CHEAT SHEET

Customer details

Add a Data Universal Numbering System (DUNS) for your customer (Optional)

Customer DUNS - *Optional* Info
Customer data universal number system, 9 characters

Enter

For example: 123456789

Company name of end customer (Required)

Customer Company Name

Enter

Industry Vertical

Choose ▼

Industry of end customer. If Education or Government, RFx and Contract Vehicle. (Select from the drop-down menu). (Required)

Website of end customer (Required)

Customer Website

Enter

For example: www.index.com

Country where end customer is located. Note: For international companies, please specify the country of the affiliate you are working with (website/domain should also correspond with affiliate country). (Required)

Country

🔍 *Enter Country*

Postal Code

Enter postal code

Postal code where end customer is located. Postal code must follow the format of the country (Required)

Project details

Partner need from AWS: Co-sell or no support (Select one of the Radial Values) (Required)

Partner primary need from AWS

○ Co-Sell with AWS
Share the opportunity with AWS to receive deal assistance and support.

○ Do Not Need Support from AWS Sales Rep
Share this opportunity with AWS for visibility only; you will not receive deal assistance and support.

Opportunity Type

◉ Net New Business
This opportunity is based on a new contract or agreement with this new customer/ logo for your company.

○ Expansion
This opportunity is based on an existing contract with this end customer which may include new line of business, partner product, or additional customer instances.

○ Flat Renewal
This opportunity is based on an existing contract with this end customer where no expansion will take place.

Is this a new opportunity, an expansion based on an existing contract, or an existing contract with no expansion? (Select one of the Radial Values) (Required)

Name of opportunity. This should be a summary of the project: customer name, workload, delivery. (Required)

Partner Project Title

Enter

Sales Activities Info
What sales activities have happened with the end-customer?

Choose ▼

What sales activities have happened with the end-customer? (Select from the drop-down menu). (Required)

Provide a clear description of the customer's business problem/pain point you are trying to address (Required)

Customer Business Problem Info
Provide a clear description of the customer's business problem/pain point you are trying to address.

Minimum 20 characters.

Solution Offered Info
Choose the partner solution you offered to the end-customer. If other, describe your solution.

🔍 *Search*

Partner solution offered to end-customer. If other, describe the solution (Required)

Products that will be utilized to solve the end-customer's business problem (Select from the drop-down menu). (Optional)

AWS Products - *Optional*
Choose one or more AWS products that will be utilized to solve the customer's business problem. Adding products enables AWS to connect you with the right support on this opportunity

Choose ▼

Next Step – *Optional*
Enter the next steps for this opportunity.

Enter

Next steps can have up to 255 characters.

Next steps for this opportunity (Optional).

Use case specifies the type of workload/Solution you are working with the customer. (Select from the drop-down menu). (Required)

Use Case

Choose ▼

Delivery Model
Indicate one or more of the most applicable deployment or consumption model for your solution or service.

Choose ▼

Delivery model for this opportunity (Select from the drop-down menu). (Required)

Expected incremental monthly service fee to AWS at standard catalog pricing at 3 months post-launch (Required)

To track Return of Investment (ROI) of joint Marketing activities (co-funded or not). Please specify if this opportunity is associated with a marketing initiative you are working with AWS. (Select from the drop-down menu). (Required)

Marketing use case specifies the type of workload/solution you are offering to your customers. (Select from the drop-down menu). (Optional)

Was this opportunity the result of a marketing development fund (MDF) funded activity? (Required)

Estimated AWS Monthly Recurring Revenue Info

Enter

Need help estimating monthly recurring AWS services consumption? Click here for the AWS Pricing Calculator to help you create a cost estimate for your opportunity. Once complete, please include link to the AWS Pricing Calculator estimate in 'Additional Comments'.

Target Close Date Today

APN Programs - *Optional*

Choose

Opportunity marketing details

Opportunity source
Indicate whether this opportunity was sourced from a marketing activity.

