

Sales Guide

# **AWS Partner Central**



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## **AWS Partner Central: Sales Guide**

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# What Is ACE Pipeline Manager?

The APN Customer Engagements Program (ACE) Pipeline Manager is an exclusive benefit for participating AWS Partners in the <u>APN Customer Engagements Program</u>. The ACE Pipeline Manager provides AWS Partners full-service management of their pipeline of AWS customers, allowing for joint collaboration with AWS on those engagements. This guide walks through how to use the ACE Pipeline Manager and equips you with the necessary skills to drive successful customer engagements on AWS.

## **Getting started**

This section describes what you must do before using the ACE Pipeline Manager, and its main features, accessible from the **Sell** menu in AWS Partner Central.

### Topics

- ACE terms and conditions
- Permissions
- <u>APN Customer Engagements Program eligibility</u>

## ACE terms and conditions

Prior to participating in the ACE program, the Alliance Lead in your organization must sign in to AWS Partner Central and accept the ACE terms and conditions.

### To accept ACE terms and conditions

- 1. Sign in to <u>AWS Partner Central</u> as a user with the alliance lead role.
- 2. Choose **Sell** in the top menu bar.
- 3. Read the terms and conditions and choose **Accept**.

### 🚯 Note

After accepting the terms and conditions, only the alliance lead can access ACE Pipeline Manager. The alliance lead can assign permissions to ACE Pipeline Manager to other AWS Partner Central users. For more information, refer to <u>Permissions</u>

### To refer to the ACE terms and conditions

- 1. In AWS Partner Central, in the AWS Partner Path section, choose View Scorecard.
- 2. Choose Additional Details.
- 3. Choose ACE Program Terms Acceptance Date.

The ACE Pipeline Manager is permission-based. Upon acceptance of the ACE terms and conditions, only the alliance lead will have access to the ACE Pipeline Manager and will need to enable permissions for other AWS Partner Central users.

The alliance lead or an alliance team user can assign ACE user or ACE manager permissions. It can take up to one hour for the permissions to fully activate after they are assigned.

The ACE user role can be assigned to an unlimited number of users, and provides users access to view and manage opportunities submitted by themselves, and to leads and opportunities in which they are the owner.

The ACE manager role can be assigned to up to 20 users, and provides users access to view and manage opportunities submitted by any Partner user and access to all leads and opportunities shared by AWS.

Available users are individuals in your firm with an active AWS Partner Central account. To enable new users to create a AWS Partner Central account, direct them to <u>Sign up for APN</u>.

### To grant the ACE user or ACE manager roles

- 1. Sign in to <u>AWS Partner Central</u> as a user with the Alliance Lead or Alliance Team role.
- 2. Choose My Company, User Management.
- 3. Choose Manage ACE Pipeline Manager Users.
- 4. Choose a user from the **Available users** list.
- 5. Choose Make ACE user or Make ACE manager.
- 6. On the **Update User Role** dialog box, choose **OK**.

## **APN Customer Engagements Program eligibility**

For requirements for AWS Partners to be able to receive leads and opportunities, refer to <u>APN</u> <u>Customer Engagements</u>.

# Leads

On **Leads** tab of the ACE Pipeline Manager, you can accept and update leads and convert leads to opportunities.

## Topics

- Accessing leads
- Lead status
- Accepting a lead
- Updating a lead
- Converting a lead to an opportunity
- Exporting the current lead view
- <u>Transferring lead ownership</u>

## **Accessing leads**

- 1. Sign in to <u>AWS Partner Central</u>.
- 2. From the top menu bar, choose **Sell**, **Leads Management**. On the **ACE Pipeline Manager** page, the **Leads** tab is where you to accept, manage, and report back updates on lead engagements shared by AWS and convert lead engagements to opportunities.

## 🚯 Note

Only Alliance leads can view AWS Partner Solutions Finder leads. Users with the alliance lead, alliance team, and ACE manager roles receive automated messages when a lead is generated through their AWS Partner Solutions Finder listing.

## Lead status

Leads can have the following status:

| Lead status  | Description                                                                                                                                                                                                                         |
|--------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Open         | The lead was accepted by the partner but no customer contact has been made.                                                                                                                                                         |
| Research     | The lead is being reviewed by the partner to understand customer needs, use case.                                                                                                                                                   |
| Qualified    | Partner account team engaged with prospect/end<br>customer to discuss viability, understand requirements, etc.<br>Prospect/end customer agreed the opportunity is real, of<br>interest, and may solve a business or technical need. |
| Disqualified | Lead cannot be tied to an opportunity.                                                                                                                                                                                              |

## Accepting a lead

AWS Partners have the option to either accept or reject incoming lead engagements. You must accept an incoming lead before you can view all lead details including contact information.

- 1. On the Leads tab, for All Customer Engagements, choose Leads Pending Acceptance.
- 2. Choose the row of the lead you want to accept.
- 3. In the **Action** column, choose **Accept**.

