Reseller Guide for APN Customer Engagements (ACE) Program

TD SYNNEX has produced this reseller guide to help simplify our partners' access to the ACE program, to help you enter and receive opportunities.



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What is the ACE program, and how does it help APN partners connect with customers?

The ACE program allows TD SYNNEX partners to securely collaborate and drive successful engagements with AWS and enrich customer relationships.

Under the ACE program, you can manage your AWS pipeline and, by adding at least 10 opportunities, you'll qualify to receive AWS-generated leads and opportunities through the ACE Pipeline Manager, as well as accessing all the sales and technical support resources (such as AWS Compete resources and AWS Cloud Economics resources).

Opportunities achieved through the ACE program can be automatically applied towards achieving competency validation, on areas such as Security, DevOps and Healthcare. You can show potential customers that you have a proven track record in providing the service they need for their specific industry and requirements.

NB: The Partner Originated Discount (POD) recognises AWS distribution sellers for originating and winning new end-customer opportunities and developing early-stage AWS customers. Partner Originated opportunities submitted, validated and launched through the APN ACE Program are eligible for a 5% discount from the month following.

How to register for the ACE Program

Step 1 Join the AWS Partner Network

If you are registering your company, you will be registering as the 'Alliance Lead'. Fill out the partner registration form with the company name, your business email and company information. Go to AWS PartnerCentral log in:

https://partnercentral.a

Step 2 Review ACE Terms & Conditions

Accept the ACE terms & conditions by logging into AWS Partner Central and navigating to 'My Customers' tab.

https://partnercentral.awspartner.com/APNLogin

	English V	Sign i	in to AWS Partner Network
AWS Part	tner Network		
		Business Ema	il
	rep 1 ecome a member jin APN Il us your business interests and register ing your business email address.	Password	Forgot your password?
Step 2 Company Information Tel a about your company		_	Sign in to AWS Partner Network
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- <u></u>	nditions on behalf of your company.		on Web Services, Inc. or its affiliates. All rights reserved. Services Home APN Terms & Conditions
L	et's get started		





Step 3 Submit ACE opportunities in the ACE Pipeline Manager, under 'My Customers' tab in Partner Central

After you've identified an opportunity that you want to partner with AWS on, it's time to input it into the portal - ACE Pipeline Manager.

The ACE Pipeline Manager is a tool for AWS partners to easily access the benefits f the ACE program. It provides self-service management.

It offers a streamlined and efficie t way to submit customer opportunities to AWS, with a few simple steps.

- Qualified you have engaged with the customer around
- Technical Validation the solution is technically
- Business Validation the business stakeholders have

- · Closed Lost the customer did not move forward.

aws partner Funding Home Training Marketing Programs Content Webcast FAO network Welcome to the new AWS Partner Central experience. Look for further updates in Q1, 2022 with the QUICK LINKS moment to update your Company Profile with the products and services you offer to customers to ens View My Profile AWS PARTNER CENTRAL UPDATES View Partner Scorecard AWS Educate Job Board Explore new enablement resources with APN Navigate to help you achieve key business outcomes. AF help your organization progress through AWS Partner Paths, establish a Public Sector practice, achieve Invite New User to AWS Partner

WELCOME TO AWS PARTNER CENTRAL

Delivery/Service Ready), support your organization through build, market and sell activities with AWS F

like Amazon Connect, VMware Cloud on AWS, and AWS Solutions Acceleration Plan (ASAP). Get Started!

Step 5 Click '+ add', or follow this link

Central

Partner Terms & Conditions Find AWS Partners

> Be sure to add the partner sales contact details so that TD SYNNEX is included on notifications about the opportunity. https://partnercentral.awspartner.com/CreateOpportunity

Request a call back from a member of our specialist AWS team, contact aws.eu@tdsynnex.com



My Customers

Device Listin

Step 4 Click on 'My Customers' tab to start submitting opportunities

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Step 6 Create the opportunity

To create an opportunity is very easy, just compile the various fields. If the opportunity is a Public Sector opportunity, please state it in the industry vertical.

OPPORTUNITY DETAILS	
Account Name (Eustomer Company Name)	
Industry Vertical	
Aerospace	~
*Country	Postal Code
Nane	•
Customer Website	
1	
ADDITIONAL DETAILS	
Partner Project Title	
Project Description ()	
Please provide the following details: 1. What is the end customer looking to do on a	AWS? What is the role of you, the APN Partner in this project?
2. What are the software applications and tool	is used to support the solution?
 Specific department or subsidiary of the end Minimum 50 character description required 	d customer you, the APN Partner is working with?
	1
Campaign Name	
None	~
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Specifically for the Partner Sales information, click on 'Campaign Name' and select 'WWPS NewBe'.

None	~
None	
APN Immersion Days	
APN Marketing Central	
APN Solution Space	
AWS Field Event	
AWS Marketplace Campaign	
Integrated Partner Campaign	
ISV Workload Migration	
Migration Acceleration Program (MAP)	
Partner Launch Initiative	
Partner Led Event	
Partner Opportunity Acceleration Funded	
Partner Prospecting	
The Next Smart	
VMware Cloud	
Well-Architected	
Windows RMP	
Workspaces/AppStream Accelerator Program	
WWPS Marketing	
WWPS NewBE	

At the bottom of the page, under 'Shared Opportunities', select 'YES' and specify 'tdsynnex.com' as additional partner, which will share the information with TD SYNNEX and is needed for the POD management. Then click on 'Save and Submit'.

Shared Opportunity You can add another Partner to this opportunity who will have full visibility into the opportunity details.

Would you like to add another Partner to this opportunity?

•Yes ONo

By clicking "Yes" you confirm you have customer consent to share opportunity details with the additional Partner

Step 7 Access ACE Pipeline Manager to share and review sales opportunities

The new ACE Pipeline Manager permissions feature gives you the ability to view and edit all opportunities and leads in the ACE Pipeline Manager. Additionally, ACE Managers (along with Alliance Team users) will receive automated email notifications when AWS shares an opportunity or lead, or when a partner-submitted opportunity requires more information.

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Request a call back from a member of our specialist AWS team, contact **aws.eu@tdsynnex.com**

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Leads		Opportunities		Import Manager		Shared Oppor				
All Customer Engagements Q Sea 50 of 283 opportunities										
ACTION	STATUS	STAGE	ОР	PORTUNITY ID	CUSTOMER COMPANY NAME					
Edit	Draft	Prospect	01	006628	-					
	Submitted	Prospect	01	006059	Internet States	g transfer				
Accept Reject	Accept To View	Qualified	01	004607	-					

NOTE: You need to regularly update customer opportunities throughout the opportunity life cycle in the ACE Pipeline Manager to increase lead introductions!

Benefit ?

- **Multiple users** from an AWS partner can access the data and features they need in AWS Partner Central, without relying on the Alliance Lead.
- AWS partners can distribute workloads that were previously limited to the Alliance Lead and empower distributed teams to manage processes independently.
- Maximise visibility with AWS sales.

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Step 8 Become eligible for AWS referrals

By submitting at least 10 opportunities within a 12-month period, you will become eligible to receive AWS Referrals and Leads.

Step 9 AWS PartnerCast Training Resources

AWS PartnerCast has many resources and is a series of free interactive webinars, plus a library of on-demand training resources, to help AWS partners in business with ACE best practices, to more technical courses and roles:

https://aws.amazon.com/partners/training/partnercast

As you complete more partner deals with the ACE Program, your list of customers keeps growing, and it will keep repeating and benefiting everyone!

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