aws

AWS Partner
Funding Benefits:
Introduction, Policy, and
Program Guide

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AWS Partner Funding Contacts

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Notices

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Introduction

The Amazon Web Services (AWS) Partner Network (APN) is comprised of tens of thousands of firms globally. As you grow your AWS-based practice and deepen your knowledge of AWS, you have the opportunity to unlock AWS Partner Funding Benefits.

This document covers a basic introduction to the funding benefits, and the policies and compliance guidelines that govern all funding benefits.

What are the AWS Partner Funding Benefits?

AWS Partner Funding Benefits offer funding to accelerate various stages of AWS Partners' business development, including technical, sales and marketing enablement. AWS Partner Funding Benefits help you build a sustainable business model and expand your AWS practice as you build, market, and sell with the APN.

AWS Partner Funding Benefits offer Cash and/or AWS Promotional Credits. These benefits are tailored to meet your needs in 1) AWS training & certification, 2) new solution/product development, 3) go-to-market activities, and 4) Partner opportunity acceleration with customers. Each AWS Partner Funding Benefit has its own objectives and specific requirements.

AWS Partner Funding Benefits Objectives

1. **Increase** AWS Partners' capacity and capabilities for delivery of AWS solutions and products.

2. **Build** AWS qualified customer opportunities with AWS Partners.

3. **Accelerate** sales cycles for Partner-led opportunities from development to deployment.

4. **Develop** wins that AWS Partners can use to validate and demonstrate their AWS experience.

Funding Types

- Cash – offsets partner costs/ professional service fees

- Credits – are provided to offset future AWS spent by a partner or customer. The codes may be provided for manual entry by the partner, or they may be auto-redeemed by AWS to a specified account ID depending on the individual funding benefit

Other References

Partner Central

AWS Partner Network Terms & Conditions

AWS Promotional Credit Terms & Conditions

Amazon Payee Central

APFP Dashboard
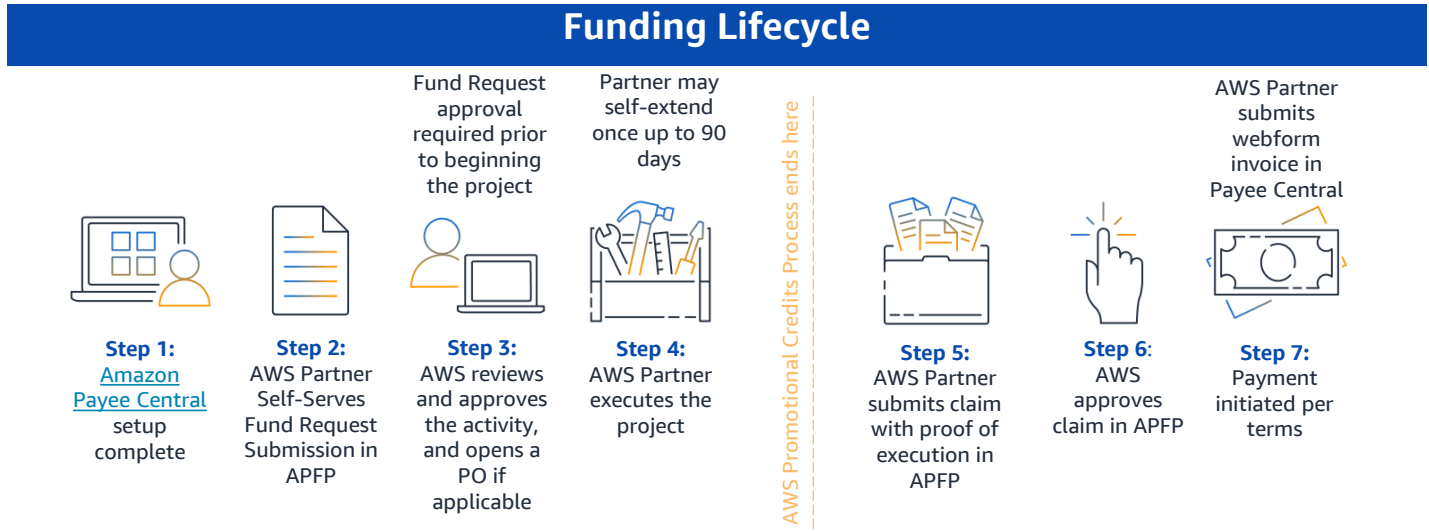
APFP User Guide

APFP Finance Approval Cash Request Information Guide

Introduction (cont.)

Funding Lifecycle

Funding Lifecycle

Fund Request approval required prior to beginning the project

Partner may self-extend once up to 90 days

AWS Promotional Credits Process ends here

AWS Partner submits webform invoice in Payee Central

Step 1: Amazon Payee Central setup complete

Step 2: AWS Partner Self-Serves Fund Request Submission in APFP

Step 3: AWS reviews and approves the activity, and opens a PO if applicable

Step 4: AWS Partner executes the project

Step 5: AWS Partner submits claim with proof of execution in APFP

Step 6: AWS approves claim in APFP

Step 7: Payment initiated per terms

Detailed Process

Step 1: As a pre-requisite to the submission of any cash AWS Partner funding benefit request, AWS Partners should have a completed Amazon Payee Central account. If they do not have an Amazon Payee Central account, they should open a case in AWS Partner Central to initiate this process. If your partner has been invited to create an Amazon Payee Central account, but have not completed the setup, they should login to finalize bank account registration and take the tax interview. To ensure successful future payments, AWS Partners must choose the same currency as in Amazon Payee Central when submitting their funding request.

Step 2: Prior to starting any activity (funded with cash or credits), the AWS Partner provides activity information to the APN funding team. Depending on the funding benefit, this may occur through the AWS Partner Funding Portal (APFP), or by contacting their AWS Partner Development Manager or AWS Partner Success Manager to submit a request through internal systems.

Step 3: The APN funding team will review and pre-approve the activity/project funding request if it meets all required guidelines outlined in the AWS Partner Funding Benefits Program Guide.

Step 4: Once pre-approved, the AWS Partner may execute the activity/project. Please note, the fund request must be pre-approved by AWS prior to any execution across all funding programs. Fund claims will not be approved if work started prior to pre-approval

Step 5: Upon completion, the AWS Partner submits the fund claim with required information per the AWS Partner Funding Benefit requirements and deadlines. Depending on the program, this will usually occur in the APFP. In certain cases, they may need their AWS Partner Development Manager or Partner Success Manager to submit a claim on their behalf in an internal system.

Step 6: If all funding program requirements are met, the APN funding team will approve the fund claim. If the fund claim is rejected, the AWS Partner will receive either an email or a comment in the AWS Partner Funding Portal that details the rejection reasons. Once required updates are made to the claim, please re-submit your fund claim for approval. Note that each program has different claim requirements, and there may be region-specific requirements as well.

Step 7: Upon fund claim approval, the AWS Partner must submit a webform invoice in Amazon Payee Central against the purchase order they received for the activity. The APN funding team will review and approve the invoice, and initiate payment in accordance with the applicable Program terms.

Policy

Below are policies and requirements that apply to all AWS Partner Funding Benefits.

1.1 APN Terms

Any receipt of funding or other benefits are subject to the AWS Partner Network Terms and Conditions (the "APN Terms"), as may be updated by AWS from time to time.

1.2 Compliance

You must remain in compliance with the APN Terms, including the timely payment of all applicable APN fees. AWS Partner Funding Benefits may be subject to program budget management plans. Budget management plans may vary by program and region.

1.3 AWS Discretion

All funding and other benefits are provided at AWS's sole discretion.

1.4 Subject to Availability

Funding and other benefits are subject to availability.

1.5 Pre-Approval

Funding must be pre-approved by the APN funding team for program activities or projects prior to their start date (for funding programs tied to end customers) and before the funding is positioned to a customer.

1.6 No Guarantee or Obligation

Pre-approval by the APN funding team indicates that you are eligible to receive applicable funding or other benefits, but it is not a guarantee that you will receive such funding or benefits, nor does it create any obligation for AWS.

1.7 Payee Central Registration

As a pre-requisite to receive cash funding benefits, you must complete required Amazon Payee Central registration and associated tax interview.

1.8 Promotional Credit Terms

Any receipt of AWS Promotional Credits is subject to the AWS Promotional Credit Terms & Conditions (Promotional Credit Terms), as may be updated by AWS from time to time. AWS Promotional Credits provided under each offering discussed herein are for the sole purpose of offsetting AWS spend related to the program activities and/or projects for which funding benefits are requested, and may not be used for any other purpose without AWS's written approval. Dollar values assigned to benefits as described herein merely represent dollar value equivalents solely for purposes of defining the scope of the available benefit. AWS Promotional Credits are not redeemable or exchangeable for cash under any circumstance. MAP Credits are also subject to the MAP Guide.

Policy (cont.)

1.9 Taxes and Fees

Funding amounts pre-approved by the APN funding team include any applicable taxes and fees, (e.g. indirect taxes such as Goods and Services Tax or Value-added tax (GST or VAT) or similar taxes associated with the activity). Although funding amounts pre-approved by the APN funding team include applicable taxes and fees, Partners may, by exception, add GST, VAT or similar indirect taxes on valid tax invoices:

a. If allowable in Payee Central (which has been designed to show if tax is acceptable in specific tax settings);

b. If the Partner is located in the same country as the AWS seller of record (SoR) which issued the PO and will be paying the valid tax invoice; and

c. The valid tax invoice identifies the AWS SoR as the recipient.

AWS Partners can find more information on tax and legal terms in the purchase order (paying particular attention to the "notes" section), or by reaching out to Payee Central.

In certain circumstances, the applicable AWS SOR may be able to recover local GST/VAT charged by a Partner. The following table shows when Partners may add local GST/VAT in addition to the approved PO amount.

AWS SOR	Partner location	Is a tax line allowed?	Can a tax line exceed the PO amount?	Refer to Example #
AWS Australia	Australia	✓	✓	
AWS Canada	Canada	✓	✓	
AWS EMEA	Luxembourg	✓	✓	
AWS India	India	✓	✓	1
AWS New Zealand	New Zealand	✓	✓	
AWS Singapore	Singapore	✓	✓	
AWS South Africa	South Africa	✓	✓	
AWS Turkey	Turkey	✓	✓	
AWS Japan	Japan	✓	✗	
AWS South Korea	South Korea	✓	✗	2
AWS Malaysia	Malaysia	✓	✗	
AWS Inc (US)	United States	✓	✗	
AWS EMEA	Outside of Luxembourg	✗	✗	3
AWS Inc (US)	Outside of United States	✗	✗	

For example, assuming a PO has been issued for $10,000:

1. An Australian Partner may issue a tax invoice to AWS Australia for $11,000 (including $1,000 AU GST)

2. A South Korean Partner may issue a "Tax Invoice" (with a tax line) or a "Request for Payment" (without a tax line), and in both cases, the amount invoiced cannot exceed the amount stated on the PO (i.e. $10,000).

3. A German Partner may issue an invoice issued to AWS EMEA for $10,000 (without VAT).

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Policy (cont.)

1.10 Claims and Invoices
Fund claims and invoices need to be submitted upon project/activity completion. Multiple fund claims against one project/activity will be subject to additional approval.

1.11 Travel and Accommodation Expenses
Travel and accommodation expenses are ineligible for funding.

1.12 Proof of Performance
All claims require submission of proof of performance (POP) for validation and to assess compliance. Required POP documents are listed in each guide.

1.13 Additional Details
The APN funding team may request additional details regarding your projects and activities as part of the AWS Partner Funding Benefits in accordance with the Compliance Guidelines below.

1.14 Deadlines
You must adhere to all AWS Partner Funding Benefits and programs deadlines to remain eligible for AWS Partner Funding Benefits.

1.15 Extension
Fund Requests expire 30 days after the project completion date. Project completion date may only be self-extended one time, for a maximum of 90 days.

1.16 Expiration/Cancellation
Expired or cancelled AWS Partner Funding Benefits will not be extended or reinstated. Important dates and considerations:

a. **Cash and Credit Fund Requests must be submitted for approval by December 1st** in order to be claimed in the budget year corresponding to the latest planned Project End Date of the Fund Request.

b. If a Fund Request is not fully approved (Finance Approval in AWS Partner Funding Portal has not been granted) by December 15th, it will be impossible to issue a PO tied to the current budget year, so it is ineligible for claiming in the budget year corresponding to the Project End Date.

c. All **cash claims and invoices must be submitted and approved** within 30 days after the activity completion date (i.e., the expiration date**) and prior to December 15th** of the budget year corresponding to the latest planned Project End Date of the Fund Request.

d. Project End Date cannot be during December 16th – December 31st. In the Claim review process, in situations where the actual project completion date deviates significantly from the estimated project end date, AWS reserves the right to decline cash claims.

e. It is mandatory for all cash claim documentation (proof of execution, performance, or completion of an activity) to be submitted and approved within the AWS Partner Funding Portal system. Subsequently, the corresponding invoice must undergo submission and approval in Payee Central with an approved cash claim. This process must be completed prior to the expiration date of the Fund Request. Failure to adhere to this protocol prior to the Fund Request expiration date will lead to a loss in payout.

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Compliance Guidelines

Should you choose to participate in the AWS Partner Funding Benefits, for the duration of your participation and for one year afterward, you must maintain all original POP documents, complete and accurate records sufficient to verify performance results, your compliance with the APN Terms, any Additional Terms (as defined in the APN Terms), and this Program Guide, in connection with your receipt of funding or other benefits. AWS reserves the right to request original POP documents, records, and performance results for the purpose of verifying your compliance. If AWS is unable to verify your compliance or finds non-compliance with the APN Terms, any Additional Terms, or this Program Guide, then AWS reserves the right to withhold or delay funding or other benefits, or take other appropriate action.

Key Dates

Cash and Credit Fund Requests must be submitted for approval by December 1st in order to be claimed in the budget year corresponding to the latest planned Project End Date of the Fund Request. If a Fund Request is not fully approved (Finance Approval in APFP has not been granted) by December 15th, it is ineligible for claiming in the budget year corresponding to the Project End Date.

Fund Requests expire 30 **calendar days** after the applicable project completion date (the "expiration date"). Cash Claims and invoices must be **submitted and approved** by the expiration date and before December 15th of the budget year corresponding to the latest planned Project End Date of the Fund Request. Project End Date cannot be during December 16th - December 31st. In the Claim review process, in situations where the actual project completion date deviates significantly from the estimated project end date, AWS reserves the right to decline cash claims. Partners should consider the time required for APN to review and approve Cash Claims, leaving adequate turnaround time, and submit complete and compliant Cash Claims. Neither APN approval delays nor rejection and rework will extend the expiration date. Fund Requests will expire after the expiration date, cannot be retroactively extended or reinstated, and the associated benefits or funding cannot be claimed.

AWS Partners have the ability to self-extend the project completion date of an approved activity in APFP. Before the expiration date, a project completion date **can be extended one time, for up to 90 days**. For the MDF program, the extension will not be permitted to push the date into a new calendar year. The funding expiration date will be 30 calendar days after the extended activity completion date. It is mandatory for all cash claim documentation (proof of execution, performance, or completion of an activity) to be submitted and approved within the AWS Partner Funding Portal system. Subsequently, the corresponding invoice must undergo submission and approval in Payee Central with an approved cash claim. This process must be completed prior to the expiration date of the Fund Request. Failure to adhere to this protocol prior to the Fund Request expiration date will lead to a loss in payout.

Key Dates (cont.)
Key Dates

Date	Program	Reminder
Minimum of 14 days prior to planned activity start date	ALL	Fund Requests must be submitted at least 14 days in advance of the planned activity start date.
30 days after planned activity end date, or Dec 15th (whichever comes first)	ALL	**Claims** must be submitted in APFP prior to the expiration date listed on each individual Fund Request (30 days from the planned end date, or Dec 15th of the current year, whichever comes first) **Invoices** must be submitted in Payee Central within 30 days of project end date or by Jan 15th (whichever is sooner) for prior year cash requests that have an approved claim in APFP
6 months from issue date	MDF Training & Certification Innovation Sandbox POC Custom incentive programs	**AWS Promotional Credits Expiration** The default validity period for an AWS Promotional Credit issued through partner funding programs is 6 months.
Quarterly	Training & Certification CEI	**T&C Credits** will be issued quarterly. This will occur the first week of each quarter and all approved credits from the previous quarter will be issued **CEI** Fund Requests are submitted and paid once a quarter for all eligible activities within that quarter.
June 30th	MDF	**Benefits Expiration** 50% - 100% of MDF Cash may expire if not associated with an approved marketing activity in APFP.
December 1st	MDF MAP Cash POC Cash ISV WMP Start-up Migrate	**Credit Requests** All Credit requests for the current budget year must be submitted by December 1st. **Cash Requests** All cash requests to be claimed in the current budget year must be submitted by December 1st.
December 15th	MDF MAP POC AWS Led Innovation Sandbox	**Cash Claims** for the current budget year must be submitted by December 15th. Note that this supersedes the usual expiration date of 30 days after the planned end date. For example: if your activity's completion date is December 1st you must submit the claim prior to December 15th (forgoing the 30 day claim window). **MDF** may not have an end date beyond December 15th, as requests cannot cross years. Unused or unclaimed MDF will not carry over to the next year (SCAs excluded).
January 15th	MDF MAP POC CEI	Invoices must be submitted in Payee Central within 30 days of project end date or by Jan 15th (whichever is sooner) for prior year cash requests that have an approved claim in APFP

Review the individual guides for each Funding Benefit for additional key dates and details.

Offerings

Offered Funding Benefits

Build

- [Training and Certification](): AWS Training & Certification's Partner offerings support the enablement of AWS Partners by providing AWS training resources that increase Partners' AWS knowledge and capabilities. Partners gain proficiency in AWS services through a variety of training avenues, including in classroom training, virtual instructor-led training, and self-paced digital training.

- [Innovation Sandbox Credit](): The program offers funding up to three months of associated AWS usage cost with APN Innovation Sandbox credits (AWS Promotional Credits), per new solution or design win. Maximum of 100K USD in APN Innovation Sandbox credits per APN Partner per calendar year with no limit on the number of solutions, but subject to global budget availability.

Market

- [Marketing Development Funds](): The Marketing Development Funds (MDF) Program is a benefit that partners earn from achieving a program designation. MDF is a benefit to support partners execute marketing activities that build sales pipelines, drive brand awareness, and market solutions built on or integrated with AWS. The goal of MDF is to co-invest with partners up to 50% of the actual marketing costs to create and nurture leads to produce partner originated opportunities.

Sell & Grow

- [Proof of Concept](): Proof of Concepts are small scale projects for customers that have yet to fully commit to adopting AWS, but are ready to begin their cloud adoption journey. For new customers, POCs can help demonstrate the feasibility and benefits of the AWS cloud. For existing customers, POCs can help grow their AWS utilization by optimizing current solutions and introducing new AWS products where applicable. A POC may be applicable to existing customers when they want to pivot an existing or new solution to the AWS cloud. For example, they may want to use Route 53 for their DNS (Domain Name System) service and so may run a POC to explore it.

- [Customer Engagement Incentive](): The Customer Engagement Incentive (CEI) is designed to support Partners to engage Greenfield companies that are in the early stages of AWS adoption and further recognize and support their growth, investment, and innovation in the AWS Partner Network (APN).

- [Migration Acceleration Program](): Migration Acceleration Program (MAP) is a comprehensive and proven cloud migration program that's the result of AWS' experience helping thousands of customers migrate to AWS. MAP consists of an agile-based migration methodology, automation tools, and financial investment or funding to help customers accelerate their migrations to AWS. MAP Partner funding is available to support customers working with AWS Partners to accelerate AWS adoption and differentiate their businesses through modernization projects. The AWS MAP Methodology has three phases: (1) Assess, (2) Mobilize and (3) Migrate & Modernize.

- [ISV Workload Migration Program](): AWS ISV Workload Migration Program (WMP) is an AWS Partner Network (APN) program supporting APN Software Partners - primarily SaaS offerings on AWS - to migrate their customers off legacy products to SaaS products on AWS, at scale. The program team helps AWS Software Partners create and automate their migration process, provide deal funding, and go-to-market support.

Other

- The Partner Initiative Funding (PIF) Template in APFP houses a number of other smaller funding benefits that are available to specific partners often as "invite only." The details and funding benefit guides for these programs will be shared with the partners who are enrolled in each individual funding benefit.

Training And Certification (T&C)

Funding Benefit Contacts

Jessica Elkins, program owner

Jalen Cephus, program owner

T&C Section 1: Quick Reference

Funding Benefit Description

AWS Training & Certification's Partner Training offerings support enablement for AWS Partners by providing AWS training resources that increase Partners' AWS knowledge and capabilities. Partners gain proficiency in AWS services through a variety of training avenues, including in classroom training, virtual instructor-led training, and self-paced digital training.

Partner Eligibility

Open to all Partners registered with AWS, subject to budget availability.

Opportunity/Activity Eligibility

Applies to Associate, Professional, and Specialty Certifications. Foundational Certifications are not eligible for this benefit.

Funding Type

Credits

The Credit codes will be provided to the Alliance Lead via email for manual entry.

Key Dates

Training & Certification funding is offered for net new certification(s) your organization attains, reported in the same calendar year of completion.

Other References

Amazon Partner Network Funding Policy

Partner Central

Billing Console

Get Started with AWS Training and Certification

AWS certifications

AWS Skill Builder

AWS Partner Course

AWS PartnerCast

AWS Partner Accreditation

APCR Training

AWS Promotional Credit Terms & Conditions

T&C Section 1: Quick Reference (cont.)

Fund Request Submission Required Documents

N/A – there are no Fund Requests for T&C

Claim Submission Required Documents

N/A – there are no Fund Requests for T&C

Funding Policy

All benefits discussed in this guide are subject to the Amazon Partner Network Funding Policy. Be sure that you are familiar with this Policy as you proceed with requesting Funding Benefits.

Success Tips/Best Practices

Whether you're just starting out, building on existing cloud skills, or sharpening your cloud knowledge, AWS Training & Certification can help AWS Partners like you build competence, confidence, and credibility. Visit the Get Started with AWS Training and Certification page to learn more, and connect with a specialist.

T&C Section 2: Full Benefits and Offerings

Benefits and Offerings

AWS Training & Certification offers funding to accelerate the onboarding of your technical resources and prepare your team for AWS certification exams. One way to increase your capacity and capability for delivery of AWS solutions is through achieving AWS certifications. AWS certifications help you demonstrate your expertise in the design, deployment, and operation of highly available, cost-effective, and secure applications on AWS.

AWS Promotional Credits for Certifications – As an incentive, AWS offers AWS Promotional Credits for net new certification(s) your organization attains, reported in the same calendar year of completion. AWS Promotional Credits can be used to help offset future AWS usage costs incurred once redeemed. Participating AWS Partners are eligible to receive $300 USD of AWS Promotional Credits per Associate Certification and $500 USD of AWS Promotional Credits per Professional or Specialty Certification. The AWS Partner Alliance Lead, the primary Partner account holder who is designated to manage all AWS Partner information, will receive the credit code(s) via email on a quarterly basis according to the number of net-new certifications updated in your AWS Partner Central account. Ensure all individuals within your organization have correctly set up the "AWS T&C Account Email" within the My profile "My AWS certifications" section in AWS Partner Central.

Get Started on Your Learning Journey Today

AWS Skill Builder: AWS Skill Builder is our online learning center that makes it easier for anyone – from beginners to experienced professionals – to build in-demand AWS cloud skills. AWS Skill Builder provides 600+ free self-paced digital courses, learning plans and digital badges focused on specific job roles or domains, AWS Cloud Quest, as well as many AWS Certification Practice Questions and Exams to help you expand your knowledge.

AWS Partner Course (APC): Available exclusively to AWS Partners, APC is a free one-day boot camp that is designed to help new AWS Partners build their businesses with AWS. The courses available introduce concepts on how to uncover customer priorities (including CxO-level priorities) and provides content specific to AWS differentiators, AWS security and compliance, and the migration/cloud adoption process.

AWS PartnerCast: AWS PartnerCast is a series of free interactive webinars, plus a library of on-demand training resources, to help AWS Partners in business and technical roles. It can help you create new client opportunities, enhance professional relationships, and develop your AWS cloud skills.

AWS Partner Accreditations: AWS Training & Certification provides free digital AWS Partner Accreditation courses for individuals in business and technical roles. These courses give you a foundational understanding of AWS products and services, best practices, and partner programs so you can effectively address customer business and technical needs. AWS Partner Accreditation courses are available on demand and allow you to learn at your own pace.