## Updating a lead

- 1. On the **Leads** tab, select the row of the lead you want to update.
- 2. In the **Action** column, choose **Update**.
- 3. On the Leads detail page, choose Edit.
- 4. Edit lead details and choose **Save**.

## Converting a lead to an opportunity

On the **Leads** tab, you can convert qualified leads to opportunities to receive AWS validation and support.

- 1. On the Leads tab, select the row of the qualified lead you want to convert.
- 2. In the Action column, choose Update.
- 3. On the **Leads detail** page, choose **Convert**.
- 4. On the confirmation dialog, choose **OK**.
- 5. Complete the five steps of the **Create opportunity** form.
- 6. On the **Review and create** page, choose **Save & Submit**.
- 7. Choose **Back to Opportunity Dashboard**. On the **Opportunities** tab, the new opportunity displays with status of **Submitted**.

## Exporting the current lead view

You can export the current lead view as a CSV file. On the **Leads** tab, choose **Bulk Actions**, **Export** current lead view.

#### Note

To view all available lead information, ensure that all leads are accepted. For more information, refer to Accepting a lead.

## Transferring lead ownership

Partner users can transfer ownership of leads in ACE Pipeline Manager to another active user in their partner organization that meets the following criteria:

- The user must have permissions to ACE Pipeline Manager. For more information, refer to <u>Permissions</u>.
- The user must have the alliance lead, alliance team, ACE manager, or ACE user role.
- 1. On the **Leads** tab, choose the lead you want to transfer.
- 2. Choose Bulk actions, Transfer lead.
- 3. Enter the name of the user you want to transfer to.
- 4. Choose **Save**.

### (i) Note

To transfer leads in bulk, refer to Bulk actions

# **Opportunities**

Opportunities can be added individually or by <u>bulk import</u>. We encourage AWS Partners to submit opportunities early in the sales cycle after the discovery phase is complete, once the opportunity is at a stage of Qualified or higher.

### 🚯 Note

Only the alliance lead, alliance team, and ACE manager have a complete view of opportunities. Individuals granted access to the ACE Pipeline Manager can view opportunities they submit.

### Topics

- AWS sales stages
- <u>Contact roles</u>
- Creating a new opportunity
- <u>Cloning opportunities</u>
- <u>AWS opportunity review process</u>
- <u>Accepting opportunities</u>
- Updating next steps and opportunity stage
- <u>Transferring opportunity ownership</u>
- AWS stage visibility
- Opportunity contacts
- <u>Creating a collaboration channel on Slack</u>
- Sharing opportunities with multiple AWS Partners

## AWS sales stages

| Stage    | Description                               |
|----------|-------------------------------------------|
| Prospect | Customer opportunity has been identified. |

| Stage                | Description                                                                                                                                                                                                                                          |
|----------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Qualified            | You have engaged with the customer on the opportuni<br>ty to discuss its viability and understand the requireme<br>nts. The customer has agreed that the opportunity is real,<br>of interest, and may help with key business and technical<br>needs. |
| Technical validation | The customer technically validates the solution using a combination of presentations, architecture design sessions with the system administrator (SA) and AWS Partner and other proof-of-concept activities.                                         |
| Business validation  | Business stakeholders have communicated their agreement on the financial viability of the solution.                                                                                                                                                  |
| Committed            | The customer has agreed to the solution and commits to moving with technology, architecture, and economics.                                                                                                                                          |
| Launched             | Billing for the solution has begun.                                                                                                                                                                                                                  |
| Closed lost          | The end customer selected another cloud provider or is not ready to move forward with the solution.                                                                                                                                                  |

## **Contact roles**

The following table shows the names and roles of contacts in an opportunity.

| Contact name              | Role                                                                                                                                    |
|---------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|
| AWS Sales representative  | The primary contact from AWS Sales on an opportunity.                                                                                   |
| AWS Partner sales contact | The primary contact from your organization<br>for an opportunity. AWS Sales may connect<br>with this contact regarding the opportunity. |

| Contact name                                                      | Role                                                                                                                                                                                                                                                   |
|-------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| AWS account manager                                               | The AWS account manager for the customer on an opportunity.                                                                                                                                                                                            |
| Partner Development Manager (PDM)                                 | The primary AWS contact for AWS Partners.<br>Partner Development Managers (PDMs) help<br>AWS Partners through their AWS Partner<br>journey and serves as the key resource.                                                                             |
| Worldwide Public Sector Partner Development<br>Manager (WWPS PDM) | The primary AWS contact for AWS Partners<br>working on a public-sector opportunity.<br>Worldwide Public Sector Partner Developme<br>nt Managers (WWPS PDMs) help AWS Partners<br>through their AWS Partner journey for public-<br>sector competencies. |
| AWS Partner Success Manager (PSM)                                 | AWS Partner Success Managers (PSM) connect<br>AWS Sales teams directly to AWS Partners.<br>They are experts on AWS Partner solutions<br>and help drive AWS Partner go-to-market<br>strategies.                                                         |
| AWS Independent Software Vendor Success<br>Manager (ISM)          | AWS Independent Software Vendor Success<br>Managers (ISMs) help co-sell with AWS.<br>They assist with sales pipeline reviews, sales<br>enablement, lead generation, and lead<br>management.                                                            |

## Creating a new opportunity

- 1. Sign in to <u>AWS Partner Central</u>.
- 2. Choose Sell, Opportunity Management.
- 3. On the **Opportunities** page, choose **Create**.
- 4. Enter customer details and choose **Next**.

