

The background features a dark blue gradient with abstract geometric shapes. On the left, a large triangle is formed by a vertical orange line and a diagonal orange line. On the right, a large curved shape transitions from orange to blue. A thin blue line forms a rectangular frame in the lower right quadrant.

# AWS re:Invent

NOV. 29 – DEC. 3, 2021 | LAS VEGAS, NV

GPS202

# Accelerate your software co-selling flywheel with AWS

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# Agenda

	Topic	Time
<b>1</b>	Benefits of co-selling with AWS	10 minutes
<b>2</b>	APN Programs that drive co-sell success	15 minutes
<b>3</b>	Engaging the AWS Account Team	15 minutes
<b>4</b>	Voice of the Partner – MongoDB	10 minutes
<b>5</b>	Q&A	10 minutes

# Co-selling with AWS



# What is co-selling at AWS?

Co-selling is a sales motion where AWS and the ISV Partner work together on an opportunity at an end customer



Co-selling does not mean AWS and the APN Partner are selling services on behalf of the other party.

# Benefits of co-selling with AWS

We work together to:

- Secure new opportunities
- Close/grow a deal
- Expand relationships/network within customer

Engage Commercial Sector Teams:



Greenfield



Startup



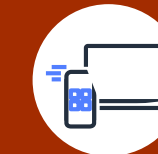
Small-medium  
business (SMB)



Enterprise



Digital  
native business



Independent  
Software Vendor  
(ISV)

Engage Public  
Sector Teams:



Government  
agencies



Educational  
institutions



Non-profit  
organizations



Healthcare

# ISV partner co-sell flywheel



## "Better together"

- Software solution built on AWS
- Customer references
- Field collateral: Field Ready Kits
- Sales play / campaign creation
- Applicable POC and migration acceleration programs / funding

## Demand creation

- AWS and ISV partner led:
- Marketing lead creation (MQL): events, webinars, online targeting, Marketplace digital, etc.
  - Sales Lead qualification (SQL): call-downs/emails

## Closed Won & Lost Deals

- Wins:
- Account expansions and renewals
  - Similar customer identification
- Losses:
- Key learnings and feedback

