

How to Maximise Revenue Opportunities as an AWS Partner

A guide to unlock new revenue streams and increase profitability
by diversifying the AWS services you deliver to customers.



IRON ARROW
CONSULTING



“The whole AWS Partner team globally is here to help Partners build profitable businesses – that’s our number one goal.”

John Newson

Head of Public Sector Partners,
UK&I at AWS.

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How Iron Arrow and AWS Support Your Cloud Journey

At Iron Arrow Consulting, we are committed to helping AWS Partners maximise revenue opportunities and profitability by getting more from the AWS Partner Network (APN) initiatives.

As an AWS Partner, we are intimately familiar with the APN program best practices through delivering several AWS programs, including the Partner Transformation Program (PTP) and the Targeted Transformation Modules (TTM).

This document highlights these best practices for AWS and Partner teams based on real-life field experiences with go-to-market strategies developed by us using key AWS Partner initiatives, particularly AWS Public Sector programs.

We believe the insights in this paper can help AWS Partner companies unlock new income streams and increase profitability in AWS projects as well support AWS Partner teams to guide Partners on profitability.



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Why Cloud Is Your Future

Cloud solutions power our data-driven world, and the market continues to grow. In fact, by the end of 2026, total spending on public cloud services is expected to exceed \$1 trillion¹.

Ninety-four percent of all organisations worldwide use cloud solutions to increase productivity, reduce costs, and deliver better-quality services to their customers. However, many lack the internal resources to take full advantage of their cloud investments and want to work with Partners to guide, support, service, and develop their cloud strategies.

AWS APN programs help Partners meet customer needs and achieve commercial success. These programs support Partners to build, market, and sell increasingly profitable AWS Cloud solutions to end-customers throughout customers' AWS Cloud journey.

¹ <https://www.techrepublic.com/arwpoised-trillion-forrester/>

EVALUATING THE CLOUD OPPORTUNITY

\$1.0tn

or more to be spent by the end of 2026 on public cloud services.



of all organisations worldwide use cloud solutions to increase productivity, reduce costs, and deliver better-quality services to their customers.

How Can Acquiring AWS Skills Generate Revenue

Companies that become AWS Partners gain access to a rich set of AWS programs to build and grow their AWS Partner businesses. Through APN program support to innovate, expand, and differentiate their offerings, Partners are better able to help their customers accelerate their AWS Cloud journeys.

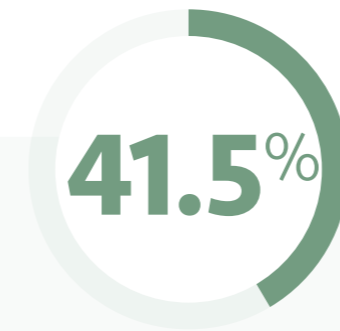
AWS Partner skills and services are especially sought after by public sector customers, as public sector organisations worldwide require specialist support to address increasingly complex requirements to transform digitally.

AWS Partners can realise this opportunity by participating in AWS programs and drive growth in their public sector practices.

Through AWS programs delivered by Iron Arrow Consulting, AWS Partners receive the support they need to develop and implement go-to-market plans, executive change management roadmaps and strategies to scale their AWS businesses and maximise their profitability.

2. <https://bigsteptech.com/blog/aws-stats-in-2023/>

INDEPENDENT RESEARCH² SHOWS THAT:



the market share that AWS has in public cloud services, which is more than Microsoft, Google, Rackspace, and IBM combined.

5x

the amount of cloud infrastructure deployed on AWS compared to its next 14 competitors combined.

200+

fully featured services – the options available to a wide range of customers for multiple use cases.