AWS Partner Certification Readiness (APCR): APCR Training helps you confidently prepare for AWS Certification exams with flexible learning exam prep training designed to introduce foundational AWS concepts and progress learners to exam ready. All AWS Partner Certification Readiness training includes your choice of on-demand, or live, virtual sessions with AWS experts that are offered in multiple languages for your convenience.

T&C Section 3: Funding Process

Training & Certification Funding Process

- **Step 1:** Achieve an Associate, Professional or Specialty Certification.

- **Step 2**: AWS will calculate quarterly the credit code(s) according to the number of net-new certifications updated in your AWS Partner Central Account. $300 per Associate Certification, and $500 per Professional or Specialty Certification.

- **Step 3:** The AWS Partner Alliance Lead will receive the credit code(s) via email on a quarterly basis according to the number of net-new certifications updated in your AWS Partner Central account.

- **Step 4:** The credits code(s) need to be applied to an active AWS account through the Billing Console to offset future AWS spend.

Quick link to Billing Console

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Innovation Sandbox (Sandbox)

Funding Benefit Contacts

Lisan Leal, program owner

Sandbox Section 1: Quick Reference

Funding Benefit Description

One of the objectives of AWS Partner Funding Benefits is to increase your capabilities for delivery of AWS solutions and products. This is important for the long-term success of your AWS business as the cloud industry continues to grow and evolve rapidly. To help increase your AWS capabilities, we encourage innovation and development. The APN Innovation Sandbox Credits benefit (Sandbox credits) provides AWS Promotional Credits to help drive innovation and development of products and solutions that integrate or build on AWS Services.

Partner Eligibility

AWS Partners who have attained the Confirmed stage of their chosen Partner Path(s) after paying their annual APN fee are eligible to request APN Innovation Sandbox credits. Maximum $100K in credits per AWS Partner per calendar year.

Opportunity/Activity Eligibility

Partner must be building a solution or service offering integrated with or built on AWS.

Funding Type

Credits.

The codes are auto-redeemed by AWS to the specified account ID

Key Dates

Fund Request Submission

- Fund Requests must be submitted at least 14 days in advance of the planned activity start date

Other References

[Amazon Partner Network Funding Policy](#)

[APFP User Guide](#)

[Partner Central](#)

[APFP Dashboard](#)

[AWS Promotional Credit Terms & Conditions](#)

Sandbox Section 1: Quick Reference (cont.)

Fund Request Submission Required Documents

- AWS Pricing Calculator or Excel calculator information
- Solution Development Plan

Claim Submission Required Documents

- Claims are not required for Credit requests. No documents needed.

Funding Policy

All benefits discussed in this guide are subject to the Amazon Partner Network Funding Policy. Be sure that you are familiar with this Policy as you proceed with requesting Funding Benefits.

Success Tips/Best Practices

For support in submitting Sandbox requests, review the APFP User Guide. Additional questions can be sent via Support Cases in Partner Central. (Support -> Contact Support -> Create New Case -> APN Funding -> Specify further)

Fund Request and Claim submission (and resubmission) steps with pictures can be found in the APFP User Guide

Sandbox Section 2: Full Benefits and Offerings

Benefits and Offerings

The APN Innovation Sandbox program is a benefit that supports partners that are building solutions or service offerings integrated with or built on AWS by offering AWS Promotional Credits to reduce up to 3 months of costs of AWS services used on development of a Design Win.

Design Wins are a new solution or service offering on AWS or a significant re-architecture of existing products built on or integrated with AWS for production use. It must be able to be deployed and managed across multiple customers with minimal or no customization of infrastructure, application, and/or database configurations. This is not only packaging of a migration methodology; a solution must include partner intellectual property in the form of software or hardware developed by the AWS Partner. There must be clear documentation on the AWS Partner's website that explains how to deploy, buy, and get support for the product when it is run on AWS. Lastly, there must be a sales plan in place that details the go-to-market activities and is shared with your Partner Development Manager.

Maximum $100K in credits per AWS Partner per calendar year.

Guidelines

Partners may submit requests to support multiple Design Wins.

To maximize the value of Sandbox credits and ensure your development leads to implementation, you are required to submit an estimated AWS Pricing Calculator that shows projected AWS usage for the solution development along with a solution development plan, an AWS account ID where the development will occur and, where approved credit codes will be redeemed towards. This plan must 1) describe the overall goal and how it ties into customers' needs; 2) include project details such as estimated timeline, resources, and budget; and 3) list the solution in development by application and industry (see examples of solution by application and industry here). AWS Promotional Credits are intended to offset any AWS usage incurred during the solution development. AWS Partners must execute and deliver against the solution development plan once the AWS Promotional Credits have been issued. Credits are applicable only to Sandbox AWS Account IDs and will not be applicable to business as usual production accounts. We encourage partners to follow best practices for creating and managing sandbox accounts in AWS.

For each unique solution development plan, the program will offset up to 3 months of associated AWS usage cost with sandbox credits. This benefit is subject to annual maximums per calendar year.

Performance Measures

If you develop and launch a new solution utilizing APN Innovation Sandbox funding benefits, be sure to create a new offering in your AWS Partner Central account as follows:

- Have the Alliance Lead or Team member log into AWS Partner Central

- Click "View My APN Account" Scroll to "Offerings"

- Click "New" and fill out the form

Sandbox Section 3: Funding Process

Innovation Sandbox Funding Process

- **Step 1:** Prepare AWS Pricing Calculator or Excel calculator information. Prepare the solution development plan. Gather the AWS Account ID where the development will occur.

- **Step 2**: Submit a Fund Request. Select "Apply" under Innovation Sandbox on the Partner Central Funding page. If "apply" is greyed out, talk with your partner manager. Follow submission steps.

- **Step 3**: Wait for full approval. Emails will be sent to the Fund Request owner as it progresses, and the status can be reviewed in APFP from the dashboard. Full approval means the Fund Request has made it to the Pre-Approval stage. Credits are issued during Finance Approval.

- **Step 4:** Execute the project. Note that the credits offset actual future spend on an AWS account.

Detailed Fund Request and Claim submission (and resubmission) steps with pictures can be found in the APFP User Guide

Quick Link to APFP Dashboard

Marketing Development Funds (MDF)

Funding Benefit Contacts

Jeanine Reidel, Program Owner

MDF Section 1: Quick Reference

Funding Benefit Description

The Marketing Development Funds (MDF) Program is your resource to help drive demand generation to build your sales pipeline with validated AWS opportunities. Depending on which designations you have attained, you may be eligible to request MDF cash and/or MDF AWS Promotional Credits to help support your marketing efforts to promote your services and solutions on AWS. The goal of the MDF Program is to support brand awareness and marketing activities to generate new opportunities for AWS Partners.

Please note, AWS is not a marketing agency for AWS Partners. A list of marketing agencies can be found on AWS Marketing Central. AWS Marketing Central also offers complimentary marketing resources, such as marketing assets and pre-built email campaigns, to help support your go-to-market (GTM) plans.

Partner Eligibility

Partners must have a completed Amazon Payee Central account before MDF Cash funding will be loaded to their APN wallet. To initiate this process, open a case in AWS Partner Central. In order for the MDF program template in the AWS Partner Funding Portal to be available for the partner, there must be funds loaded in the Partner's wallet. How to have funds loaded in the wallet is listed below in Benefits and Offerings.

Opportunity/Activity Eligibility

The MDF program does not require an ACE opportunity for submission. The activity must fall into one of the Eligible categories listed below in Benefits and Offerings.

Funding Type

Partners may receive Cash, Credits, or Both for eligible MDF activities. MDF Credit codes are provided to the Fund Request owner for manual application to an AWS Account.

Key Dates

Fund Request Submission

- Fund Requests must be submitted at least 14 days in advance of the planned activity start date

- Last date to submit a request in the current year is Dec 1st.

- MDF activity dates cannot cross years

Claim Submission

- Claims must be submitted in APFP prior to the expiration date listed on each individual Fund Request (30 days from the planned end date, or Dec 15th of the current year, whichever comes first)

Invoice Submission

- Invoices must be submitted in Payee Central AFTER Claim approval in APFP and also prior to the expiration date on each Fund Request (30 days from the planned end date, or Dec 15th of the current year, whichever comes first)

Other References

APFP User Guide

APFP Finance Approval Cash Request Information Guide

Partner Central

APFP Dashboard

AWS Promotional Credit Terms & Conditions

MDF Section 1: Quick Reference (cont.)

Fund Request Submission Required Documents

- No documents are required at the time of Fund Request submission for MDF

Claim Submission Required Documents

- Standard MDF requests require third-party receipts showing actual incurred costs as part of the claim process. These should clearly show a date—after fund request approval—and the paid amount. AWS Partner internal costs are not eligible for MDF reimbursement.

- For Sales Kick Off's (SKO), 3P Events, and Partner Led Sponsorships, a proof of sponsorship will count as proof of performance in lieu of a third-party receipt. If AWS is sponsoring any of these events through MDF funding, the Partner must provide documentation showing the cost of sponsorship. Acceptable documentation includes sponsorship marketing materials, pamphlets or invoices.

- For activities with a Purchase Order beginning in 4J: an email confirming activity completion from your India-based Partner Manager must be attached. Use the attachment type "Other"

- For AWS Events (excluded AWS Summits, re:Invent, AWS Symposiums) and AWS Skill Builder, an AWS receipt will be accepted as Proof of Cost.

The third-party receipt(s) or proof of sponsorship must be provided when submitting a claim in APFP within 30 days of the activity end date.

Funding Policy

All benefits discussed in this guide are subject to the Amazon Partner Network Funding Policy. Be sure that you are familiar with this Policy as you proceed with requesting Funding Benefits.

Success Tips/Best Practices

- Carefully review the eligible and ineligible activity types in this guide

- For support in submitting MDF requests, review the APFP User Guide. Additional questions can be sent via Support Cases in Partner Central. (Support -> Contact Support -> Create New Case -> APN Funding -> Specify further)

Fund Request and Claim submission (and resubmission) steps with pictures can be found in the APFP User Guide

MDF Section 2: Full Benefits and Offerings

MDF Cash

MDF is approved at the discretion of AWS for activities that drive awareness, interest, leads, opportunities, and engagement for an AWS Partner's solutions that run on AWS, are integrated with AWS, or for services provided by Partners specific to AWS. AWS branding and/or messaging is required for MDF-supported activities.

Any cash reimbursement by AWS as part of the MDF Program is based on the actual submitted expenses associated with the third-party services. Please be aware that partners can claim up to the pre-approved cash amount of the fund request, but not beyond, even if their expenses are higher. For example, if an event was pre-approved by AWS for $10,000 at 50% reimbursement for a $20,000 activity, but the actual cost was $8,000, then the eligible reimbursement amount would be up to $4,000 (50% reimbursement). If the same activity had an actual cost of $22,000 the partner can still only claim $10,000 (not $11,000).

Qualifying for MDF Cash

AWS Partners will receive MDF cash benefits based on program designation attainment. MDF Cash funding is available for all AWS Partner Specialization Programs including Service Ready, Service Delivery, Competency, and Managed Service Provider (MSP) as well as Device Qualification Program. Designations that are related to Strategic Priority areas will receive increased MDF Benefit amounts. Some other areas may require the submission of a marketing plan for increased benefits.

In 2025, initial wallet loads for the year will be based on prior-year utilization and invoiced amount. Partners that utilized and invoiced over 50% of their Prescriptive MDF benefits in 2024 will have 50% of their earned MDF Prescriptive funding loaded to their wallets. Partners that did not utilize over 50% of their MDF funds in the prior-year are eligible for their marketing benefits but must coordinate with their PMM, PDM, or VPMM on a plan to utilize current year funding before their wallet will be loaded. If program designations are attained during the calendar year, MDF cash benefits are loaded the week following the attainment, provided the partner already has Payee Central set up. Once funds are available in the APN wallet, Partners can create fund requests activities for approval. Please note, there are changes to MDF program which will be effective July 2025. All wallet funds loaded in H1 2025 based on existing program criteria will not be affected.

2025 MDF Cash Benefits			
Item	Sub-Item	Amount	SCA Stackable?**
AWS Specialization Programs	▪ Gen AI- Competency ($50K) ▪ MSP	US$ 50,000 each	Yes
AWS Specialization Programs	▪ Security Competency (AI Security Category) ▪ Digital Sovereignty Competency ▪ Amazon Security Lake Service Ready ▪ AWS Security Incident Response Ready/Delivery ▪ Resilience Competency	US$ 25,000 each	Yes
Other Programs with MDF Benefits (individual eligibility criteria)	▪ Marketplace ▪ Global StartUp Partner (GSP)	Up to US$ 75,000	Yes
Growth Areas (with submission of a marketing plan to PMM or vPMM)	▪ Enterprise Workload (VMware, Oracle, SAP) ▪ Industry & Line of Business	Up to US$ 50,000	Yes
AWS Specialization Programs (not included above)*	▪ AWS Service Ready ▪ AWS Service Delivery ▪ AWS Device Qualification Program	US$ 5,000 each	No
AWS Specialization Programs (not included above)*	▪ AWS Competencies	US$ 10,000 each	No

WWPS MDF Cash Benefits		
Items	Amount	SCA Stackable?**
Available with submission of a Joint Marketing Plan	As approved	Yes
2025 MDF Credit Benefits		
Items	Amount	SCA Stackable?**
Partner has any Service or Program Validation (available by request only)	US $ 10,000 (1x)	No
AWS Managed Service Provider (MSP)	US $ 3,000	Yes
WWPS MDF Credit Benefits		
Items	Amount	SCA Stackable?**
Available with submission of a Joint Marketing Plan	As approved	Yes

*Note: Starting in July 2025, MDF for Service or Program Validations that were earned prior to 2023 will no longer be loaded for partners who become eligible for MDF for the first time or are asking for a one-off load (if funds were not loaded at the beginning of the year). Partners with these designations who are eligible for MDF at the beginning of the year will have the funds loaded, but they will be subject to mid-year benefits expiration.

**Items that may stack with SCA MDF may be loaded through a partner manager after all SCA funds are first utilized.

MDF Promotional Credits

MDF Promotional Credits can also be used to offset 50% of the costs of an eligible marketing activity. Requests for AWS Promotional Credits should be made if the Partner will incur AWS usage costs during an eligible marketing activity.

Qualifying for MDF Credits

MDF Credit wallet loads must be requested through a Partner's Partner Manager with the submission of a marketing plan. Partners who are a part of the MSP Program will receive $3K in Credits automatically.

Requesting a Wallet Load

MDF Cash wallets are loaded at the beginning of the year based on prior year utilization as described in Qualifying for MDF Cash above. Partners with Strategic Investment Letters or Strategic Collaboration Agreements will have their wallet loaded in accordance with those documents.

However, all MDF Credit wallet load requests, requests to load Custom MDF, Prescriptive funding for partners with less than 50% utilization in the prior-year, and Prescriptive funding for partners that did not set up Payee Central before a designation was achieved requires an execution plan. Partners will work with their PMM, PDM, or VPMM and determine how MDF funds will be spent and the opportunities that will be created. Once a marketing plan is agreed upon the PMM, PDM, or VPMM will submit a request to load the Partners' wallet. In the event that the marketing plan is closely associated with one of the growth areas defined in the Cash section, the cap for the MDF load request is increased. The marketing plan will be attached in the request to load the Partners wallet. Note: This will only load the funding to the Partner's wallet. The Partner will still need to submit a fund request in the APFP portal to receive any reimbursement.

A Partner marketing plan needs to include:
1. Marketing Activity Title
2. SPMS ID
3. Payee Central ID
4. Activity Start Date
5. Activity End Date
6. Total Cost of Activity
7. Amount to Claim (50% of activity)
8. Description of Activity
9. Opportunities the marketing activity will generate
10. Credit requirement: Sell to Rep email approval

MDF Section 2: Full Benefits and Offerings (cont.)

MDF Program Expectations

All activities requesting MDF Cash or AWS Promotional Credits will be reviewed and pre-approved by AWS if applicable guidelines are met. Each activity is required to be pre-approved in the AWS Partner Funding Portal prior to the start date of the activity and should include: 1) a clear call-to-action, 2) a defined activity start and end date, 3) the expected outcomes. After the activity is completed, if the request is for MDF cash, proof of performance and claim submission deadlines must be met.

AWS Partners are required to submit performance results from MDF funded activities when claiming reimbursements and submit opportunities in the APN Customer Engagement (ACE) Program (within AWS Partner Central). ACE is the tool we use to track opportunities generated and funded by the MDF Program as performance metrics. See the *Success Measures* section of this guide for more details.

Benefits Expiration

Up to 50% - 100% of MDF Cash may expire if not associated with an approved marketing activity in APFP. This process will be coordinated with the PMM, PDM or VPMM who will coordinate with the Partner, if available. Funding utilization will be reviewed monthly to assure the best usage of the MDF funding to accelerate stages of AWS Partners' business.

✓ If a partner uses 50% or more of their loaded MDF by June 30th, no funding will be removed
✓ If a partner has not utilized 50% of their loaded MDF by June 30th, but did use some, 50% of the unutilized amount will be removed. Example: If a Partner had $20,000 in MDF cash loaded in January and has $8,000 pre-approved by June 30th, AWS will remove $6,000 from their wallet ($20,000 - $8,000 = $12,000, $12,000 – 50% = $6,000)
✓ If a partner has not utilized any of their loaded MDF by June 30th, 100% of the unutilized amount will be removed. Example: If a Partner had $20,000 in MDF cash loaded in January and has $20,000 not utilized by June 30th, AWS will remove $20,000 from their wallet

Key Deadlines

Fund requests must be approved in the AWS Partner Funding Portal prior to the activity start date. Once the activity is approved, Partners must claim and invoice within 30 days after the activity end date by submitting the required proof of execution in APFP, waiting for approval, then submitting the invoice in Payee Central. Fund requests that are not claimed in APFP within 30 days of the activity end date will be expired, and the activity will not be reimbursed. Partners have the ability to self-extend the activity end date one time for a period of up to 90 days.

MDF Activity Submission Key Deadlines:

✓ MDF Cash benefits: 50-100% of the unutilized MDF in a partner's wallet on June 30th may be removed
✓ The deadline to submit an MDF activity request for approval is December 1st
✓ Any unused MDF not associated with a pre-approved activity will expire after December 1st

MDF Claims/Invoice Key Deadlines:

✓ It is mandatory for all Cash Claim documentation (proof of execution, performance, or completion of an activity) to be submitted and approved within the APFP system. Subsequently, the corresponding invoice must undergo submission and approval in Payee Central with an approved Cash Claim. This process must be completed prior to the expiration date of the fund request. Failure to adhere to this protocol prior to the fund request expiration date will lead to a loss in payout.
✓ Any unused or unclaimed MDF benefits will not carry over to the next calendar year.
✓ In the event that the FR expires before the approval of both the claim and invoice, any unclaimed amount will NOT be refunded to the partner's wallet.
✓ When it is determined that the milestone or project associated with the FR will no longer be executed, partners can either terminate or recall the FR to facilitate the return of the previously approved amount.
✓ When a Fund Request is successfully completed with all milestones/ claims approved and all invoices associated with the milestones/ claims approved before the Fund Request expiration date, any unclaimed amount will be promptly returned for future use

MDF Section 2: Full Benefits and Offerings (cont.)

Key Deadlines (cont.)

Date	Reminder	Tool
June 30th	Benefits Expiration & Activity Requests 50%-100% of MDF Cash may expire if not associated with an approved marketing activity in APFP	APFP
Funding Expiration Date as listed in APFP	Fund Claims and Invoices There are four steps to being paid. The below steps must be completed in order and prior to the expiration date. 1. Submit claim documentation (details) in APFP 2. Claim is approved by AWS 3. Submit webform invoice in Payee Central 4. Invoice is approved by AWS	Claims: APFP Invoices: Payee Central
December 1st	All MDF Cash and Credit requests for the current budget year must be submitted by December 1st.	APFP
December 15th	All claims must be submitted in APFP within 30 days after the activity completion date and prior to December 15th. For example: if an activity's completion date is December 1st, the claim must be submitted prior to December 15th (forgoing the 30-day claim window). Any unused MDF or unclaimed MDF will not carry over to the next year.	Claims: APFP Invoices: Payee Central
January 15th	Invoices must be submitted in Payee Central within 30 days of project end date or by Jan 15th (whichever is sooner) for prior year cash requests that have an approved claim in APFP	Invoices: Payee Central

*All dates are subject to change per AWS discretion

Success Measures

The leads and opportunities generated from MDF funded activities are tangible success measures of the MDF Program. To accurately capture these results, AWS Partners are required to use the APN Customer Engagement (ACE) platform (within AWS Partner Central) to submit each opportunity and indicate that it was funded by the MDF Program. Validated opportunities may be reviewed and used to assess incremental MDF benefits.

Utilize the APN Customer Engagement (ACE) Program:

ACE is available for AWS Partners and helps Partners receive the AWS-related technical support necessary to help them pursue opportunities. ACE captures both opportunity records and status tracking, to increase visibility for both AWS and the Partner's firm. We strive to enable Partners to work successfully with the AWS field teams as you develop customer opportunities.

Opportunity Registration Process:

Use of APN Customer Engagements (ACE) is a requirement for participating Partners. AWS Software Partners can access the APN Customer Engagements (ACE) User Guide for APN Lead and Opportunity Management.

Eligible Cash & Credit MDF Activities

Eligible Cash Activity Types

✓ AWS Led Joint Campaign (Invite Only)	Execution and promotion of an in-person or virtual event that showcases your AWS solution or offering to end customers (i.e. networking, sporting, roundtables, partner hosted, etc)
✓ Customer Focused Webinars	Webinars led by AWS Partners focused exclusively on the AWS Partner's solutions on AWS, or joint events with other vendors that demonstrate your AWS solution
✓ Display Advertising and Search Marketing	Advertising support across display, paid search, SEO, social media
✓ Email Campaign	Templates; Design; Execution (i.e. Marketo Eloqua), Web copy; Landing pages; Microsites; Design; Development
✓ Industry Conference Event	Participation in a third-party industry or technology conference to showcase your AWS solutions
✓ Lead List Purchase	List purchase; List enhancement/enrichment
✓ Customer Event (associated with an AWS-led Event)	AWS Event Sponsors can use MDF to support networking events (focused exclusively on your AWS solutions) alongside AWS events (i.e.: re:Invent, Summits), so long as you are sponsoring said AWS event and agree to comply with AWS Sponsorship Rules & Guidelines (see your Sponsor event portal for more details)
✓ Partner Produced Case Study (Written and/or Video)	Customer Case study on a completed deployment that showcases your AWS solutions
✓ Partner Sales Content	Development and design of Partner marketing and sales content (i.e. whitepaper, e-book, solution brief, technical brief, landing pages, etc.) that showcases your AWS solutions
✓ Partner Sales Kick Off (SKO)	AWS Partner event focused on your annual sales strategy and go-to-market with AWS
✓ Telemarketing Campaigns	Call campaigns and supporting assets (i.e. battlecard, sales call script, first call deck, telesales outreach, etc.) that showcase your AWS solutions
✓ AWS Led Joint Campaign (Invite Only)	The AWS Led Joint Campaigns focus on highlighting value that AWS and a select set of Technology and Consulting Competency Partners provide to customers
✓ Swag**	Logo items specifically associated with a MDF activity or AWS marketing campaign
✓ Social/Recreational Events**	Social and recreational costs for training or marketing events that showcase your AWS solutions. AWS provided opportunity to participate, provided training and materials
✓ Video Conferencing	Cost to host video conference services (ie. Zoom, GoToMeeting, WebEx) for events that showcase your AWS solutions
✓ Catering	Catering of food, beverages and gratuities associated with an event that showcases your AWS solutions. Food vouchers for virtual events. (ie Doordash, Grubhub, Postmates etc.)
✓ Skill Builder**	Can be used to offset the usage of AWS Skill Builder, with an AWS receipt as proof of cost.
✓ 3P Events*	50% co-marketing of 3P. Events can be led by AWS or the partner. Events lead by AWS require an invoice from AWS as POP. Events exclude Summits, ReInvent, and AWS Symposiums

**For funds loaded into WWPS MDF wallets, these are ineligible activities/costs

MDF Section 2: Full Benefits and Offerings (cont.)