## Joint Account Development

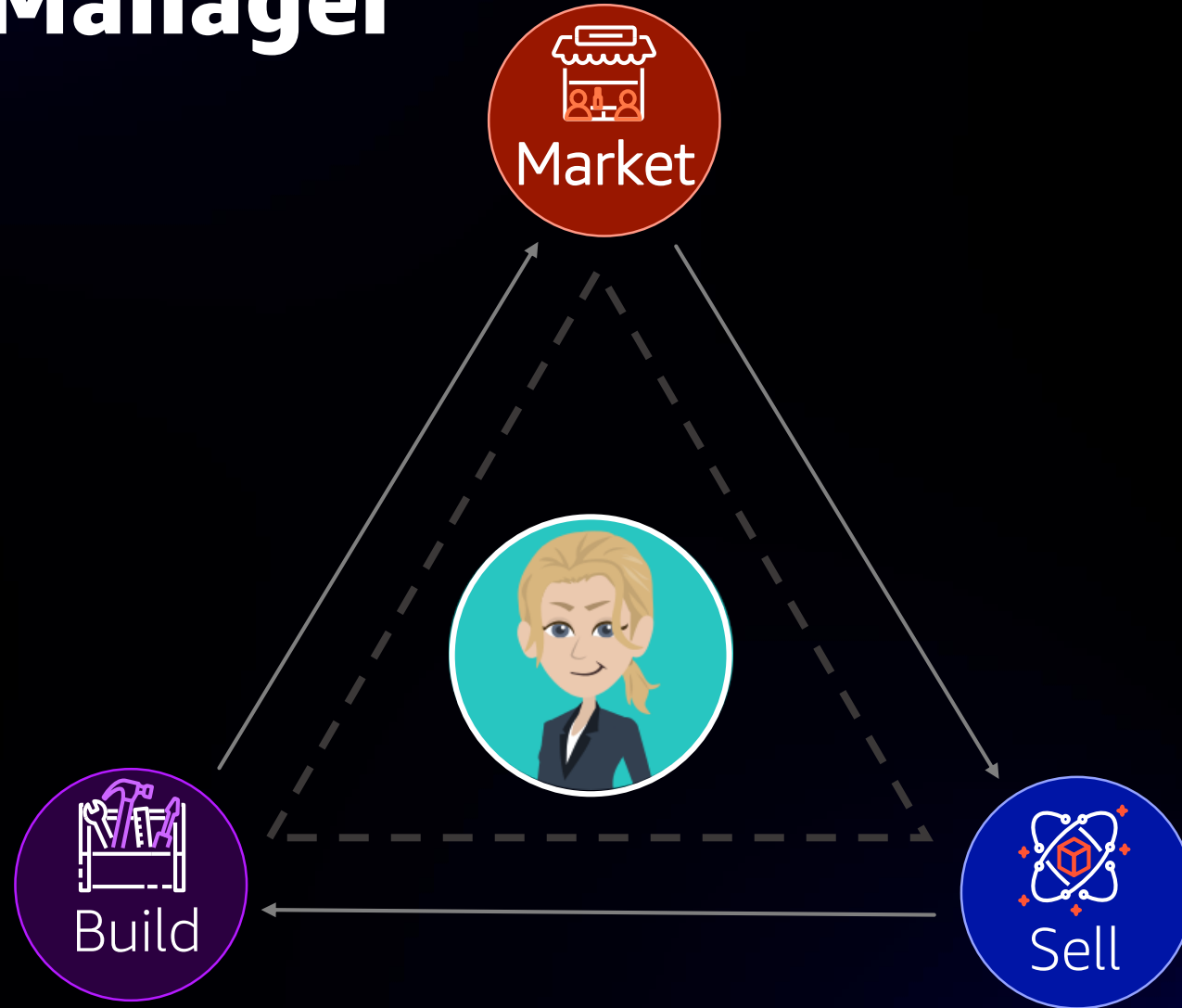
- ACE qualified opportunity
- Field incentives & education
- Pipeline & strategic deal reviews
- Account planning & coordination
- Engaging the customer together
- Marketplace Private Offers



# **AWS Partner Network (APN) programs that drive success**



# Partner Management is your GTM “General Manager”



# AWS supports you across your co-sell journey

1

Join Software Path and enroll in ACE program

Software Path

aws partner network | customer engagements

aws partner network | saas factory

2

Drive executive alignment on co-sell strategy

Business Plan with PDM

aws marketplace

aws partner network | public sector

3

Build 'better together' story; identify customer use cases

Training & Certification courses

aws partner network | isv workload migration

aws partner network | competency

4

Create solutions collateral and microsite

Field Ready Kit (FRK), APN Partner Funding

aws partner network | navigate

5

Drive co-selling success, build foundation of flywheel

Co-sell goal setting

aws partner network | customer engagements

6

Launch customer success stories; refine co-sell strategy

Webinars  
AWS Solutions pages

 Co-sell flywheel

# 27 different ways AWS goes to market with you



## By Industry



Government



Education



Nonprofit



Life Sciences



Healthcare



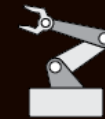
Financial Services



Digital Customer Experience



Digital Media



Industrial Software



Retail



Public Safety & Disaster Response

## By Solution



IoT



Storage



High Performance Computing



Mobile



DevOps / Cloud Management Tools



Data & Analytics



Machine Learning



Migration



Security



Networking



Containers



End User Computing

## By Workload



Oracle



Windows



SAP

# ISV Accelerate program

Co-sell program for AWS Partners with software solutions that run on or integrate with the AWS Cloud

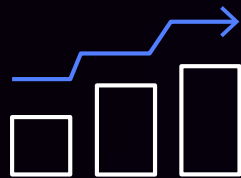
Helps AWS Partners accelerate sales cycles by connecting with the AWS sales organization

Provides co-sell support and make your solutions available to millions of active AWS customers

