Reseller Guide for APN Customer Engagements (ACE) Program

Tech Data has produced this reseller guide to help simplify our partners' access to the ACE program, to help you enter and receive opportunities.

What is the ACE program, and how does it help APN partners connect with customers?

The ACE program allows Tech Data partners to securely collaborate and drive successful engagements with AWS and enrich customer relationships.

Under the ACE program, you can **manage your AWS pipeline** and, by adding at least 10 opportunities, you'll qualify to receive AWS-generated leads and opportunities through the ACE Pipeline Manager, as well as accessing all the **sales and technical support resource**s (such as AWS Compete resources and AWS Cloud Economics resources).

Opportunities achieved through the ACE program can be automatically applied towards achieving competency validation, on areas such as Security, DevOps and Healthcare. You can show potential customers that you have a **proven track record** in providing the service they need for their specific industry and requirements.

NB: The Partner Originated Discount (POD) recognises AWS distribution sellers for originating and winning new end-customer opportunities and developing early-stage AWS customers. Partner Originated opportunities submitted, validated and launched through the APN ACE Program are eligible for a 5% discount from the month following.

How to register for the ACE Program

Step 1 Join the AWS Partner Network

If you are registering your company, you will be registering as the 'Alliance Lead'. Fill out the partner registration form with the company name, your business email and company information. Go to AWS PartnerCentral log in:

https://partnercentral.awspartner.com/APNSelfRegister

Step 2 Review ACE Terms & Conditions

Accept the ACE terms & conditions by logging into AWS Partner Central and navigating to 'My Customers' tab.

https://partnercentral.awspartner.com/APNLogin

Request a call back from a member of our specialist AWS team, contact **aws.eu@techdata.com**

Step 3 Submit ACE opportunities in the ACE Pipeline Manager, under 'My Customers' tab in Partner Central

After you've identified an opportunity that you want to partner with AWS on, it's time to input it into the portal - ACE Pipeline Manager.

The ACE Pipeline Manager is a tool for AWS partners to easily access the benefits of the ACE program. It provides self-service management.

It offers a streamlined and efficient way to submit customer opportunities to AWS, with a few simple steps.

How does AWS sales define opportunity stages?

- **Qualified** – you have engaged with the customer around the opportunity to discuss viability, understand requirements and decision-makers. The customer has agreed that the opportunity is real, of interest and may solve for key business/technical needs.

- **Technical Validation** – the solution is technically validated by the customer via a combination of presentations, architecture design sessions with SA/ Partner or Proof of Concept activities.

- **Business Validation** – the business stakeholders have communicated agreement on the financial viability of the solution.

- **Committed** – the customer has agreed to the solution and commits to moving forward in terms of technology, architecture, and economics.

- **Launched** – billing or usage for the solution begins.

- **Closed Lost** – the customer did not move forward.

Step 4 Click on 'My Customers' tab to start submitting opportunities

Step 5 Click '+ add', or follow this link

Be sure to add the partner sales contact details so that Tech Data is included on notifications about the opportunity.

https://partnercentral.awspartner.com/CreateOpportunity

Request a call back from a member of our specialist AWS team, contact **aws.eu@techdata.com**

Tech Data
A TD SYNNEX Company

Step 6 Create the opportunity

To create an opportunity is very easy, just compile the various fields. If the opportunity is a Public Sector opportunity, please state it in the industry vertical.

Specifically for the Partner Sales information, click on 'Campaign Name' and select 'WWPS NewBe'.

At the bottom of the page, under 'Shared Opportunities', select 'YES' and specify 'Techdata.com' as additional partner, which will share the information with Tech Data and is needed for the POD management. Then click on 'Save and Submit'.

Step 7 Access ACE Pipeline Manager to share and review sales opportunities

The new ACE Pipeline Manager permissions feature gives you the ability to view and edit all opportunities and leads in the ACE Pipeline Manager. Additionally, ACE Managers (along with Alliance Team users) will receive automated email notifications when AWS shares an opportunity or lead, or when a partner-submitted opportunity requires more information.

Request a call back from a member of our specialist AWS team, contact **aws.eu@techdata.com**

Step 7 Continued

	ACTION	STATUS	STAGE	OPPORTUNITY ID	CUSTOMER COMPANY NAME
☐	Edit	Draft	Prospect	O1006628	
☐		Submitted	Prospect	O1006059	
☐	Accept | Reject	Accept To View	Qualified	O1004607	

Leads | Opportunities | Import Manager | Shared Oppor

All Customer Engagements ▼
50 of 283 opportunities

NOTE: You need to regularly update customer opportunities throughout the opportunity life cycle in the ACE Pipeline Manager to increase lead introductions!

Benefits?

- **Multiple users** from an AWS partner can access the data and features they need in AWS Partner Central, without relying on the Alliance Lead.

- AWS partners can **distribute workloads** that were previously limited to the Alliance Lead and empower distributed teams to manage processes independently.

- **Maximise visibility** with AWS sales.

Step 8 Become eligible for AWS referrals

By submitting at least 10 opportunities within a 12-month period, you will become eligible to receive AWS Referrals and Leads.

Step 9 AWS PartnerCast Training Resources

AWS PartnerCast has many resources and is a series of free interactive webinars, plus a library of on-demand training resources, to help AWS partners in business with ACE best practices, to more technical courses and roles:

https://aws.amazon.com/partners/training/partnercast

As you complete more partner deals with the ACE Program, your list of customers keeps growing, and it will keep repeating and benefiting everyone!

Request a call back from a member of our specialist AWS team
contact **aws.eu@techdata.com**