Ineligible Cash & Credit MDF Activities

Ineligible Cash Activity Types	
✕ Relationship Events	AWS will not approve any events that are networking only and not focused on an AWS Partner solution. This also includes events only for morale building
✕ AWS Staff Activity	Gifts, entertainment, or business costs for AWS or AWS employees will not be covered. This includes thank you gifts, tickets for AWS employees to attend a conference or event, etc
✕ Headcount	MDF can't be used to fund staff unless directly tied to the activity, (e.g. event staff for a funded activity). This includes recruiting events and wages for temporary or permanent employees assigned to the activity
✕ Charity Donations	MDF can't be used to fund charitable donations
✕ AWS Sponsored Events	MDF can't be used to offset fees around AWS led events such as: AWS re:Invent, AWS Summits. This includes any costs associated to sponsorship, tickets, and meeting rooms. *All AWS sponsorship guidelines apply*
✕ Cancellation Fees	Costs for deposits or costs already incurred, will not be covered if the activity is cancelled
✕ Travel	No travel or accommodation expenses will be covered. This includes flights, hotels, individual meals, and other types of transportation such as taxis, ride shares, buses, etc. This includes costs incurred by the Partner, AWS staff, and your third-party vendor (e.g. speakers, event staff, etc.)
✕ Internal Costs	AWS will only pay costs associated with a third-party agency. MDF funding cannot be used for internal hours. This includes internal creative services and in-house marketing agencies/resources. This may include full time employees, temporary employees, seasonal employees, and contract employees.
✕ AWS Partner Business Costs	MDF can't be used for normal business expenses. This includes operational expenses, normal overhead, or capital expenditures.
✕ Amazon.com Merchandise	MDF can't be used to buy any Amazon.com merchandise such as Amazon.com gift cards, Echos, Kindles, Kindle Fires, Echo Dots, Echo Shows, etc.
✕ Alcohol	Alcohol can only be included for reimbursement when food is also served. All food and beverage must be itemized on the invoice. Activities where only alcohol is consumed is not eligible for reimbursement
✕ Rush Fees	Any additional fees for expedited or rush jobs are not reimbursable
✕ Incentives	MDF cannot be used to incent customers. EX: APN Partner cannot offer $500 in MDF cash or credits in exchange for a public reference. MDF though can be used to develop a Customer Case study on a completed deployment that showcases your AWS solution

MDF Section 2: Full Benefits and Offerings (cont.)

Other Programs with MDF Benefits

Global Startup Program (link)
Eligibility: If you are an early to mid-stage VC-backed startup, follow the outlined steps to participate in the program: Join the AWS Partner Network (APN), become ACE eligible, complete the Foundational Technical Review (FTR), create a listing in AWS marketplace, apply for the ISV Accelerate Program, reach out to the Global Startup Program. See link above for full instructions.
Benefits: Support in product development, market entry, and co-selling 78 support through Partner Development Managers/Representatives (PDMs/PDRs), GTM PDMs, and Partner Solution Architects (PSAs). Benefits include MDF to accelerate outreach, offset the cost of campaigns and content development, list your solutions in AWS Marketplace or AWS Data Exchange (ADS), and more. See link for more details.

Managed Service Provider Program (program link, new benefits link)
Eligibility: Follow the outlined steps to participate in the program: Join the AWS Partner Network (APN), enroll in the services path, review program requirements with your AWS Partner Manager, apply. For the MDF benefit you also need the Migration Competency. See link above for full instructions.
Benefits: Managed Services Build Essentials, Managed Services Build Workshop, Discounts to offset tooling and training costs, AWS PartnerEquip: virtual series for AWS MSP Specialization Partners. MDF benefits fall under Discounts to offset tooling and training costs to help offset the cost of Skill Builder trainings.

AWS Marketplace
Eligibility: To be eligible for Marketplace (MP) MDF partners must fulfill three core criteria: 1/ be Marketplace sellers with active public listings, 2/ be ACE eligible, 3/ have marketing and sales resourcing (headcount, infrastructure, budget) dedicated to MP go-to-market. Partners can be awarded funding through three programs, Marketplace Seller Prime enrollment (register here), Marketplace performance seller program (through outperforming growth of Marketplace gross sales), and through discretionary funding via nomination by an AWS Partner Development Manager.
Benefits: Marketplace MDF is supplemental MDF cash which can help drive marketing, co-sell, product-led growth initiatives, and affiliate marketing/sales as part of a concerted effort to grow Marketplace sales amongst customers. High performance through Marketplace MDF utilization also improves positioning for inclusion into AWS-led Marketing initiatives.

Claiming MDF Activities Crossing Calendar Years

Expenses can be claimed in the calendar year when the expense occurred. Partners must have an approved fund request in the calendar year in which the expense occurred and follow the MDF approval process. Example: Purchase a booth at an industry event. The purchase happens in 2024 but the event occurs in 2025. Follow the MDF process, put the date (current calendar year) for when the purchase will be made, get an approved fund request prior to the purchase of the event and claim the expense within 30 days. In 2025 if there are additional costs the Partner must submit another funding request for the costs expected in that calendar year. This does not apply to any funds loaded to the WWPS MDF Wallet.

Credit Issuance/Redemption

For MDF credit requests, the individual who submitted the activity request will receive the credit code(s) in an email with subject line "AWS Promotional Credit Request Approved" once the request is approved and processed. Credit codes expire after 6 months. For MDF, a credit code is issued within 2-3 business days after the fund request is approved. For MDF credit requests, please log into the APN Funding Tool and navigate to "My Activities" to see your status.

You can add a promotional code to your AWS account by doing the following:

1. Open the Credits page of the Billing and Cost Management console.

2. Choose **Redeem credit**.

3. For **Promotion code**, enter the promotion code as it appears.

4. For **Security code**, enter the code shown in the CAPTCHA.

5. Choose **Redeem credit**.

If the promotional code was entered correctly, is valid, hasn't expired, and hasn't been previously redeemed, it is added automatically to your AWS account.

If you're a part of the AWS Partner Network (APN) and have questions on earning or redemption of credits, contact the APN team.

MDF Section 3: Funding Process

MDF Funding Process

- **Step 1:** Complete Amazon Payee Central setup.

- **Step 2:** Submit a Fund Request. Select "Apply" under MDF on the Partner Central Funding page. If "apply" is greyed out please work with your PMM, PDM, or VPMM to get funding loaded to the Partner wallet. Choose Combo (Training is a separate program). Follow submission steps. Choose your activity type carefully, only nominated AWS Marketplace Partners should use Marketplace activities. Note: If planning to invoice at multiple times during the project, you will need to set up multiple claims during submission.

- **Step 3:** Wait for full approval. Emails will be sent to the fund request owner as it progresses, and the status can be reviewed in APFP from the dashboard. Full approval means the fund request has made it to Pre-Approved status and has an issued Purchase Order (PO). For credits-only projects, the credits are issued at this step, and the fund request is completed.

- **Step 4:** Execute the project. Partner may self-extend one time up to 90 days (or claim deadline Dec 15th, whichever is sooner) if needed. To do so they should navigate to the fund request in APFP and hit the extend button. The fund request will expire 30 days after the planned end date if no extension or claim has been submitted.

- **Step 5:** Submit your claim(s). Upload proof-of-cost and submit the claim amount (half of the actual cost) in APFP. If you have multiple claims set up in the fund request, you can submit multiple claims on different dates. The claim must be submitted within 30 days of the completion of the activity.

- **Step 6:** Wait for the claim to be reviewed and approved. An email will be sent to the fund request owner with the approval or rejection (with the rejection reason). This can also be monitored in the fund request from the dashboard in APFP.

- **Step 7:** Submit a webform invoice in Payee Central. Be sure to select the PO number the fund request was approved with. Invoices can only be submitted by Partner contacts that have access to the account the PO was issued under in Payee Central. The Claim and Invoice process must be completed prior to the funding expiration date in APFP. The invoice will be reviewed against the claim and if approved, payment terms are Net 30.

Detailed Fund Request and Claim submission (and resubmission) steps with pictures can be found in the APFP User Guide

Quick Link to APFP Dashboard

MDF Section 4: 2025 Program Changes

Cash

In 2025 we are updating the MDF program to provide additional incentive for strategic priority areas in the market. For the below items, more MDF (listed below) will be loaded in the wallet than in 2024. These are Strategic Priority Incentives. These benefits are available in addition to Strategic Collaboration Agreement (SCA) allocated MDF though talking with your partner manager after all SCA funds have first been utilized. These benefits are available no matter what year the designation was achieved, as long as it is still in good standing.

- Specific Service or Program Validations: $50K MDF Cash each
    - ✓ GenAI Competency (previously $10K)
    - ✓ MSP Program (previously $35K)
- Specific Service or Program Validations: $25K MDF Cash each (previously $5 or $10K each)
    - ✓ Security Competency (AI Security Category)
    - ✓ Digital Sovereignty Competency
    - ✓ Amazon Security Lake Service Ready
    - ✓ AWS Security Incident Response Ready/Delivery
    - ✓ Resilience Competency (to be launched 2025)
- Other Programs with MDF Benefits (each have their own eligibility criteria)
    - ✓ Marketplace: Up to $75K MDF Cash
    - ✓ Global Startup Partner: Up to $75K MDF Cash
- Growth Areas: Up to $50K MDF Cash (with submission of a marketing plan to PMM or vPMM with a focus on the following)
    - ✓ Enterprise Workload (VMware, Oracle, SAP) Industry & Line of Business

With the exception of the strategic areas above, MDF will loaded at the same rates as in 2024. This benefit is not available in addition to SCA allocated MDF, but may be factored in to the SCA. Starting in July 2025, MDF for Service or Program Validations that were earned prior to 2023 will no longer be loaded for partners who become eligible for MDF for the first time or are asking for a one-off load (if funds were not loaded at the beginning of the year). Partners with these designations who are eligible for MDF at the beginning of the year will have the funds loaded, but they will be subject to mid-year benefits expiration.

- Service Validations: $5K MDF Cash each (In July, this will change to those earned in 2023-2025)
    - ✓ AWS Service Ready
    - ✓ AWS Service Delivery
    - ✓ AWS Device Qualification Program
- Program Validations: $10K MDF Cash each (In July, this will change to those earned in 2023-2025)
    - ✓ AWS Competencies
    - ✓ No others at this time. Note: The Well Architected Partner Program no longer receives MDF benefits

Public Sector specific MDF will still be available with the submission of a Joint Marketing Plan

Credits

A partner with any Service or Program Validation is eligible for $10K in MDF Credits (1x) upon request. This has no change from 2024. This benefit is not available in addition to SCA allocated MDF, but may be factored in to the SCA.

AWS Managed Service Provider (MSP) partners will receive $3K in MDF Credits This benefit is available in addition to SCA allocated MDF.

Public Sector specific MDF will still be available with the submission of a Joint Marketing Plan

MDF Section 4: 2025 Program Changes (cont.)

Activities

Skill Builder is now eligible for MDF. For Cash, a receipt from AWS will be submitted as Proof of Cost.

MDF May be used for third-party (3P) events. Events can be led by AWS or the Partner. Events led by AWS require an invoice from AWS as POP. Excluded: AWS Summits, re:Invent, AWS Symposiums. MDF may be used for items/partner-led events correlating with excluded events where third-party costs not paid to AWS were incurred (ex. Printing costs for a booth at re:Invent).

MDF 2026 Planning

Moving into 2026, the same structure for 2025 will be kept, but we will update the Specific Service Validations and Competencies to align with the next year's strategic priorities. These will be announced close to the start of 2026. The other Service and Program Validations will only have funds loaded for designations originally earned in the current and previous year (2025 and 2026 in this instance). The eligible/ineligible activity lists will also be reviewed and updated accordingly.

Proof-of-Concept (POC)

Funding Benefit Contacts

Lisan Leal, program owner

POC Section 1: Quick Reference

Funding Benefit Description

POC projects are small scale projects for customers that have not fully committed to adopting AWS, but are keen to see if AWS is a viable solution for their business objectives. For new customers, POC projects can demonstrate feasibility and benefits of the AWS Cloud. For existing customers, POC projects can help grow their AWS utilization by optimizing current solutions and introducing new AWS products where applicable.

Partner Eligibility

AWS Partners at the Validated Stage or higher on the Software, Services, or Hardware Partner Path may be eligible to receive Proof-of-Concept funding.

Opportunity/Activity Eligibility

Opportunities in the ACE Manager that can be used for POC must be in Technical Validation stage or beyond. Note: AWS does not provide funding for Launched opportunities.

Funding Type

Cash or Credits.

For Credits, the codes are auto-redeemed by AWS to the specified account ID

Key Dates

Fund Request Submission

- Fund Requests must be submitted at least 14 days in advance of the planned activity start date

Claim Submission

- Claims must be submitted in APFP prior to the expiration date listed on each individual Fund Request (30 days from the planned end date, or Dec 15th of the current year, whichever comes first)

Invoice Submission

- Invoices must be submitted in Payee Central AFTER Claim approval in APFP and also prior to the expiration date on each Fund Request (30 days from the planned end date, or Dec 15th of the current year, whichever comes first)

Other References

Amazon Partner Network Funding Policy

APFP User Guide

APFP Finance Approval Cash Request Information Guide

Partner Central

APFP Dashboard

AWS Pricing Calculator

Customer Sign-off Template

AWS Promotional Credit Terms & Conditions

POC Section 1: Quick Reference (cont.)

Fund Request Submission Required Documents

- AWS Pricing Calculator

Claim Submission Required Documents

- No claim is required for POC Credit Requests

- For POC Cash Requests, a Customer Sign-off is required

- For activities with a Purchase Order beginning in 4J: an email confirming activity completion from your India-based Partner Manager must be attached. Use the attachment type "Other"

Success Tips/Best Practices

- Carefully choose your project end date, the expiration date will be 30 calendar days after the end date, and only one extension of 90 days is allowed.

- For support in submitting MDF requests, review the APFP User Guide. Additional questions can be sent via Support Cases in Partner Central. (Support -> Contact Support -> Create New Case -> APN Funding -> Specify further)

Funding Policy

All benefits discussed in this guide are subject to the Amazon Partner Network Funding Policy. Be sure that you are familiar with this Policy as you proceed with requesting Funding Benefits.

Fund Request and Claim submission (and resubmission) steps with pictures can be found in the APFP User Guide

POC Section 2: Full Benefits and Offerings

Benefits and Offerings

The objective of a POC is agreement from the customer that they will commit to AWS for the implementation of their project. To ensure successful delivery of a POC, it is recommended that all proposed architectural designs in the POC SOW/Project Plan follow best practices in accordance with the AWS Well-Architected Framework.

For small-scale projects where the customer has not committed to adopting AWS, AWS will provide up to 10% (capped at $25k) in cash or credits on the expected 12-month spend generated by the customer opportunity. The amount of cash or credits available for a POC is dependent on 10% of the expected year-one spend, or the cost of the SOW/Project Plan, whichever is lower. Cash is provided as reimbursement for Partner Professional Services to co-invest with AWS Partner and reduce financial risks through co-funding the project up to provided guidelines. AWS promotional credits are available to offset AWS usage incurred during a POC project based on estimated AWS usage identified through AWS Pricing Calculator. AWS promotional credits will need to adhere to terms and conditions here. POC funding cannot be combined with MAP incentives, but MAP incentives can be requested upon successful completion of a POC where the customer agrees to a larger migration or modernization engagement. POC funding will be deducted from subsequent MAP funding. For migration workloads, if the AWS Post-Migration ARR is >$250K, it is recommended that the POC/Pilot activity be conducted through the MAP Mobilize Phase.

Proof-of-Concept Requirements

POC Request Size	<$10,000 USD	$10,000 - $25,000 USD
POC Fund Request Requirements	1. Opportunity in ACE (Partner originated or AWS-originated). 2. Valid opportunity with AWS opportunity stage at minimum Technical Validation (at or above 40% probability). Note: AWS does not provide funding for Launched Opportunities. 3. Partner meets the eligibility requirements for POC funding 4. A calculation of the expected year one AWS usage 5. A Valid AWS Management Account ID	1. Opportunity in ACE (Partner originated or AWS-originated) 2. Valid opportunity with AWS opportunity stage at minimum Technical Validation (at or above 40% probability). Note: AWS does not provide funding for Launched Opportunities. 3. Partner meets the eligibility requirements for POC Funding 4. A calculation of the expected year one AWS usage 5. A Valid AWS Management Account ID 6. POC SOW/Project Plan, which must include detailed project scope, clear deliverables, and the price of the AWS Partner's service. This SOW/Project Plan may be reviewed for reasonableness by the AWS Partner Sales Manager). (download optional SOW template here)

Payment

POC cash will be paid upon project completion, with submission of Customer Sign-off. If credits are requested in lieu of cash, credits will be issued upon pre-approval by the APN Funding Team. Credit will be loaded into the AWS Management Account ID provided.

All credits will be auto-redeemed into the AWS account ID provided after the fund request has been approved by AWS, and are valid for 6 months after the disbursement date. Credits will be visible in the AWS Partner Funding Portal dashboard, and can be further validated through the AWS Billing Console.

POC Section 2: Full Benefits and Offerings (cont.)

Eligibility for POC Worldwide Public Sector (WWPS) Funding

Transparency is important when receiving funding benefits in connection with opportunities you have with your customers that are a part of—or substantially owned, funded, managed, or controlled by—any government at any level ("Government Customers"). AWS's sponsorship of MAP or POC opportunities should be disclosed to the relevant Government Customers, and AWS may reach out to such Government Customers to notify them of AWS sponsorship and funding. Because MAP and POC benefits are meant to reduce overall migration or proof-of-concept costs, you may not retain either MAP or POC benefits as additional compensation or margin, and must utilize all AWS benefits to charge correspondingly lower fees for your migration related professional services.

For any MAP or POC opportunities in the Public Sector, please work with your AWS or WWPS point of contact to determine program eligibility and for additional guidance related to funding public sector activities.

POC Section 3: Funding Process

Proof-of-Concept Funding Process

- **Step 1:** Complete Amazon Payee Central setup.

- **Step 2**: Submit a Fund Request. Select "Apply" under Proof of Concept on the Partner Central Funding page. If "apply" is greyed out, talk with your partner manager. Follow submission steps. Note: If planning to invoice at multiple times during the project, you will need to set up multiple claims during submission.

- **Step 3**: Wait for full approval. Emails will be sent to the Fund Request owner as it progresses, and the status can be reviewed in APFP from the dashboard. Full approval means the Fund Request has made it to Pre-Approved status For Cash requests, pre-approval comes after a Purchase Order (PO) has been issued. For Credit requests, the credits are issued during Finance Approval, and then the request is completed.

- **Step 4:** Execute the project. Partner may self-extend one time up to 90 days if needed. To do so they should navigate to the Fund Request in APFP and hit the extend button. The Fund Request will expire 30 days after the planned end date if no extension or claim has been submitted, or on December 15th of the budget year of the end date.

- **Step 5 (cash requests only):** Submit your claim(s). Upload claim document(s) in APFP. If you have multiple claims set up in the Fund Request, you can submit multiple claims on different dates. The claim must be submitted within 30 days of the completion of the activity.

- **Step 6 (cash requests only):** Wait for the claim to be reviewed and approved. An email will be sent to the Fund Request owner with the approval or rejection (with the rejection reason). This can also be monitored in the Fund Request from the dashboard in APFP.

- **Step 7 (cash requests only):** Submit a webform invoice in Payee Central. Be sure to select the PO number the Fund Request was approved with. Invoices can only be submitted by Partner contacts that have access to the account the PO was issued under in Payee Central. The Claim and Invoice process must be completed prior to the funding expiration date in APFP. The invoice will be reviewed against the claim and if approved, payment terms are Net 30.

Detailed Fund Request and Claim submission (and resubmission) steps with pictures can be found in the APFP User Guide

Quick Link to APFP Dashboard

Customer Engagement Incentive (CEI)

Funding Benefit Contacts

Gerald Kwong, program owner
Anthony Lyo, public sector contact

CEI Section 1: Quick Reference

Funding Benefit Description

The Customer Engagement Incentive (CEI) is designed to support AWS Global Systems Integrators (GSI), System Integrators (SI), Solution Providers (SPP), and Distributor Partners to engage AWS Greenfield customers that are in the early stages of AWS adoption and further recognize and support their growth, investment, and innovation in the AWS Partner Network (APN).

Partner Eligibility

- Partner must have achieved the Validated stage on one of the following partner paths: Hardware, Services, Distribution
- Must have at least one eligible opportunity with a Greenfield customer in the trailing 12 months in the ACE tool and be verified by AWS to be enrolled automatically
- Grow Incentive: enrolled in the Solution Provider Program (SPP) or Distribution Program (DP)

Additional details under Partner Eligibility Criteria

Opportunity/Activity Eligibility

- One eligible Opportunity per unique Customer/Account per quarter, with a max earning of $200K USD per quarter.
- Partner Originated or AWS Originated with Partner attached (Partner submitting must be listed primary partner). Partner became attached to the Opportunity during the "Prospect" or "Qualified" stages.
- Customer meets Eligibility Criteria (is listed Greenfield Eligible in the Partner Analytics dashboard)
- ARR between $5K-$250K ARR
- Opportunity Stage
  - o Scope: Business Validation stage or beyond
  - o Launch: Launched

Funding Type

Scope/Launch: Cash or Credits
Grow: Discounts (Channel Only)

For Credit Requests, the Credits codes are emailed to the Fund Request owner to manually apply.

Key Dates

Fund Request Submission

- CEI operates on a quarterly schedule. Opportunities from the previous quarter can be submitted in the current quarter. Additional details under Funding Schedule

Claim Submission

- Claims can be submitted for CEI immediately after the Fund Request moves to the Cash Claim stage

- Claims must be submitted in APFP prior to the expiration date listed on each individual Fund Request (30 days from the planned end date, or Dec 15th of the current year, whichever comes first)

Invoice Submission

- Invoices must be submitted in Payee Central AFTER Claim approval in APFP and also prior to the expiration date on each Fund Request (30 days from the planned end date, or Dec 15th of the current year, whichever comes first)

Other References

APFP User Guide

PIF Demo Recording

PIF APFP Resource Directory

APFP Finance Approval Cash Request Information Guide

Partner Central

APFP Dashboard

Partner Sign-Off Template

AWS Promotional Credit Terms & Conditions

CEI Section 1: Quick Reference (cont.)

Fund Request Submission Required Documents

- Partner Sign-off Template, found in Partner Central must be signed and attached at Fund Request submission

- Partner Analytics Dashboard, exported into Excel must be attached at Fund Request submission
  - o Note: Partners can only claim one eligible opportunity per unique Customer/Account payout per quarter. Ensure there are no duplicate customer opportunities in the Partner Analytics export prior to attaching to the Fund Request

Claim Submission Required Documents

- No documents are required at the time of claiming

Funding Policy

All benefits discussed in this guide are subject to the Amazon Partner Network Funding Policy. Be sure that you are familiar with this Policy as you proceed with requesting Funding Benefits.

Success Tips/Best Practices

Remember that there are four parts to CEI eligibility

1. Partner Eligibility

2. Customer Eligibility

3. Opportunity Eligibility

4. Funding Schedule Eligibility

CEI Section 2: Full Benefits and Offerings

CEI Partner Funding Overview

The AWS Customer Engagement Incentive is available in the form of cash, credits and discounts to the AWS Partner at three phases of the customer acquisition journey:

- **Scope:** The Partner is eligible for funding in the form of partner cash or credits incentive after completion of scoping the customer workload(s)

- **Launch:** The Partner is eligible for additional funding in the form of Partner cash or credits when the account(s) associated with the opportunity begin(s) consuming AWS services

- **Grow:** Partners who resell authorizes services under the Solution Provider or Distribution Programs are eligible for a discount (as described in the table below). The discount is applied to the account(s) associated with the opportunity for the next 24 months

Construct	Scope		Launch		Grow	
	Flat Payment		Flat Payment		Discount on Consumption	
	Annual Recurring Revenue (ARR)	Cash or Credit	Annual Recurring Revenue (ARR)	Cash or Credit	Monthly Recurring Revenue (MRR)	Solution Provider Program (SPP) / Distributor Program (DP) Discount
	$5K - $250K	$1K	$5K - $250K	$5K	$0+	x%
Payment	AWS opportunity at Business Validation+ stage (at or above 60%)		AWS opportunity at Launched stage (at 100%)		Validated and Launched opportunity in ACE, the AWS Account ID is onboarded to a channel payer account and meets standard SPP/DP incentive criteria. Discount is awarded for up to 24 months.	
Payout Method	AWS Partner Funding Portal		AWS Partner Funding Portal		Applied to Monthly Invoice	
Partner Eligibility	Hardware, Services, or Distribution Path - Validated+		Hardware, Services, or Distribution Path - Validated+		AWS Solution Provider/AWS Distribution Program	
Customer Segment Eligibility	Small and Midsize Business (SMB), Startup (SUP), Digital Native Business (DNB), Independent Software Vendor (ISV), and Enterprise (ENT)		Small and Midsize Business (SMB), Startup (SUP), Digital Native Business (DNB), Independent Software Vendor (ISV), and Enterprise (ENT)		Small and Midsize Business (SMB), Startup (SUP), Digital Native Business (DNB), Independent Software Vendor (ISV), and Enterprise (ENT)	

*Excludes Government end customers in Scope and Launch phases

Getting Started with a CEI Opportunity

To get started, please submit a qualified CEI Greenfield Opportunity in APN Customer Engagements (ACE) tool located in Partner Central. An AWS Partner may be eligible to receive CEI Scope and Launch funding when:

1. **The CEI Eligible Opportunity is Partner Originated**. A Partner Originated opportunity is an ACE partner referred opportunity, and is not eligible to be shared with other partners.

