

# 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 resources** (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.awsapartner.com/APNSelfRegister>

Register with AWS Partner Network

Step 1  
**Become a member**  
Join APN  
Tell us your business interests and register using your business email address.

Step 2  
**Company Information**  
Tell us about your company  
Help us understand your company. Provide information about your company and the nature of your company's business.

Step 3  
**Register Company**  
Accept terms and conditions  
Register your company by accepting terms and conditions on behalf of your company.

Let's get started

Already have an APN Account? [Sign In](#)

### 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.awsapartner.com/APNLogin>

Sign in to AWS Partner Network

Business Email

Password [Forgot your password?](#)

Sign In to AWS Partner Network

Don't have an account

Join AWS Partner Network

Questions? Visit [APN Knowledge Base](#)

© 2020 Amazon Web Services, Inc. or its affiliates. All rights reserved.  
[Amazon Web Services Home](#) | [APN Terms & Conditions](#)

Request a call back from a member of our specialist AWS team, contact [aws.eu@techdata.com](mailto:aws.eu@techdata.com)

# Reseller Guide for APN Customer Engagements (ACE) Program



**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

aws partner network | Home | Content | Training | Webcast | Marketing | Programs | FAQ | Funding | **My Customers** | Device Listing

**QUICK LINKS**

- View My Profile
- View Partner Scorecard
- AWS Educate Job Board
- Invite New User to AWS Partner Central
- Partner Terms & Conditions
- Find AWS Partners

Welcome to the new AWS Partner Central experience. Look for further updates in Q1, 2022 with the moment to update your [Company Profile](#) with the products and services you offer to customers to ensure

**AWS PARTNER CENTRAL UPDATES**

Explore new enablement resources with APN Navigate to help you achieve key business outcomes. APN Navigate helps your organization progress through [AWS Partner Paths](#), establish a [Public Sector](#) practice, achieve [AWS Partner Delivery/Service Ready](#), support your organization through build, market and sell activities with [AWS Partner Delivery/Service Ready](#) like [Amazon Connect](#), [VMware Cloud on AWS](#), and [AWS Solutions Acceleration Plan \(ASAP\)](#). Get Started!

## WELCOME TO AWS PARTNER CENTRAL

**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](mailto:aws.eu@techdata.com)



## 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.

The form is titled 'OPPORTUNITY DETAILS' and 'ADDITIONAL DETAILS'. It includes fields for Account Name, Industry Vertical (set to 'Aerospace'), Country, Postal Code, Customer Website, Partner Project Title, Project Description (with a list of questions), Campaign Name, Partner Primary Need from AWS, Use Case, Estimated AWS Monthly Recurring Revenue, Target Close Date, Delivery Model (Available and Chosen), and Additional Comments. There are also sections for 'Shared Opportunity' and contact details for 'CUSTOMER CONTACT DETAILS' and 'PARTNER SALES CONTACT DETAILS'. At the bottom, there are buttons for 'Cancel', 'Save & New', 'Save', and 'Save & Submit'.

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

The dropdown menu shows a list of campaign names, with 'WWPS NewBe' selected at the bottom. Other options include APN Immersion Days, APN Marketing Central, APN Solution Space, AWS Field Event, AWS Marketplace Campaign, Integrated Partner Campaign, ISV Workload Migration, Migration Acceleration Program (MAP), Partner Launch Initiative, Partner Led Event, Partner Opportunity Acceleration Funded, Partner Prospecting, The Next Smart, VMware Cloud, Well-Architected, Windows RMP, Workspaces/AppStream Accelerator Program, WWPS Marketing, and 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'.

### Shared Opportunity

You can add another Partner to this opportunity who will have full visibility into the opportunity details.

Would you like to add another Partner to this opportunity?

Yes  No

By clicking "Yes" you confirm you have customer consent to share opportunity details with the additional Partner

## 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.



## ▶ Step 7 Continued

	Leads	Opportunities	Import Manager	Shared Oppor		
All Customer Engagements ▾						
50 of 283 opportunities						
	<input type="checkbox"/>	<b>ACTION</b>	<b>STATUS</b>	<b>STAGE</b>	<b>OPPORTUNITY ID</b>	<b>CUSTOMER COMPANY NAME</b>
	<input type="checkbox"/>	Edit	Draft	Prospect	O1006628	[blurred]
	<input type="checkbox"/>		Submitted	Prospect	O1006059	[blurred]
	<input type="checkbox"/>	Accept   Reject	Accept To View	Qualified	O1004607	[blurred]

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](mailto:aws.eu@techdata.com)