



## Celebrating Graduation with Innovecom

### Business Requirements & Support Needed

At Innovecom we understood the AWS opportunity and wanted to enhance our posture as an AWS partner particularly in the public sector. Strategically the goal was to raise our profile by achieving Select Tier status whilst adopting the AWS Public Sector framework to unlock new revenue streams. We already had broad expertise in Cloud and Cyber Security but needed to create a clear strategy in taking these skills to market with AWS. As a small team we appreciated guidance in the approach to achieving these goals and were introduced to the Accelerated Development program led by TD SYNnex with a view to hit these checkpoints in an expedited timeframe



Innovecom is a UK based business that boast over 20 years' experience in aerospace, defense and critical national infrastructure to architect, build and support custom-made solutions which are secure, reliable and agile. The business has a proven track record of delivering complex projects for clients across varied industry sectors including the Public Sector.

[Website](#)

### Accelerated Development Program: Innovecom Achievements



Achieving Select Tier Status



Producing an AWS specific business plan



Enrolment in the AWS  
Public Sector Program



Creating sales collaterals to support  
customer engagements



Defining AWS Superpower  
and Battlecard



Increasing visibility being present on  
APN Partner Solutions Finder

# Celebrating Graduation!



## How TD Synnex Supported

During the course of the program Innovecom have also obtained a Service Offering FTR to showcase FileMaker Server Hosting expertise and launched over **10 new opportunities** in the APN Customer Engagement Portal (ACE).

Innovecom have also managed to achieve several certifications including Cloud Practitioner and Solutions Architect Associate by leveraging **Project Caterpillar**, an AWS and TD SYNnex program to support preparation for candidates who have been put forward to obtain AWS commercial and technical certification.

As part of the Select tier partner status and from launching 10 opportunities Innovecom are now **‘ACE eligible’** which means they can now receive qualified leads directly from the AWS sell-to teams and have access to the AWS Marketing Central.

Finally, Innovecom approached AWS to host and launch the official “AWS User Group Bristol” for organisations in the wider Bristol and Southwest area, driving opportunity & collaboration.

Innovecom sights are now focused on achieving AWS Advanced partner status and looking ahead to achieving a competency within the next 12 months.

***Innovecom & TD SYNnex will continue to work closely together on all fronts including new AWS opportunities, and lead generation campaigns, skills/capability development and developing relationships with the AWS UK team.***