Calculate the Returns From Your AWS Partnership

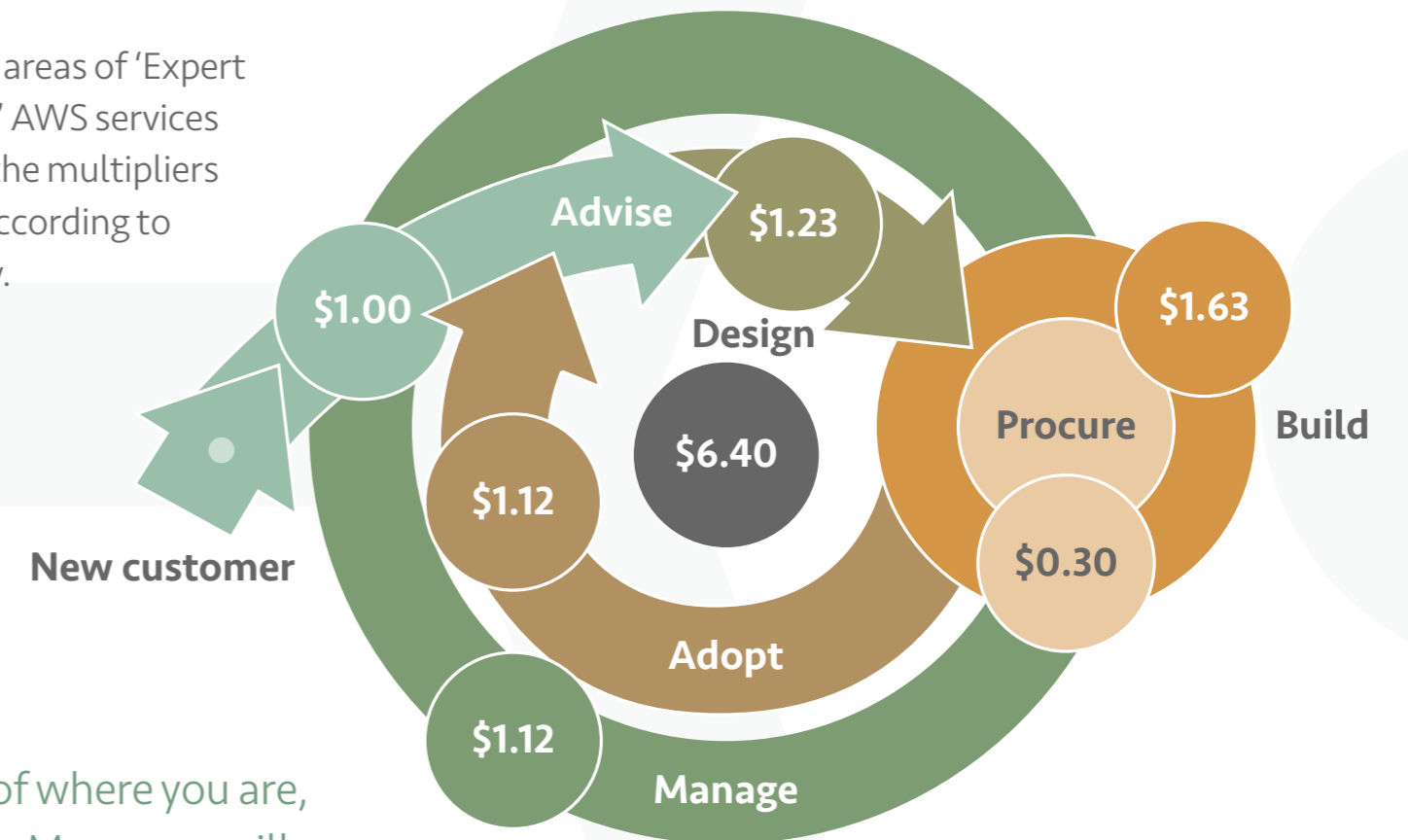
To identify your next step and the expected return on investment as your partnership with AWS deepens, you can use the AWS Partner Profitability Framework.

The AWS Partner Profitability Framework shows you how much incremental revenue you can generate when you diversify your AWS services portfolio. This is known as measuring returns by multipliers rather than margins, ensuring high returns and overall profitability.