◉ Yes: Sourced from marketing activity.
○ No: Not sourced from marketing activity.

Marketing Campaign - *Optional* Info

Enter

Marketing Activity Use-Case - *Optional*

Choose

Marketing Activity Channel - *Optional*

Choose

Marketing development funds Info
Indicate whether marketing development funds (MDF) were used for this opportunity.

○ Yes: Marketing development funds were used for this opportunity.
○ No: Marketing development funds were not used for this opportunity.

Expected date when the customer would move into production and AWS Consumption would start (Required)

AWS Campaign name Example: EMEA-Partner-FY22-MKT- PPL – Nordic – June (Optional)

The channel in which the marketing activity was delivered to the customer. (Select from drop-down menu). (Optional)

REFERENCE

Introduction

The APN Customer Engagements *(ACE)* Program provides the framework to enable AWS Partners to drive successful customer engagements across three sales motions: Partner Opportunity Referrals, AWS Opportunity Referrals, and AWS Lead Referrals. This document provides guidance on Partner Opportunity Referrals, in particular, how to submit an opportunity.

Value of Opportunity Submission

When submitting opportunities through ACE, it strengthens the co-sell journey by granting our AWS Sellers *(AM, ISR, etc.)* insight into where you are engaging with our joint customers through pipeline visibility. It provides insights on how you are supporting customer needs by displaying where you are winning and launching opportunities. This visibility builds trust within the AWS Sellers on your competencies, which can grow into AWS sharing opportunities with you, once you are ACE-eligible.

ACE Pipeline Manager

ACE Pipeline Manager is where you will be submitting and managing opportunities. To submit an opportunity, you navigate to the ACE Pipeline Manager within APN Partner Central and *('Sell'' tab then "Opportunity Management" tab)*:

❖ First, you must have an account in APN Partner Central. To register, go to APN Partner Central Self-Registration page *(link)* and create a user account using your company email.

❖ Secondly, you will need access to ACE Pipeline Manager. The Alliance Lead of your organization can grant access to each user account *(Alliance Lead logs into APN Partner Central > Click "User Management" under 'Profile' on the top right > Click "Manage ACE Pipeline Manager Users" > Click "Grant Access" beside the user account)*.

Opportunity Validation Criteria

All opportunities submitted through ACE Pipeline Manager should represent net-new AWS Business. The opportunity must be prospected by your firm and include a clearly defined scope of the project. This scope includes the end-customer's needs, pain points, proposed solution, and the engagements you have had with the customer in regards to the opportunity. Before you submit an opportunity, you are responsible for obtaining customer's consent for you to share their information with AWS.

Net-new AWS Business

Opportunity is not being pursued by AWS, is a new use case / workload of a new or existing customer, and drives incremental AWS usage.

Clear Project Description

Clearly defined end-customer pain points and business requirement, as well as how the AWS Partner is proposing to solve.

Partner Sourced

AWS Partner has prospected, sourced, and is driving forward

Opportunity Submission Form

Opportunity Submission Form helps you provide relevant information when submitting an opportunity. The form resides within ACE Pipeline Manager. Below are the required fields and descriptions of each field.

Customer Company Name | Company name of end customer
The field helps you get connected to the correct AWS Seller (Account Manager, Inside Sales Rep., etc.), who owns the AWS relationship with the customer and will support you in progressing this customer opportunity.

Industry Vertical | Industry of end customer
The field helps you showcase your expertise in specific industry.
Note: When Industry Vertical 'Education' or 'Government' is selected, additional 'RFx/Public Tender Solicitation' number and 'Contract Vehicle' fields are required. If you do not have this information, user can enter 'Unknown'.

Country | Country where end customer is located
Similar to "Customer Company Name", the field helps you get connected to the correct AWS Seller.
Note: If you are working with a global/regional customer with multiple offices in different countries, please key in the country where key decision makers are located.