2. **The CEI Eligible Opportunity is AWS Originated**. An AWS Originated opportunity is shared by AWS to an AWS Partner in ACE, and subsequently accepted by the AWS Partner.

After the opportunity has been qualified by AWS, you can then validate if the opportunity qualifies as Greenfield and begin engaging the customer through the deal life cycle. All eligible CEI opportunities can be requested and claimed in the following quarter.

CEI Section 2: Full Benefits and Offerings (cont.)

Partner Eligibility Criteria

The benefits offered through the Customer Engagement Incentive are available to System Integrators (SI), Global System Integrators (GSI), and Solution Providers (SPP) and Distributor Partners. For the Scope and Launch incentives, Partners have to be enrolled as Hardware, Services, **or** Distribution path at **Validated** stage and set up on Payee Central. A Partner can be on multiple Partner Paths. Partners who are on multiple Partner Paths must have at least **one** of the eligible paths and be at least at the validated stage for that path. For the Grow Incentive, Partners must be enrolled in the Solution Provider Program (SPP) or Distribution Program (DP) to be eligible. Page | 21 © 2024, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Enrollment: Partners must launch at least **one** eligible opportunity with a Greenfield customer in the trailing 12 months of quarter start date through APN Customer Engagements (ACE) tool and be verified by AWS to be enrolled automatically.

AWS Originated (AO) Opportunities: For all AO opportunities, where engagement type is "AWS Originated", the Partner is required to be attached to the opportunity at "Prospect" or "Qualified" stage in AWS Opportunity. If there are multiple Partners that are attached to the opportunity, the Partner must be the "Primary Partner" on record to receive the Scope and/or Launch incentive. To be eligible for cash or credits funding, the Partner must be attached on the AO opportunity at "Prospect" or "Qualified" stages of the AWS opportunity. The Partner is ineligible for cash or credits funding if the partner is attached beyond the Qualified stages (e.g., Technical Validation, Business Validation, Committed, or Launch).

Greater China Region: For Partners based in the Greater China Region (GCR), China to Global (CTG) opportunities where China Partner selling to a customer that conducts business globally may be eligible for incentives. China to China (CTC) opportunities where China Partner is selling locally to onshore customers (i.e. reselling AWS China regions) will be ineligible for incentives. Please contact your PDM to learn more about China's Customer Engagement Incentive program.

Customer Eligibility Criteria

The Customer Engagement Incentive is designed for Greenfield customers. For the purposes of this Program Guide, AWS defines Greenfield as Commercial and Public Sector companies in all customer segments accounts (SMB, ISV, DNB, ENT, and SUP) that are in early stages of AWS adoption. To help our Partners prioritize Greenfield opportunities, the Partner Analytics dashboard in AWS Partner Central (login required) is available to help Partners identify opportunities with customers that are in the early stages of AWS adoption. For each Partner Originated ("PO") or AWS Originated ("AO") opportunity that a Partner is attached to, the dashboard provides a column named "Is Greenfield" with the value of "Yes" or "No". A "Yes" value represents that the customer is categorized as a Greenfield customer. A "No" value represents that the customer in the opportunity is not eligible for the incentive as the customer is not categorized as a Greenfield customer.

Important Note: The Partner Analytics dashboard identifies whether a customer is in the early stages of AWS adoption, not whether a customer is eligible for Customer Engagement Incentive. In order to receive the incentive, all other program eligibility criteria must be met.

CEI Section 2: Full Benefits and Offerings (cont.)

Customer Eligibility Criteria (cont.)

Worldwide Public Sector (WWPS) Customers

- **Scope and Launch;** Partners are not eligible to receive CEI funding under the Scope and/or Launch phase(s) for opportunities with Government customers. When entering Partner Originated (PO) opportunities with Government customers in the APN Customer Engagement (ACE) tool, Partners must select "Government" from the picklist value under the "Industry Vertical" field. For the purposes of CEI, "Government" means any entity that is part of, or substantially owned, funded, managed, or controlled by, any government at any level (including but, not limited to a quasi-governmental Entity (such as the World Bank). For Partners to receive CEI incentives under the Scope and/or Launch phases, AWS may require Partner certification (in form and manner specified by AWS from time to time) that opportunities are not subject to the foregoing exclusion or otherwise are in compliance with this Program Guide.

- **Grow Phase Required Disclosure for WWPS Government Opportunities:** For Solution Providers and Distributors, opportunities with Government customers may be eligible for the Grow Phase discount. For additional requirements applicable to such opportunities, Partners should consult the latest version of the applicable Solution Provider or Distribution Program Discount Guide.

Scope

Scope funding in the form of cash or credits is available for eligible AWS Partners to help accelerate the onboarding of initial or additional workloads to AWS. The Scope phase may include an initial meeting with the customer to identify goals and objectives for moving to the AWS cloud, assessing the customer's existing IT infrastructure, applications and data to determine scope, and/or developing a plan and cost to onboard the customer's IT infrastructure onto AWS. The goal of the Scope phase is to encourage Partners to focus on the initial workload first, before developing larger customer workloads to build or shift to the cloud. The intended success outcome will be customer progression to the Launch and Grow phases. AWS Partner must enter a qualified Partner Originated ("PO) or accept an qualified AWS Originated ("AO") ACE opportunity and progress the sales cycle stage to Business Validation or higher in AWS Opportunity.

AWS Partner Funding Portal Request Checklist:

- Partner must submit a Partner Originated ("PO") or be a Partner Attached and the Primary Partner, if multiple Partners are involved, on an AWS Originated ("AO") opportunity in ACE

- Opportunity must be within $5K - $250K USD ARR in AWS Opportunity (pipeline, not consumption)

- Opportunity linked to AWS new or existing (Greenfield) customer.

- Complete scoping activity where AWS Opportunity stage = Business Validation+

For eligible opportunities, the Partner will be able to submit and claim the Scope incentive, $1,000 USD per eligible opportunity (cash or credit) aggregated on a quarterly basis through AWS Partner Funding Portal (APFP). Payment criteria is outlined in the Payment section.

CEI Section 2: Full Benefits and Offerings (cont.)

Launch

Launch funding in the form of cash or credits is available for eligible opportunities once the Partner has successfully launched the workload on the customer's IT infrastructure. The goal of the Launch phase is to expedite cloud adoption and getting the customer to consume and grow on AWS cloud. The intended success outcome will be customer progression to the Grow phase or a continued Scope and Launch of new workloads. In order to receive incentive on Launch, Partner must enter a qualified Partner Originated ("PO) or accept a qualified AWS Originated ("AO") ACE opportunity and progress the sales cycle stage to Launched in AWS Opportunity.

AWS Partner Funding Portal Request Checklist:

• Partner must submit and launch a PO or AO opportunity in ACE

• Opportunity must be within $5K - $250K USD ARR in AWS Opportunity (pipeline, not consumption)

• Opportunity linked to AWS new or existing (Greenfield) customer

• Complete launch activity where AWS Opportunity stage = Launched

For eligible opportunities, the Partner will be able to submit and claim the Launch incentive, $5,000 USD per eligible opportunity (cash or credit) aggregated on a quarterly basis through AWS Partner Funding Portal (APFP). Payment criteria is outlined in the Payment section.

Grow

AWS Solution Providers and Distributors Only

During the Grow phase, AWS will provide a discount, for eligible accounts, to the Partners enrolled in the Solution Provider Program (SPP) or Distribution Program (DP) for growing new and existing eligible Program Accounts. For complete incentive details and structure, please refer to the following channel incentive discount guides:

Solution Provider Program – Discount Guide (Navigate to Customer Engagement Incentive – Grow)

Distribution Program – Discount Guide (Navigate to Customer Engagement Incentive – Grow)

Funding Schedule

CEI funding schedule	Eligible opportunities (prior quarter)	Partner action
April 1st, 2024 – June 30th, 2024*	January 1st, 2024 – March 31st, 2024	Open Fund Request and Claim (for Q1)
July 1st, 2024 – September 30th, 2024*	April 1st, 2024 – June 30th, 2024	Open Fund Request and Claim (for Q2)
October 1st, 2024 – December 15th, 2024*	July 1st, 2024 – September 30th, 2024	Open Fund Request and Claim (for Q3)
January 1st, 2025 – March 31st, 2025*	October 1st, 2024 – December 31st, 2024	Open Fund Request and Claim (for Q4)

# CEI Section 2: Full Benefits and Offerings (cont.)

Payment

Partners can submit one fund request via AWS Partner Funding Portal (APFP) for eligible Scope and Launch incentive and claim each quarter. The fund request and claim will equal the aggregated total incentive earned for each eligible opportunity from the prior quarter. However, multiple fund requests can be created for split payment modality (cash and credit) or to support different entities. **Effective April 1, 2024**, on all CEI eligible opportunities, Partners can only claim one customer opportunity per quarter. The maximum quarterly claims is $200K USD. Quarterly claims must meet the minimum eligible amount of $5,000 USD at the Partner (SPMS ID) level to receive payment. Upon Fund Request submission, Partners must upload two documents: 1/ List of eligible opportunities from Partner Analytics dashboard, removing any duplicate customers and 2/ Partner Sign-Off template signed by the Partner. The Partner-Sign Off must be attached in APFP to verify opportunities submitted do not include government end-customers. An example of the Customer Engagement Incentive Partner Sign-Off template can be found here (login required).

To identify all eligible Scope and Launch opportunities from the prior quarter, please refer to the Partner Analytics dashboard in AWS Partner Central (login required). For more information on how to submit your CEI fund requests and claims, please refer to Section 3 of this guide.

Scope payment is valid upon opportunity stage as "Launched" or "Closed Lost". Opportunities that are "Closed Lost" will need to have been in "Business Validation" stage in order to qualify for the Scope payment. Launch payment is valid upon opportunity stage as "Launched". All eligible opportunities are based on the AWS Salesforce Opportunity. If there are any discrepancies in stages, please reach out to your PSM/PDM.

All eligible earnings from the prior quarter must be submitted within the following quarter. Earnings that are not submitted and approved in APFP by the end of the quarter date is subject to forfeiture. As a best practice, all Fund Request should be submitted at the start of the claiming quarter to ensure any rejections and resubmissions can be fixed. Any Fund Request submitted or resubmitted after the last day of the claiming quarter will be rejected. For example, April 1, 2024 – June 30, 2024 (Q2) eligible opportunities must be submitted and approved in APFP between July 1, 2024 – September 30, 2024 (Q3). For a detailed payment schedule, please refer to the resources below.

The table below summarizes the timing for claiming the Scope and Launch funding
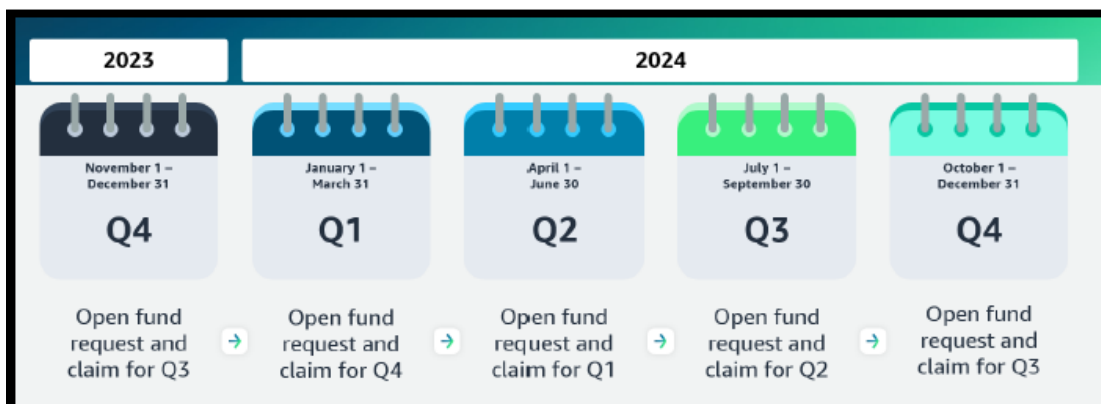
CEI Section 3: Fund Request Submission Steps - Credits

Fund Requests for this Funding Benefit are submitted in the AWS Partner Funding Portal (APFP) using the Partner Initiative Funding (PIF) template. For instructions on using the PIF template with pictures, please refer to the APFP User Guide.

Getting Started

Navigate to Partner Central, select the Funding Tab, scroll down to the Partner Initiative Funding tile, and "Apply."

Select **"Customer Engagement Incentive"** from the dropdown, select **"Credit"** in the Types of Funding section, leave the ARR box blank, and select "Get Started" to create the Fund Request.

Fund Request Information

In the "**Activity/Project Name**" and "**Business Description**" field, please use the following format: "CEI QX202X Claims_PartnerName" for activity/project name and business description".

Check the **Public Sector** Box if appropriate.

Opportunity Information

An ACE Opportunity is not required here, you can skip the step. Select "Save & Next."

Submission and resubmission steps with pictures can be found in the APFP User Guide

Quick Link to APFP Dashboard

CEI Section 3: Fund Request Submission Steps – Credits (cont.)

The following fields are required (R)/optional(O)/not needed(N) for this Funding Benefit. Note that some of these are listed as Optional in the template, but may be required for this Funding Benefit.

Project Information

R	O	N	Field
		✓	AWS Account ID for this Project
✓			Planned Delivery Start Date (must be 14+ days out)
✓			Planned Delivery End Date
✓			Country Activity is Executed
✓			Location/State Activity is Executed (Select All That Apply)
	✓		Customer Also Considering
	✓		Workload Name
	✓		New Service Deployed
	✓		Other Notes

For CEI it is preferred that you use the same date for the Planned Delivery Start and End Dates since this is not a time bound activity.

Credit Requests

R	O	N	Field
✓			Value per Credit Code (USD)
✓			Number of Codes

Attachments

Attach the required attachments listed earlier in this guide under Fund Request Required Documents.

> Review these charts carefully, as the field in the APFP template may not be required, but the field may be required for approval for this Funding Benefit.

CEI Section 4: Fund Request Submission Steps - Cash

Fund Requests for this Funding Benefit are submitted in the AWS Partner Funding Portal (APFP) using the Partner Initiative Funding (PIF) template. For instructions on using the PIF template with pictures, please refer to the APFP User Guide.

Getting Started

Navigate to Partner Central, select the Funding Tab, scroll down to the Partner Initiative Funding tile, and "Apply."

Select **"Customer Engagement Incentive"** from the dropdown, select **"Cash"** in the Types of Funding section, leave the ARR box blank, and select "Get Started" to create the Fund Request.

Fund Request Information

In the "**Activity/Project Name**" and "**Business Description**" field, please use the following format: "CEI QX202X Claims_PartnerName" for activity/project name and business description".

Check the **Public Sector** Box if appropriate.

Opportunity Information

An ACE Opportunity is not required here, you can skip the step. Select "Save & Next."

Submission and resubmission steps with pictures can be found in the APFP User Guide

Quick Link to APFP Dashboard

CEI Section 4: Fund Request Submission Steps – Cash (cont.)

The following fields are required (R)/optional(O)/not needed(N) for this Funding Benefit. Note that some of these are listed as Optional in the template, but may be required for this Funding Benefit.

Project Information

R	O	N	Field
		✓	AWS Account ID for this Project
✓			Planned Delivery Start Date (must be 14+ days out)
✓			Planned Delivery End Date
✓			Country Activity is Executed
✓			Location/State Activity is Executed (Select All That Apply)
	✓		Customer Also Considering
	✓		Workload Name
	✓		New Service Deployed
	✓		Other Notes

For CEI it is preferred that you use the same date for the Planned Delivery Start and End Dates since this is not a time bound activity.

Cash Request Information

R	O	N	Field
✓			Currency
✓			Total Cost of Activity (Local Currency)
	✓		Partner Contribution (Local Currency)
	✓		Other Party Contribution (Local Currency)
✓			Requested Cash Funding Amount (Local Currency)
✓			Invoice Entity Name (must match Payee Central)
✓			Invoice Remit Address (must match Payee Central)
✓			Invoice Remit Address Country (must match Payee Central)

Attachments

Attach the required attachments listed earlier in this guide under Fund Request Required Documents.

Review these charts carefully, as the field in the APFP template may not be required, but the field may be required for approval for this Funding Benefit.

For best practices in a successful Finance Approval for Cash Requests, refer to the APFP Finance Approval Guide

CEI Section 5: Claim Submission Steps – Cash/Credits

After the Fund Request has moved through approvals and reflects Cash Claim status, and prior to the expiration date on the Fund Request, a Claim needs to be submitted in the APFP Fund Request record with Actuals data. This is required for both Cash and Credit Requests. For Cash requests, after the Claim has been approved, an invoice needs to be submitted in Payee Central.

Submitting a Claim

Navigate to the Fund Request in APFP, open it, and scroll down to the Cash Claim section.

Select "Submit Actual" on the right side of the section.

Cash Claim Actuals

Input the following fields:

- Claim Amount (Local Currency)—this is the amount you wish to invoice for, must be equal to or less than the Fund Request approved amount

- Actual Milestone/Activity Start Date—this is the date you began the activity, format YYYY/MM/DD (this should match with your planned activity start date for CEI)

- Actual Milestone/Activity End Date—this is the date you completed the activity, format YYYY/MM/DD (this should match with your planned activity end date for CEI)

There are two other fields that are listed as optional in the template, but the below chart indicates if they are required (R)/optional(O)/not needed(N) for this Funding Benefit.

R	O	N	Field
	✓		AWS Account ID for Actual Delivery
	✓		Actual Production Date

Cash Claim Attachments

In this section you will upload all required documents listed in the Claim Required Documents section of this document. If no documents are required, you do not need to upload anything here, but you will still need to select "Save & Submit" at the bottom of the page.

Select "Choose file" and select the file from your computer. Then click the dropdown for "File Type" and select the accurate document type.

Select "Save & Submit."

Submitting an Invoice - Cash Only

After your Claim is approved in APFP (look for a ClaimApproved record in the Fund Request history), submit a webform invoice in Payee Central. Be sure to select the PO number listed in the Cash Request Information section of the Fund Request. Invoices can only be submitted by Partner contacts that have access to the account the PO was issued under in Payee Central. The invoice must be submitted prior to the Fund Request Claim expiration date. It is not until your invoice has been approved that you will be paid.

Submission and resubmission steps with pictures can be found in the APFP User Guide

Quick Link to APFP Dashboard

Migration Acceleration Program (MAP)

Section 1: Quick Reference

Funding Benefit Description

Amazon Web Services (AWS) Migration Acceleration Program (MAP) is a comprehensive and proven cloud migration program that's the result of AWS' experience helping thousands of customers migrate to AWS. MAP consists of an agile-based migration methodology, automation tools, and financial investment or funding to help customers accelerate their migrations to AWS. MAP Partner funding is available to support customers working with AWS Partners to accelerate AWS adoption and differentiate their businesses through modernization projects. The AWS MAP Methodology has three phases: (1) Assess, (2) Mobilize and (3) Migrate & Modernize. AWS Partners can leverage MAP Partner Cash Funding in the Assess and Mobilize phases to support customers in building strong AWS cloud foundations, accelerate and reduce risk, and offset the initial cost of migrations. MAP also offers AWS Promotional Credits (MAP Credits) to customers in the Migrate & Modernize phase.

MAP Partner Funding is only for migration opportunities incremental to the scope of any existing AWS agreement with a given customer (as determined by AWS). AWS Partners must not split a single MAP migration ($500K ARR to $10M ARR) into multiple MAP Lite deals ($100K ARR to less than $500K ARR) to avoid tagging or to qualify for different funding thresholds. AWS strongly recommends that AWS Partners discuss and jointly qualify the investment with AWS Sales and Partner teams before communicating the MAP funding incentives to customers. All MAP Partner Funding must be approved in AWS Partner Funding Portal (APFP) before it is presented to a customer. Additionally, AWS Partners need a Purchase Order (PO) from AWS before committing the final MAP funding amount to the customer. AWS Partners also have to note that the POs from AWS have an expiry date and are not a perpetual offer. If you receive MAP funding under the Migration Acceleration Program, you will maintain true, complete and accurate books and records sufficient to verify your compliance with these terms and you agree to, upon at least 10 business days' notice from AWS, provide AWS with documentary evidence of the same. If any such review reveals material non-compliance with these terms, including splitting migrations inappropriately, AWS may cancel any MAP funding connected to such non-compliance and you agree to reimburse AWS for any cancelled MAP funding.

Partner Eligibility

This is a brief description. For full details, refer to the full Partner Eligibility Criteria section of this guide.

- Partner must be on the Services Partner Path (Consulting Partner)

- Partner has obtained the AWS Migration and Modernization Competency, with either the Migration and/or Modernization categories

- Partner has obtained the appropriate Specialized Workload Competency, and/or Service Delivery Designation

Section 1: Quick Reference (cont.)

Opportunity/Activity Eligibility

This is a brief description. For full details, refer to the full Opportunity Qualification section of this guide

- Must involve migrating or modernizing a customer's existing workload and/or data onto AWS Cloud by an AWS Partner

- Workloads and data being migrated must be hosted on a source that is outside of AWS

- One customer per migration (Partners cannot stack migrations from different customers to meet MAP eligibility requirements)

- Annual Recurring Revenue (ARR) must be for migration and modernization activities only for the partner scope of work and not combined with new build implementations

- Solely for co-sell deals, not For Visibility Only (FVO)

Opportunity Stage for APFP Submission

- Assess: Technical Validation or beyond

- Mobilize
  - ✓ MAP Lite: Committed or beyond
  - ✓ MAP: Business Validation or beyond

Funding Type

Assess – Partner Cash

Mobilize – Partner Cash

Migrate & Modernize – Customer or through channel reseller Credits

Credit codes are auto-redeemed by AWS to the specified account ID

Key Dates

Fund Request Submission

- Fund Requests must be submitted at least 14 days in advance of the planned activity start date

Claim Submission

- Fund Requests expire 30 calendar days after the applicable Project End Date (the "expiration date"). Cash Claims and invoices must be submitted and approved by the expiration date and before December 15th of the budget year

Invoice Submission

- Invoices must be submitted in Payee Central AFTER Claim approval in APFP and also prior to the expiration date on each Fund Request (30 days from the planned end date, or Dec 15th of the current year, whichever comes first)

- For MAP Mobilize funding, the Project/Activity End Date is the migration completion date. This date cannot exceed 3 years from the start date for MAP ($500K to $10M ARR), and cannot exceed 18 months from the start date for MAP Lite ($100K to <$500K ARR)

Other References

APFP User Guide

APFP Finance Approval Cash Request Information Guide

Partner Central

APFP Dashboard

Section 1: Quick Reference (cont.)
Fund Request Submission Tools & Required Documents
Assess

- MAP Partner Scope Checklist
- AWS Pricing Calculator (or similar validated assessment)
  - ✓ For Bedrock related ARR, also include the Bedrock Pricing Calculator (required in PDF format)

Mobilize
- MAP Partner Scope Checklist
- AWS Pricing Calculator (or similar validated assessment)
  - ✓ For Bedrock related ARR, also include the Bedrock Pricing Calculator (required in PDF format)
- For VMware SPI:
  - ✓ Migration Assessment Report indicating that over 75% of the total servers being migrated to AWS are VMware Virtual Machines (VMs), Tanzu Kubernetes Clusters, and/or VMware Horizon desktops
  - ✓ Manage Services scope self-assessment in APFP (Partner confirms post-migration Managed Services is in-scope in SOW with Customer)
- For >$500K
  - ✓ AWS Modernization Pathways self-assessment (AWS services aligned to the AWS Modernization Pathways)
  - ✓ Migration tagging confirmation
  - ✓ Valid AWS Payer Account ID
- MAP for MSP migrations have supplementary requirements, please refer to the Claim Submission section herein for those supplementary requirements.
- India Public Sector and GCR Region may have supplementary requirements; for detailed information, please consult with the local partner core team

Important Note: Accurate Payer Account ID where Migration will take place is required in order to track spend for and process claims for Mobilize requests >500k ARR

Migrate & Modernize Credits
Please reference below links for this phase. These are reference guides, these are not submission documents.
- AWS Promotional Credit Terms & Conditions
- MAP Guide (for deals with ARR greater than or equal to $500K)
- MAP 2.0 Included Services List (for deals with ARR greater than or equal to $500K)
- MAP Tagging Guide (for deals with ARR greater than or equal to $500K)

Important Note: Note: AWS conducts audits post-funding approval that may require partners to provide supporting documentation such as architecture diagrams, business case outputs, source environment server/applications lists, and other artifacts.