- All fields are required except for **Customer DUNS**. Information such as the customer website and zip code are necessary to align the opportunity with internal stakeholders.
- If you enter Government for Industry Vertical, make sure you select a Classified National Security Information option.
- 5. Enter project details and choose **Next**.
  - Select **Co-Sell with AWS** if you want AWS Sales support. If you select **Co-Sell with AWS**, make sure you choose one or more **Partner specific needs from AWS for Co-Sell** options.
  - For Opportunity Type, if there are existing contracts between the end customer and partner with the potential for incremental revenue, choose Expansion. Choose Flat Renewal if no potential for incremental revenue exists. If you select Expansion or Flat Renewal, you can enter an optional parent opportunity ID.
  - AWS Training Partners (ATPs) should enter **Training** for **Use Case**, and enter AWS revenue from AWS training kits for **Estimated AWS Monthly Recurring Revenue**.
  - Enter a future date for Target Close Date. Do not submit opportunities with Launched or Closed Won status.
  - If you select Yes: Sourced from marketing activity, make sure you select Yes or No for Marketing development funds.
- 6. Enter optional details as desired and choose Next.>
- 7. Enter optional customer contact details and choose **Next**. For more information, refer to <u>Contact roles</u>.
- 8. Review the opportunity details and choose **Save & and Submit**.

## **Cloning opportunities**

You can start creating a new opportunity by cloning any existing opportunity that is not in draft status.

- 1. On the **Opportunities** page, choose the **Opportunity ID** of the opportunity you want to clone.
- 2. On the opportunity detail page, choose **Clone**.
- 3. Edit the information as necessary to create the new opportunity.
- 4. Review the opportunity details and choose **Save & and Submit**.

## 🚯 Note

If you receive a data-entry error message, you can edit and resubmit the opportunity.

AWS conducts an initial review of submitted opportunities, and may require additional information from the AWS Partner, according to the ACE Terms and Conditions. If additional information is required for a secondary review, users with the alliance lead, alliance team, ACE manager, and ACE user roles receive email notifications. In ACE Pipeline Manager, **Action required** displays in the **Status** column for opportunities that require more information.

- 1. Sign in to AWS Partner Central.
- 2. Choose Sell, Opportunity Management.
- 3. In the **Opportunities** section, choose **Filter**.
- 4. On the Filter page, choose Action required.
- 5. Choose Apply.
- 6. Choose the row of the Action required opportunity that you want to update.
- 7. Choose the **Opportunity ID**.
- 8. On the opportunity details page, review the remarks from the ACE Validation team in the **APN Review Reason** notification.
- 9. Choose Edit.
- 10. Make the required changes and choose Save.
- 11. Choose Submit.

## **Accepting opportunities**

ACE eligible AWS Partners can receive AWS Opportunity Referrals. These opportunities are generated by AWS where consent was captured to permit an AWS Partner to assist with their proposed solution or workload. The Alliance Lead can access all shared opportunities.

### 1 Note

You must accept an opportunity within five business days or it will be removed from your view in the ACE Pipeline Manager. To view opportunity details before accepting, on the **Opportunities** page, choose the **Opportunity ID**.

Before you accept an opportunity, you only have access to the following fields:

- Customer company fields End User (Company Name), End User Website, Country, Postal Code, Industry Vertical.
- Opportunity fields Opportunity Type, Use Case, Created Date, Partner Project Title, Customer Business Problem, Next Step, Delivery Model, Monthly Recurring Revenue, Target Close Date, Lead Source, Opportunity Ownership.
- AWS contact fields Name and email of AWS Sales Rep, AWS Account Owner, Partner Success Manager/ISV Success Manager, Partner Development Manager/Partner Development Representative, WWPS PDM.

### To accept an opportunity

- 1. On the **Opportunities** page, for **All Opportunities**, choose **Opportunities Pending Acceptance**.
- 2. Select the check box of the opportunity you want to accept.
- 3. Choose Accept.

## Updating next steps and opportunity stage

We recommend that AWS Partners update opportunities with AWS Sales visibility with next steps at each stage change.

### To add next steps

- 1. On the **Opportunities** page, choose the row of the validated opportunity you want to update. Validated opportunities have a status of Approved.
- 2. Choose **Opportunity ID**.
- 3. On the opportunity details page, under **Next Steps**, choose **Add next step**.
- 4. On the **Next Steps** page, enter a comment of up to 255 characters.
- 5. Choose **Save**.