Postal Code | Postal code where end customer is located
Note: Postal code must be in the country specific format
Similar to "Account Name (Customer Company Name)", the field helps you get connected to the correct AWS Seller.

Customer Website | Website of end customer
Similar to "Account Name (Customer Company Name)", the field helps you get connected to the correct AWS Seller.

Partner Primary Need from AWS | Specify whether you need Co-Sell support or not
The field helps you indicate whether you need Co-Sell support or not.
Partner Specific needs from AWS for Co-sell | Select the support that you need from AWS.
This is a mandatory field when you select 'Co-Sell with AWS' in the 'Partner Primary Need from AWS' field. If you select 'Do Not Need Support from AWS Sales Rep' this field will not show up.

Opportunity Type | Type of opportunity submitted
Helps you identify the type of opportunity you are submitting

Partner Project Title | Name of opportunity. This should be a summary of the project: customer name, workload, delivery.
The field helps you manage opportunities at a quick glance.

Sales Activities | Sales activities that have happened with the end-customer
Sales activities are the initial discussions with the customer regarding the opportunity. Make sure to communicate with the customer before choosing an activity. This field is optional if you select 'Do Not Need Support from AWS Sales Rep'.

Customer Business Problem | Clear description of the customer's business problem/pain point
This field helps you inform AWS Seller about the business problem you are trying to solve for the customer

Solution Offered | Solution offered to end-customer
This field helps you inform AWS Seller about partner solution offered to the end-customer

Use Case | Use case of opportunity
The field helps you to showcase your expertise in specific use case, and gain more relevant resources from AWS.
Note: AWS Training Partners (ATP) should select 'Training' Use Case when submitting opportunities.

Expected Monthly AWS Revenue | Expected incremental monthly service fee to AWS at standard catalog pricing at 3 months post-launch
The field helps you inform AWS Seller about the expected monthly usage of AWS.
Note: For AWS-based multi-tenant SaaS, you may enter $1.
Note: For AWS Training Partners (ATP), AWS revenue resulting from AWS Training kits should be entered as MRR.
Note: For AWS ProServ, enter the total contract value of the AWS ProServ opportunity.

Target Close Date | Expected date when significant AWS billing will start, when the project is complete and moved into production
The field informs AWS Seller about when the opportunity will launch & start to incur AWS usage.
Note: 'Target Close Date' should not be in the past.
Note: Partner Central supports 3 languages (English, Japanese, and Chinese). If the 'Target Close Date' entered is in the future but you are receiving an error that states, "Target Close Date should be a future date," please update the Partner user language to one of the supported languages and update the language setting. In Partner Central: Go to View My Profile> Edit > Select one of the

supported languages> Submit.

Delivery Model | Delivery model of opportunity
The field helps you inform AWS Seller about how your AWS-based services and solutions are delivered to the end customer.
Note: Refer to detailed description of options for the field.

Is Opportunity from Marketing Activity? | Was opportunity sourced from a Marketing Activity?
This field helps you share information on Marketing Activity and whether MDF was used.

List of Deprecated Fields from the previous version / experience:

Project Description – This field is now replaced by 4 new fields – Sales Activities, Custom Business Problem, Solution Offered and AWS Product (Optional).
Sub Use Case – This field is now merged with the 'Use Case' field.
Is this for Marketplace? – You now have the ability to attached a Marketplace Private Offer to an opportunity by clicking on 'Associate Offer' button.
Did AWS Account Rep support you on this? – You can now choose 'Co-Sell with AWS' in Primary Partner Need from AWS field to indicate that the opportunity is a co-sell opportunity.
Was this ACE Opportunity Referral net new business for your company? – You can now choose Net new business, Expansion or Flat Renewal to indicate the Opportunity type.
Contract Vehicle
RFx/Public Tender Solicitation No.
Public Reference
        Is this public reference?
        Public Reference URL
        Public Reference Title

Sales Stage

Below are descriptions of sales stage:

Lead | Meeting with end customer is yet to be scheduled.
Note: Lead needs to be further matured to a 'Qualified' opportunity before submission in ACE Pipeline Manager.