As shown in research by Canalys³ on the APN Partners, expert Partners offering a complete set of services – from advisory through to managed offerings – can earn a multiplier of \$6.40 for every \$1.00 of AWS that their end-customers consume.

As your business moves through the different service models, you gain support from your AWS Partner Managers (PAM), and other AWS Partners can help you fill in any services gaps to enhance your capabilities.

The six service areas of 'Expert level' Partners' AWS services portfolio and the multipliers they achieve according to Canalys⁴ study.



“Regardless of where you are, AWS Partner Managers will show the next logical step to take.”

Andre Schwan

Deal Solutions Manager, Gijima,
AWS Services Partner.

3. <https://aws.amazon.com/resources/analyst-reports/Canalys/global-ar-report-ardm-partner-ecosystem-multiplier/>

4. <https://pages.awscloud.com/rs/112-TZM-766/images/22-GLOBAL-en-US-canalys-other-ardm-partner-ecosystem-multiplier-reprint.pdf>

Setting the Stage for Profitability

AWS offers two key initiatives, delivered by Iron Arrow Consulting, to help you in your Partner profitability journey.

Partner Transformation Program (PTP). Create a tailored roadmap for your business to maximise your AWS revenue opportunity.

Targeted Transformation Modules (TTMs). Educate your teams on specific services models and profitability maximisers to pursue.

The PTP and TTMs help Partners build a successful and profitable AWS Cloud business from the outset.

Working with Iron Arrow Consulting, you can receive an actionable PTP transformation plan outlining what you need to do to fast-track development in areas such as strategy, sales and marketing, and finance.

We can also help you leverage the TTM on Partner Profitability to further enable you to execute your action plan. Through our one-to-one consultative engagements, you'll discover use cases and business strategies to grow

revenue through the AWS Cloud based on your current skills, customers and markets as well as future aspirations. We can also support you with a second module, called TTM on CFO Cloud Conversation, that helps Partner CFOs and financial directors make better informed cloud decisions as you grow your AWS business.

Both PTP and TTMs will give you a clear map of key AWS Partner programs and initiatives to pursue and how these programs and initiatives will positively impact your revenue opportunity.

To access the PTP and TTMs with Iron Arrow Consulting, please speak to your AWS Partner Account Manager (PAM) and review your AWS Partner Central portal for information on how to apply.

"We often reach out to other AWS Partners to help us on customer projects and maximise our multiplier."

James Carnie

Co-founder, Mobilise,
AWS Services Partner.



A Community for Achieving Success

Since launching in 2012, the AWS Partner Network (APN) has attracted more than 100,000 Partners from over 150 countries.

As an AWS Partner, you are part of a global community that includes independent software vendors, systems integrators, hardware developers, distributors, and services and training providers.

You will work in an environment that encourages collaboration and knowledge sharing between Partners. Plus, you'll have unrivalled access to programs, such as PTP, expertise, and resources to build, market, and sell your customer offerings.

AWS Partners are stepping up to the challenges that businesses face in every industry around the world in driving innovation. By developing the right skills and capabilities, Partners are migrating workloads, modernising existing architectures, developing new applications, managing solutions, and delivering better business outcomes for customers.



Visionable 

“The APN program was the partner program of choice for us because of the commitment from AWS to drive partner profitability and the continued advancement of its cloud services.”

Miguel Lopes

Chief Product Officer, Visionable Global,
AWS Software Partner.

A Partnership Focused on Growth

APN programs put your company in a unique position to help your end-customers accelerate their digital transformation and improve business outcomes. Every AWS Partner can improve their abilities to increase revenues through:



INNOVATION

You gain access to the latest AWS technologies to experiment, build, and deliver differentiated customer offerings.



CUSTOMER REACH

With the global reach, scalability, expertise, and robustness of AWS, you'll identify new opportunities across multiple industries.



GROWTH

You can develop and diversify your range of services through APN program support, enhancing the value of your unique offerings to a worldwide audience.