Success Tips/Best Practices

Carefully consider the dates you choose during submission. Revenue tracking will be based off of the start date chosen for Mobilize ($500K+ ARR), and the expiration date of the fund request is based off of the end date chosen.

Fund Request and Claim submission (and resubmission) steps with pictures can be found in the APFP User Guide

Section 1: Quick Reference (cont.)

Claim Submission Required Documents

- Assess/Mobilize: MAP Customer Sign-off
- Mobilize VMware SPI only:
    - ✓ The VMWare Migration Completion Report is required to claim the $200 per actually migrated VMware VM, Tanzu Kubernetes Cluster, or VMware Horizon desktop, capped at $1M. This will be paid at the completion of the migration and modernization project and claimed separately.
    - ✓ For Managed Services only: Customer Confirmation of execution of Manage Services Contract with Partner. This is required to claim the additional Managed Services funding of $100 per migrated VMWare in VMware SPI. This will be paid at the completion of the migration and modernization project. More information on claims is provided in the Mobilize Funding Payment section of this guide.
- For activities with a Purchase Order beginning in 4J: an email confirming activity completion from your India-based Partner Manager must be attached. Use the attachment type "Other"
- India Public Sector and GCR Region may have supplementary requirements; for detailed information, please consult with the local partner core team

Funding Policy

All benefits discussed in this guide are subject to the AWS Partner Network (APN) terms. Be sure that you are familiar with this Policy as you proceed with requesting Funding Benefits.

Success Tips/Best Practices

- Refer to the AWS Partner Funding: Invoicing Guide for assistance in addressing AWS funding invoice issues and to access guidance and resources for improving partner invoicing processes.

Section 2: Full Benefits and Offerings (cont.)

MAP Partner Funding Incentives

MAP Partner Funding has two commercial constructs: MAP and MAP Lite. MAP Lite Partner Funding is for migrations with ARR greater than or equal to $100k and less than $500k. MAP covers migrations from $500k to $10M anticipated post-migration ARR. In this document, any reference to MAP implies both MAP and MAP Lite (deals of all sizes) until or unless stated otherwise. For migration opportunities with greater than $10 million anticipated post-migration ARR, please reach out to your PSM to discuss alternative investment frameworks.

The anticipated post-migration ARR represents the customer's net new annualized run rate spend on AWS services achieved upon migration completion or 24 months from project's start date (whichever is sooner) that is directly linked to the scope of the qualified migration and/or modernization project being carried out by the AWS Partner. When using the AWS Pricing Calculator or a similar assessment supporting the launch ARR, AWS expects Partners to provide a well-considered output that accurately reflects an optimized steady-state, capturing the intent and scope of the migration and/or modernization project. AWS reserves the right to request evidence of on-prem inventory supporting the estimated launch ARR. In scenarios where AWS Reserved Instances or Savings Plans are present, the ARR is calculated after the Reserved Instance or Savings Plan discounts, otherwise ARR is calculated before discounts. The ARR is based on the migration scope, and does not include any organic growth that might occur after the migration.

The anticipated post-migration ARR (launch ARR) specified by the AWS Partner should include all services (not limited to those on the MAP 2.0 Included Services List), except for services listed in Appendix A under List #1: Always Excluded Services, within the scope of each MAP project. This ARR excludes any ISV multi-tenant solutions or services. The ARR should be incurred directly by the customer or indirectly through an AWS Solution Provider or Distributor for AWS Services.

MAP Partner Funding is offered in the Assess and Mobilize phases:
1. **Assess Cash Funding Incentive:** The Assess Cash funding incentive is intended to support the discovery of the customer's source workloads, a cost-benefit analysis of predicted cost on AWS versus the cost of the customer remaining in its present customer environment, a migration/modernization pattern proposal, and a business case to support the decision to migrate or modernize. Please refer to Appendix C: Assess and Mobilize Workstreams for a detailed description of the Assess scope.
2. **Mobilize Cash Funding Incentive:** The Mobilize Cash funding incentive is intended to accelerate initial migration success. It supports the planning, preparation, and commencement of the customer's migration or modernization project, aligned to the claim milestone(s) found in the Mobilize Funding Payment section of this guide. Mobilize scope includes: 1) Detailed business case; 2) detailed discovery; 3) planning & governance; 4) landing zone; 5) security & compliance; 6) operating model; 7) people skills, culture, change & leadership; and 8) migration & modernization experience. Please refer to Appendix C: Assess and Mobilize Workstreams for a detailed description of Mobilize scope. Mobilize Cash funding for deals with $500k or higher ARR will be available only after the customer has provided confirmation to support workload tagging (Refer section MAP Migration (>=$500K ARR) Tagging Overview) to the partner delivering the migration services.

MAP may offer the AWS Promotional Credits (MAP Credits) to customers. These MAP Credits may be used by customers to offset AWS consumption or usage in the Migrate & Modernize phase. MAP Credits are subject to the terms as per MAP Migration Tracking & Incentive Guide (for deals with ARR greater than or equal to $500K), and the AWS Promotional Credit Terms & Conditions. AWS will have discretion to offer MAP credits in addition to Mobilize Cash funding incentive based on specific deal context. Please note that there is no partner cash funding incentive available in the Migrate & Modernize phase.

Section 2: Full Benefits and Offerings (cont.)

MAP Partner Opportunity Qualification

MAP opportunity or deal must involve migrating or modernizing a customer's existing workload and/or data onto AWS Cloud by an AWS Partner. The workloads and data being migrated must be hosted on a source that is either on the customer's on-premises data center, a co-located data center, another cloud provider, or any other source outside of AWS. In this context, it should be noted that MAP does not support scale-up of resources existing prior to the MAP agreement. All Included service instances, nodes, and clusters must be first initiated and deployed during the MAP migration in order for spend on those services to be included in revenue calculations. MAP also does not support migration of workloads that are based on multi-tenant architectures.

MAP supports only one customer per migration project meaning that AWS Partners cannot stack migrations from different customers to meet MAP eligibility requirements. If that customer already has a previous agreement with AWS (PPA, another MAP etc.), then the new opportunity should represent an incremental scope that is not covered by the previous agreements. Partners in the AWS MSP program who have been validated through the AWS MSP audit ("MSP Partners") are exempt from this one-customer-per-migration limitation. MSP Partners will be eligible to combine multiple opportunities in to 1 MAP eligible deal. Each opportunity will need to be less than $100K in value, but the total value of opportunities will need to surpass the $500K threshold in order to be MAP eligible.

MAP Partner funding incentive is offered for both migration and one-step modernization using AWS Modernization Pathways (Refer to Appendix B for details on AWS Modernization Pathways). A one-step modernization enables customers to modernize workloads or applications (through refactor or re-platform) directly from on-premises or other clouds to AWS. In comparison, a 2-step modernization first lifts and shifts the customer workloads to the AWS Cloud, and then modernizes these migrated workloads using AWS Modernization Pathways. MAP Assess and Mobilize Cash funding incentives are not accessible for the second step of this process unless both the steps are included in a single Statement of Work (SoW) between the customer and the AWS Partner and completed within a reasonable timeframe.

Also, MAP Partner funding incentive is solely for co-sell deals; not For Visibility Only (FVO) deals. Co-sell deals necessitate the AWS Partner requesting assistance from AWS for deal management and progression, whereas FVO opportunities are completely managed by the AWS Partner. It should be noted that MAP Partner funding incentives cannot be stacked with other partner incentives such as Customer Engagement Incentive, Proof-Of-Concept funding etc. offered by AWS. AWS requires that AWS Partners interlock with the AWS Sales teams to understand the availability of MAP funding incentives before committing the program's funding to the customer.
Mobilize Cash funding incentive is intended for scenarios where Partner is supporting Mobilize activities as well as actual migration of customer workloads. Any Mobilize engagements delivered by Partners that do not result in workloads being migrated (and landed revenue) to AWS will not be funded.

If the Partner that delivers the Mobilize engagement is not executing the migration, AWS may still approve the Mobilize Cash funding incentive as an exception, up to the stated Partner cost on basis of:
1. Written confirmation from the customer that the customer team (or another AWS Partner) will deliver the actual migration activities at time of fund request submission; and
2. Written confirmation from the customer that AWS can offer the Mobilize Cash funding incentive to the AWS Partner under consideration.

Partners are required to attach the written confirmation from the customer at the time of the fund request submission in AWS Partner Funding Portal (APFP), which can be in the form of an email. The funding claims and Partner cash payment process in this context will still follow the standard program design that is articulated later in this document.

End Customers commonly use RFx/Tenders as part of transparent and compliant process to procure cloud services, professional services for migration and modernization projects, and other relevant activities. AWS supports RFxs/Tenders with MAP Mobilize Partner Cash and/or MAP Migrate & Modernize credits (via, e.g., MAP agreements & MAP Private Pricing Agreements) for eligible migrations. For assistance on RFx/Tenders, such as a Letter of Support, reach out to your AWS Partner Manager.

Section 2: Full Benefits and Offerings (cont.)

MAP Partner Funding Incentive Overview

The MAP Partner Funding Program is designed to support AWS Partners with migrations or modernizations at each phase of the customer's migration journey. This AWS Partner cash funding is available for qualified opportunities from $100K ARR and up to $10M ARR. For opportunities greater than $10M ARR, please reach out to your PSM to discuss potential options.

MAP offers Partner Cash for the Assess and Mobilize phases, but only offers MAP Credits to the customers for the Migrate & Modernize phase. MAP Credits will be offered directly to the customer or to an AWS Partner participating in the Solution Provider Program or Distribution Program. MAP Credits are granted based on the actual tagged post-migration spend.

The 2024 MAP update introduces three new Strategic Partner Incentives (SPI): Greenfield SPI, VMware SPI, and Modernization Pathways SPI.

1. To help partners further drive adoption of AWS across Greenfield customers, AWS will offer Greenfield SPI as additional Mobilize funding of up to 10% of launch ARR capped at $100K. This is in addition to the standard Mobilize Cash funding incentive and increases the total cash funding for Mobilize phase. AWS defines Greenfield as Commercial and Public Sector companies in all customer segments that are in early stages of AWS adoption with no or low AWS billing

2. The VMware SPI will apply if more than 75% of the source in the migration scope are VMware VMs, Tanzu Kubernetes Clusters, and/or VMware Horizon desktops. The VMware SPI will include two components:
   - The first component will be 10% of the launch ARR, capped at $200k, in addition to the standard Mobilize Cash funding incentive, increasing the total cash funding for the Mobilize phase;
   - The second component will be $200 per actual migrated VMware VM, Tanzu Kubernetes Cluster, or VMware Horizon desktop, capped at $1M. This will be paid at the completion of the migration and modernization project and claimed separately. More information on claims is provided in the Mobilize Funding Payment section of this guide.
   - The third component will be for Partners that also provide Manage Services to customer on migrated workload, for at least one year post migration completion. Partners will be eligible for additional $100 per actual migrated VMware VM, Tanzu Kubernetes Cluster, or VMware Horizon desktop. In this case, the VMware SPI including Managed Services will be $300 per migrated VM capped at $2M

3. The Modernization Pathways SPI will be available for >$500k ARR MAP opportunities and will offer an additional funding up to 10% of ARR in partner cash, capped at $100K, over the standard Mobilize Cash funding incentive for one-step modernization. The qualification criteria for this SPI is that at least 40% of the total launch ARR should be from AWS services aligned to the [AWS Modernization Pathways](#).

Type of Funding	MAP Lite (<$100k ARR)	MAP Lite ($100K to $500K ARR)	MAP ($500K to $10M ARR)
Assess Cash	Not Applicable	Up to 5% of ARR in cash (capped at $75k)	
Mobilize Cash	Not Applicable	Up to 20% of ARR in cash + Up to 10% of ARR in cash for AWS Greenfield SPI (capped at $100k) + Up to 10% of ARR in cash (capped at $200K) and +$200 per VM (max $1M) in cash for AWS VMware SPI + $100 per VM (max $1M) in cash for Managed Services	
		Not Applicable	+ Up to 10% of ARR in cash for Modernization Pathways SPI (capped at $100k)
Migrate & Modernize Credits	15% of ARR in credits +10% of ARR in credits for VMware workloads		25% of ARR in credits
	+10% DB & Analytics in credits +50% SAP Workload ARR in credits +50% Oracle Applications in credits		

Section 2: Full Benefits and Offerings (cont.)

MAP Partner Funding Incentive Overview (cont.)

The 2024 MAP update also introduces changes to cash payment model. For both MAP and MAP Lite, the Assess Cash funding incentive will be paid on the AWS Partner submitting the MAP Customer Sign-Off in the AWS specified template indicating a successful completion of the Assess project in line with the pre-approved scope. Assess cash funding will be capped at the lesser of 5% of ARR (max $75K) or the Assess Project Cost to the customer. The process to pay the Mobilize Cash funding incentive will vary between MAP Lite and MAP. For MAP Lite opportunities with $100K to <$500k ARR, Mobilize Cash will be paid to the AWS Partner upon completion of the migration project, which will be confirmed by the customer providing a sign-off to the AWS Partner using the AWS specified MAP Customer Sign-off Template. For MAP opportunities with ARR greater than or equal to $500k, the Mobilize Cash funding incentive will be paid to the AWS Partner based on the MAP approved migration attaining specific cumulative tagged spend milestones. For pre-approved Mobilize Cash funding incentive up to $400k, a single milestone payment will be made when $50k of tagged cumulative tagged spend is attained. For migrations having pre-approved Mobilize Cash funding over $400k, payment will happen over two milestones. The first milestone is when $50K of MAP cumulative tagged spend is realized at which the AWS Partner is paid pre-approved Mobilize Cash funding incentive of $400K. The second milestone is when tagged cumulative tagged spend equivalent to 20% of launch ARR is realized at which the AWS Partner will be paid any remaining pre-approved funding incentives above $400K. Mobilize cash funding will be capped at the lesser of 20% of launch ARR plus any relevant SPIs or the Mobilize Project Cost to the customer. It is to be noted that the MAP Customer Sign-off (as per the AWS specified MAP Customer Sign-off Template) is required for both milestones for AWS to process cash claims.

Facilitation of accurate workload tagging and providing accurate AWS Payer Account ID where migration will happen is required AWS Partners and is imperative for AWS to precisely measure cumulative tagged spend and process MAP funding incentive payments for MAP deals with ARR greater than or equal to $500k. AWS Partners are required to obtain consent from the customer on following the migration tagging steps (as detailed in this program guide). AWS also strongly recommends that its Partners establish clear roles and responsibilities for workload tagging in their Statement of Work with the Customer.

MAP Partner Eligibility Criteria

To be eligible for MAP funding, the AWS Partner must be on the Services Partner Path (Consulting Partner) and have obtained the AWS Migration Competency (review the AWS Migration and Modernization Competency Process and Best Practices skill builder course to learn more), appropriate Specialized Workload Competency, and/or Service Delivery Designation as outlined in this Program Guide. AWS Partners on the Services Partner Path remain eligible even if they are verified in several Partner Paths. For any questions, please reach out to your Partner Development Manager (PDM).

MAP Funding by Phase (Cash)	MAP Lite ($100K to <$500K ARR)	MAP ($500K to <=$10M ARR)
Assess	AWS **Services Path Partner** with the **Migration and Modernization Competency, or** relevant **Service Delivery Designation/Workload Competency.**	
Mobilize		

AWS Partners not having AWS Migration and Modernization Competency, but possessing a specialized AWS Competency or AWS Service Delivery designation (see table below), may be eligible for MAP cash funding incentives on an opportunity-by-opportunity basis, provided a minimum of 75% of launch ARR is coming from the services or specialization workloads corresponding to the specialized AWS Competency or AWS Service Delivery designations.

MAP Section 2: Full Benefits and Offerings (cont.)

MAP Partner Eligibility Criteria (cont.)

Workload	AWS Partner Qualification Requirement (at least one competency per workload)	Eligible Application/Service/Workload
Connect	• Amazon Connect Delivery	Includes: Amazon Connect, Customer Profiles, Chatbot, Contact Lens, Voice ID, Wisdom and Tasks.
EUC	• AWS Digital Workplace Competency	Includes: Amazon Workspaces, Amazon AppStream 2.0, Amazon WorkLink
Windows	• AWS Microsoft Workloads Competency • Amazon EC2 for Windows Server Delivery	Includes Microsoft Windows Server, Microsoft SQL Server, Windows File Server, Sharepoint, .NET applications.
SAP	• AWS SAP Competency	Includes: SAP HANA on AWS, SAP S4/HANA on AWS, SAP BW/4HANA on AWS, SAP Business One on AWS and other SAP Applications and Databases.
Oracle	• AWS Oracle Competency	Includes: Oracle E-Business Suite, Oracle PeopleSoft, Oracle JD Edwards, Oracle Siebel, Oracle Hyperion, Oracle ATG Web Commerce, Oracle Fusion Middleware based applications, supporting databases and any other Oracle packaged applications previously or currently sold by Oracle Corp
Mainframe	• Mainframe Modernization Service Competency and Mainframe Modernization Software Competency	Includes: Automated refactoring, replatforming, workload re-imagining including data replication and data migration.
Database	• AWS Oracle Competency • AWS Microsoft Workloads Competency • AWS Database Migration Service Delivery • Amazon DynamoDB Delivery • Amazon RDS Delivery	Includes: Amazon Aurora, Amazon RDS, Amazon Redshift, Amazon DynamoDB, Amazon ElastiCache, Amazon MemoryDB for Redis, Amazon DocumentDB, Amazon Keyspaces, Amazon Neptune, Amazon Timestream, Amazon QLDB.
Analytics	• AWS Data and Analytics Competency • Amazon EMR Delivery • Amazon Kinesis Delivery • Amazon Redshift Delivery • Amazon OpenSearch Service Delivery	Includes: Amazon QuickSight, Amazon Redshift, AWS Glue, AWS Data Exchange, AWS Data Pipeline, AWS Lake Formation, Amazon FinSpace, Amazon Kinesis, Amazon Managed Streaming for Apache Kafka (MSK), Amazon Athena, Amazon EMR, Amazon CloudSearch.
Storage	• AWS Storage Competency	Includes: Amazon S3, Amazon S3 Glacier, Amazon EBS, Amazon EFS, Amazon FSx for Windows, FSx for NetApp ONTAP, FSx for OpenZFS and FSx for Lustre.
IoT	• AWS IoT Competency • AWS IoT Core Delivery • AWS IoT Analytics Delivery • AWS IoT Greengrass Delivery	Includes: FreeRTOS and AWS IoT services
Machine Learning	• AWS Machine Learning Competency	Includes: Amazon Comprehend, Amazon SageMaker, Amazon Augmented AI, Amazon CodeGuru, Amazon DevOps Guru, Amazon Forecast, Amazon Elastic Inference, Amazon Fraud Detector, Amazon Rekognition, Amazon Polly, Amazon Healthlake, Amazon Kendra, Amazon Lex, Amazon Lookout, Amazon Monitron, Amazon Personalize, Amazon Textract, Amazon Translate, Amazon Transcribe.
Media & Entertainment	• AWS Media & Entertainment Competency	Includes migration projects for Media & Entertainment (M&E) workloads as defined by the M&E Solutions areas https://aws.amazon.com/solutions/media-entertainment/).
Software as a Service	• AWS SaaS Competency	Includes migration projects for independent software vendors (ISVs) where their existing software products are migrated to SaaS deployments on AWS.

Section 2: Full Benefits and Offerings (cont.)

MAP Partner Eligibility Criteria (cont.)

AWS Partners without eligible credentials may collaborate with an AWS Distribution Partner having the AWS Migration and Modernization Competency to access the MAP Assess and Mobilize Cash funding incentive. In this context, it is an AWS requirement that the AWS Distributor Partner is delivering migration services scope and providing technical leadership on behalf of the AWS Partner. In this context, AWS does not permit the AWS Distributor Partners to just act as a conduit to pass the MAP Partner funding incentive to the collaborating downstream AWS Partners. To qualify for MAP funding, services must be delivered by the entity with the eligible credentials.

MAP Migration (>=500K ARR) Tagging Overview

To qualify for MAP (>=$500K ARR) Mobilize Cash funding incentive, an AWS Partner has to work with the customer and complete the migration tagging steps outlined below.

1. Designate Migration Accounts
    The AWS Partner must work with the customer to designate the AWS Management Account and Member Account ID(s) that will be used for the workloads which are part of the migration and modernization scope.

2. Enable Cost Allocation Tags
    At least 48 hours before the migration begins, the AWS Partner must work with the customer on enabling user-defined cost allocation tags in the AWS Console for each of the AWS Management Accounts that are designated for MAP workloads. All designated accounts must be Management Accounts.

Migration tagging is required for Mobilize Cash funding incentive and Migrate credits, as it is used to report the migrated workloads spend and generate appropriate credits. As the AWS Partner migrates existing on-premises workloads to AWS, the migrated workloads are identified through the migration tagging mechanism. Only MAP workloads launched and correct tagged (as per MAP tagging guide) in the designated accounts will be included in the MAP migration tracking calculations. Additional instructions and Cloud-formation templates can be found in Account Setup section of MAP Tagging Guide.

AWS cannot apply MAP credits to an account if AWS Partners, along with their customers, do not activate Cost Allocation Tags or tag the migrated resources. AWS also cannot process payment of approved Mobilize Fund Requests for AWS Partners without tagging. Migration spend on tagged services will be included on the day the AWS Partner and customer applies the tag. It is recommended that tags be applied shortly after incurring spend on those services both during Mobilize phase and Migrate & Modernize phase.

This migration tagging will enable AWS to track the progress of the specific migration project and measure the realized revenue against the forecasted or anticipated revenue. Accurate tagging of migrated workloads by the Partner allows AWS to assess the health of the migration delivery project and process the fund claims from the AWS Partner on a timely basis. A better understanding of the migration delivery status allows AWS to identify potential blockers early and provide a proactive technical and non-technical support to the AWS Partner and customer teams.

Additional instructions on tagging are available in the MAP Tagging Guide or in the MAP Credit Calculation Service Tagging Partner Central.

Section 2: Full Benefits and Offerings (cont.)

MAP Guidance for Public Sector Customers

The Public Sector End Customer classification includes, but is not limited to any agency, organization or other entity that is within or substantially owned, funded, managed or controlled by:

a)   The executive, legislative or judicial branches of government within the US, its territories, or of any other country's government at any level;

b)   A quasi-governmental entity (e.g., the World Bank or a government-owned corporation such as a sovereign investment fund);

c)   An international governing/regulatory body (e.g., an EU institution);

d)   Publicly funded institution (e.g., a college, university or hospital); or

e)   Higher tier prime contractor, consultant or entity working in support of the foregoing.

Certain entities (depending on geography and industry classification) within aerospace, agriculture, forestry, fishing, airports, broadcasting, telecommunications, finance, insurance, real estate, healthcare, hospital/clinics, media, postal service, transportation, and utilities may be classified as 'Public Sector' by AWS.

MAP Incentives Tied to End Customer Opportunities

MAP incentives can be utilized with Public Sector End Customers, but must adhere to the following considerations. Transparency is important when receiving funding benefits in connection with opportunities you have with Public Sector End Customers. AWS's sponsorship of such opportunities must be disclosed to the relevant Public Sector End Customers, and AWS may reach out to such Public Sector End Customers to notify them of such sponsorship and funding. You must also pass along the full amount of any benefits that are designed to offset a Public Sector End Customer fees for AWS or related services (i.e. MAP credits, MAP cash), in accordance with applicable law and MAP terms and conditions. Additionally, for Public Sector customers the total incentive received from AWS cannot exceed the total project cost. The funding ultimately paid out, regardless of the value indicated in any fund request approval, will be the minimum of the incentive approved or the project cost to customer.

Compliance

Public Sector End Customers often have specific procurement, security, or regulatory requirements, such as Classified Environments, Framework Agreements, and Local and National procurement vehicles. Partners must consult with their AWS Partner Manager to align project requirements, and incentives structure prior to proposing funding availability to any Public Sector End Customer.

MAP for MSP Guidance

To be eligible for MAP for MSP funding, the AWS Partner must be on the Services Partner Path, have obtained the AWS Migration Competency (review the AWS Migration and Modernization Competency Process and Best Practices skill builder course to learn more), and have been validated through the AWS MSP audit. For any questions, please reach out to your Partner Development Manager.

Section 2: Full Benefits and Offerings (cont.)

