

Partner Success Case Study

Profitability TTM, Delivered by Iron Arrow Consulting

Summary

An Advanced Tier Services Partner based in the UK, focused on managed AWS services, completed the Profitability TTM in June 2025. They described the experience as:

“The most practical and immediately useful engagement we’ve had through an AWS program. No vague guidance or promises — just real problems solved on the spot. We left with actual work done, not just ideas or frameworks.”

Partner Challenge

Despite years of experience with AWS, the partner’s growth had plateaued. Their core concern:

“We hear about many AWS programs and benefits — but choosing the right one, at the right time, to meet our strategic goals and customer needs is a challenge. How can we simplify our journey and maximize the ROI of our AWS partnership?”

- Inconsistent lead flow
- Limited visibility within AWS and time-consuming navigation of the ecosystem
- Uncertainty about which AWS programs to use, when, and how
- A need to sharpen how they sell and communicate their value — to both AWS and customers

How the Profitability TTM Helped

The engagement began with a 15-minute diagnostic to identify profitability bottlenecks, followed by a series of targeted one-on-one Profitability Booster workshops (3 hours total).

Iron Arrow Consulting worked directly with the partner’s CEO and COO to:

- Clarify the positioning of their AWS offerings to strengthen differentiation and value articulation
- Uncover hidden blockers in their go-to-market strategy — revealing that the perceived issue wasn’t the true constraint.
- Simplify and align their use of AWS programs, funding mechanisms, and benefits with their long-term profitability goals.
- Deliver a **tailored Profitability Journey Plan** — designed not only to boost recurring revenue and conversion rates, but also to serve as a lasting strategic lens for leadership to guide all AWS-related initiatives.

Impact & Executive Feedback

“It was AWS funded and at no cost to our organization, but I would pay for this workshop — the insights were invaluable. There were lightbulb moments that will accelerate our go-to-market. The lenses we gained help us test, adapt, and align our offering with what AWS customers expect.”

CEO

“Iron Arrow moved fast, stayed laser-focused, and gave us a prioritized roadmap that we believe will drive significant profitability. This is high ROI — we’ve saved months of work and now have greater confidence in our execution.”

COO

How Your Internal and AWS Stakeholders Benefit from the Profitability TTM

- ✅ **Your CxOs:** Gain clarity and leave with actionable answers on how to maximize ROI from the AWS partnership — while increasing both revenue and margin from existing and new customers within AWS-led initiatives.
- ✅ **Your Alliance Lead:** Able to confidently execute the CxO's profitability strategy in day-to-day decisions — choosing the right AWS teams to engage, initiatives to invest in, and tactics that directly support business growth targets.
- ✅ **Your Sales Team:** Equipped to influence customer decisions faster and more effectively — closing deals that drive sustainable revenue for your business and recurring revenue (MRR) for AWS.
- ✅ **Your AWS Partner and Account Teams:** See a partner with clear systems and strategy in place — strong ACE conversion from submitted to launched deals and the ability to consistently co-sell and deliver measurable value to AWS customers.

Why Profitability TTM Is Different

The Profitability TTM builds the commercial muscle you need as an AWS partner to sell and scale sustainably — across any AWS solution area — while working more efficiently with AWS stakeholders.

*Think of all the AWS programs — like training, competencies, and co-selling — as exercise. They're valuable. But what makes exercise effective? The right diet. **Profitability TTM** is about getting your commercial nutrition right. Once your profitability model is clear and aligned, every investment you make in AWS programs becomes more impactful. You get better results, faster, and more sustainably.*