### To update opportunity stage

- 1. On the **Opportunities** page, choose the row of the validated opportunity you want to update. Validated opportunities have a status of Approved.
- 2. Choose **Opportunity ID**.

3. On the opportunity details page, choose a stage from the **Change Stage** dropdown list.

## Transferring opportunity ownership

Partner users can transfer ownership of opportunities in ACE Pipeline Manager to another active user in their partner organization that meets the following criteria:

- The user must have permissions to ACE Pipeline Manager. For more information, refer to <u>Permissions</u>.
- The user must have the Alliance Lead, Alliance Team, ACE Manager, or ACE User role.
- 1. On the **Opportunities** page, choose the opportunity you want to transfer.
- 2. Choose **Bulk actions**, **Transfer Opportunities**.
- 3. Enter the name of the user that you want to transfer to.
- 4. Choose Transfer.

### 1 Note

To transfer opportunities in bulk, refer to **Bulk actions**.

When an opportunity has reached its terminal stage (status Launched or Closed/Lost), the AWS Partner must complete the following:

- 1. Update the opportunity close date.
- 2. Enter an AWS account ID if applicable.
- 3. Update the opportunity stage.

If the AWS seller updates an opportunity to a terminal stage in their CRM (customer relationship management) program, three new fields will appear for the opportunity in ACE Pipeline Manager:

- AWS Stage
- AWS Close Date
- AWS Closed/Lost Reason

## To view AWS Stage, AWS Close Date, AWS Closed/Lost Reason fields

- 1. On the **Opportunities** page, click the opportunity ID of the validated opportunity you want to update. Validated opportunities have a status of Approved.
- 2. Choose the Additional Details tab.

Edits to AWS Close Date on the Additional details tab do not affect the Target Close Date on the **Project details** tab. Edits to AWS Stage on the Additional details tab do not affect Stage in the **Overview** section on the opportunity detail page.

## **Opportunity contacts**

You can view the AWS contacts for any validated opportunity in the ACE Pipeline Manager.

### To view opportunity contacts

- On the **Opportunities** page, choose the row of the validated opportunity you want to update. Validated opportunities have a status of Approved.
- 2. Choose Update or the Customer Company Name.
- 3. Choose the **Contacts** tab.

## Creating a collaboration channel on Slack

AWS Partners can request collaboration on select strategic, high-value opportunities that require AWS co-sell support. The eligible opportunity must be at the Qualified stage or higher. Once approved, the partner will receive an email notification with an invitation to join the designated Slack channel.

### To submit a collaboration request:

- 1. Sign in to AWS Partner Central.
- 2. Choose Sell from the top navigation, and then choose Opportunity Management.
- 3. From **Opportunities**, choose the **Opportunity ID** to view details.
- 4. From the opportunity details page, choose the **Collaboration channels** tab.
- 5. Choose **Request a Slack channel**.
- 6. Select users to add to the channel, and then choose **Add to channel**.

Once you have submitted the request, you can view the channel's status and details, including invited partner contacts and their invitation status.

When a collaboration request is submitted, the AWS account manager for the opportunity is notified. The account manager then creates the Slack channel, adding the selected contacts and other relevant opportunity team members. Once the channel is created, an email invitation is sent to all invited parties.

### To accept the invitation:

- 1. From the email invitation, choose **Get started**. Slack will open in your browser.
- 2. Select the organization associated with your invitation. The email you use for Slack must match the one used for your Partner Central account.
- 3. Choose the Slack workspace that you'd like to use to join the channel.
- 4. Choose Join channel.

### Opting out and leaving a channel:

• Partners can opt out of future Slack invitations by selecting **Opt-out of all invites** from the first pinned message in the channel.

• To leave a channel, choose the channel name in the conversation header to see channel information. Then, choose **Leave channel** from the channel options. Alternatively, you can choose **Leave channel** from the first pinned message.

## Sharing opportunities with multiple AWS Partners

AWS Partners can share and collaborate on opportunities with other AWS Partners.

#### Note

You must have an active Partner connection to share an opportunity. For more information, see *Partner connections*.

#### To share an opportunity with another partner:

- 1. Sign in to AWS Partner Central.
- 2. From the top navigation, choose **Sell**, and then choose **Opportunity Management**.
- 3. From **Opportunities**, select the **Opportunity ID** and choose **Share with partners**. Alternatively, you can also choose **Share with partners** from the opportunity details page.
- 4. Enter details to share with collaborating partners, and then add the partners you want to share the opportunity with. You can add nine partners to the invitation.
- 5. Choose **Share opportunity**.

### To accept an invitation to collaborate on an opportunity:

- 1. From the Sell navigation, choose Multi-partner opportunites, and then choose Invitations.
- 2. Choose the **Invitation ID** to view the details page.
- 3. From the invitation details page, choose either **Accept invitation** or **Reject invitation**.