MAP Assess Cash Funding Incentive

MAP Assess Cash funding incentive is available for eligible AWS Partners to help accelerate their customer's decision to migrate to AWS. The goal of the Assess phase is to demonstrate the benefits of a customer migration to AWS. Assess Cash funding incentive will be successful if the customer commits to migrate by signing the MAP agreement and initiates the Mobilize phase. Assess Cash funding incentive is available in the form of cash to the AWS Partner for opportunities that are deemed as qualified by AWS. This means that the opportunities submitted by the AWS Partner in the AWS Partner Network (APN) Portal will have to be reviewed and qualified by AWS Sales team before the AWS Partner can raise a Fund Request (FR) in the APFP tool. FR from the AWS Partner must include the MAP Partner Scope Checklist for the Assess project including the level of effort and the cost to customer. It must also include the AWS Pricing Calculator or a similar assessment supporting the launch ARR. Assess Cash funding incentive will be paid to the AWS Partner upon completion of the Assess project subject to inclusion of the MAP Customer Sign-Off as per the template specified by AWS.

Assess Cash Funding Incentive Rules and Examples

Assess Cash Funding Incentive (approved) *= Minimum of: 1) 5% of ARR; 2) $75k and 3) Assess Project cost to customer (as estimated and proposed by the AWS Partner)*

> Example1: Launch ARR = $1M; 5% of ARR = $50k; Assess Project cost = $60k
> In this case, AWS will approve $50k of Assess Cash funding incentive
>
> Example 2: Launch ARR = $1M; 5% of ARR = $50k; Assess Project cost = $40k
> In this case, AWS will approve $40k of Assess Cash funding incentive
>
> Example 3: Launch ARR = $2M; 5% of ARR = $100k; Assess Project cost = $100k
> In this case, AWS will approve $75k of Assess Cash funding incentive

When to Use Assess Cash Funding Incentive

Assess Cash funding incentive is available to eligible AWS Partners to help accelerate the customer's decision to migrate and modernize their environment to AWS and eventually agree to the MAP Terms and Conditions. Assess Cash funding incentive can be used only for assessing migration to AWS and not for assessing migration to a multi-cloud platform. MAP Assess Cash funding incentive should not be used in situations where the customer has already made the decision to move to AWS. MAP Assess Cash funding incentive should also not be used when the customer has issued a Request-For-X (RFX, inclusive of RFI, RFQ, RFP, etc.) and tenders.

Situations where Assess Cash funding incentive can help include:
- The AWS Partner has identified a migration & modernization opportunity to AWS, and is leading the implementation of discovery, assessment, and/or business case with a goal to accelerate customer's decision
- A business case presented by the AWS Partner will accelerate the selection of AWS
- An AWS Partner leads an unsolicited proposal for the customer to migrate to AWS, and the business case will lead to the selection of AWS

Section 2: Full Benefits and Offerings (cont.)

Assess Funding Pre-requisites

After submitting the MAP opportunity in ACE Partner Central, please use the AWS Partner Funding Portal to submit a request to AWS with the following requirements met:

Requirements	MAP Lite ($100K to <$500K ARR)	MAP ($500K to <=$10M ARR)
ACE Submission	The opportunity must be present in ACE for co-sell and in the "Technical Validation" stage or beyond. Only one ACE submission is needed across all phases of MAP funding.	The opportunity must be present in ACE for co-sell and in the "Technical Validation" stage or beyond., Only one ACE submission is needed across all phases of MAP funding.
Opportunity Stage	AWS Sales team must have qualified the ACE opportunity for release of Assess cash funding incentive. AWS strongly recommends AWS Partner to collaborate with the AWS Sales and Partner teams for completing the necessary qualification. **Please note that AWS does not provide Assess Cash funding incentive for launched or won opportunities. Also,** note that AWS does not provide funding to engagements where AWS Partner has already initiated the migration scope of work.	
Partner Eligibility	Partner meets the eligibility requirements for MAP Assess Cash funding incentives as defined under MAP Partner Eligibility Criteria. Please note that the Assess Cash funding incentive is available to only one AWS Partner chosen by the customer and will not be split between multiple AWS Partners.	
Fund Request Submission	A. High-level MAP Partner Scope Checklist as per AWS provided template indicating the scope being delivered and effort expended by the AWS Partner along with the estimated cost to customer. See Appendix D for guidelines. **Note:** AWS reserves the right to deny the Funding Request based on comparison between AWS Partner's stated effort and AWS's own benchmark on effort for activities in scope of the Assess project. B. A calculation of the anticipated post-migration ARR using the AWS Pricing Calculator or similar assessment that is validated in the Assess phase.. For Bedrock related ARR, include the Bedrock Pricing Calculator (required in PDF format) as well as AWS pricing calculator for total opportunity ARR.	

Assess Cash Funding Payment

For MAP and MAP Lite, Assess Cash funding incentive will be paid to the AWS Partner upon completion of the Assess project subject to inclusion of the Customer Sign-Off in the AWS specified template (MAP Customer Sign-off Template).

AWS funding incentives are granted based on the successful completion of qualified opportunities that deliver the expected revenue, thus validating the investment. AWS will oversee the overall efficacy of these investments and, in the event that persistent underperformance from the AWS Partner becomes apparent, may implement supplementary checks or deny requests.

Section 2: Full Benefits and Offerings (cont.)

MAP Mobilize Cash Funding Incentive

In the MAP 2024 update, the Mobilize Cash funding incentive increases focus on accelerating partner migration delivery success and customer business outcomes. AWS expects that the Partners use Mobilize Cash funding incentive to complete not only upfront activities such as planning, preparing and enabling the customer, but also executing first wave migration of the workloads and accelerating initial migration delivery success.

Driving new greenfield opportunities, supporting VMware migrations, and accelerating one-step modernizations are AWS strategic priorities. AWS acknowledges that AWS Partners need additional support to drive its strategic priorities. In this context, the Greenfield SPI, VMware SPI (includes Managed Services if eligible), and the Modernization Pathways SPI will offer additional Mobilize Cash funding incentives over the standard Mobilize Cash funding incentives. Stacking these SPIs will offer larger Mobilize Cash funding incentive for offsetting customer costs and accelerating customer decision making. The MAP Mobilize Cash funding incentive, including the Greenfield, VMware, and the Modernization Pathways SPIs, is available in the form of cash to AWS Partners.

Standard Mobilize Cash Funding Incentive

During the Mobilize phase, Mobilize Cash funding incentive is available as a percentage of the launch ARR in cash to the AWS Partner for the migration and/or one-step modernization. The ARR must be attributable to the scope of the migration or modernization project that is executed by the AWS Partner.

Mobilize Cash payments for MAP migrations with ARR greater than or equal to $500k ARR will be accessible once the cumulative tagged spend, assessed through workload tagging by the customer and AWS Partner, reaches the milestones defined under the Mobilize Funding Payment section in this guide and is contingent on Customer Sign-Off in the AWS specified MAP Customer Sign-Off Template (MAP CST). The MAP CST entails the customer's acknowledgment of the migration scope being executed by the AWS Partner at the time of funding claims.

For MAP migrations with ARR less than $500k (MAP Lite), cash payment is available upon customer providing sign-off to the AWS Partner in the AWS specified MAP Customer Sign-off Template indicating the completion of the migration project.

SPI for AWS Greenfield

During the MAP Mobilize phase, AWS can offer an additional up to 10% of ARR cash funding incentive (capped at $100k) over the standard Mobilize Cash funding incentive for AWS Greenfield Customers. AWS defines Greenfield as Commercial and Public Sector companies in all customer segments accounts (SMB, ISV, DNB, ENT, and SUP) that are in early stages of AWS adoption. These AWS Greenfield customers or accounts can be identified using the Partner Analytics dashboard in AWS Partner Central (login required). AWS Partners will need to self-assess and confirm that the customer is Greenfield while raising the Fund Request in the AWS Partner Funding Portal (APFP). In this context, the tool automatically includes SPI funding while calculating the eligible funding incentive. AWS will validate and confirm the Greenfield SPI eligibility as part of the Fund Request business approval process.

Important Note: The Partner Analytics dashboard identifies whether a customer is in the early stages of AWS adoption, not whether a Partner is eligible for the MAP Greenfield SPI Incentive for a specific opportunity in ACE. In order to receive the incentive, all other program eligibility criteria must be met.

Section 2: Full Benefits and Offerings (cont.)

SPI for VMware

During the MAP Mobilize phase, AWS can offer the VMware SPI, which has three components: 1) The first component will be 10% of the launch ARR, capped at $200K, in addition to the standard Mobilize Cash funding incentive, increasing the total cash funding for the Mobilize phase; 2) The second component will be $200 per actually migrated VMware VM, Tanzu Kubernetes Cluster, or VMware Horizon desktop, capped at $1 million; 3) The third component will be for Partners that also provide Managed Services to customer on migrated workload for at least one year post migration completion, and will be eligible for additional $100 per actual migrated VMware VM, Tanzu Kubernetes Cluster, or VMware Horizon desktop. In this case, the VMware SPI including Managed Services will be $300 per migrated VM capped at $2M. The second and third component will be paid at the completion of the migration and modernization project and claimed separately. More information on claims is provided in the Mobilize Funding Payment section of this guide. To qualify for the VMware SPI, more than 75% of the source in the migration scope should be VMware VMs, Tanzu Kubernetes Clusters, and/or VMware Horizon desktops. To qualify for this SPI, the AWS Partner has to establish the percentage of the source on VMware against the total number of servers in the migration scope using the Migration Assessment Report or a similar report and confirm the SPI's applicability while raising the fund request in the APFP. The partner will also need to indicate:

- Number of VMs hosted on VMware in scope of migration to AWS
- Total number of servers in scope for migration to AWS.

These are dedicated fields in the fund request form on APFP if the partner acknowledges that at least 75% of the source in the migration scope is VMware. Additionally, to qualify for the VMware Managed Services, the partner has to self-acknowledge that they will provide managed services to the customer post-migration completion. In this context, APFP then automatically includes SPI funding while calculating the eligible funding incentive. AWS will validate and confirm the VMWare SPI eligibility as part of the Fund Request business approval process.

SPI for Modernization Pathway

During the MAP Mobilize phase for >$500K ARR migrations only, AWS can offer an additional up to 10% of ARR cash funding incentive (capped at $100k) over the standard Mobilize Cash funding incentive for one-step modernization. This SPI is only available if at least 40% of the total launch ARR is coming from AWS services aligned to the AWS Modernization Pathways. The AWS Partner has to establish the percentage of AWS services as defined in the AWS Modernization Pathways using the AWS Pricing Calculator or a similar assessment supporting the launch ARR and confirm the SPI's applicability while raising the Fund Request in the APFP. In this context, APFP automatically includes SPI funding while calculating the eligible funding incentive. AWS will validate and confirm the Modernization Pathways SPI eligibility as part of the Fund Request business approval process.

Mobilize Cash Funding Incentive Calculation Rule and Examples

Case 1: Standard Mobilize Cash funding only

Mobilize Cash funding (approved) = Minimum of: 1) Up to 20% of launch ARR; 2) Mobilize Project cost to customer (as estimated and proposed by the AWS Partner)

Example 1: Launch ARR = $1M; 20% of ARR = $200k; Mobilize Project cost = $300k
- In this case, AWS will approve $200k of Mobilize Cash funding incentive

Example 2: Launch ARR = $1M; 20% of ARR = $200k; Mobilize Project cost = $150k
- In this case, AWS will approve $150k of Mobilize Cash funding incentive

Example 3: Launch ARR = $10M; 20% of ARR = $2M; Mobilize Project cost = $1M
- In this case, AWS will approve $1M of Mobilize Cash funding incentive

Example 4: Launch ARR = $5M; 20% of ARR = $1M; Mobilize Project cost = $1.5M
- In this case, AWS will approve $1M of Mobilize Cash funding incentive

Section 2: Full Benefits and Offerings (cont.)

Mobilize Cash Funding Incentive Calculation Rule and Examples (cont.)

Case 2: Standard Mobilize Cash funding incentive + Greenfield SPI OR Modernization Pathways SPI

Mobilize Cash funding (approved) = Minimum of: 1) Up to 20% of launch ARR standard funding + Up to 10% of launch ARR SPI capped at $100K or 2) Mobilize Project cost to customer (as estimated and proposed by the AWS Partner)

Example 1: Launch ARR = $1M
- Standard funding eligibility + SPI: ($1M x 20%) + ($1M x 10%, capped at $100k) = $300k
- Mobilize Project cost = $300k
In this case, AWS will approve $300k of Mobilize Cash funding incentive

Example 2: Launch ARR = $1M
- Standard funding eligibility + SPI: ($1M x 20%) + ($1M x 10%, capped at $100k) = $300k
- Mobilize Project cost = $150k
In this case, AWS will approve $150k of Mobilize Cash funding incentive

Example 3: Launch ARR = $10M
- Standard funding eligibility + SPI: ($10M x 20%) + ($10M x10%, capped at $100k) = $2.1M;
- Mobilize Project cost = $1M
In this case, AWS will approve $1M of Mobilize Cash funding incentive

Example 4: Launch ARR = $10M
- Standard funding eligibility + SPI: ($10M x 20%) + ($10M x10%, capped at $100k) = $2.1M;
- Mobilize Project cost = $2.5M
In this case, AWS will approve $2.1M of Mobilize Cash funding incentive

Section 2: Full Benefits and Offerings (cont.)

Mobilize Cash Funding Incentive Calculation Rule and Examples (cont.)

Case 3: Standard Mobilize Cash funding incentive + Greenfield SPI + Modernization Pathways SPI

Mobilize Cash funding (approved) = Minimum of: 1) (Up to 20% of ARR standard funding + Up to 10% of ARR capped at $100K for Greenfield SPI + Up to 10% of ARR capped at $100K for Modernization Pathways SPI) and; 2) Mobilize Project cost to customer (as estimated and proposed by the AWS Partner)

Example 1: Launch ARR = $1M
- Standard funding eligibility + SPIs: ($1M x 20%) + ($1M x 10%, capped at $100k) + ($1M x 10%, capped at $100k) = $400k
- Mobilize Project cost = $300k
In this case, AWS will approve $300k of Mobilize Cash funding incentive

Example 2: Launch ARR = $1M
- Standard funding eligibility + SPIs: ($1M x 20%) + ($1M x 10%, capped at $100k) + ($1M x 10%, capped at $100k) = $400k
- Mobilize Project cost = $150k
In this case, AWS will approve $150k of Mobilize Cash funding incentive

Example 3: Launch ARR = $10M
- Standard funding eligibility + SPIs: ($10M x 20%) + ($10M x10%, capped at $100k) + ($10M x10%, capped at $100k) = $2.2M
- Mobilize Project cost = $1M
In this case, AWS will approve $1M of Mobilize Cash funding incentive

Example 4: Launch ARR = $10M
- Standard funding eligibility + SPIs: ($10M x 20%) + ($10M x10%, capped at $100k) + ($10M x10%, capped at $100k) = $2.2M
- Mobilize Project cost = $3M
In this case, AWS will approve $2.2M of Mobilize Cash funding incentive

Section 2: Full Benefits and Offerings (cont.)

Mobilize Cash Funding Incentive Calculation Rule and Examples (cont.)

Case 4: Standard Mobilize Cash funding incentive + VMware SPI (Managed Services <u>NOT</u> in scope)

Mobilize Cash funding (approved):
- *COMPONENT 1: Minimum of: 1) (Up to 20% of ARR standard funding + Up to 10% of ARR capped at $200K and; 2) Mobilize Project cost to customer (as estimated and proposed by the AWS Partner)*

- *COMPONENT 2: $200 PER VM (max $1M) multiplied by NUMBER OF VMware servers at the completion of the migration and modernization project.*

Important Note: For Public Sector end customers, the total incentive cannot exceed the Mobilize Project cost. The Mobilize Cash funding ultimately paid out, regardless of the value indicated in any FR approval, will be the minimum of the aforementioned incentive or the Mobilize Project cost to customer (as estimated and proposed by the AWS Partner).

Example 1: Launch ARR = $1M, Total no. of Servers = 400; No. of VMware Servers = 300Manage Services Included
- Standard funding eligibility: $1M x 20% = $200K
- VMware SPI COMPONENT 1: Minimum ($1M x 10%, $200k) = $100K
- VMware SPI COMPONENT 2: Minimum ($200*300, $1M) = $60K
- Mobilize Project cost = $200K

In this case, AWS will approve:
- o Minimum (Mobilize Project cost, (Standard funding + COMPONENT 1)) = Minimum ($200K, ($200K + $100K)) = $200K
- o COMPONENT 2 = Minimum($200 per VM x No. of VMware Servers (300), $1M) = $60K

Example 2: Launch ARR = $1M, Total no. of Servers = 400; No. of VMware Servers = 300; Manage Services Included = No
- Standard funding eligibility: $1M x 20% = $200K
- VMware SPI COMPONENT 1: Minimum ($1M x 10%, $200k) = $100K
- VMware SPI COMPONENT 2: Minimum ($200*300, $1M) = $60K
- Mobilize Project cost = $400K

In this case, AWS will approve:
- o Minimum (Mobilize Project cost, (Standard funding + COMPONENT 1)) = Minimum ($400K, ($200K + $100K)) = $300K
- o COMPONENT 2 = Minimum($200 per VM x No. of VMware Servers (300), $1M) = $60K

Example 3: Launch ARR = $5M, Total no. of Servers = 2000; No. of VMware Servers = 1750; Manage Services Included = No

Standard funding eligibility: $5M x 20% = $1M
- VMware SPI COMPONENT 1: Minimum ($5M x 10%, $200k) = $200K
- VMware SPI COMPONENT 2: Minimum ($200*1750, $1M) = $350K
- Mobilize Project cost = $2M

In this case, AWS will approve:
- o Minimum (Mobilize Project cost, (Standard funding + COMPONENT 1)) = Minimum ($2M, ($1M + $200K)) = $1.2M,
- o COMPONENT 2 = Minimum($200 per VM x No. of VMware Servers (1750), $1M) = $350K

Section 2: Full Benefits and Offerings (cont.)
Mobilize Cash Funding Incentive Calculation Rule and Examples (cont.)
Case 5: Standard Mobilize Cash funding incentive + VMware SPI (Managed Services included in scope)

Mobilize Cash funding (approved):
- *COMPONENT 1: Minimum of: 1) (Up to 20% of ARR standard funding + Up to 10% of ARR capped at $200K and; 2) Mobilize Project cost to customer (as estimated and proposed by the AWS Partner)*

- *COMPONENT 2: $200 PER VM (max $1M) multiplied by NUMBER OF VMware servers at the completion of the migration and modernization project.*

- *COMPONENT 3: $100 PER VM (max $1M) multiplied by NUMBER OF VMware servers. In totality, VMware SPI inclusive of Managed Services will be $300 PER VM (max $2M), paid at the completion of the migration and modernization project.*

Important Note: For Public Sector end customers, the total incentive cannot exceed the Mobilize Project cost. Mobilize Cash funding ultimately paid out, regardless of the value indicated in any FR approval, will be the minimum of the aforementioned incentive or the Mobilize Project cost to customer (as estimated and proposed by the AWS Partner).

Example 1: Launch ARR = $1M, Total no. of Servers = 400; No. of VMware Servers = 300; Managed Services Included = Yes
- Standard funding eligibility: $1M x 20% = $200K
- VMware SPI COMPONENT 1: Minimum ($1M x 10%, $200k) = $100K
- VMware SPI COMPONENT 2 + COMPONENT 3: Minimum ($300*300, $2M) = $90K
- Mobilize Project cost = $200K

In this case, AWS will approve:
  - o Minimum (Mobilize Project cost, (Standard funding + COMPONENT 1)) = Minimum ($200K, ($200K + $100K)) = $200K
  - o COMPONENT 2 + COMPONENT 3 = Minimum($300 per VM x No. of VMware Servers (300), $2M) = $90K

Example 2: Launch ARR = $1M, Total no. of Servers = 400; No. of VMware Servers = 300; Managed Services Included = Yes
- Standard funding eligibility: $1M x 20% = $200K
- VMware SPI COMPONENT 1: Minimum ($1M x 10%, $200k) = $100K
- VMware SPI COMPONENT 2 + COMPONENT 3: Minimum ($300*300, $2M) = $90K
- Mobilize Project cost = $400K

In this case, AWS will approve:
  - o Minimum (Mobilize Project cost, (Standard funding + COMPONENT 1)) = Minimum ($400K, ($200K + $100K)) = $300K
  - o COMPONENT 2 + COMPONENT 3 = Minimum($300 per VM x No. of VMware Servers (300), $2M) = $90K

Example 3: Launch ARR = $5M, Total no. of Servers = 2000; No. of VMware Servers = 1750; Managed Services Included = Yes
- Standard funding eligibility: $5M x 20% = $1M
- VMware SPI COMPONENT 1: Minimum ($5M x 10%, $200k) = $200K
- VMware SPI COMPONENT 2 + COMPONENT 3: Minimum ($300*300, $2M) = $525K
- Mobilize Project cost = $2M

In this case, AWS will approve:
  - o Minimum (Mobilize Project cost, (Standard funding + COMPONENT 1)) = Minimum ($2M, ($1M + $200K)) = $1.2M,
  - o COMPONENT 2 + COMPONENT 3 = Minimum($300 per VM x No. of VMware Servers (1750), $2M) = $525K

Section 2: Full Benefits and Offerings (cont.)

When to Use Mobilize Cash Funding Incentive

Mobilize Cash funding incentive is available to eligible AWS Partners to help mobilize the customer's organization and technical environment and accelerate the initial execution of the customer's AWS migration and one-step modernization project. The funding goal is to accelerate the foundational and upfront activities needed to start the migration project and also migrate the first wave of workloads to AWS. Example of situations that Mobilize Cash funding incentive can be used include:

- The customer has a requirement to design and implement an initial AWS environment or landing zone along with the security framework

- The customer has a requirement to perform a detailed discovery of its infrastructure and application inventory and understand the internal and external dependencies

- The customer has a need to enable its IT and business teams in technical and non-technical aspects of migration to AWS.

- The customer has a need to identify internal and external blockers to the migration and modernization project and develop mitigation options

- The customers migration project has stalled and needs support to resolve the technical and other challenges for restarting the migration

- The customer has a requirement to develop a detailed migration plan to start the migration execution

- The customer wants to initiate a pilot or first wave of migrations to understand the technical and non-technical risks for calibrating the final migration plan

In all contexts, AWS strongly recommends that AWS Partners plan for migration of initial set of customer workloads to AWS as part of Mobilize scope of work and accelerate delivery of business value to the customer.

MAP Mobilize Funding in Tenders and Requests for Information/Proposal/Quotation/Information ("RFx")
MAP Mobilize funding can be programmatically referenced in association with an RFX response, after being assessed and qualified by an AWS Migration Business Development Manager. Upon award, AWS Partners should work with their AWS Partner Manager to align with the account team and submit MAP Mobilize funding requests through APFP. MAP incentives should not be contractually committed in an RFX/tender response. AWS strongly recommends that AWS Partners collaborate with the AWS Partner Manager to validate opportunity and eligibility before assuming the MAP Mobilize funding availability for the RFX response.

Section 2: Full Benefits and Offerings (cont.)

Mobilize Cash Funding Incentive Pre-requisites

To request Mobilize Cash funding incentive, please submit the opportunity through ACE Partner Central. The AWS Partner Funding Portal should be used to request Mobilize Cash Funding incentive from AWS.

Requirements	MAP Lite ($100K to <$500K ARR)	MAP Migrations ($500K to $10M ARR)
ACE Submission	The opportunity must be present in ACE for co-sell and in the "Committed" stage or beyond. Only one ACE submission is needed across all phases of MAP funding.	The opportunity must be present in ACE for co-sell and in the "Business Validation" stage or beyond. Only one ACE submission is needed across all phases of MAP funding.
Opportunity Stage	AWS Sales team must have validated the ACE opportunity for release of Mobilize Cash funding incentive. AWS strongly recommends AWS Partners to collaborate with the AWS Sales and Partner teams for completing the necessary qualification. Please note that AWS does not provide Mobilize Cash funding incentive to engagements where AWS Partner has already initiated the migration scope of work.	
Partner Eligibility	Partner meets the eligibility requirements for MAP Mobilize Cash funding incentive as defined under MAP Partner Eligibility Criteria.	