The Public Sector Opportunity and Potential

The public sector offers a major revenue opportunity for AWS Partners. Public sector organisations embrace AWS as part of a large-scale cloud migration strategy.

Demand for cloud services across the public sector is growing fast. Governments around the world are migrating workloads to the cloud. For instance, in the UK, the government's cloud spend hit £2.8 billion in 2022⁵, with much of that investment through the G-Cloud framework spent on AWS-platform services and solutions.

Government, non-profit, education and healthcare providers are adopting cloud services to support more end user-centric services. The flexibility and cost-effectiveness of the cloud allow them to take advantage of data in new ways to enhance their offerings.

The ongoing digital transformation across the public sector is creating new revenue opportunities for all AWS Partners, no matter their size or cloud maturity. In fact, in many markets, public sector organisations are obliged to work with small and medium-sized businesses (SMB) just as much as larger companies, with some governments stating that at least 30 percent of contracts need to go to SMBs.

£2.8bn

the UK government's cloud spend in 2022, with much of that investment through the G-Cloud framework spent on AWS-platform services and solutions



of contracts need to go to SMBs.

5. <https://www.thestack.technology/uk-government-cloud-spend-digital-suppliers/>

Understanding the Complexities of the Market

Across the public sector, government, non-profit, education, and healthcare organisations face unique cloud challenges, and AWS Partners can help them resolve these issues by understanding their different landscapes.



GOVERNMENT

Government agencies need to balance cloud agility with security and compliance at a time when they are under increasing budgetary pressures.



NON-PROFIT ORGANISATIONS

Volunteers often run these organizations, which rely on donation funding. A lack of resources and cloud skills means they must overcome knowledge gaps.



EDUCATION

Schools, colleges, and universities are seeking flexible and affordable cloud technology to support classroom-based and remote learning.



HEALTHCARE

With treatment backlogs an issue, healthcare providers are looking for solutions to increase the efficiency of clinical and non-clinical processes.

Delivering the Solutions Customers Want

Public sector customers are launching multiple cloud projects that vary greatly in size and scope. They are working with AWS Partners to integrate technologies, deliver software solutions, and manage services as part of broad cloud strategies.

Cloud maturity varies greatly between governments in different regions. Owing to challenges around infrastructure and data protection legislation – as well as concerns in data residency and sovereignty – many have not yet fully embraced the cloud. Therefore, many public sector organisations are often testing the water, launching small-scale cloud projects with AWS Partners to minimise risk, with a view to launching larger, transformative projects in the future.

Governments with advanced level cloud use are also looking to build out their own capabilities for developing their cloud strategies. They work with AWS Partners to develop their in-house teams of cloud experts, while maintaining relationships with the same Partners to provide managed services on an ongoing basis.

Schools and hospitals work with Partners that can lead their cloud transformation strategies: migrating workloads, managing infrastructures, and providing cloud-based solutions to resolve specific business requirements. Educators seek cloud-based learning management systems to create, manage, and deliver blended learning courses. Hospitals want easy-to-manage cloud-based solutions that digitise and automate patient-facing and administrative tasks.

Iron Arrow team delivers the go-to-market enablement in collaboration with the **AWS Solution Spark Program**, which can help you build and/or grow your public sector capabilities. Solution Spark is designed to help Partners build end-customer solutions that solve common public sector mission needs. AWS Engineering team provides Partners with templatised solutions that address common public sector customer needs. Then, Iron Arrow team enables Partners to build and deliver their GTM Plan for these solutions.

For more information on Solution Spark, please see your AWS Partner Central portal and speak to your AWS Partner Manager (PAM).

SERVING THE PUBLIC SECTOR

Spotlight on Healthcare

Entry-Level Partner

Healthcare is notoriously challenging for solution providers, with extensive sales cycles and a constant focus on balancing efficient ways of working with the need for keeping patient data safe.

Synapse Medical is a leading international healthcare administration company that provides medical billing, coding transcription, and administrative services solutions on AWS.