## Program benefits



Incentives for AWS Sales team



Drive visibility with AWS Sales



Focused co-sell support and resources \*

 aws marketplace

 AWS Data Exchange

Reduced AWS Marketplace and Data Exchange Private Offer listing fees

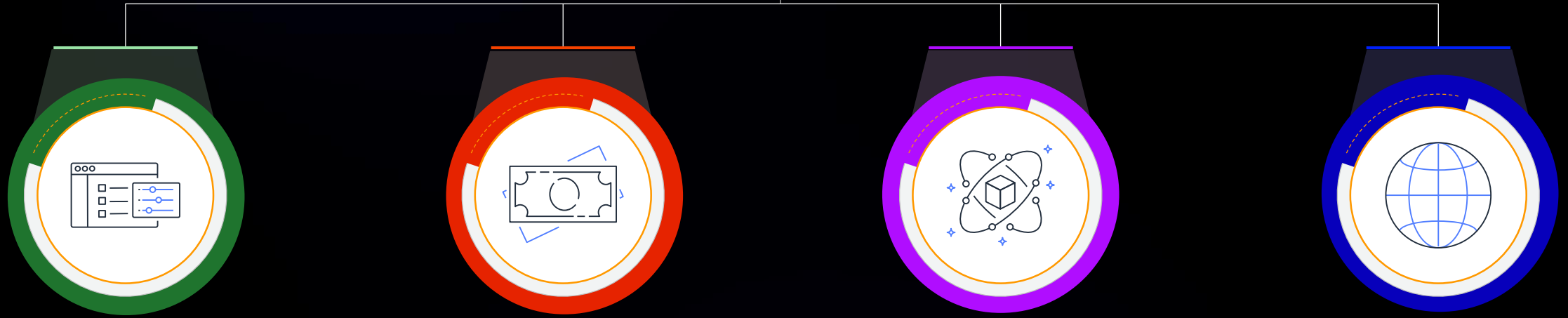


\*Assigned Startup ISV Success Manager support for ISVA Partners in AWS Global Startup program

Note: For AWS Consulting Partners participating in AWS ISV Accelerate (ISVA) program, the program benefits only apply to their software solution business. Eligible opportunities in ACE are identified where APN "Delivery Model" field is selected as 'SaaS or PaaS', or 'BYOL or AMI' by the ISVA Partner.

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# AWS Marketplace builds pipeline and accelerates deal cycles



1

Curated digital catalog that makes it easy to find, test, buy, and deploy third-party software