## **Partner connections**

You can discover other AWS Partners to connect and collaborate with by going to **Partner connections**. Once you've connected with other partners, you can manage your connections from the same page. An existing connection is required to collaborate on a multi-partner opportunity together.

### 🚯 Note

Only AWS Partners who have linked their AWS Partner Central account with their AWS Marketplace account can use Partner connections. You can use any AWS account to complete the linking process. For more information, see <u>Linking AWS Partner Central</u> accounts with AWS Marketplace seller accounts.

### To access partner connections:

- 1. Sign in to <u>AWS Partner Central</u>.
- 2. From the top navigation, choose **Partner connections**.

You can use **Find and connect** to discover other AWS Partners and send connection requests. Use **Manage partner connections** to respond to connection invitations and manage your active connections.

### Topics

- Finding and connecting with partners
- Managing connections

## Finding and connecting with partners

From **Find and connect**, you can search for partners to connect with using either the **Partner finder** or the **AI-recommended connections**. Use the search criteria provided in Partner finder to refine your search and find partners who align. AI-recommended connections provides you with suggestions based on your profile and open opportunities.

#### To send a connection request:

- 1. When you have found a partner to connect with, choose the options menu in their info card.
- 2. Choose Send connection request.
- 3. In the **Send connection request** modal, enter your introduction in **Message to partner**, and choose **Send connection request**.

| nMea3                                                                              | :                                                                        |
|------------------------------------------------------------------------------------|--------------------------------------------------------------------------|
|                                                                                    | View profile                                                             |
|                                                                                    | Send connection request                                                  |
| Description<br>CompanyX provides consulting s<br>DevOps, web scalability, training | services related to cloud computing, IT automation,<br>g and monitoring. |
| Industry                                                                           | Solution type                                                            |
| Software & Internet                                                                | Consulting Services                                                      |
| AWS compentencies                                                                  | Partner program<br>-                                                     |
| Partner path                                                                       | Connection status                                                        |
| SI                                                                                 | Open to connection                                                       |

Partner connections — Send a connection request

## **Managing connections**

From **Manage partner connections**, you can manage existing partner connections as well as both incoming and outgoing connection requests.

#### To respond to a connection request:

You can respond to any connection request with the **Request status** as **Pending response**.

- From Connection requests, select a connection. Alternatively, you can choose the Connection ID to view details and respond.
- 2. Choose Accept or Reject.

Connection requests can have the following statuses:

- Pending response—Waiting for a response from the recipient.
- Cancelled—The sender cancelled the request.
- Rejected—The recipient rejected the request.

#### To end a connection:

If you no longer want to be connected to a partner, you can end the connection.

- 1. Select the partner you no longer want to be connected with. Alternatively, you can also choose the partner to view details.
- 2. Choose **End connection**.

Your connections can have the following statuses:

- Connected—This connection is active, and you can share opportunities with this partner.
- Not connected—This connection has ended, and you can no longer share opportunities with this partner. Either partner can end a connection.

## List views and column picker

Use list views and column pickers on the Leads and Opportunities tabs to customize displays.

### Topics

- List views
- Column picker

## List views

By default, **All Customer Engagements** display for leads and **All Opportunities** display for opportunities. Choose the **All Customer Engagements** or **All Opportunities** list-view picker to choose other preset list views. In addition to preset list views, you can create custom list views for leads and opportunities that include your choice of filters.

## Lead list views

| Label                         | Description                                                                    |
|-------------------------------|--------------------------------------------------------------------------------|
| Leads pending acceptance      | Leads shared by AWS that haven't been accepted or rejected.                    |
| Open leads                    | Leads in status Open that have been accepted.                                  |
| Qualified leads               | Leads in status Qualified.                                                     |
| Disqualified leads            | Leads in status <i>Disqualified</i> .                                          |
| Leads in research             | Leads in status Research.                                                      |
| Flagged leads                 | Leads you flagged for follow-up.                                               |
| Partner Solution Finder leads | Leads generated from your AWS Partner Solutions Finder<br>Directory Listing.   |
| Leads with campaigns          | Leads generated from AWS Marketing Activities (for example, service webinars). |

| Label                                        | Description                                                           |
|----------------------------------------------|-----------------------------------------------------------------------|
| Shared by AWS in the last 7 days             | Leads shared by AWS in the last 7 days.                               |
| Shared by AWS this Quarter                   | Leads shared by AWS this quarter.                                     |
| Date of last provided update exceeds 2 weeks | Leads that haven't been edited and updated in the previous two weeks. |

