

AWS Customer Engagement Incentive (CEI)

AWS is launching the Customer Engagement Incentive (CEI), a global incentive structure designed to empower AWS Partners (SI, GSI, Solution Providers, Distributors, Distribution Sellers) in engaging and expanding their new AWS Greenfield customer base across various commercial segments. The CEI program offers enhanced sales support and funding throughout the customer lifecycle, facilitating customer opportunities from inception to growth. This document outlines the key features and eligibility criteria of the CEI program.

The 3 Phases of CEI: Scope, Launch and Grow

Scope Phase

- Select tier Partners must be enrolled in AWS Hardware, Services, or Distribution Partner Paths at Validated stage or higher and set up on [Payee Central](#).
- Eligible Greenfield opportunity size: \$5K-\$250K ARR.
- Partner can earn \$1,000 in cash or credits upon completion of scoping customer workload(s) at Business Validation stage or higher.

Launch Phase

- Partners must meet same eligibility as Scope phase and set up on Payee Central.
- Eligible Greenfield opportunity size: \$5K-\$250K ARR.
- Partner can earn \$5,000 in cash or credits upon completion of work and start of customer's AWS consumption at Launched stage.

Grow Phase

- Partners in Solution Provider or Distribution Programs are eligible.
- Partners receive a 7% discount incentive on billed revenue starting from the first billable dollar for up to 24 months.
- Exclusions apply for Public Sector.

Eligibility and Enrollment

AWS defines Greenfield as early-stage AWS adopters across all customer segments: SMB, SUP, DNB, ISV, ENT, in Commercial and Public Sector. The Partner Analytics dashboard in AWS Partner Central helps identify Greenfield opportunities for partners.

Select tier Partners must launch at least one eligible Greenfield opportunity through the APN Customer Engagements (ACE) tool within the trailing 12 months of the quarter start date to be automatically enrolled.

Maximize Your Opportunity with TD SYNEX: The Path to 19%