2

Additional compensation for AWS sales in AWS Marketplace

3

Leverage propensity to buy data to prioritize co-sell sales pipeline

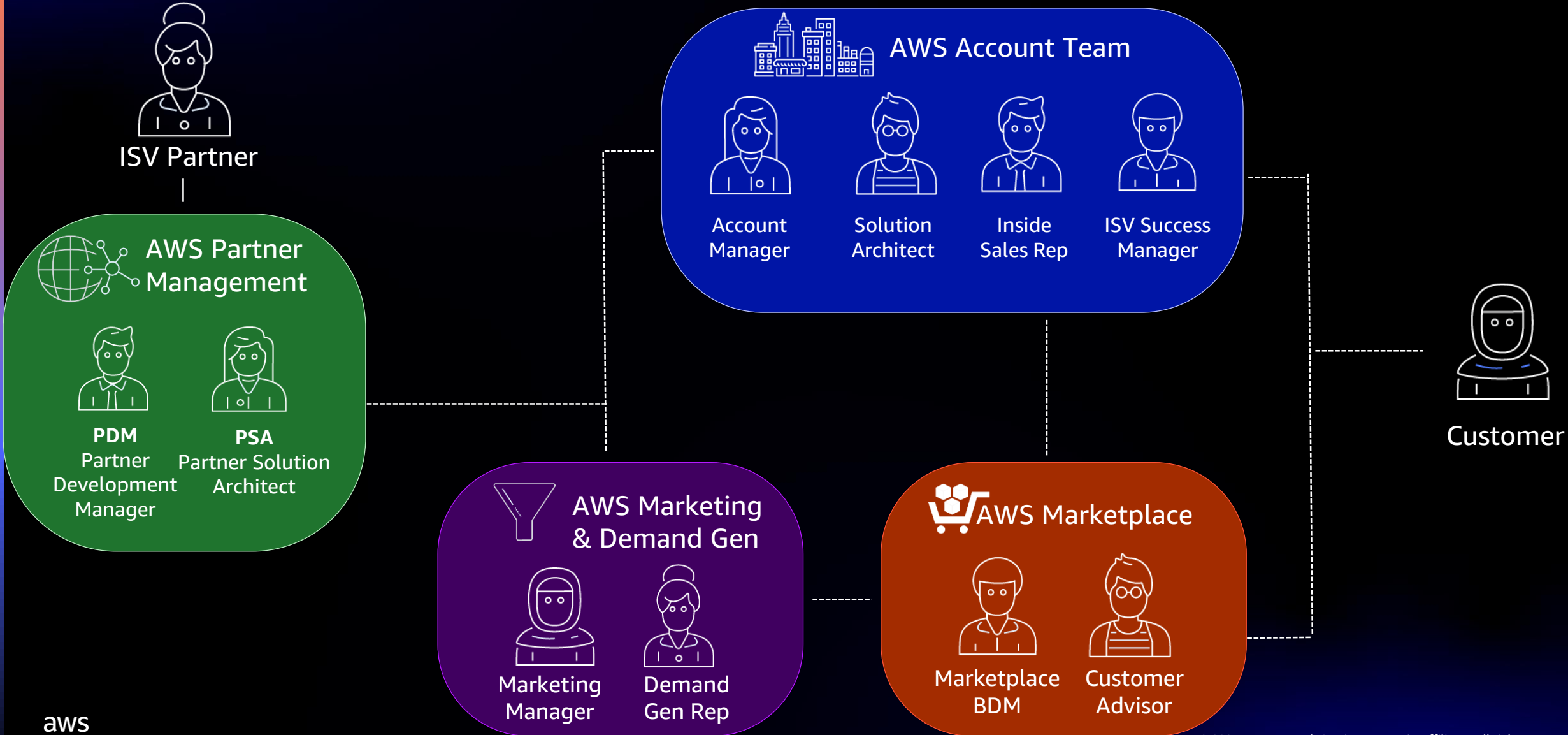
4

Worldwide co-sell support with AWS Marketplace customer advisors

# Engaging the AWS Account Team



# AWS Commercial Sector sell-with motion



# ACE is the foundation for how we engage together



The **ACE Program (APN Customer Engagement)** enables AWS Partners to build, grow, and drive successful customer engagements with AWS Sales across these sales motions:

➔ AWS Partner Opportunity referrals

➔ AWS Opportunity and Lead referrals

- 1 Engage with AWS Sales teams
- 2 Manage your opportunity pipeline and share customer successes to provide visibility and build trust with AWS Sales
- 3 Receive sales and technical support and gain access to tools and resources for your AWS validated opportunities



# How AWS can help



## Deal acceleration

Customer stakeholder (IT and procurement especially) introductions, alignment, and strategy to accelerate your deal cycles



## Account expansion

Mapping of strategic account contacts with introductions and support for expansions into new business units; elevate the conversation to global/senior decision-makers



## Share account intelligence

*(Even where AWS AMs cannot directly influence)*  
share account dynamics to help you be successful



## Offset POC / migration costs

AWS credits to offset the cost of AWS usage in your Proof of Concept (applicable for some co-sell scenarios) and migrations

# AWS seller motivation to co-sell with you



## Customer value

AWS sellers work backwards from the customer and recommend the solution that best meets the customer's need



## Opportunity value

Co-selling increases the total opportunity value



## Annual Sales Goals

Co-selling helps AWS AMS achieve their annual sales goals



## Incentives

AWS sellers are financially incentivized to co-sell with you

# Before you engage the AWS Account Team

## Be Customer Obsessed

Start with wins involving AWS – how do customers see the value of our combined solutions in their journey to the cloud?

