained, up to $25,000 per year AWS Solution Provider Program discount
Service and Solution based	Exclusive AWS product roadmaps and feature releases provided by AWS service teams with Q&A, requires signed non-disclosure agreement (NDA)		Prioritization and eligibility for the AWS Solution Space Program
	AWS service boot camps, AWS Marketing Campaigns, AWS GameDays	Listing in AWS Console for Amazon Redshift Solution Architect or Sales support	Eligibility and prioritization for the AWS Quick Starts Program
APN Customer Engagements (ACE)	Only six APN Programs** meet the program requirement to participate in ACE. Through ACE you can demonstrate your specialization and customer experience with AWS sales by submitting opportunities in APN Partner Central. Learn more about how to increase your potential for receiving AWS-led leads and opportunities through the ACE Program		
Increased visibility with customers and AWS teams	**APN Partner Solution Finder** priority ranking in relevant customer search results, discoverable based on key word searches for services or solutions in this customer-facing search engine where customers can read your profile including viewing all your APN designations and competencies **APN Partner Discovery Portal** Your designation or competency is a key search filter in this internal AWS Sales tool **APN Badge & Program Logos:** Access to official AWS branding to market your achievements with customers through a customized APN Badge or gain access to use the Program logos in your marketing collateral Early invitations for sponsorship opportunities, and APN Partner speaking engagements		
Priority consideration for publication:	**APN TV** Among the five APN Programs*** qualifying partner-produced and related videos to be hosted on AWS **APN Blog:** While any APN Partner is eligible to submit blog posts, APN Marketing prioritizes APN Partners in these APN Differentiation programs first because of their demonstrated technical expertise and customer experience		

* Amazon CloudFront, Amazon EC2 for Windows Server, Amazon API Gateway, AWS Lambda
**AWS Competency, AWS MSP, AWS ISV Accelerate, AWS Public Sector Program, AWS Service Delivery, AWS Service Ready
***AWS Competency, AWS Managed Service Provider, AWS Service Delivery, AWS Service Ready, APN Global Startup

3. Choosing Your APN Differentiation Path

At AWS we are dedicated to customer obsession and providing our customers with choice. For APN Partners, we offer a variety of programs to meet your specific business needs and encourage you to consider which APN Differentiation Programs will help achieve your business goals to build, market and sell on AWS.

Prescriptive guidance and deep dive resource guides are available through APN Navigate. Access fundamental building blocks with the APN Navigate Foundations path or become experts through the APN Navigate Specialization tracks.

Comparison of potential APN Paths

aws partner network | service delivery	Progress from a specialization with a unique AWS service to achieving a broader AWS Competency Example: *You have an AWS Lambda designation and you want to pursue a Container Competency.*	→	aws partner network | competency
aws partner network | service ready	Progress from offering products integrated with a specific AWS service to achieve a broader AWS Competency Example: *You offer a product integrated with Amazon Redshift and want to achieve a Data and Analytics Competency.*	→	aws partner network | competency
aws partner network | competency	Progress from a broad AWS Competency in an industry, application, or workload to demonstrate your AWS service-specific experience to customers. Example: *You have a Microsoft Workloads Competency you want to pursue an Amazon EC2 for Windows Server Delivery designation.*	→	aws partner network | service delivery
aws partner network | competency	Progress from a broad AWS Competency in an industry, application or workload to demonstrate that your product integrates with select services. Example: *You have a Security Competency and want to highlight your AWS PrivateLink products*	→	aws partner network | service ready
aws partner network | service delivery	You hold the AWS service-specific designations you need to operate a successful business on AWS, there is no need to pursue an AWS Competency		Selling products from validated AWS Service Ready Partners to your customers is a great next step. Or, pursue multiple designations.
aws partner network | service ready	You have ISV products validated for integrating with AWS services, pursuing a broader Competency is out of scope or necessity for your business.		Pursue validations for multiple products against the same AWS service or different AWS service.
aws partner network | competency	You hold the AWS Competencies you need to demonstrate your expertise to customers. You decide to specialize through the competency program, only.		Maintain your current or pursue multiple competencies.

4. Program Requirements

Each APN differentiation program has a unique application and technical requirements that vary based on the individual designation or competency. For example, the AWS Storage Competency, Amazon Redshift Delivery, and Amazon Redshift Ready designation will have different requirements to prove expertise or product integration. See the validation checklist for each designation linked below or in APN Partner Central>Content Tab.

Learn more about the Program requirements and application process with these resources:

- AWS Service Delivery Program Guide
- AWS Service Ready Program Guide
- AWS Competency Application Readiness Guide

Comparison of Program Application Requirements

Program & Partner type	Validation Checklist	Customer Case Studies Required	Additional requirements	Award
AWS Service Delivery APN Select Tier+	Unique for each AWS service	2 public or private case studies with architecture diagrams	AWS service-specific microsite	APN Partner Designation
AWS Service Ready APN Select Tier+	Unique for each AWS service integration	2 public or private customer case studies	Completed APN Technical Baseline Review. Partner product is generally available	Product Designation
AWS Competency APN Advanced Tier+	Unique to each industry, application, or workload	4 customer case studies, at least 2 public	Signed Non-Disclosure Agreement (NDA), Practice/Solutionmicrosite URL	APN Partner Competency

How to Guides for Successful Applications:
How to build a microsite
How to build an architecture diagram
How to build a case study
How to build a public case study

Key APN Resources
APN Partner Central Login
APN Navigate: How to get started - Foundations
APN Navigate: How to get started - Specialization
Introduction to ACE
ACE Pipeline Manage User Guide

Learn more about the APN
AWS Partner Network (APN)

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