

Partner Onboarding Guide

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Dear Partner,

*We are excited to welcome you on board **Think Big for Small Business**, one of AWS's programs serving our public sector Small and Minority-Owned Business AWS Partners. The objective of this program is to maximize your growth as a critical group in the diverse partner community of AWS Public Sector.*

At AWS, more than half of our partners serving public sector customers are fast-growing small businesses who have leveraged their agility to deliver innovative solutions on the AWS platform. However, we have often received feedback that the small size also presents challenges in achieving or maintaining requirements in the APN.

Think Big for Small Business addresses these challenges for small partners. This program provides you with provisional access to APN benefits through a set of requirements proportional to partner size, giving you additional time and resources to achieve APN requirements. If you are a partner in AWS Public Sector Solution Provider Program or Public Sector Distribution Partner, you may also receive the Technical Capability discount sooner while you work towards a competency. Think Big for Small Business will also guide you to the many other support resources that you need – namely targeted training & enablement, mentoring, networking, Partner Partnering, marketing, and lead development.

Think Big for Small Business reflects our commitment to our partners regardless of their size and revenue. I hope you enjoy the benefits to the fullest as you grow your business with AWS.

Continued Success!

Partners and Programs Team
Worldwide Public Sector
Amazon Web Services

A. Program Overview

Think Big for Small Business further enables and activates Small and Minority-owned Business (MOB) partners serving public sector entities to grow and sustain their cloud business. This program includes 2 components:

Component 1: Provisional Access to APN Benefits. Upon meeting a set of requirements, Registered and Select Small/MOB partners can leverage AWS Select and Advanced benefits for 6-12 months, respectively, while they work towards achieving the full AWS Select and Advanced requirements.

Component 2: Technical Capability Discount for qualified Solution Providers or Downstream Distribution Partners. This Component allows AWS Public Sector SPP Partners or downstream distribution partners transacting at an average of US\$30K per month in revenue to receive the 4% Technical Capability discount (at the linked account level) offered as a benefit of the SPP or Distribution, despite not having attained an AWS competency. This benefit will be available for up to 12 months or until the Partner obtains a competency, whichever comes first.

B. Partner Eligibility

Program Eligibility

- Partner must be enrolled in the APN Program
- Partner must be in the Public Sector Partner (PSP) Program or, if not yet, must enroll upon qualification for provisional Select. As such, partners need to have a public sector practice (see below for definition of public sector) and can provide at least 2 references for admission into the Public Sector Partner Program.
- Partner must self-attest their small and/or MOB designation or refer to their participation in government-sponsored programs for small or minority-owned businesses:
 - Small businesses means those with up to 150 full time employees
 - MOBs are businesses that are at least 51% owned, operated and controlled on a daily basis by one or more (in combination) citizens from under-represented socioeconomic groups, including women, ethnic minorities (e.g. African American, Asian American or Pacific Islander, Hispanic American, and native American in the US; aboriginals in Canada and Australia; black South Africans; or scheduled castes and tribes in India), the disabled, LGBTQ+ and/or military veteran classifications.
- Solution Providers or Distribution Partners must be authorized Public Sector sellers and be billing an average of US\$30K per month based on a 3-month rolling average.

Public Sector Practices

Government

National Security & Defense
 Government Transportation, Facilities, and Infrastructure Management
 Financial & Fiscal Affairs
 Security & Compliance
 Justice & Public Safety
 Public Healthcare
 Citizen Services
 Open Data
 Technology & Tools

Education

K12- Primary & Secondary
 Higher Ed & Research
 Publishers
 Technology & Tools

Nonprofit

Arts, Culture, Humanities
 Research
 Environment and Animals
 Health
 Human Services (e.g. Food Bank)
 International/NGO
 Public, Societal Benefit (e.g. Rock the Vote)
 Religion
 Association Foundations & Trusts
 Technology & Tools