Fund Request Submission	A. High-level MAP Partner Scope Checklist as per AWS provided template indicating the scope being delivered and effort expended by the AWS Partner along with the estimated cost to customer. See Appendix D for guidelines.
	    Note: AWS reserves the right to deny the Funding Request based on comparison between AWS Partner's stated effort and AWS's own benchmark on effort for activities in scope of the Mobilize project.
	B. A calculation of the anticipated post-migration ARR using the AWS Pricing Calculator or similar assessment that is validated in the Mobilize phase. For Bedrock related ARR, include the Bedrock Pricing Calculator (required in PDF format) as well as AWS pricing calculator for total opportunity ARR.
	C. VMware SPI only:
	   1. AWS Partner self-assessment whether 75% of source servers (either on-prem or another cloud provider) in the migration scope should be VMware VMs, Tanzu Kubernetes Clusters, and/or VMware Horizon desktops
	   2. Provide the number of VMs hosted on VMware in scope of migration to AWS
	   3. Provide the total number of servers in scope for migration to AWS
	   4. Migration Assessment Report as per the AWS provided template
	   5. For Managed Services: AWS Partner self-attestation through checkbox in APFP that Partner will provide Manage Services to Customer on migrated scope for at least one year post migration completion .
	D. For MAP migrations (>$500k only) only:
	   1. AWS Partner self-assessment whether the AWS Services associated with AWS Modernization Pathways attribute to at least 40% of the anticipated post-launch ARR.
	   2. AWS Partner confirmation that it has customer consent to support migration tagging as specified in this guide. This also includes AWS Partner's confirmation that it understands the usage and application of MAP Migration tagging and the dependency of tagging accuracy on funding payout by AWS.
	   3. Valid AWS Payer Account ID	

Section 2: Full Benefits and Offerings (cont.)

Mobilize Funding Payment

The below table summarizes the timing and documentation requirements for Mobilize Cash funding incentive claims by the AWS Partner.

MAP Type	Mobilize Cash Payment Eligibility	Mobilize Cash Payment Documentation Requirements
MAP Lite ($100K to <$500K ARR)	Customer Sign-off in the confirming that the Migration Project is complete. **Please note that this means completion of the overall Migration and not just the Mobilize project.**	**Migrations with no VMware SPI** Customer Sign-off in the MAP Customer Sign-off Template prescribed by AWS and aligned with the MAP Partner Scope Checklist reviewed by AWS during the Fund Request approval process. **Migrations with VMware SPI** • Customer Sign-off in the MAP Customer Sign-off Template prescribed by AWS and aligned with the MAP Partner Scope Checklist reviewed by AWS during the Fund Request approval process. • VMware Migration Completion Report indicating the actual number of VMware VMs, Tanzu Kubernetes Clusters and/or VMWare Horizon desktops migrated to AWS (only for claiming Component-2 $200 per actually migrated VMWare VM or Tanzu cluster or Horizon desktop) • For VMware Managed Services Only: Partner will be asked to re-confirm if Managed Services are still being offered to the customer. If yes, Customer Confirmation of execution of Manage Services Contract with Partner is required to claim the additional VMware SPI for Managed Services. In case Managed Services in no longer in scope for this project, Partner will only receive $200 per actually migrated VM (instead of pre-approved $300 per VM)

Mobilize Funding Payment (cont.)

The below table summarizes the timing and documentation requirements for Mobilize Cash funding incentive claims by the AWS

MAP Type	Mobilize Cash Payment Eligibility	Mobilize Cash Payment Documentation Requirements
MAP ($500K to <=$10M ARR)	**Migrations with no VMware SPI** **Migrations with less than or equal to $400k of pre-approved Mobilize Cash funding incentive:** A single milestone pre-approved cash payment of up to $400k when the migration delivers $50k cumulative tagged spend. **Migrations with greater than $400k of pre-approved Mobilize Cash funding incentive:** Cash payment in two milestones: • A first milestone pre-approved cash payment of $400k (including any pre-approved SPI funding) when the migration delivers $50k cumulative tagged spend. • A second milestone cash payment for any remaining pre-approved funding incentive above $400k (paid during the first milestone) when cumulative tagged spend equals 20% of anticipated or launch post-migration ARR. **Migrations with VMware SPI** **Migrations with less than or equal to $400k (excluding COMPONENT-2 and COMPONENT-3) of pre-approved Mobilize Cash funding incentive:** Cash payment in two milestones: • A single milestone pre-approved cash payment of up to $400k (including any SPI) when the migration delivers $50k cumulative tagged spend • A second milestone pre-approved cash payment covering the $200 (OR $300 incl. Managed Services) per actually migrated VMWare VM or Tanzu cluster or Horizon desktop when the migration project is deemed complete by the customer **Migrations with greater than $400k (excluding COMPONENT-2 $200 and COMPONENT-3) of pre-approved Mobilize Cash funding incentive:** Cash payment in three milestones: • A first milestone pre-approved cash payment of $400k (including any SPI) when the migration delivers $50k cumulative tagged spend. • A second milestone cash payment for any remaining pre-approved funding incentive above $400k (paid during the first milestone) when cumulative tagged spend equals 20% of anticipated or launch post-migration ARR. • A third milestone pre-approved cash payment covering the $200 (OR $300 incl. Managed Services) per actually migrated VMWare VM or Tanzu cluster or Horizon desktop when the migration project is deemed complete by the customer	**Migrations with no VMware SPI** At each payment milestone, Customer Sign-off in the MAP Customer Sign-off Template prescribed by AWS and aligned with the MAP Partner Scope Checklist reviewed by AWS during the Fund Request approval process. **Migrations with VMware SPI** 1. At each payment milestone, Customer Sign-off in the MAP Customer Sign-off Template prescribed by AWS and aligned with the MAP Partner Scope Checklist reviewed by AWS during the Fund Request approval process. 2. VMWare Migration Completion Report indicating the actual number of VMware VMs, Tanzu Kubernetes Clusters and/or VMWare Horizon desktops migrated to AWS (only for claiming Component-2 $200 per actually migrated VMWare VM or Tanzu cluster or Horizon desktop) 3. For VMware Managed Services Only: Partner will be asked to re-confirm if Managed Services are still being offered to the Customer. If yes, Customer Confirmation of execution of Manage Services Contract with Partner is required to claim the additional VMware SPI for Managed Services. In case Managed Services in no longer in scope for this project, Partner will only receive $200 per actually migrated VM (instead of pre-approved $300 per VM).

Section 2: Full Benefits and Offerings (cont.)

Mobilize Funding Payment (cont.)

Below are the cash payment examples for the >$500k MAP migrations:

Example1:
Launch ARR = $1M; No. of eligible SPIs: 2; No VMware SPI
- Standard funding eligibility + SPIs: ($1M x 20%) + ($1M x 10%, capped at $100k) + ($1M x 10%, capped at $100k) = $400k
- Mobilize Project cost = $300k
- Approved Mobilize Cash funding incentive: $300k

Payment Milestones:
- Milestone 1 ($50k cumulative tagged spend reached): $300k
- Milestone 2 (20% of ARR of cumulative tagged spend reached): Not Applicable

Example 2:
Launch ARR = $1M; No. of eligible SPIs: 1; No VMware SPI
- Standard funding eligibility + SPI: ($1M x 20%) + ($1M x 10%, capped at $100k) = $300k
- Mobilize Project cost = $150k
- Approved Mobilize Cash funding incentive: $150k
Payment Milestones:
- Milestone 1 ($50k cumulative tagged spend reached): $150k
- Milestone 2 (20% of ARR of cumulative tagged spend reached): Not Applicable

Example 3:
Launch ARR = $10M; No. of eligible SPIs: 1; No VMware SPI
- Standard funding eligibility + SPI: ($10M x 20%) + ($10M x10%, capped at $100k) = $2.1M;
- Mobilize Project cost = $1M
- Approved Mobilize Cash funding incentive: $1M
Payment Milestones:
- Milestone 1 ($50k cumulative tagged spend reached): $400k
- Milestone 2 (20% of ARR of cumulative tagged spend reached): $600k

Example 4:
Launch ARR = $5M; No. of eligible SPIs: 1 including the VMware SPI; No. of VMware VMs migrated to EC2 on AWS = 1750; Managed Services Included= No
- Mobilize eligibility = Standard funding eligibility (20% of ARR) + VMWare SPI Component-1 (10% of ARR, capped at $200k)
    - ($5M x 20%) + ($5M x 10%, capped at $200K) = $1.2M
- Mobilize Project Cost = $1.4M
- Approved Mobilize funding = Minimum (Mobilize Project Cost, Mobilize eligibility)
    - Minimum($1.4M, $1.2M) = $1.2M

Payment Milestones:
- Milestone 1 ($50k cumulative tagged spend reached) = $400K
- Milestone 2 (20% of ARR of cumulative tagged spend reached) = (Approved Mobilize funding – Milestone 1 payment) = ($1.2M - $400k) = $800k
- Milestone 3 (Migration completion) = VMware SPI Component-2 = $200 per VM x 1750 migrated VMs = $350k

Section 2: Full Benefits and Offerings (cont.)

Mobilize Funding Payment (cont.)

Example 5:
Launch ARR = $5M; No. of eligible SPIs: 1 including the VMware SPI; No. of VMware VMs migrated to EC2 on AWS = 1750; ; Managed Services Included= Yes
* Mobilize eligibility = Standard funding eligibility (20% of ARR) + VMware SPI Component-1 (10% of ARR, capped at $200k)
    * ($5M x 20%) + ($5M x 10%, capped at $200K) = $1.2M
* Mobilize Project Cost = 900k
* Approved Mobilize funding = Minimum (Mobilize Project Cost, Mobilize eligibility)
    * Minimum($900k, $1.2M) = $900k

Payment Milestones:
* Milestone 1 (Cumulative Revenue = $50k) = $400K
* Milestone 2 (Cumulative Revenue = 20% of ARR) = (Approved Mobilize funding – Milestone 1 payment) = ($900k - $400k) = $500k
* Milestone 3 (Migration completion) = VMware SPI Component-2 + Component-3 = $300 per VM x 1750 migrated VMs = $525k

Section 2: Full Benefits and Offerings (cont.)

MAP Migrate Credits Funding Incentive

MAP credits are available only for the Migrate & Modernize phase. MAP Credits can be provided directly to the customer, or through an AWS Partner participating in the Solution Provider Program or Distribution Program. If the AWS Partner is participating in the Solution Provider Program or Distribution Program for a MAP engagement, then MAP credits are issued. MAP Credits, including MAP Lite, are not supported in the AWS Partner Funding Portal. For MAP credit requests, please contact the AWS Account Manager or AWS Partner Sales Manager who may request credits on behalf of the customer, through an AWS Partner participating in the Solution Provider Program, or through an AWS Distribution Partner. For MAP Lite, there is a migration duration limit of 24 months and credits expire after 12 months once issued. For additional information about MAP credits, please refer to the AWS Promotional Credit Terms & Conditions.

Migrate Incentives for Tenders and Requests for Information/Proposal/Quotation/Information ("RFx")
MAP Migrate credits can be programmatically referenced in association with an RFX response, after being assessed and qualified by an AWS Migration Business Development Manager. Upon award, AWS Partners should work through their AWS Partner Manager to align with the account team and support eligible migrations with MAP Migrate credits. MAP incentives should not be contractually committed in an RFX/tender response. AWS strongly recommends that AWS Partners collaborate with the AWS Partner Manager to validate opportunity and eligibility before assuming the MAP Migrate credits availability for the RFX response.

MAP for Database & Analytics (DB&A)
During the Migrate & Modernize phase, AWS can fund an additional 10% of eligible AWS DB&A service anticipated post-migration ARR in MAP credits for DB&A workloads coming from outside AWS or DB&A workloads from Amazon EC2. For MAP migrations (>=$500K ARR), the DB&A workloads must be in the MAP 2.0 included services list which may be periodically updated from time to time. The DB&A workloads must be properly tagged as they are migrated (see Migration MAP Tagging Section for more details). For MAP Lite migrations, all DB&A services are eligible for the additional 10% DB&A incentives except those in the Always Excluded Services List (Appendix A).

MAP for SAP/Oracle Applications
For $500K+ ARR migrations, SAP and Oracle Apps will be evaluated as "stand-alone" migrations where full scope of migration is comprised of SAP or Oracle Apps workloads. If the estimated scope of these SAP or Oracle-only migrations represents $500k ARR or more, the migration will qualify for enhanced SAP and Oracle apps credit incentive (25% of ARR base, plus an additional 50% of ARR for SAP or Oracle Apps). For other $500K+ migrations which include SAP and/or Oracle Apps along with other workloads but where the SAP and/or Oracle Apps workloads alone do not represent $500K+ ARR, standard MAP credit incentive (25% of ARR) applies. For <$500K ARR migrations, standard MAP Lite credit incentive (15% of ARR) apply for all workloads other than SAP, Oracle, and DB&A. Enhanced credit incentives apply for SAP, Oracle Apps and DB&A can be applied when the validated ARR for these workloads is included in migration scope.

MAP for MSP
To create a MAP for MSP opportunity, the partner will work with their Partner Development Manager to create an Amazon Originated (AO) MPE. Then the partner can attach all relevant opportunities to this MPE, and use this MPE as the opportunity from which to run MAP migrations. Partners will need to provide a full list of the end-customers that are being migrated, which can be shared up front, or once all migrations are complete, to their PDM via email, Excel, or a Word document. Partners will only receive partner cash for migrations if they have filled out the AWS migration calculator for each end customer, otherwise credits will be provided. Note that these migrations will not be eligible for the Greenfield SPI.
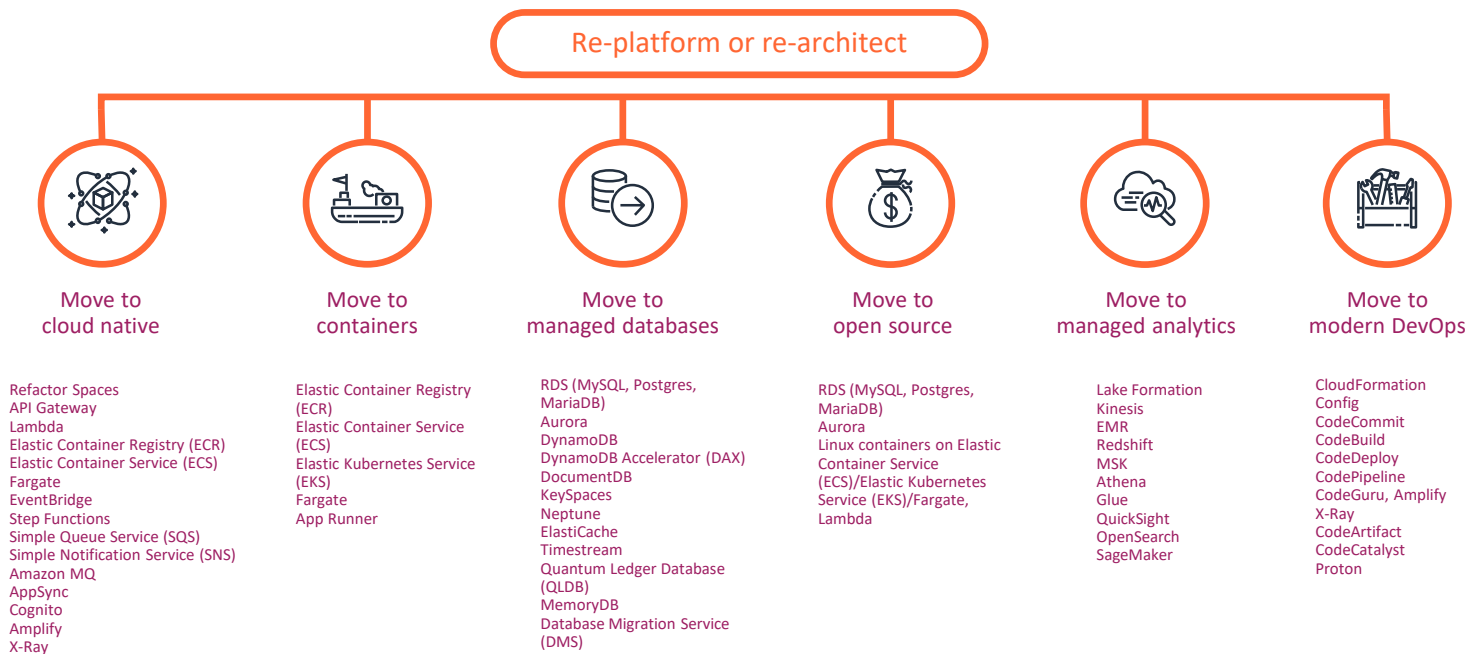
Section 3: Appendices

Appendix A: Always Excluded Services

- Data Transfer Out (DTO)
- AWS Support (Including Enterprise Support)
- AWS Marketplace
- AWS Professional Services
- AWS Training
- AWS Certification
- Beta Services (as described in the Service Terms)
- Amazon S3 Glacier Deep Archive
- AWS Storage Gateway Deep Archive
- Alexa Web Information Service
- Amazon Registrar
- AWS IQ
- Amazon Elastic Kubernetes Services Anywhere (Amazon EKS Anywhere) Support
- Amazon Voice Focus AMI

Appendix B: Modernization Pathways

Modernization Pathways SPI Services

Re-platform or re-architect

Move to cloud native	Move to containers	Move to managed databases	Move to open source	Move to managed analytics	Move to modern DevOps
Refactor Spaces	Elastic Container Registry (ECR)	RDS (MySQL, Postgres, MariaDB)	RDS (MySQL, Postgres, MariaDB)	Lake Formation	CloudFormation
API Gateway	Elastic Container Service (ECS)	Aurora	Aurora	Kinesis	Config
Lambda	Elastic Kubernetes Service (EKS)	DynamoDB	Linux containers on Elastic Container Service (ECS)/Elastic Kubernetes Service (EKS)/Fargate, Lambda	EMR	CodeCommit
Elastic Container Registry (ECR)	Fargate	DynamoDB Accelerator (DAX)		Redshift	CodeBuild
Elastic Container Service (ECS)	App Runner	DocumentDB		MSK	CodeDeploy
Fargate		KeySpaces		Athena	CodePipeline
EventBridge		Neptune		Glue	CodeGuru, Amplify
Step Functions		ElastiCache		QuickSight	X-Ray
Simple Queue Service (SQS)		Timestream		OpenSearch	CodeArtifact
Simple Notification Service (SNS)		Quantum Ledger Database (QLDB)		SageMaker	CodeCatalyst
Amazon MQ		MemoryDB			Proton
AppSync		Database Migration Service (DMS)			
Cognito					
Amplify					
X-Ray					

*Some modernizations may use different services, and still qualify for Modernization SPI by request; Services and pathways subject to change

Section 3: Appendices (cont.)

Appendix C: Assess and Mobilize Workstreams

MAP Phase	Workstream	Description
Assess	Initial Business Case	Creates a report or presentation with the Total Cost of Ownership (TCO) / Return on Investment (ROI) comparing current state versus AWS, along with business advantages and drivers to move to AWS, and professional services cost.
	Initial Discovery	Performs preferably a tool-based automated discovery of workloads details to allow for sizing the AWS solution. It can also be a spreadsheet or CMDB-based.
	Strategy Analysis (7Rs)	Defines the migration and modernization strategies for each workload. The 7Rs are: Rehost, Relocate, Refactor, Replatform, Repurchase, Retain, and Retire. The chosen pattern must be aligned with the customer drivers and the discovery.
Mobilize	Detailed Business Case	Creates a tool-based detailed business case, including cost modeling, motivators, and portfolio. It can be skipped if performed with the necessary level of detail during Assess phase.
	Detailed Discovery	Conducts a tool-based detailed discovery to understand the application's resource consumption, application dependency mapping, and function analysis. It can be skipped if performed with the necessary level of detail during Assess phase.
	Planning & Governance	Includes planning migration and modernization tagging, scopes, scheduling, resources, issues and risks management, and communication to stakeholders.
	Landing Zone	Implements a well-architected, multi-account AWS environment where workloads to be migrated or modernized will land. It provides a baseline for identity and access management, governance, data security, network design, and logging.
	Security & Compliance	Implements requirements collected from customer for identity and access management, logging, infrastructure security, data protection, and incident response. Performs a security validation after controls are in place and adopts industry-specific framework (SOC, FedRAMP, PCI, HIPPA, etc.).
	Operating Model	Defines the owners and implements the necessary cloud operating model changes for tools, process, and people required.
	People: skills, culture, change, and leadership	Addresses the plans necessary to up skill staff to benefit from the cloud. It may involve the design of a Cloud Center of Excellence (CCoE) centralizing human resources and processes.
	Migration & Modernization Experience	Identify and execute the initial workloads and migration or modernization waves to be performed to accelerate initial migration delivery success according to plan validating the other Mobilize work streams in place.

Section 3: Appendices (cont.)

Appendix D: Assess and Mobilize Activities by Workstream

The below stated guidelines define what AWS considers to be a strong Assess and Mobilize request, which is likely to be eligible for maximum MAP funding benefits. If these guidelines are not adhered to, the Fund Request may necessitate a more thorough examination by AWS, and the MAP funding that is approved may not be at the maximum MAP funding benefits.

- Partner Assess scope, as stated in the Scope Checklist attached to the Assess Fund Request, should contain the Initial Business Case workstream

- Partner Mobilize scope, as stated in the Scope Checklist attached to the Mobilize Fund Request, should contain key workstreams. The key workstreams are defined as: 1) Detailed Discovery and Planning; 2) Planning & governance; and 3) Migrate & Modernize Experience

- Partner Mobilize scope, as stated in the Scope Checklist attached to the Mobilize Fund Request, should include no fewer than 3 of the 8 Mobilize workstreams defined in Appendix C

- Partner Mobilize scope , as stated in the Scope Checklist attached to the Mobilize Fund Request, is not limited to Migrate & Modernize Experience workstream

- Partner Mobilize scope, as stated in the Scope Checklist attached to the Mobilize Fund Request, does not include Landing Zone workstream for repeat large migration or MAP customers, who have received Mobilize funding approvals on prior migration(s)

ISV Workload Migration Program (WMP)

Funding Benefit Contacts

Jacob Cokely, program owner
Liz Davila, program owner
join-wmp@amazon.com

WMP Section 1: Quick Reference

Funding Benefit Description

The AWS ISV Workload Migration Program (WMP) works with Software Partners to create a repeatable migration capability and joint go-to-market driving customer migrations to their SaaS solution, at scale. The program offers prescriptive technical guidance and automation for the migration process, and funding to help mitigate cost.

Through WMP, partners unlock a partner-led selling motion supported by AWS to reduce migration risk and cost for the end-customer. WMP is a public program available to all AWS Software Partners that meet the program criteria.

WMP leverages AWS Promotional Credits as a program benefit and motivator for partners to migrate their "on-premises workloads" to their products on AWS, at scale. Credits are provided for each customer migrated.

Partner Eligibility

Software Partners who have built products on AWS, have completed Foundation Technical Reviews (FTR), have been onboarded by a WMP PDS into the program, and signed up to goals for migrating their customers.

To be considered for WMP, AWS Software Partners must be/have:

Pre-Requisites
1. Software Partner at the Validated or Differentiated stage of the [Software Partner Path](#) with a completed [Foundational Technical Review](#) for the nominated Software Partner workload
2. A SaaS solution fully deployed on AWS
3. Qualified migration use case

Partner Requirements
1. Executive sponsorship
2. AWS Annual Recurring Revenue (ARR) calculator
3. Go-to-Market plan for migrations
4. Migration methodology
5. Joint migration goals; number of migrations and associated AWS Annual Recurring Revenue
6. Aligned organization resources to deliver migrations at scale

WMP Section 1: Quick Reference (cont.)

Opportunity/Activity Eligibility

ACE Opportunities must be in the Launched stage.

Migration Use Cases Supported:

In Scope WMP Workload Scenarios	Out of Scope WMP Workload Scenarios
Migrations to Software Partner's SaaS solution on AWS from any non-AWS hosted workload.	• Migrations to end-customer's AWS account (BYOL) • Customers using software in their AWS account (VPC) moving to SaaS • New customer deployment with no migration to AWS • Existing customer running SaaS solution on AWS growing their footprint

For additional help qualifying your workload and migration use case, please refer to the ISV WMP Qualification Guide.

Funding Type

Credits - the codes are auto-redeemed by AWS to the specified account ID.

Key Dates

Fund Request Submission

- Fund Requests must be submitted at least 14 days in advance of the planned activity start date

- Please note, any deal submitted for funding more than 3 months (90 days) past the deal close date will not be approved

Claim Submission

- Claims must be submitted in APFP prior to the expiration date listed on each individual Fund Request (30 days from the planned end date, or Dec 15th of the current year, whichever comes first)

- Partners must select the checkbox attesting that the migration has been completed

- Migrations must be completed within 18 months from the start date, or 30 days after the end date

Other References

Amazon Partner Network Funding Policy

APFP User Guide

Partner Central

APFP Dashboard

ISV WMP Qualification Guide

AWS Promotional Credit Terms & Conditions

WMP Section 1: Quick Reference (cont.)

