

Ingram Micro Cloud's Partner Program to Drive your Success on AWS

Welcome:

Ingram Micro Cloud's AWS Illuminate program is designed to deliver exclusive services, promotions, and offerings for partners actively working towards progressing through the AWS Partner Network (APN).

We guide you on how to best leverage all the resources available to you from AWS, as well as provide additional benefits to help fill the gaps in growing a successful AWS business.

Our Program Benefits Include:



Coaching

Receive coaching and access to the Partner Transformation Program (PTP) to support you through roadblocks, keep you on track with deadlines and help you achieve your goal.



Marketing

Unlock a variety of benefits to aid in your marketing and customer demand generation activities.



Sales

Access tools and resources to assist in your assessments, train your sales teams, develop go-to-market strategies and more.



Technical

Leverage our technical resources to efficiently resolve issues, help you win more business and enable you through your AWS journey.

AWS Illuminate Tiers:

Essential:

Our Essential level is for AWS partners who are aggressively working towards the next tier and showing high potential for a successful AWS business. This level is for Registered tier partners looking to advance to Select tier status.

Enhanced:

Our Enhanced level is for seasoned AWS partners with high propensity for rapid month over month growth of AWS consumption. This level is for Select or Advanced tier partners looking to grow their AWS businesses and attain an AWS Service Delivery Designation or Competency.

Elite:

Our Elite level is for our top AWS partners who are looking to scale their AWS practice to new heights and serve as our Board of Directors to help bring incremental success in the channel. This level is for Advanced tier partners with competency and Premier tier partners by invitation only.

AWS Illuminate Program Benefits

Pillar	Description	Essential	Enhanced	Elite
Coaching	Consultation and Guidance on AWS Business Plan		●	●
	Guidance through checkpoints in the AWS Navigate Foundations Path to reach your goal	●		
	Guidance through checkpoints to attain Service Delivery Designations and/or Competencies		●	
	Support in submitting opportunities in the APN Customer Engagement (ACE) Portal	●	●	●
	Assistance in meeting Customer Satisfaction Requirements		●	●
	Ad hoc coaching as needed for Business Leaders, Sales, Marketing, Technical, Teams	●	●	●
	Educational walkthrough of AWS funding programs (e.g. POAs, sandbox credits, etc.)		●	●
	Executive roundtable events with Ingram and AWS executives			●
	Serve as the Board of Directors to take part in exclusive community group learnings among other Elite partners and participate in feedback channels to Ingram and AWS leadership			●
	Complimentary access to AWS Practice Building and Business Planning consultation through the AWS Partner Transformation Program framework with Sync Org	●	●	●
	Increased profitability through Ingram Micro's unique Reserve Instance Management program	●	●	●
Marketing	Support and training through the AWS Marketing Central in the APN portal	●	●	●
	Access to end customer marketing assets and tools via Ingram Micro's Go-To-Market Hub	●	●	●
	Coaching on Marketing Campaigns around tactics such as paid ads, digital/web strategy, social media, content marketing (e.g. blogs), email marketing, etc. through services like the MDF Concierge*		●	●
	Collaborative End Customer Demand Generation Outcall Campaign around unique offering*		●	●
	Strategy and support for Co-hosted End Customer Lead Generation events and Immersion Days for your customers*		●	●
	Support in co-hosted marketing and technical webinars for your end customers		●	●
Sales	Consultation on Ingram Micro's unique 9 step strategy for IaaS practice build	●	●	●
	Help develop Go-To-Market Strategies to build pipeline	●	●	●
	Complimentary access to cloud management tools like CloudCheckr or nOps	●	●	●
	Guidance on Cost Optimization services to help partners track, manage, and optimize cloud assets	●	●	●
	Assistance developing effective sales compensation models	●	●	●
	Customized sales training for your sales team		●	●
	Access to complimentary pre-migration assessment licenses to analyze your customers' environments*		●	●
	Help navigate securing funds for Proof-of-Concepts from AWS to win business		●	●
Technical	Discounted technical trainings and courses	●	●	●
	Dedicated CloudCheckr or nOps support to escalate issues	●	●	●
	CloudCheckr or nOps training and enablement tools and resources	●	●	●
	Access to Ingram's AWS Professional Services to scale your technical team	●	●	●
	Hands-on technical workshops and other training events (e.g. Immersion Days)		●	●
	Dedicated pre-sales technical resources to help you win business		●	●
	Assistance with Well-Architected Reviews		●	●

* indicates potential additional costs

We are excited to bring you these exclusive benefits and enable you for success in your AWS business!

For questions, please contact: laaS@ingrammicro.com