Work backwards from the customer, not the solution. How does your solution solve a customer pain point?

## Enable your sales team to be successful

Build a well-defined “better together” story

Enable your sales organization to communicate this value proposition

Create email templates for your sales organization to communicate with the AWS Account Team

## Own the Opportunity

When Opportunities are validated, always respond to connect with the account team

Include additional Opportunity background information

Add a 1-2 sentence value proposition for the AWS Account Manager



Submit opportunity (updates) in ACE (APN Customer Engagement)



**“The AWS ISV Accelerate Program has been a game changer. Having support from the AWS team has accelerated our wins.”**

Maryam Lahiji

Senior Alliance and Partner  
Marketing Manager, Orca Security



**“AWS is investing in teams to improve the co-sell experience for AWS Independent Software Vendors, and we’ve seen a dramatic improvement.”**

Justin Fenton

Senior Director of AWS Alliances,  
Databricks



**"Co-selling with AWS helps expand Seeq's footprint and accelerates AWS Marketplace opportunities with our customers. Over the past year, Seeq and AWS has increased co-sell wins by almost 70%, as well as a 60% growth in Marketplace deals."**

Megan Buntain,  
Director of Cloud Partnerships, Seeq Corporation



**"The AWS ISV Accelerate program locked in aligned incentives of our account executives and the AWS field team. The specialized content that we created for the program and the increased visibility of our brand to the AWS field has led to a 30% increase in AWS-generated leads and opportunities."**

Devin Soelberg  
VP Business Development, Redox Inc.



# Voice of the Partner – MongoDB

Mike Moss

AVP, WW Partner Field Sales  
MongoDB



# MongoDB's success co-selling with AWS



## MongoDB Team Perspective

**Engage senior decision-makers** in the account through alignment with AWS Account Managers; build more champions within the account

**Win over technical decision-makers** with architecture advice from AWS Solutions Architects

**Accelerate and drive bigger deals** through joint sales motions with AWS account teams

**Expand to other opportunities** within the account, including within Line of Business (LOB)



## Customer Perspective

**Drive trust with customers** through MongoDB AWS "better together" story

**Accelerate and ensure success of migrations** through migration support and funding (Workload Migrations Program)

**Accelerate and simplify procurement** through AWS Marketplace, including drawdown of customer's EDP commitment and simplification of consolidated billing

# Example of co-selling success with AWS

## Customer

Leading Sales Tax ISV

## Opportunity

Modernize from **MS SQL Server** to **MongoDB Atlas on AWS** to enhance customer experience & fuel growth

### Customer

Flagship tax platform based on legacy RDBMS (SQL Server)

Rigid Schema created bottlenecks in dev & release cycles, restricting innovation

- Performance & reliability trade-off
- Unpredictable & high TCO
- Poor CSAT

### Joint Engagement

MongoDB identified the opportunity & aligned w/ AWS team

Jointly positioned modernization & migration to MongoDB Atlas on AWS

- Built strong champions together
- Used Workload Migrations Program to grow the deal size & de-risk project
- Positioned procurement via AWS Marketplace to decrement EDP
- Sponsored Professional Services de-risked & accelerated project

### Results

Grew deal size by **2x**

Customer impact:

- Enhanced end user CSAT
- High performance & reliability at lower TCO (*Total Cost of Ownership*)
- Simplified procurement & unified billing through AWS Marketplace

AWS & MongoDB teams are engaged to expand to other use cases



# Co-selling with AWS: Best practices & advice



1. Align early in sales cycle
2. Be upfront on your asks
3. Don't be afraid to go big together
4. Leverage programs strategically – Workload Migration Program, Migration Acceleration Program, etc.
5. Include ISV Success Managers, they are your champions
6. Log, close, and track opportunities regularly in ACE
7. Use AWS Marketplace whenever possible
8. Leverage AWS Solutions Architects for joint architecture sessions

# Thank you!

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