Fund Request Submission Required Documents

- AWS ARR calculator (either a screenshot of the custom calculator or details of the Annual Contract Value eligible for funding)
- Proof of deal closure - customer signed purchase order, sales order form, Statement of Work, or Marketplace Order Form committing to the migration
- For deals larger than $500K AWS ARR: Project Plan / Migration Timeline

Claim Submission Required Documents

- No documents are required at the time of Migration completion, rather, partners must complete the attestation within APFP that the migration has been completed

Funding Policy

All benefits discussed in this guide are subject to the Amazon Partner Network Funding Policy. Be sure that you are familiar with this Policy as you proceed with requesting Funding Benefits.

Success Tips/Best Practices

- Only Section 1 of the Customer Sign-off Template is required for ISV Workload Migration Program submissions

- For partners using ACV as the ARR calculator, make sure that your attachment includes the contract term, total ACV amount, and signature

- For any additional questions related to a submitted fund request, open a support case in Partner Central

Fund Request and Claim submission (and resubmission) steps with pictures can be found in the APFP User Guide

WMP Section 2: Full Benefits and Offerings

WMP Onboarding

If you have not already been onboarded for WMP, you can apply by completing the Partner Application for the ISV Workload Migration Program form. Once you apply, a WMP Partner Development Specialist (PDS) will work to onboard you into the program. Partners must be at the Validated or Differentiated stage of the AWS Software Path, and have completed a WMP Acceleration Plan in order to receive WMP funding benefits.

AWS will work with Software Partners to build a WMP Acceleration Plan that details the particular investments for that engagement. The WMP Acceleration Plan contains the specifics of the agreement between the two parties, AWS and the Software Partner. This WMP Funding Guide is intended for illustrative purposes only.

WMP Benefits

WMP invests in the success of partners' migration engagements through funding in the form of AWS Promotional Credits.

Note: All AWS Promotional Credits provided under WMP are subject to the AWS Promotional Credit Terms & Conditions.

AWS Promotional Credits are delivered to the participating AWS Software Partner to offset the migration cost incurred by the end-customer. AWS Promotional Credits must be redeemed in the Software Partner's AWS account.

Partners can package AWS Promotional Credits as an offer for end-customers to offset one-time migration expenses in exchange for a customer commitment to run migrated workloads on AWS.

WMP funding is based on the first year's AWS Annual Recurring Revenue (ARR) from the migrated workload. The first year AWS ARR estimate is based on the run rate of the workload after it is fully migrated. For example, if a migration will take four months to complete, after the four months, the run rate of the workload at that point is multiplied by 12 to come up with the ARR amount. Following this example, when a customer begins migrating a $120k AWS ARR workload, the total expected AWS ARR once migrated will be $10k per month and this $10k is then multiplied by 12 to come up with the AWS ARR of $120k (see table below).

Month 1	Month 2	Month 3	Month 4
$1k in AWS ARR	$2k in AWS ARR	$5k in AWS ARR	$10k in AWS ARR

ARR is based on a custom calculator built by the AWS Software Partner or percentage of Annual Contract Value (ACV) (as detailed in WMP Acceleration Plan). It is important to note that WMP funding is based on actual AWS ARR post discounts. Any discounts must be accounted for prior to WMP credit calculations. Any AWS Support costs and Data Transfer Out (DTO) must also be excluded from the ARR estimate.

Funding Amounts

Standard WMP funding rates are 15% of the first year's AWS ARR for individual customer migrations resulting in under $500k in AWS ARR or 25% of the first year's ARR for migrations resulting in $500k or greater.

For example, a workload migration that results in $120k in AWS ARR, or $10k per month, would be eligible for 15% in AWS Promotional Credits through WMP, or $18k. Alternatively, if a single workload migration results in $720k in AWS ARR, or $60k per month, that migration would be eligible for 25% in AWS Promotional credits, totaling $180k.

Calculating AWS Annual Recurring Revenue (ARR)

Partners must have an AWS approved method of calculating the AWS ARR per customer that migrates. It is important to note that AWS ARR and associated funding benefits (credits) are based on the incremental AWS revenue attributable to the customer migration. Incremental AWS ARR will be verified periodically.

There are two methods partners may use to calculate the AWS ARR: custom calculator or a percentage of Annual Contract Value (ACV).

Custom Calculator	Percentage of ACV
Partners must submit their custom calculator to AWS for review and approval prior to program acceptance.	In lieu of a custom calculator, partners may use a methodology whereby 15% of their ACV is measured as AWS ARR. Professional Services, Training, Support/Maintenance costs, and other Non-License fees are excluded from this calculation.

Partners must use the same methodology for calculating AWS ARR across all their migration opportunities.

As part of the WMP onboarding, partners may work with AWS to determine an accurate ARR estimate of incremental AWS service consumption per customer migration. Only eligible AWS services are included in this calculation.

The following AWS services are excluded from ARR calculations: Data Transfer Out (DTO), AWS Support (including Enterprise Support), AWS Marketplace, AWS Professional Services, AWS Training, AWS Certification, Beta Services (as described in the Service Terms), Amazon S3 Glacier Deep Archive, AWS Storage Gateway Deep Archive, Alexa Web Information Service, Amazon Registrar, AWS IQ, Amazon Elastic Kubernetes Service Anywhere (Amazon EKS Anywhere) Support, Amazon Voice Focus AMI.

Building a WMP Offer

A key component of WMP is building a custom offer to help incentivize a Software Partners' target migration base of customers. Since the WMP benefit is provided to the AWS Software Partner, the Software Partner may opt to offer a similar incentive to the end-customer in some way, shape, or form. It is encouraged that the partner gets its WMP funding pre-approved before offering a similar incentive to its end-customers.

For any questions on the WMP incentive or building a WMP offer, please work with your Partner Development Specialist (PDS).

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WMP Section 2: Full Benefits and Offerings (cont.)

Opportunity Registration Process

Use of APN Customer Engagements (ACE) is a requirement for participating partners. AWS Software Partners can access the APN Customer Engagements (ACE) User Guide for APN Lead and Opportunity Management. The following information is mandatory for WMP Opportunity qualification.
- Target migration "**AWS Account ID**" must be filled in with the Software Partner's account ID
- "**Expected AWS Monthly Recurring Revenue**" must match the calculation in the AWS Pricing Calculator.
- AWS Account Rep supporting the Opportunity (if applicable)
- **Customer Business Problem** must include details of the "Migration Source" including name of workload to be migrated
- Choose "ISV Workload Migration" in the "**APN Programs**" field dropdown
- Choose "SaaS or PaaS" in the "**Delivery Model**" field section.

To submit WMP opportunities through ACE Pipeline Manager:
1. Log in to the APN Partner Central
2. Navigate to "My Customers" tab
3. Select "Add" to create a new opportunity
4. Choose "ISV Workload Migration" campaign
5. Complete all required fields and select "Submit."

Public Sector Considerations

AWS funding in the form of AWS Promotional Credits provided through WMP can be shared with Public Sector End Customers as WMP is a publicly available program, has clear terms and conditions, and is available for all customers public and private. That said, it is best to work with the individual customer and AWS account team to understand their requirements before the deal closes as each public sector customer may have a different perspective.

Note: "Public Sector End Customer" refers to an agency, organization or other entity that is within or substantially owned, funded, managed or controlled by: a) The executive, legislative or Judicial branches of government within the US, its territories, or by any other country's government at any level b) A quasi-governmental entity (such as the World Bank) c) An international governing/regulatory body (EU institution) d) Publicly funded institution (College, University or hospital) OR e) Higher tier prime contractor, consultant or entity working in support of the foregoing.

Please engage in regular reviews with the AWS team to accurately determine which customer accounts will be classified as AWS Public Sector and may require additional review and approval by AWS prior to committing any funding to the customer. Partners can apply the AWS Promotional Credit code(s) towards their end customers' AWS usage of the partner's ISV SaaS product in the partner's AWS Management Account.

WMP Section 2: Full Benefits and Offerings (cont.)

Public Sector Requirements

AWS funding in the form of AWS Promotional Credits is also available for Public Sector End Customers to mitigate the portion of AWS usage costs to the customer of their running the ISV partner's SaaS product, and subject to additional compliance measures enumerated in this section. If AWS provides any funding in relation to such customers, the partner is responsible for: 1) disclosing to the end customer that the AWS Promotional Credit is provided by AWS, along with the value thereof, for such customer's benefit; and 2) passing down the full value of the AWS Promotional Credit to the Public Sector End Customer, such that the customer receives the entire pecuniary benefit of the AWS funding. Prior to closing any deals with the Public Sector End Customer for which the partner will seek funding from AWS, and prior to AWS disbursing any AWS Promotional Credits, the partner must sign a standard undertaking to complete the foregoing obligations and submit to AWS.

AWS WMP credits may be redeemed in GovCloud just like any other AWS Region.

WMP Funding Requirements

There are two phases to the WMP funding process for individual customer migrations: Migration Commitment and Migration Completion.

Migration Commitment:

In order to qualify for WMP funding, an individual migration opportunity must satisfy the following requirements demonstrating the customer intends to migrate to AWS:
- Launched ACE opportunity properly tagged to WMP (see instructions above for tagging)
- Migrate Source - Details of the migration source including name of workload to be migrated
- AWS ARR calculator (either a screenshot of the custom calculator or details of the Annual Contract Value eligible for funding)
- Proof of deal closure - customer signed purchase order, sales order form, Statement of Work, or Marketplace Order Form committing to the migration
- Project Plan / Migration Timeline (required for deals larger than $500k AWS ARR)

Opportunities that meet the above requirements will be eligible for funding benefits.

Migration Completion:
- WMP partners are responsible for confirming the successful completion and delivery of the migration by completing an attestation. By clicking the attestation, partners confirm that they have evidence of migration completion consisting of one of the following:
- Log from the SaaS administrator stating that the customer has been successfully provisioned and workload fully migrated
- Email from the customer stating the migration to the SaaS solution has been completed as planned

Documentation of migration commitment and migration completion is required for all WMP fund requests.

WMP Section 2: Full Benefits and Offerings (cont.)

AWS Promotional Credits Disbursement

AWS Credits offset customer fees and charges of AWS services. Credits are auto-applied to the account ID submitted. It is important that you make sure the correct AWS Account ID is captured in the fund request. The offset is applied during or following the billing cycle in which code is redeemed.

AWS WMP Credits are given to participating Software Partners. For non-Public Sector End Customers (i.e., private, commercial, non-government customers), Partners receive WMP Credits and may then opt to provide similar savings to their End Customers. However, for Public Sector End Customers, partners must disclose and pass on the value of any AWS funding to such customer as provided in this guide.

AWS Promotional Credits must be redeemed in accordance with the AWS Promotional Credit Terms and Conditions Credits provided through WMP are eligible for AWS services and valid for 6 months after issuance. Dollar values assigned to any AWS benefits as described herein merely represent dollar value equivalents solely for the purposes of defining the scope of the available benefit. AWS Promotional Credits are not redeemable or exchangeable for cash under any circumstance. AWS may audit use of AWS Promotional Credits and initiate remediation, which may include termination of this Acceleration Plan and your removal from the WMP if you apply the AWS Promotional credits to incorrect or ineligible AWS accounts.

Disbursement Schedule

Migration Commitment: After the partner closes the deal, the partner submits a Fund Request in APFP uploading all of the documentation required to show the proof of migration commitment from the end customer (i.e.. the AWS ARR calculator, proof of deal closure, and launched ACE opportunity). Upon approval, the AWS team will auto-redeem an AWS Promotional Credit for the first disbursement (25%).

Migration Completion: When the migration is completed, the partner will need to submit a 2nd Tranche Claim in APFP and attest that the migration is completed. By clicking the attestation, partners confirm that they have evidence of migration completion. After attestation, the AWS team will auto-redeem an AWS Promotional Credit for the second disbursement (remaining 75%).

For example, following the scenario outlined above in "Funding Rates" a workload migration that results in $120k in AWS ARR, $10k per month, would be eligible for 15% in AWS Promotional Credits through WMP, or $18k. They would receive $4,500 in the first disbursement, and then $13,500 in the second disbursement.

WMP Section 2: Full Benefits and Offerings (cont.)

Stacking

WMP investments cannot exceed a 15%/25% funding rate per deal unless specifically authorized by AWS. For example, if a partner received $12k in POC funding to help win a $120k AWS ARR migration opportunity, that opportunity would be eligible for an additional $6k in AWS Promotional Credits through WMP ($18k in total WMP funding at a 15% funding rate minus the previously provided $12k in POC credits).

AWS WMP credits can be leveraged with credits issued by AWS Marketplace.

Submitting a WMP Fund Request

WMP credits are issued in two tranches based on a 25/75 payment model whereby 25% of the total AWS Promotional Credit amount will be released upon approval of the proof of 'Migration Commitment' and the remaining 75% of the total AWS Promotional Credit amount will be released upon approval of the proof of 'Migration Completion.'

To submit a fund request, partners must use the AWS Partner Funding Portal (APFP). Through APFP, partners can submit, track, and manage the status all of their fund requests, including WMP. Please refer to the APFP user guide for a step-by-step guide on how to submit fund requests.

All fund requests must be submitted in a timely manner and with all of the required details in order to be approved. Fund requests with missing, inaccurate, or incomplete information will be rejected. Please note, any deal submitted for funding more than 3 months (90 days) passed the deal close date will not be approved. Partners must submit a 2nd Tranche claim for deals that have previously been submitted for funding upon migration completion and within one calendar month (30 days) of the completion date.The second tranche of credits will expire if proof of migration completion is not uploaded within 18 months from the date that the first tranche of credits was issued.

The typical lead time for a fund request to be approved is 10-15 business days. Funding requests over $100k may require pre-approval before the deal closes and take longer to approve, so please make sure to work with your Partner Development Specialist to understand any individual deal requirements.

WMP Section 3: Funding Process

WMP & Partner Engagement Process

Below is a sample Partner Engagement Process between AWS and the Partner:

- The AWS Partner will identify and report Opportunities to the WMP team by engaging in pipeline reviews at mutually agreed schedule. The AWS PDM/PDR will confirm if any of the reported Opportunities are for Public Sector customers.

- The AWS partner will provide the identified customer with a WMP offer to accelerate the migration.

- The Partner will submit the Opportunities using the guidelines described in the "Opportunity Registration Process" section and will notify the respective AWS account team so that they may be able to assist in closing the migration deal.

- Once a customer has formally committed to the migration Opportunity, the Partner will update the status of the Opportunity to "Launched" in ACE Pipeline Manager and send a funding request with all required documentation in the AWS Partner Funding Portal (APFP) – Step 1 in the Funding Process below. AWS team (Account Manager) will mark the deal as won and update the Opportunity amount in the AWS system.

ISV WMP Funding Process

- **Step 1**: Submit a Fund Request. Select "Apply" under Miscellaneous Template on the Partner Central Funding page. If "apply" is greyed-out, work with your PDM or PSM. Select the program "ISV Workload Migration Program" and the Type of Funding "Credits" Follow submission steps.

- **Step 2**: Wait for approval. Emails will be sent to the Fund Request owner as it progresses, and the status can be reviewed in APFP from the dashboard. The first set of Credits will be issued during the "Finance Approval" stage.

- **Step 3:** Monitor the migration and ensure successful deployment. Partner may self-extend one time up to 90 days (or claim deadline Dec 15th, whichever is sooner) if needed. To do so they should navigate to the Fund Request in APFP and hit the extend button. The Fund Request will expire 30 days after the planned end date (or 18 months from the issuance of the first tranche of credits) if the 2nd Trance Claim has not been submitted.

- **Step 4:** Submit the 2nd Tranche Claim by attesting that the migration has been completed as planned. The claim must be submitted within 30 days of the completion of the activity, and within 18 months of the start date.

- **Step 5:** After the 2nd Tranche Claim has been completed, the second set of Credits will be issued by AWS.

Detailed Fund Request and Claim submission (and resubmission) steps with pictures can be found in the [APFP User Guide](#)

Quick Link to [APFP Dashboard](#)

WMP Section 4: Bulk Requests through PIF

Description

For partners that migrate a large number of customers and require bulk fund requests, the Partner Initiative Funding Template (PIF) is available for use. When submitting bulk fund requests, partners may only request benefits for completed migrations and must use the bulk fund request template provided by the WMP team. Upon approval of a bulk fund request, credits will be delivered in a single tranche (100%) for all qualifying migrations. Please see below for guidance on PIF eligibility.

Partner Eligibility

The PIF template will only be available for partners that are enrolled in a PIF Initiative. If the blue "Apply" button is greyed out, contact your AWS Partner Manager. Partners will additionally need to be given access to this specific PIF template.

Opportunity/Activity Eligibility

ACE Opportunities must be in the Launched stage.

Migration Use Cases Supported:

In Scope WMP Workload Scenarios	Out of Scope WMP Workload Scenarios
Migrations to Software Partner's SaaS solution on AWS from any non-AWS hosted workload.	• Migrations to end-customer's AWS account (BYOL) • Customers using software in their AWS account (VPC) moving to SaaS • New customer deployment with no migration to AWS • Existing customer running SaaS solution on AWS growing their footprint

For additional help qualifying your workload and migration use case, please refer to the ISV WMP Qualification Guide

Funding Type

Credits - the codes are auto-redeemed by AWS to the specified account ID.

Success Tips/Best Practices

• For partners using ACV as the ARR calculator, make sure that your attachment includes the contract term, total ACV amount, and signature

• For any additional questions related to a submitted fund request, open a support case in Partner Central

Other References

Amazon Partner Network Funding Policy

APFP User Guide

PIF Demo Recording

PIF APFP Resource Directory

Partner Central

APFP Dashboard

ISV WMP Qualification Guide

AWS Promotional Credit Terms & Conditions

WMP Section 5: Bulk Fund Request Submission Steps

Fund Requests for this Funding Benefit are submitted in the AWS Partner Funding Portal (APFP) using the Partner Initiative Funding (PIF) template. For instructions on using the PIF template with pictures, please refer to the APFP User Guide.

Getting Started

Navigate to Partner Central, select the Funding Tab, scroll down to the Partner Initiative Funding tile, and "Apply."

Select **"ISV Workload Migration Program"** from the dropdown, select **"Credit"** in the Types of Funding section, enter the total ARR if known (cannot be changed after this step), and select "Get Started" to create the Fund Request.

Fund Request Information

In the "**Activity/Project Name**" field, please use the following format: "[Partner Name] | [Month of Submission] | [# of Opportunities in Submission]".

In the "**Business Description**" include the following:

- Migration source

- Any additional relevant information pertaining to the request(s).

Skip the optional "**Amazon Resource Name**" field.

Check the **Public Sector** Box if appropriate.

Opportunity Information

Find and select the correct opportunity for this Fund Request. Only Opportunities at or beyond the **Launched** Stage will be approved. If submitting a single opportunity, select the opportunity from the list of eligible opportunities. For all bulk requests, leave field blank and skip this step. Select "Save & Next."

Submission and resubmission steps with pictures can be found in the APFP User Guide

Quick Link to APFP Dashboard

WMP Section 4: Bulk Fund Request Submission Steps (cont.)

The following fields are required (R)/optional(O)/not needed(N) for this Funding Benefit. Note that some of these are listed as Optional in the template, but may be required for this Funding Benefit.

Project Information

R	O	N	Field
✓			AWS Account ID for this Project
✓			Planned Delivery Start Date (must be 14+ days out)
✓			Planned Delivery End Date
✓			Country Activity is Executed
✓			Location/State Activity is Executed (Select All That Apply)
	✓		Customer Also Considering
	✓		Workload Name
	✓		New Service Deployed
		✓	Other Notes

Credit Requests

R	O	N	Field
✓			Value per Credit Code (USD)
✓			Number of Codes

Attachments

Attach the required attachments listed earlier in this guide under Fund Request Required Documents.

Review these charts carefully, as the field in the APFP template may not be required, but the field may be required for approval for this Funding Benefit.

World Wide Public Sector (WWPS)

Offered Funding Benefits

There are AWS Partner Funding Benefits that AWS Partners can leverage to support customers in government, education, and nonprofit entities ("Public Sector Customers") around the world. The MAP, POC, Innovation Sandbox, and WWPS Custom MDF programs are available when serving Public Sector Customers via the Worldwide Public Sector (WWPS) Partner Funding team.

Eligibility for WWPS Partner Funding

The gateway to eligibility for WWPS Partner Funding is membership in the AWS Public Sector Partner (PSP) Program. The PSP Program enables AWS Partners to accelerate their business growth on AWS through alignment with our WWPS point of contact, marketing, capture and proposal, and funding teams. Membership unlocks access to additional benefits and programs that further differentiate, reward, and recognize our partners' unique offerings and expertise. Because of the PSP requirement, AWS Partners who have only reached the Enrolled stage of their chosen Path are not eligible for WWPS funding.

Each funding benefit offers cash and/or AWS Promotional Credits and has its own specific program requirements with additional review necessary if required by law, especially when engaging with government officials. Although WWPS Custom MDF follows the same eligibility requirements as APN MDF, the funds must go toward public sector demand generation activities. Public sector opportunities for MAP are channeled through WWPS Partner Funding for review.

The WWPS Funding team will review and pre-approve Fund Requests that meet all required guidelines. Please flag any POC opportunity that relates to a Public Sector Customer and identify any campaigns that target any Public Sector Customers. Please note the Fund Request must be pre-approved by AWS prior to any activity/project execution.

Benefits Tied to End Customer Opportunities.

Transparency is important when receiving funding benefits in connection with opportunities you have with your customers that are a part of—or substantially owned, funded, managed, or controlled by—any government at any level ("Government Customers"). Some funding benefits are meant to accelerate specific opportunities with your Government Customers; AWS's sponsorship of such opportunities should be disclosed to the relevant Government Customers, and AWS may reach out to such Government Customers to notify them of such sponsorship and funding. You must also pass along the full amount of any benefits that are designed to offset a Government Customers' fees for AWS or related services (e.g., POC credits, cash for POCs or Migrations, etc.).

Where do I go for more information about WWPS Partner Funding?

For any opportunities in the Public Sector, please work with your AWS or WWPS point of contact to determine program eligibility and for additional guidance related to funding public sector activities.

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Glossary

Important Terms and Distinctions

ACTUALS
After project completion, Partners will submit details in the Cash Claim section of the Fund Request that include the Claim Amount (the actual amount the Partner is eligible for payment), as well as the actual project dates and spend. This is a part of "Submitting a Claim" (see Claim).

AWS ACCOUNT ID
This is the identification number for an account that has usage on AWS accessed through the AWS Billing Console. Sometimes this will be a Partner's account, and sometimes it will be a Customer's account. If Credits are automatically applied by AWS, the AWS Account ID submitted in the Fund Request is where the Credit codes will be redeemed.

CASH CLAIM
This term refers to a section of the Fund Request. You set up the Cash Claim Plans at the time of Fund Request Submission. After the activity is completed you will Submit Actuals data within the Cash Claim section. This is often referred to as "Submitting a Claim." Some Funding Benefits allow the Partner to be paid more than once over the course of the Fund Request's life—sometimes this is due to particular benchmarks/milestones being reached, and therefore the Partner can invoice and be paid along the way, and other times it's because there are simultaneous or back-to-back activities happening related to one project. In these instances multiple Claims should be set up at the time of Fund Request submission.

CASH CLAIM ID
This is a unique identifier within APFP that refers to a specific Claim. It will be the Fund Request ID followed by -Claim-(# of the individual Claim). The number will be 1 unless multiple Claims have been set up. This can be found in the Cash Claim section, and Approval History records will also specify the Claim ID.

FUND REQUEST
This is the broadest term for a record in APFP. The Fund Request includes all activity details, and encompasses all stages (Created, AWS Review, Business Approval, Tech Approval, Finance Approval, Pre-Approval, Cash Claim, Completed). Note that not all stages exist for all Fund Request types. Partners have actions at the Created stage—Fund Request Submission, as well as the Cash Claim stage—Claim Submission.

FUND REQUEST ID
This is a unique identifier within APFP that refers to the Fund Request Record. It begins with FR-(program acronym)-(cash/credit) and then has a unique string of case sensitive characters and numbers. This can be found in the details of the Fund Request, the APFP Dashboard, and the URL when a Fund Request is open.

OPPORTUNITY ID
Opportunities are managed in the ACE Manager in Partner Central. They each have a unique identifier starting with the letter O and followed by a unique string of numbers. This will be entered in the Opportunity Information section of a Fund Request submission.

INVOICE
An Invoice is submitted in the Payee Central system after the Claim is approved in APFP. This is the official request for payment from AWS on Cash Fund Requests. The invoice amount is verified against the approved Claim amount for approval before payment is remitted.