Launched in Australia, the company is taking its cloud solutions, which are ISO 27001 certified for data security, to new markets around the world.

The company has participated in the AWS PTP with Iron Arrow Consulting and is at the start of its APN program journey. Synapse Medical plans to work with AWS on technical and commercial optimisation to lower its costs.

1000+

Global compliance requirements validated by third parties support AWS Partner solutions⁶.

6. <https://aws.amazon.com/compliance/>

7. <https://aws.amazon.com/about-aws/global-infrastructure/>

32

AWS Regions help AWS Partners meet customers' data sovereignty requirements around the world⁷.

“We’ve completed the AWS PTP with Iron Arrow Consulting and now we’re building some strong relationships with AWS and maintaining regular contact. AWS is such a big player in healthcare that anyone thinking about becoming a Partner shouldn’t delay.”

Thom Soutter

Business Development Director, Synapse Medical, AWS Software Partner.



SERVING THE PUBLIC SECTOR

Spotlight on Healthcare

Advanced Partner

Like other public sector organisations, healthcare providers procure through frameworks and agreements, potentially complicating the sales process for software vendors.

Visionable Global, headquartered in the UK, provides clinicians with a highly secure, reliable, and real-time digital platform to support patient care end-to-end. It's an AWS Public Sector Partner with five AWS Certifications for its AWS Cloud skills. HM Prison Services and NHS East of England are among of their key customers.

The company, which has also completed the AWS PTP with Iron Arrow Consulting, is aiming for a listing on the AWS Marketplace, which enables qualified Partners to sell their software to existing AWS healthcare customers without facing long procurement cycles.



Visionable 

“Many potential customers have agreements with AWS and can buy solutions from the AWS Marketplace, potentially reducing our sales cycle by 50–60 percent if we joined.”

