

# AWS SELECT TIER CHECKLIST

AWS Consulting Partner Checklist to Obtain Select Tier Status in 6 Months

## Month 1: Business Strategy Development & Alignment

### Weeks 1-2: Initial Assessment and Strategy Definition

- Assess our current capabilities, strengths, and weaknesses. (For Guidance see [Partner Assessment](#))
- Define our short-term (6 months) and long-term (1-2 years) business goals.
- Research potential target markets and specific customer segments.
- Define or refine our value proposition.
- Establish cadence call with designated AWS Account Manager with TD SYNnex
- Download [AWS Cheat Sheet](#)

### Week 3-4: Getting Started

- Ensure all certifications are linked to our APN account for proper tracking and reporting.
- Develop a clear understanding of how AWS can contribute to our business goals.
- Sign Up for [DemandSolv](#)
- Encourage sales & marketing resource to leverage the DemandSolv platform.
- Explore the [Amazon Partner Network](#)
- Save the [APN Support Page](#) to your Favorites Tab
- Alliance Lead to Access the ACE Opportunity Pipeline
- Assign appropriate ACE User Permissions to AWS Focused Team Members
- Complete [Marketing to Small & Medium Sized Businesses](#) Training on AWS Skill Builder

## Month 2-3: Knowledge & Certification Building

### Week 5: Completing Business and Technical Accreditations

- Identify two individuals to complete two [Business Accreditations](#)
- Identify two different individuals to complete two [Technical Accreditations](#)  
*TWO PEOPLE TOTAL = BOTH INDIVIDUALS NEED ONE OF EACH ACCREDITATION*
- Regularly monitor their progress and provide support throughout their accreditation training.
- Ensure all 4 accreditations are linked to your APN and visible on your partner scorecard.

### Weeks 6-8: Cloud Practitioner Certification

- Identify two individuals to become AWS Cloud Practitioners.
- Each individual has completed one of the following training courses: [Cloud Practitioner Essentials](#) or [Digital Cloud Practitioner Essentials](#)
- Each individual has Completed [AWS Training & Exam Voucher Request Form](#) to schedule Cloud Practitioner Training.
- Regularly monitor their progress and provide support.

## Month 4: Knowledge Tier Requirements

### **Weeks 9-15: Advanced Certifications**

- Ensure both individuals successfully obtain AWS Cloud Practitioner certifications.
- Ensure both Cloud Practitioner certifications are linked to your APN and visible on your partner scorecard.
- Transition to AWS Solutions Architect - Associate certification training for the chosen individuals.
- Each individual has Completed [AWS Training & Exam Voucher Request Form](#) to schedule Cloud Practitioner Training.
- Regularly review certification progress and adjust training and time commitment as needed.
- Ensure both Solutions Architect certifications are linked to your APN and visible on your partner scorecard.

### **Week 16: Value Proposition Review**

- Review and refine our value propositions based on market understanding, certification progress, and insights gained from AWS training.
- Ensure our value propositions align with AWS's offerings and our target markets.

## Month 5: Value Prop Refinement & Business Growth

### **Week 16-22: Gaining Experience & MRR Generation**

- Develop and implement marketing strategies/campaign with a primary focus on our value propositions tailored to the identified target customers.
- Ensure ALL opportunities have been entered into ACE and shared with TD SYNnex.
- Assess the effectiveness of our value propositions in the market and gather feedback.
- Monitor business growth and adapt strategies based on early results.

## Month 6: Apply For Select Tier & Maintain Status

### **Week 23: Certification & Business Review**

- Ensure the two Cloud Practitioner and Solutions Architect certifications are maintained.
- Review business performance, including MRR, and adjust strategies accordingly.

### **Week 24: Select Tier Achieved**

- Continue to refine our value propositions and market strategies.
- Ensure the annual APN Fee of \$2,500 is paid.
- Submit tier upgrade request on the APN.
- Maintain Select Tier status and explore additional AWS certifications or specializations.