



AWS Competency Program Battlecard

AWS Competency Program

Building customer trust by helping organizations identify AWS Partners who have demonstrated technical proficiency and proven customer success in specialized use case, industries, and workloads areas.



To receive an AWS Competency designation, AWS Partners undergo rigorous technical validation by AWS Partner Solutions Architects, and complete a customer case business review.

PREREQUISITES

- Advanced Tier +

HIGH-LEVEL APPLICATION REQUIREMENTS

- A self-assessment document based on the competency technical requirements via competency Validation Checklist
- 4 customer case studies specific to the Competency (2 public and 2 private)
- Specialization on AWS microsite describing AWS Partner expertise in the specific competency area

AVAILABLE AWS COMPETENCY DESIGNATIONS

Industries

- Government
- Education
- Nonprofit
- Retail
- Healthcare
- Life Sciences
- Financial Services
- Public Safety and Disaster Response
- Travel and Hospitality
- Industrial Software
- Digital Media

Use Cases

- IoT
- Mobile
- Migration
- Storage
- DevOps
- Security
- Data & Analytics
- Machines Learning
- Networking
- Cloud Management Tools
- Containers
- Digital Customer Experience
- Digital Workplace
- High Performance Computing
- Mainframe Migration

Workloads

- Microsoft Workloads
- Oracle
- SAP
- SaaS

AWS Competency Program Benefits

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Increase visibility with go-to-market activities

- Eligibility for integrated partner campaigns, joint marketing, webinars
- Eligibility for co-branded marketing campaigns, like The Next Smart
- Opportunity to work with APN References team on customer references eligible to be featured on the APN Blog and APN Social Media Channels
- Promoted in AWS internal communication

Drive customer acquisition

- Share customer opportunities via the APN Customer Engagement (ACE) Program
- Prioritized listings in the Partner Discover Portal, Partner Solutions Finder, AWS Competency, Solution Space, and APN Spotlight: AWS Competency webpages

Event-specific and selective eligibility benefits

- Prioritization and eligibility for programs like AWS Quick Start and AWS Solution Space
- Additional discount through SPP

Exclusive 2021 benefits

- \$10,000 MDF, per AWS Competency

Benefit highlights

- Customer acquisition
- Increased visibility and GTM
- MDF and discounts
- Event-specific and selective eligibility benefits