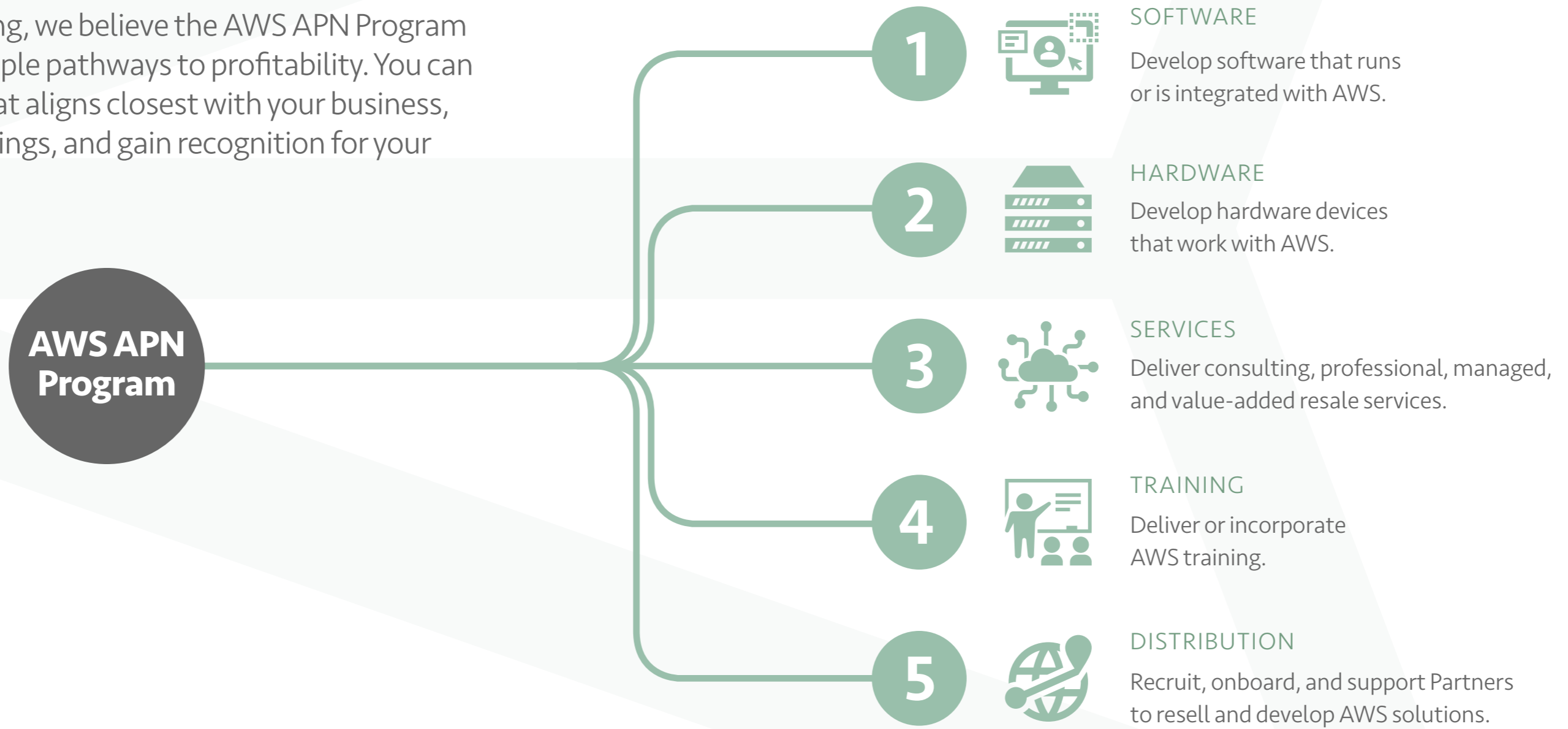
Miguel Lopes

Chief Product Officer, Visionable Global,
AWS Software Partner.

How to Forge Your Own Path

At Iron Arrow Consulting, we believe the AWS APN Program provides you with multiple pathways to profitability. You can choose the pathway that aligns closest with your business, then validate your offerings, and gain recognition for your AWS skills.

The five pathways are:



A Focus on Software and Services

We've also seen that many AWS Partners have chosen the Software and/or Services pathways to drive profitability. One or both routes may be right for your organisation to start driving engagement with potential customers:



SOFTWARE

Qualify your software through an AWS Foundational Technical Review (FTR), which identifies and helps you remediate risks in your software or solutions. With an FTR completed, your offering will be aligned with AWS Well-Architected best practices.



SERVICES

Validate your AWS capabilities as consulting, professional, managed or value-added resale service providers for customers through AWS Services Partner tiers. Begin with Select tier Services Partner status to highlight your AWS certifications and capabilities as well as customer experience.



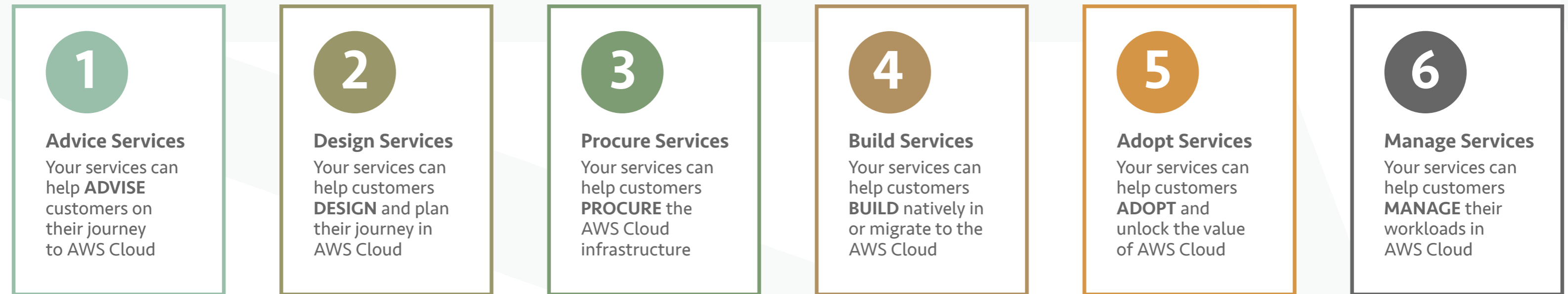
“Our solutions have been reviewed and validated through FTR, giving us access to various AWS Partner programs and funding. It has showcased our strength.”

