**202X AWS Joint Business Plan**

### Partnership Overview

|  |  |
| --- | --- |
| Partner Name |  |
| Partner Tier |  |
| Partner Since |  |
| Business Plan Owner(s) |  |
| Current APN Programs | *Reseller, Service Delivery, Well-Architechted Program, etc.* |
| Total Company Revenue |  |
| Total Partner Revenue on AWS |  |
| AWS NDA (Y/N) |  |
| Office Locations  |  |
| Key Focus Verticals of Partner  |  |
| Other Key Partnerships of the Partner |  |
| Number of Customers (AWS Specific & Total) |  |
| Total # of Partner Employees |  |
|  Partner AWS Resources  |

|  |  |  |
| --- | --- | --- |
| **Presales** | 2023: | 2024: |
| **Sales** | 2023: | 2024: |
| **Delivery** | 2023: | 2024: |

 |

**Partner Differentiation/Value Statement**

### Partnership Goals & Metrics

**Top 5 Goals**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **No.** | **Goal Description** | **Priority** | **Timeframe** | **Revenue impact** |
| **G-1** | *100% increase AWS pipeline* |  |  |  |
| **G-2** | *Create new rapid migration solution for Financial Services segment* |  |  |  |
| **G-3** | *Attain DevOps Competency* |  |  |  |
| **G-4** | *20 new associate certifications* |  |  |  |
| **G-5** | *Increase AWS Greenfield pipeline by 200%* |  |  |  |

**TRAINING & CERTIFICATION Goals:**

|  |  |  |
| --- | --- | --- |
| **Training/Certification** | **2023** | **2024 Goal** |
| # AWS Business Trainings |  |  |
| # AWS Technical Trainings |  |  |
| # of Associate Certifications |  |  |
| # of Professional Certifications |  |  |
| Sales Trainings |  |  |
| Technical Trainings  |  |  |

**PROGRAM Goals:**

|  |  |
| --- | --- |
| **APN Program** | **2024 Goal** |
| Service Delivery Programs |  |
| Competency Programs |  |
| ACE Eligibility |  |
| Well Architected Partner Program |  |
| Distribution Reseller |  |
| Service Delivery Programs |  |
| AWS MSP Program |  |

### Partner Go-to-Market and detailed execution plans

**GTM Summary**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Qtr.** | **Campaign Name** | **Campaign Type (Webinar, email, LinkedIn, etc.)** | **Campaign Description** | **Success Criteria** | **Customer Segment Focus/ Target Audience** |
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**Key POC’s**

**AWS Stakeholders**

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Role/Title** | **Program Sponsor (optional)** | **Email** |
|  |  |  |  |
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**Partner Stakeholders**

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Role/Title** | **Program Sponsor (optional)** | **Email** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

**Appendix**

**Partner’s SWOT Analysis**

|  |  |
| --- | --- |
| **Strengths****1)****2)****3)** | **Weaknesses****1)****2)****3)** |
| **Opportunities****1)****2)****3)** | **Threats****1)****2)****3)** |

**Existing AWS References**

|  |  |  |
| --- | --- | --- |
| **Customer Name** | **Use Case/Workload** | **Public Reference (Yes/No, include link if Public)** |
|  |  |  |
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