| Label                               | Description                                                                                                                                         |
|-------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|
| All customer engagements            | All opportunities you've submitted and have been shared by AWS.                                                                                     |
| Draft opportunities                 | All opportunities you've created, but, have not completed and submitted.                                                                            |
| Opportunities in review             | All opportunities you've submitted that are being reviewed by AWS.                                                                                  |
| Validated open opportunities        | All opportunities that you've submitted, have been validated by AWS are in are in an open sales stage (not <i>Launched</i> or <i>Closed Lost</i> ). |
| Committed opportunities             | All opportunities you've created or were shared by AWS that are in stage <i>Committed</i> .                                                         |
| Closing this month                  | All opportunities you've created that have a close date this month.                                                                                 |
| Launched opportunities              | All opportunities you've created or were shared by AWS that are in stage <i>Launched</i> .                                                          |
| Opportunities pending<br>acceptance | Opportunities shared by AWS that are pending acceptance or rejection.                                                                               |
| Partner referred opportunities      | All opportunities you submitted that were validated by AWS.                                                                                         |
| AWS referred opportunities          | Accepted opportunities shared by AWS.                                                                                                               |
| Flagged opportunities               | All opportunities you flagged for follow-up.                                                                                                        |
| Shared by AWS in the last 7 days    | Opportunities shared by AWS in the last 7 days.                                                                                                     |

| Label                                        | Description                                                                                                                   |
|----------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|
| Shared by AWS this quarter                   | Opportunities shared by AWS in the existing AWS quarter<br>(January–March, April–June, July–September, October–D<br>ecember). |
| Date of last provided update exceeds 2 weeks | All opportunities that lack edits and updates in the previous 2 weeks.                                                        |
| Submitted to AWS in the last 7<br>days       | All opportunities submitted to AWS in the last 7 days.                                                                        |
| Submitted to AWS this quarter                | All opportunities submitted to AWS this quarter.                                                                              |

#### Creating a custom list view

- 1. On the Leads or Opportunities tabs of ACE Pipeline Manager, choose the list view picker.
- 2. Choose Create new view.
- 3. On the **Create new view** page, enter a **View Name**.
- 4. To add a filter, choose a **Field**, complete the filter parameters, and choose **Add filter**. AWS Partners can add multiple filters.
- 5. Choose Save.

#### To edit a custom lead list view

- 1. On the Leads or Opportunities tab, choose the list view you want to edit.
- 2. Choose the list view name.
- 3. Choose **Edit View**.
- 4. Edit the view name and filters as necessary.
- 5. Choose **Save**.

#### To delete a custom lead list view

- 1. On the Leads or Opportunities tab, choose the list view you want to edit.
- 2. Choose the list view name.
- 3. Choose **Delete View**.

#### To edit a custom opportunity list view

- 1. On the **Leads** or **Opportunities** tab, choose the list view you want to edit.
- 2. To the left of the settings icon, choose the **Edit view** icon.
- 3. Edit the view name and filters as necessary.
- 4. Choose **Save**.

#### To delete a custom opportunity list view

- 1. On the Leads or Opportunities tab, choose the list view you want to delete.
- 2. On the ACE Pipeline Manager, choose the table icon.

### 3. Choose **Delete View**.

## Column picker

Choose the **Column Picker** gear icon on the **Leads** or **Opportunities** tabs to select the columns you want displayed in the list.

# **Bulk actions**

- 1. To upload opportunities in bulk, choose the drop-down list for **Bulk Actions** and select **Import Opportunities**. Partners are prompted with an overview of the key steps involved.
- 2. Choose **Start Import**. Users must complete the following **Download and Prepare CSV file for import** steps prior to uploading files:
  - Always download the latest Excel template: The date in which the template was last updated will be displayed for user transparency. Note: it is the user's responsibility to ensure the latest template version is being used for upload.
  - New changes: Check the new section "Products and Offerings" for guidance on how to attach products and offerings on opportunities. Download the dynamic sheet to check the APN Product Codes and Offering IDs to add on the bulk excel template.
  - **Prepare the Excel file to import:** Fill in all the information in the required fields highlighted in yellow. There are guided boxes that appear by clicking on the cell. They support you through the process in order to insert the correct information. Some of the cells have drop-down lists where you can review and choose required fields.
  - Additional columns are required if you select certain options: Additional columns are highlighted in the Excel file and listed in the table.
- 3. Choose Next.
- 4. When your Excel template is ready, choose **Select File**, select your saved .csv file, and then choose **Upload**. If you receive an error message while resolving any missing fields, refer to the accompanying tables in this section.
- 5. Choose **Import** to continue, and then wait for the confirmation message. If you receive an error message, review the section **Errors in the bulk upload**.
- 6. Choose **Done**, and close bulk import to return to the ACE Pipeline Manager.