Prospect | Opportunity has been identified. Opportunity can be active (i.e. coming directly from the end customer via a lead, etc.) or latent (i.e. your Account Team believes exists based on research, account plans, sales plays, etc.).
Note: 'Prospect' opportunity needs to be further matured to a 'Qualified' opportunity before submission in ACE Pipeline Manager.

Qualified | Your account Team has engaged with prospect / end customer to discuss viability, understand requirements, etc. Prospect / End customer has agreed the opportunity is real, of interest, and may solve for key business / technical needs.

Technical Validation | Implementation plan is understood.

Business Validation | Pricing has been proposed and steps to close have been agreed upon.

Committed | Contract is signed by customer, billing has not started.

Launched | Workload is complete and billing has started on AWS.
Note: Opportunities which had launched before submission are NOT suitable for submission in ACE Pipeline Manager.

Closed Lost | Opportunity is lost and there are no steps to move forward.
Note: Opportunities which were closed/lost before submission are NOT suitable for submission in ACE Pipeline Manager.

Partner Specific Needs from AWS for Co-sell

Below are descriptions of options for 'Partner Specific Needs from AWS for Co-sell' field.

Co-Sell - Architectural Validation | Confirmation from AWS that the AWS Partner's proposed solution architecture is aligned with

AWS best practices and poses minimal architectural risks

Co-Sell - Business Presentation | Request AWS Seller's participation in joint customer presentation

Co-Sell - Competitive Information | Access to AWS Competitive resources and support for AWS Partner's proposed solution

Co-Sell - Deal Support | Request AWS Seller's support to progress the opportunity (e.g. joint customer call, strategic positioning)

Co-Sell - Pricing Assistance | Connect with an AWS Seller for support situations where an AWS Partner may be receiving an up-front discount on a service (e.g. EDP deals)

Co-Sell - Technical Consultation | Connection with an AWS SA to address AWS Partner's questions of proposed solution

Co-Sell - Total Cost of Ownership Evaluation | Assistance with quoting different cost savings of proposed solutions on AWS vs on-premises or a traditional hosting environment

Co-Sell – Support for Public Tender / RFx | Opportunity related to Public Sector where RFx support is needed from AWS

Delivery Model

Below are descriptions of options from "Delivery Model" field, whereby multiple options can be chosen:

SaaS or PaaS | Your AWS-based solution deployed as SaaS or PaaS in your AWS environment

BYOL or AMI | Your AWS-based solution deployed as BYOL or AMI in end customer's AWS environment

Managed Services | Management of AWS Business of end customer (e.g. consulting, design, implementation, billing support, cost optimization, technical support)

Professional Services | Collection of offerings to help enterprise end customers achieve specific business outcomes related to enterprise cloud adoption (e.g. advisory, transformation planning)

Resell | Management of AWS accounts and billing for your customers

Other | Delivery model not described above

Status

Status is a key way to identify the status of submission and validation. Below are descriptions of status:

Draft | Not submitted for validation. Editable.

Submitted | Submitted for validation and not yet in review by AWS Validator. NOT editable.

In Review | Being researched by AWS Validator. NOT editable.

Action Required | Being researched by AWS Validator. Editable.
Note: For "Action Required" opportunities, you can provide requested details by adding them directly on ACE Pipeline Manager (Click "Update" > Add details in Project Description field or other relevant fields > Click "Save & Submit").

Approved | Validated and converted into AWS Seller's pipeline. Editable.

Rejected | Disqualified. NOT editable.

Disqualification Reason

Below are descriptions of disqualification reason:

Incomplete | There is limited information to determine if it meets the validation criteria and no additional information has been provided upon request.

