

APN Consulting Partner Benefits

AWS Partner Network (APN) Consulting Partners help customers design, architect, build, migrate, and manage workloads and applications on Amazon Web Services.

APN Consulting Partners comprise of professional services firms like system integrators, strategic consultancies, agencies, managed service providers (MSPs), and value-added resellers.

As an APN Consulting Partner, you gain access to a variety of trainings, programs, tools, resources and support to help you build, market, and sell your offerings with APN. Unlock more benefits and programs as you progress through the APN tiers.

APN resources to build your business

Available upon registration and across all tiers



[APN Partner Central](#)

Online trainings, and APN webcasts for technical and program videos.



[APN Navigate Foundations Path](#)

Step-by-step guidance to help you achieve APN Select Tier.



[APN Navigate Specialization Tracks](#)

Prescriptive guidance to become specialists in a solution, industry, workload, or service area on AWS, define programs that best serve your business needs, and progress to your next APN tier.



[Online Training and Accreditations](#)

APN business and technical partner trainings, subsidized classes, and AWS credits.



[ACE Program for Partner Referrals](#)

Gain eligibility to share new partner-led opportunities with AWS account teams with the APN Customer Engagements (ACE) Program for co-sell and engagement support.



[AWS Quick Starts Program](#)

Quick Starts to help you build your production environment quickly.



[AWS Marketplace Channel Programs](#)

Recommend and deliver software to AWS customers.



[AWS Educate Job Board](#)

Post career opportunities to the Job Board and access a pool of hundreds of thousands of candidates interested in a cloud career.



[AWS Partner Transformation Program](#)

110 days to transformation is a comprehensive assessment, training, and enablement program for APN Public Sector Partners.



[AWS Global Sponsorship Packages](#)

Sponsorship packages to drive brand awareness, thought leadership, personalized customer interactions, and more.



[AWS Support from Partner Development Representative \(PDR\)](#)

A PDR will contact you within one business day of signing up with the APN. As you progress through the tiers, receive more dedicated support from PDR and Partner Solutions Architects (PSA).

APN Select Tier APN Advanced Tier,
APN Premier Tier

APN Programs to market and sell with APN		
For APN Select and higher tiers		
AWS Solution Provider Program	✓	✓
APN Customer Engagements (ACE) Program	✓	✓
AWS Public Sector Partner Program	✓	✓
ISV Workload Migration Program	✓	✓
AWS Service Delivery Program	✓	✓
AWS Distribution Program	✓	✓
AWS Managed Service Provider (MSP) Program		✓
AWS Competency Program		✓
AWS Authority to Operate (ATO) Program		✓
AWS Well-Architected Partner Program		✓
APN Immersion Days Program		✓
APN marketing resources to market with APN		
For APN Select and higher tiers		
APN Partner Solutions Finder listing	✓	✓
APN Marketing Central resources to generate demand	✓	✓
Co-branding marketing assets : AWS Logo, APN Partner Badge usage	✓	✓
Eligible for joint AWS case study on APN Spotlights		✓
Social marketing with APN Blog guest post		✓
Featured on AWS Solution webpages		✓
Eligible to develop solutions featured on Solution Space		✓
Featured on APN Premier Page		APN Premier tier only
Early access to Sponsorship packages for AWS events		APN Premier tier only
APN funding resources to build, market, and sell with APN		
For APN Select and higher tiers		
AWS Promotional Credits for solution development	✓	✓
Partner Opportunity Acceleration (POA) funding for POC & Migrations–Cash reimbursement, AWS promotional credits	✓	✓
Marketing Development Funds Program (MDF)–Cash reimbursement, AWS promotional credits		✓

Acceptance into APN tiers and eligibility of benefits is at the sole discretion of AWS. APN benefits provided on a yearly basis. May not be available in all geographies and markets. Some APN benefits are subject to additional requirements, detailed in APN Partner Central and applicable APN Program guidelines.

How to join the APN?

If you haven't already registered your company with the APN, join at no cost by creating your [APN Partner Central Account](#).

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