### Fields

| Field name (required)                        | Description                        |
|----------------------------------------------|------------------------------------|
| Customer/company name                        | Name can be 80 characters maximum. |
| Industry vertical ( <i>pick-list value</i> ) | Customer company name:             |

| Field name (required)     | Description                                                                                                                                                                                                      |
|---------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                           | <ul> <li>Choose an industry vertical from the pick list. If you copy data from another file, paste it as text.</li> <li>Needs to map to valid selection. Refer to Values sheet</li> </ul>                        |
|                           | containing mapping.                                                                                                                                                                                              |
|                           | <ul> <li>Industry Other (required if industry vertical is Other) (column C).</li> </ul>                                                                                                                          |
|                           | • Required field when Industry Vertical selected is <b>Other</b> .                                                                                                                                               |
|                           | 255 characters maximum.                                                                                                                                                                                          |
|                           | <ul> <li>Government requires the following: Does opportunity belong<br/>to NatSec? (column D)</li> </ul>                                                                                                         |
| Country (pick-list value) | Required conditional fields:                                                                                                                                                                                     |
|                           | <ul> <li>Needs to map to valid selection. Refer to the Values sheet for<br/>mapping.</li> </ul>                                                                                                                  |
|                           | <ul> <li>If you copy data from another file, paste it as text.</li> </ul>                                                                                                                                        |
|                           | <ul> <li>State/province (pick-list value) (column F).</li> </ul>                                                                                                                                                 |
|                           | <ul> <li>When country is set to United States, state/province (column</li> <li>F) is required.</li> </ul>                                                                                                        |
| Postal code               | <ul><li>Field is specific to the end customer's billing postal code.</li><li>20 characters maximum.</li></ul>                                                                                                    |
|                           | <ul> <li>If the postal code starts with a zero, reformat the cell to as<br/>text.</li> </ul>                                                                                                                     |
|                           | • Attention to the formatting according to each country. Refer<br>to the values tab and follow the postal code format of the<br>country selected. If your country does not have a postal code<br>leave it blank. |

| Field name (required)                   | Description                                                                                                                                                                                                                                     |  |
|-----------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| Customer website                        | <ul> <li>Must be a valid domain.</li> <li>No social media pages are allowed.</li> <li>255 characters maximum.</li> <li>If the domain ends in <i>.co</i>, add a forward slash (/) to the end (e.g., <i>www.domain.co/</i>).</li> </ul>           |  |
| Partner primary need from<br>AWS        | <ul> <li>Required conditional field.</li> <li>Must map to a valid selection. Refer to the Values sheet for mapping.</li> <li>If you select <i>Co-Sell</i>, then Sales Activities is required (column W).</li> </ul>                             |  |
| Partner project title                   | <ul> <li>Project title can be 60 characters maximum.</li> </ul>                                                                                                                                                                                 |  |
| Customer business problem               | <ul> <li>Describe the customer's pain point or business problem. The<br/>description must be 20 characters minimum.</li> </ul>                                                                                                                  |  |
| Solution offered                        | <ul> <li>Describe the solution in 255 characters maximum. Enter the<br/>Offering ID for the solution. If you don't have an Offering ID,<br/>enter Other. If you enter Other, then Other Solution Offered<br/>is required (Column M).</li> </ul> |  |
| Other Solution Offered                  | • Describe the solution in 255 characters maximum.                                                                                                                                                                                              |  |
| Use case (pick-list value)              | <ul> <li>Must map to valid use case. Refer to the Values sheet for mapping.</li> <li>If you copy data from another file, paste it as text.</li> </ul>                                                                                           |  |
| Estimated AWS monthly recurring revenue | • Use only numbers and no special formatting. Remember to count revenues in dollars and use US decimal notation (0,000.00).                                                                                                                     |  |

| Field name (required)                                 | Description                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |  |
|-------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| Target close date                                     | <ul> <li>Future date must be in <i>mm/dd/yyyy</i> format. Update column formatting prior to and after saving the <i>.csv</i> file.</li> <li>When formatting the column, don't use asterisks in the date format because it will respond to changes based on a user's location and operating system. Download a new template, transfer only its data, and format the target-launch date column using the steps in the next section.</li> </ul>                                                                                 |  |
| Opportunity type                                      | <ul> <li>Select from the list of valid values only to specify if the project is a net new business, renewal or expansion.</li> <li>If the opportunity is a renewal or expansion, you can add the Parent Opportunity ID on Column Y</li> </ul>                                                                                                                                                                                                                                                                                |  |
| Delivery model <i>(pick-list</i><br><i>value)</i>     | <ul> <li>Needs to map to valid selection. Refer to the Values sheet for mapping.</li> <li>If you copy data from another file, paste it as text.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                   |  |
| Is opportunity from<br>marketing activity? (required) | <ul> <li>Choose Yes or No. If you choose Yes, the following field is mandatory: Were marketing development funds used? (required if Is opportunity from marketing activity? is set to Yes) (Column U).</li> <li>If you choose Yes, the following fields are also optional: <ul> <li>AWS Marketing Campaign (Column AK).</li> <li>Marketing Activity Channel (Column AL).</li> <li>Marketing Activity Use-Case (Column AM).</li> </ul> </li> <li>Must map to a valid selection. Refer to Values sheet for mapping.</li> </ul> |  |
| Sales activities                                      | Describes the customer's sales activities. This is required if <b>Partner Primary Need from AWS</b> (column I) is set to <i>Co-Sell</i> .                                                                                                                                                                                                                                                                                                                                                                                    |  |
| Competitive tracking (column<br>Al)                   | If <b>Competitive Tracking</b> is set to <i>Other</i> , then <b>Other Competito</b><br><b>rs</b> (column AJ) is required.                                                                                                                                                                                                                                                                                                                                                                                                    |  |

