AWS Announces New AWS Partner Network Programs to Accelerate Customer Transformation in the Cloud

ISV Partner Path simplifies how Independent Software Vendors (ISVs) build, market, and sell solutions on AWS

New Software as a Service (SaaS) Boost, open source tool, helps ISV's rapidly migrate solutions to SaaS delivery model

Third-party professional services added to AWS Marketplace, enabling customers to contract and procure professional services and software in one digital catalog

SEATTLE—Dec. 3, 2020-- Today at AWS re:Invent, Amazon Web Services, Inc. (AWS), an Amazon.com company, introduced a range of new AWS Partner Network (APN) programs, new AWS Competencies, and expanded AWS Marketplace offerings. This news comes as the APN adds more than 10,000 new AWS Partners, and has more than 90% of Fortune 100 companies and the majority of Fortune 500 companies utilizing AWS Partner solutions and services.

New AWS partner programs announced today at re:Invent include:

- **ISV Partner Path,** a program designed specifically for ISVs to help them build and grow successful businesses in the cloud. This new program recognizes ISVs for AWS Competencies and specializations they hold, across industries, use cases, and workloads, to demonstrate to customers why their software is the best fit for a particular use case. The ISV Partner Path gives AWS Partners access to curated programs, prescriptive guidance, AWS support, and other resources uniquely aimed at helping them accelerate business growth. Also part of the ISV Partner Path is the AWS ISV Accelerate program. This program aligns sales teams from AWS and ISVs and provides ISVs with a clear path to successful co-selling with AWS, connecting them to the millions of active AWS customers. The ISV Partner Path replaces the previous partner tier requirements ISVs had in the APN and instead focuses on service level recognition and validation. For more information on how to get started, visit: https://aws.amazon.com/partners/.

- **AWS SaaS Boost,** is an open source ready to use reference environment that helps ISVs rapidly migrate their applications to a SaaS delivery model on AWS. With AWS SaaS Boost, ISVs can build, provision, and manage SaaS applications with greater confidence based on AWS best practices and proven models from hundreds of successful SaaS companies. AWS SaaS Boost takes on the heavy lifting of launching SaaS offerings by guiding software builders through the migration and operational processes, making the move to SaaS as frictionless as possible. It also provides organizations with ready-to-use, core software elements for successfully running SaaS workloads in the cloud, such as deployment automation, analytics and dashboards, billing, and metering, reducing development and experimentation time and getting software into the hands of customers faster. To get started with AWS SaaS Boost, visit: https://aws.amazon.com/partners/saas-boost.

- **Customers can now find and purchase professional services from AWS Partners directly in AWS Marketplace**. Until now, AWS customers had to find and contract professional services outside of AWS Marketplace and could not identify software and associated services in a single

procurement experience. With professional services from AWS Partners available in AWS Marketplace, customers have a simplified way to purchase and be billed for both software and services in a centralized place. Customers can further streamline their purchase of professional services and software with standard contract terms. Participating professional service companies include Computacenter, Presidio, and Rackspace. Customers looking to procure professional services via AWS Marketplace can get started today.

- **AWS expands the AWS Competency Program with four new competency areas – Travel and Hospitality, Energy, Mainframe Migration, and Public Safety and Disaster Response.** The AWS Competency Program identifies Systems Integrators (SI), Managed Service Providers (MSP), and AWS ISV Partners who have demonstrated deep technical proficiency and customer success in specific workloads, industries, or use cases. The AWS Competency Program includes categories in solution areas such as Machine Learning, Internet of Things (IoT), DevOps, and Big Data, as well as industry verticals such as Education, Financial Services, Government, and Retail. By expanding into Travel and Hospitality, Energy, Mainframe Migration, and Public Safety and Disaster Response, AWS is helping customers in key industries to better understand which technology products and services have been vetted, validated, and verified against a high bar that can help customers on their cloud journeys. Travel and Hospitality, and the Public Safety and Disaster Response Competencies are available today, Energy and Mainframe Migration will be available in early 2021. For more information and a complete list of competency partners, visit: https://aws.amazon.com/partners/competencies.