Duplicate | Your collaboration with AWS on this project is already captured in an AWS Opportunity or your previous submission. This record is disqualified to prevent duplication.

Forecast Conflict | At this time, there is an already existing AWS Opportunity and discussion with the customer at an advanced sales stage, and a significant partner need was not identified.

Invalid | Submission does not meet the validation criteria, including but not limited to following scenarios:
1) Outdated opportunity (e.g. Target Close Date is in the past)
2) Internal workload;
3) No incremental revenue for AWS;
4) Missing mandatory information (e.g. no postal code, no project description, invalid/incorrect website);
5) Sales activity that is not yet mature enough in the sales cycle; and
6) Staff augmentation

Bulk Opportunity Import

The Bulk Opportunity Import feature helps partners maximize efficiency when seeking to upload multiple qualified opportunities at one time into ACE Pipeline Manager. This feature allows you to submit up to 250 opportunities at once. By downloading the Bulk Import template, the partner can enter the required information into the designated fields within the excel template. Once all of the desired opportunities have been entered into the template with their corresponding information, the user will save and upload the template back in ACE Pipeline Manager. Step-by-step instruction can be found in the following webpage: Link.

Opportunity Exceptions

Please find below, common types of opportunities that are submitted in ACE Pipeline Manager but do not meet Opportunity Validation Criteria *(i.e. do not directly generate net-new AWS revenue)*, and whether each is suitable for submission.

Well-Architected Foundational Review (WAFR) | WAFR opportunities are suitable for submission (in ACE Pipeline Manager).

Cost Optimization | Cost Optimization opportunities are suitable for submission.

Optimization and Licensing Assessment (OLA) | OLA opportunities are suitable for submission.

AWS Professional Services (ProServ) Engagement | AWS ProServ Engagement opportunities are suitable for submission, only if there is net-new AWS workload tied to AWS contract Value as part of the AWS ProServ Engagement.
Note: AWS ProServ Engagement refers to engaging AWS ProServ team. It does not refer to providing your own professional services to the end customer. If you are providing your own professional services, it is still suitable for submission if and only if there is net-new AWS workload(s) as part of your own professional services.

Managed Services | Managed Services opportunities are suitable for submission, when there is net-new AWS consumption as part of the Managed Services. Managed Service opportunities for renewal or Share Shift are NOT suitable for submission. Clear description of incremental AWS consumption is required.

Advisory / Business Case | Advisory opportunities are suitable for submission, if and only if there is a specific net-new AWS workload (e.g. migration of application) resulting from the activities outlined in the opportunity. Clear description of incremental AWS consumption is required.

Staff Augmentation | Staff Augmentation opportunities are NOT suitable for submission.

Enterprise Discount Program (EDP) / Reserved Instances (RI) / Savings Plans & Renewal | EDP or RI or Savings Plans and its renewals are suitable for submission. Clear description of AWS consumption is required.

AWS Marketplace | AWS Marketplace Private Offer opportunities are suitable for submission.

ISV Contract Renewal | Upcoming ISV Contract renewals with an opportunity for expansion (cross-sell or up-sell) are suitable for submission. Clear description of incremental AWS consumption is required. Renewals of AWS Marketplace Private Offer are suitable for submission.

Internal Workload | Workloads within your own company are NOT suitable for submission, unless the "end customer" is a subsidiary or separate business segment within a different website domain.

Note: Internal workloads should be managed through the AWS Seller assigned to the AWS Partner's account.

Past-Launched Engagement | Opportunities which had launched before submission are NOT suitable for submission.
Note: 'Launched' refers to 'Workload is complete and billing has started on AWS.'

Previously Approved Opportunities s Previously submitted and approved opportunities for the same workload are NOT suitable for re-submission.
Note: If the original submissions were marked as "Closed/Lost" for three months or more, a new opportunity is suitable for submission. If the original submissions were marked as "Closed/Lost" within three months from the point of re-submission, please work with AWS Seller to reopen the original submission.