Thom Soutter

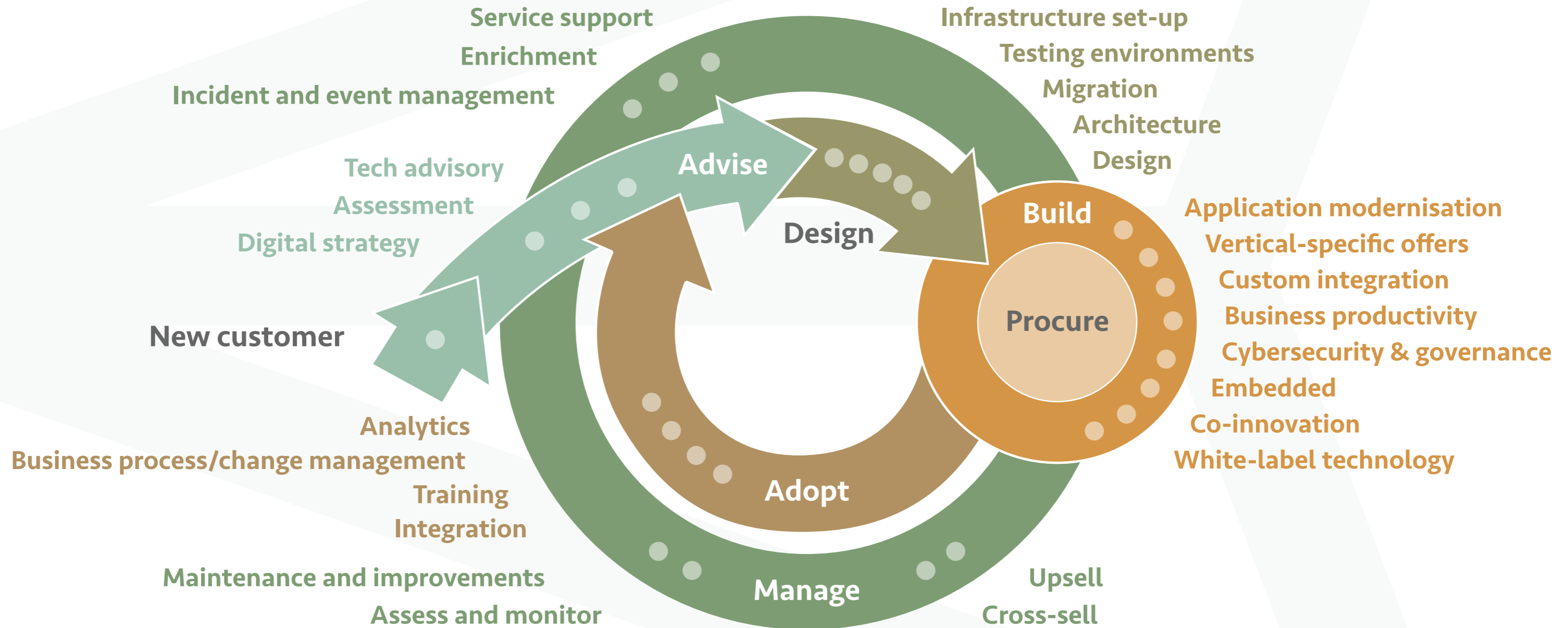
Business Development Director, Synapse Medical, AWS Software Partner.

