

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 community of Partners who leverage Amazon Web Services to build solutions and services for customers. AWS helps Partners build, market, and sell their AWS offerings by providing valuable business, technical, and marketing support.

Over 90 percent of Fortune 100 companies utilize AWS Partner solutions and services.

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

- Possess extensive experience building, and 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 solutions and services to our joint customers. From professional, consulting, or managed services firms supporting mass migrations to Integrated Software Vendors (ISVs) developing new solutions, our customers know they can trust AWS Partners to follow AWS best practices.

Why become an AWS Partner?

AWS 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 customers. By becoming an AWS Partner, you can:

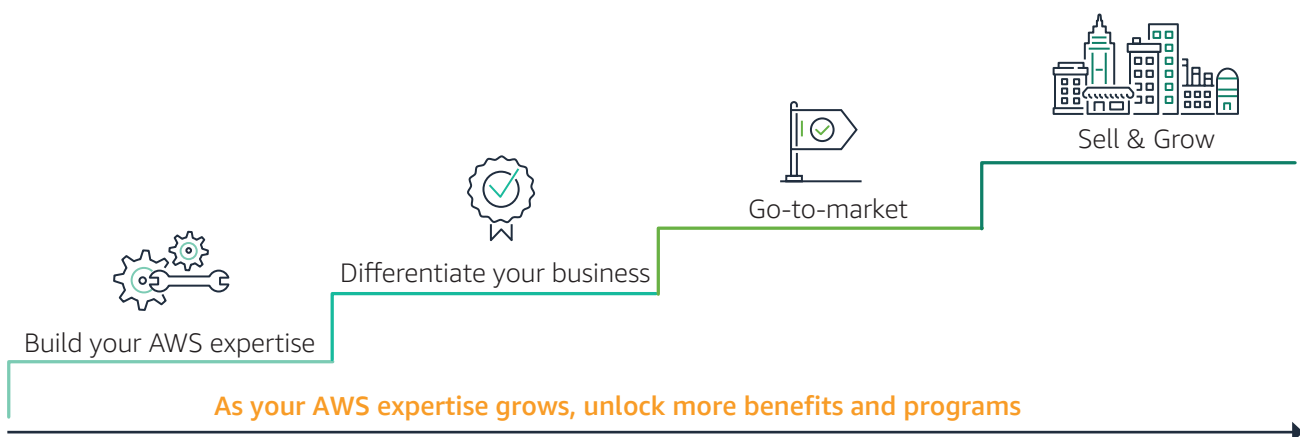
- **Gain credibility** by leveraging the AWS brand, known for innovation, customer centricity, and the pace of innovation.
- **Deliver more innovation** with the constantly evolving portfolio of ground-breaking AWS technologies and services.
- **Work with an assigned Partner Manager** who will contact you within one business day of registering with the APN.
- **Highlight your expertise** with Partner Programs and differentiate your business practice.
- **Define your AWS Partner journey** based on your business focus area and capabilities.
- **Increase visibility with 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 AWS?

Registering with the APN is the first step of your journey. We engage on a deeper level with Partners who invest significantly in their AWS practice, and possess extensive experience building and deploying customer solutions on AWS.

Every AWS Partner has a different journey and path to success. You can define your journey as an AWS Partner with programs that align with your capabilities and support your business growth to deliver memorable customer experiences. The APN Navigate Foundations Track provides prescriptive guidance to help you progress your journey as an AWS Partner and become an AWS expert.

Progressing through the AWS Partner journey 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.aws.amazon.com.

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

Learn more about APN:

aws.amazon.com/partners

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