

APN Program Battlecard

AWS Partner Network (APN)

A global partner program for consulting and technology partners who leverage Amazon Web Services.

The APN helps companies build, market, and sell their solutions and services by providing valuable business, technical, and marketing support.

Financial benefits include:

- Annual APN Program promotional credits and Market development funds (MDF) that increase with tier and specialization attainment
- Partner opportunity acceleration (POA) funding
- Certification attainment credits
- Discounted trainings

Functional benefits include access to:

- AWS Educate Job Board
- Partner development resources
- Free trainings
- PSF listing
- AWS case study participation
- Marketing Central content
- ACE Program
- APN Badge
- Guest post on APN Blog
- And many more

Pillars for building your AWS-based business

		CONSULTING PARTNER	TECHNOLOGY PARTNER
KNOWLEDGE	AWS accredited professionals	X	
	AWS foundational certified individuals	X	
	AWS technical certified individuals	X	X
EXPERIENCE	Launched opportunities	X	X
	Partner business plan	X	X
	Technical program validations	X	X
	Sustained attainment of Premier tier criteria	X	
	Executive business review	X	
	Direct revenue		X
	Product listing		X
	CUSTOMER SUCCESS	Publicly referenceable customers	X
20 Customer satisfaction responses		X	X