Leveraging the Multiplier Effect

Many organisations don't have the required capability in-house to build and deliver their cloud strategies. This creates key areas of opportunity for AWS Partners to meet the needs of multiple customers:



Bringing All Services Areas Together⁸



8. <https://pages.awscloud.com/rs/112-TZM-766/images/22-GLOBAL-en-US-canalys-other-ardm-partner-ecosystem-multiplier-reprint.pdf>

Validating the Right Approach

From the moment you adopt the AWS Partner Profitability Framework and begin diversifying your offerings, you'll gain the support you need to get you to your desired destination.

Your AWS Partner Account Manager (PAM) can provide information on the AWS PTP and the TTM offerings and help you identify areas of opportunity for your business.

What's more, the Iron Arrow Team will help you make the most effective use of these programs to accelerate your journey to greater revenues and profitability.



"Ask yourself, which is the most advanced cloud provider in the public sector with the most developed Partner program, and your answer is going to be AWS."

Miguel Lopes

Chief Product Officer, Visionable Global, AWS Software Partner.



"As part of our PTP, Iron Arrow Consulting provided some valuable guidance and came back with a nice report, giving us help on taking the next step on our APN journey."

Arthur Mostert

Cloud Architect, Gijima, AWS Services Partner.



"Becoming an AWS Partner is an investment, but AWS is always going to be a major player and the Partner program is designed for businesses of all sizes."

Kevin Harkin

Senior Cloud Delivery Manager, ISx4, AWS Services Partner.

Your Future Opportunity

We see that both public sector and commercial sector customers will continue to spend large amounts on cloud services in the years to come⁹. Now is the ideal time to be engaging with the APN program to diversify your offerings as customers seek more from their AWS investments.

Across government, in healthcare as well as non-profit and education, suppliers are choosing AWS as part of their cloud and multi-cloud strategies. APN programs such as the **PTP**, **TTMs** and **Solution Spark** can help you unlock the growing opportunities in ways that drive profitability to your business.



“Customers don’t necessarily select one cloud provider over another, but the fact remains that 80 percent of medical companies choose AWS to support their devices, which tells you a lot about the market.”

Roger Johnston
CEO, Axial3D,
AWS Software Partner.

⁹ <https://www.globaldata.com/media/technology/uk-public-sector-technology-spending-grew-just-1-8-20-1-billion-fy-2021-22-says-globaldata/#>

GET CONNECTED

Getting Started

Iron Arrow Consulting can support you wherever you are in your AWS partnership journey through programs tailored to your business goals.

As part of the programs like AWS PTP and TTM, we'll ensure you have deliverable plans of action to maximise your revenue opportunities and increase profitability. Furthermore, we can guide you as your AWS Cloud skills and services grow and you expand your AWS Cloud business.

HERE'S WHAT TO DO:



Complete your registration as an AWS Partner to start the conversation:
<https://partnercentral.awspartner.com/APNSelfRegister>



Contact your Partner Manager for more information on Iron Arrow Consulting PTP, Solution Spark, and TTMs on profitability and CFO Cloud Conversation (CCC)



Use Partner Central for further resources and applying for relevant programs:
<https://partnercentral.awspartner.com/APNLogin>

GET CONNECTED

Stay Connected

Please see on the right a list of resources to learn more about the APN and the breadth of its resources. There are a multitude of ways you can stay in touch, collaborate, and connect with peers around the world. Here are just some of the resources available:



APN Blog

One of the most-read blogs at AWS, highlighting top AWS Partners and their offerings.

<https://aws.amazon.com/blogs/apn/>



AWS Partner Webinars

These webinars feature live demonstrations, customer use cases, and real-time Q&A sessions.

<https://aws.amazon.com/webinars/partner-webinars/>



AWS Partner Newsletter

Stay up to date with new releases, trainings, events, and AWS announcements.

<https://partners.awscloud.com/communication-preferences.html>



APN LinkedIn

<https://www.linkedin.com/showcase/scale-with-aws-partners/>



APN X

https://twitter.com/AWS_Partners/



“We have a great relationship with the AWS Partner Program, and we continue getting amazing support. It’s true that Partner profitability is the main goal.”

Roger Johnston

CEO, Axial3D,
AWS Software Partner.



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