"We are excited to continue to launch new programs and services to support our tens of thousands AWS Partners around the world," said Doug Yeum, Head of WW Channel & Alliances for Amazon Web Services. "As more organizations rapidly move to the cloud, the majority of them are using AWS Partners that they know and trust to provide specialized technology and expertise. To help our partners, we are continuing to invest heavily in making it easier for them to build successful cloud businesses on AWS and ultimately ensure that customers have access to the best software and services to navigate their cloud journeys."

Hear what partners and customers are saying about the new partner programs:

AWS ISV Partner Path:
Urban.io provides industrial grade IoT devices for getting actionable data from an organization's buildings into their business systems, at low cost. "The ISV Partner Path has been awesome for accelerating our partnership with AWS," said Rob Cumming, CEO of Urban.io. "Our AWS partner development manager nominated us for the pilot in which we achieved customer engagement eligibility. This, in turn, made promoting our AWS Marketplace offering for IoT subscriptions a lot more appealing for direct sales representatives. Overall this program really moved the needle for us."

Local Measure is a customer experience platform helping businesses around the world to identify, understand, and engage with their customers to drive loyalty. "The ISV Partner Path has allowed our team to accelerate our partnership with AWS and provided support for Local Measure to expand our relationship with AWS globally," said Jonathan Barough, CEO of Local Measure. "Without this program, we would have faced challenges with entering into some initiatives that have already helped us meet new AWS partners and customers in other regions."

AWS Saas Boost:

With offices in New Zealand, Australia, and the USA, MAGIQ Software provides a market-leading Public Sector Cloud Platform to more than 550 customers. Their software provides a single, enterprise-wide system for public sector organizations so they can easily, and securely, manage the performance of their entire operation, from one system. "At MAGIQ Software our initial strategy was lift and shift, however SaaS Boost has allowed us to move to a SaaS delivery model in months instead of years. This allows us to take advantage of cloud native architecture such as multi-tenancy, high availability, and an automated release process," said Nick Parnham, Manager of Software Development, MAGIQ. "SaaS Boost allows us to reduce our deployment and operational costs which can then be passed on to our customers. With SaaS Boost, our teams are able to spend more time innovating and adopting AI/ML. For MAGIQ Software and our customers this is a big win."

AWS Competency Programs:
Reltio is a SaaS company that designs and develops software solutions, and offers master data management, BI and analytics tools, horizontal packaged business applications, and data infrastructure solutions. Reltio serves customers worldwide. "The new AWS Travel & Hospitality Competency Program is an important industry initiative for a sector faced with unprecedented business disruption," said Manish Sood, CTO, Founder & Chairman at Reltio. "We are proud to be a launch partner for this new AWS Competency and be recognized for our industry's first cloud-native master data management platform for enterprise data at scale, a critical requirement to connect with travelers and guests. By using this data, Travel & Hospitality innovators are quickly adapting business models and introducing new products and services, while protecting customer relationships which will benefit them once the pandemic abates."

About Amazon Web Services
For 14 years, Amazon Web Services has been the world's most comprehensive and broadly adopted cloud platform. AWS offers over 175 fully featured services for compute, storage, databases, networking, analytics, robotics, machine learning and artificial intelligence (AI), Internet of Things (IoT), mobile, security, hybrid, virtual and augmented reality (VR and AR), media, and application development, deployment, and management from 77 Availability Zones (AZs) within 24 geographic regions, with announced plans for 15 more Availability Zones and five more AWS Regions in India, Indonesia, Japan, Spain, and Switzerland. Millions of customers—including the fastest-growing startups, largest enterprises, and leading government agencies—trust AWS to power their infrastructure, become more agile, and lower costs. To learn more about AWS, visit aws.amazon.com.

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