Examples of Government-Sponsored Programs for Small and/or MOBs

US	Canada/LCC	EMEA	APJ
<ul style="list-style-type: none"> • 8(a) Business Development • HUB Zone • Small Disadvantaged Business Program • Women-Owned Small Businesses • Service-Disabled Veteran-Owned Small Businesses • Texas Historically Underutilized Businesses (HUB) 	<ul style="list-style-type: none"> • Canada's Certified Aboriginal Business Program • Canada's Certified Women Business Enterprise • Canada's Certified Aboriginal and Minority Supplier • Brazil's Simples Nacionale 	<ul style="list-style-type: none"> • EU's SME Instrument (under EU's Horizon 2020 Program) • Ethnic minority businesses in UK, EU • South Africa's Broad-Based Black Economic Empowerment (B-BBEE) Certificate 	<ul style="list-style-type: none"> • Australia Aboriginal Business Development Program • Australia Minority Business Grants • New Zealand's Māori Business Growth Support • India National Scheduled Caste and Scheduled Tribe Hub

C. Program Rules

1. APN benefits will be applied to partners who meet the program and provisional AWS Select and Advanced requirements.
2. Provisional AWS Select and Advanced status will expire in 6 months for Select and 12 months for Advanced partners. After this period, the partner will revert back to the appropriate AWS designation based on their attainment of APN requirements at that time.
3. Once exited out of the program, partner may not be admitted back for the same provisional Select or Advanced benefit. If a provisional Select Partner exits at Select and obtains requirements of provisional Advanced, that partner can still be readmitted at provisional Advanced level (providing that Partner still meets all relevant program requirements).
4. Technical Capability discount for PS-SPP/PS Distribution Partners is also limited to 12 months from date of program enrollment. Partners may not be readmitted into the program once exited.

D. Provisional Tier Requirements and Benefits

Provisional Requirements ("Small Business Requirements") are listed below. These requirements will be adjusted according to current APN designation requirements.

Once upgraded into the provisional status, the partner can enjoy all benefits offered to partners at that designation. Updated benefits can be found [here](#). Partner is responsible to ensure they have all relevant business requirements (e.g. APN Payee Central account) set up to leverage the different benefits. For guidance on these requirements, please reach out to your respective Partner Development contact.

Table 1. Requirements for Provisional Access to APN Benefits for AWS Partners (Select and Advanced) offering consulting services
(Updated 20 November 2020)

	Small Business Requirements for Select	Current APN Select	Small Business Requirements for Advanced	Current APN Advanced
Annual APN Program Fee	US\$2,500	US\$2,500	US\$2,500	US\$2,500
Knowledge				
AWS Accredited Professionals	2 (minimum 1 Technical & 1 Business)	4 (minimum 2 Technical & 2 Business)	6 (minimum 3 Technical & 3 Business)	8 (minimum 4 Technical & 4 Business)
AWS Foundational Certified Individuals (Cloud Practitioner)	1	2	3	4
AWS Technical Certified Individuals	1	2	4 (min 2 Professional or Specialty)	6 (min 3 Professional or Specialty)
Experience				
Launched Opportunities	2 (combined MRR of at least US\$500)	3 (combined MRR of at least US\$1,500)	10 (combined MRR of at least US\$5,000)	20 (combined MRR of at least US\$10,000)
Partner Business Plan	N/a	N/a	Yes	Yes
Customer Success				
Publicly Referenceable Customers	0	0	1	2
Customer Satisfaction Responses	0	0	10	20

E. Technical Capability Discount

Eligibility Criteria

Partners are deemed eligible based on their attainment of the following criteria:

- Must meet the Small/MOB criteria above
- Must be a part of the Public Sector Partner Program
- Must be an AWS Solution Provider Program partner, or a Downstream Partner in AWS Public Sector Distribution
- Must have signed a Public Sector Solution Provider or Authorized Government Reseller addendum
- Do NOT have an AWS Competency or Managed Solution Program (MSP)
- Must have a threshold for average 3-month revenue greater than US\$30K

Once admitted in the program, partner's revenue will be monitored on a monthly basis. When partner's revenue meets the 3-month average threshold of US\$30K, the discount will be applied automatically to partner's Public Sector linked account and a credit memo will be issued to the Partner by the end of that month.

F. Feedback Mechanism

Any question, feedback, or comments can be forwarded to tbsb@amazon.com.