### (i) Note

The Secondary Required Fields (highlighted black) are required:

- 1. If Industry Vertical is set to Other, the vertical must be specified in column C.
- 2. If **Industry Vertical** is set to *Government*, the following field is requested: **Does opportunity belong to NatSec?** (column D).
- 3. If **Country** is set to *United States*, then **State/province** is required (column F).
- 4. If Solution offered is set to Other, then Other Solution Offered is required (Column M).
- 5. If you Choose *Yes* for **Is Opportunity from Marketing Activity**, **Was Marketing Development Funds Used?** is required (column U).
- 6. If **Partner Primary Need From AWS** is set to *Co-Sell*, then specify **Sales Activities** in (column W).
- 7. If **Competitive Tracking** is set to *Other*, then you must specify it in column AJ.
- 8. If the Excel template contains a **Values** tab, you can use it to complete the additional columns.

## **Optional fields**

| Field name (required)               | Description                                                                                                                                                                             |  |
|-------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| AWS products (column X)             | <ul> <li>Add the AWS product code from the Excel file in step 1. If you<br/>have multiple IDs, separate each one with a semicolon (;).</li> </ul>                                       |  |
| Customer phone                      | Only numbers are allowed.                                                                                                                                                               |  |
| Customer email                      | Must be a valid email address.                                                                                                                                                          |  |
| AWS account ID                      | <ul> <li>Must be a 12-digit number. If the ID starts with zero,<br/>reformat the cell as text.</li> </ul>                                                                               |  |
| Additional comments                 | • 255 characters maximum.                                                                                                                                                               |  |
| State/province (pick-list<br>value) | <ul> <li>Required conditional field.</li> <li>State is a required field when country is set to United States.</li> <li>If you copy data from another file, paste it as text.</li> </ul> |  |

| Field name (required)                                   | Description                                                                                                                                                                                                                           |  |
|---------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| Street address and city                                 | • 255 alphanumeric characters maximum (each).                                                                                                                                                                                         |  |
| Competitive tracking (pick-lis<br>t value)              | <ul> <li>Required conditional fields.</li> <li>Must map to a valid use case. Refer to the Values sheet for mapping.</li> <li>If Other Competitors (column AI) is selected, column AJ is required (255 characters maximum).</li> </ul> |  |
| Marketing development funded (pick-list value)          | <ul> <li>Must map to a valid use case. Refer to the Values sheet for<br/>mapping.</li> </ul>                                                                                                                                          |  |
| Primary sales contact, first name, last name, and title | <ul> <li>The contact referenced in this field is included in opportuni<br/>ty-related email notifications.</li> </ul>                                                                                                                 |  |
| Primary contact phone                                   | Only numbers allowed.                                                                                                                                                                                                                 |  |
| Primary contact email                                   | Must be a valid email address.                                                                                                                                                                                                        |  |
| Partner CRM unique identifie<br>r                       | <ul> <li>Ensure that the value is unique for each opportunity or leave<br/>this field blank so other users can save and submit records.</li> </ul>                                                                                    |  |

### **Export opportunities**

The Bulk Export functionality allows a user to export up to 1,500 opportunities into a .csv file. AWS Opportunity referrals that have not been accepted will not appear in the export. To generate a file with your opportunities, choose **Export Opportunities** from the bulk-import dropdown list.

## (i) Note

You will export all filtered opportunities in the currently selected view.

### **Update opportunities**

The bulk-update function can export validated opportunities in bulk. This feature is designed to be scalable and to provide visibility of each engagement.

- 1. From the bulk-actions drop-down list, choose **Update Opportunities**.
- 2. Prepare the opportunities you want to update and download. Use filters to narrow the scope.
- 3. Choose Next.
- 4. Choose **Download Prepared XLS file** to generate and download your AWS opportunities. Acknowledge that there is a limit of 1,500 opportunities that can be downloaded.
- 5. Open the file in Excel, make any necessary changes, and save the file as a .csv.
- 6. Choose **Upload File**, choose your saved .csv file, and then choose **Update**. A popup window confirms the process status.
- 7. Confirm that you have prepared the .csv and are ready to upload it, and then choose Next.
- 8. Choose the file you prepared, and then choose **Upload CSV File**.
- 9. You will be redirected to the ACE Pipeline Manager.

10.When the bulk update completes, you will receive a notification.

#### 🚯 Note

To review your history of bulk updates and get detailed information, choose **Go to Bulk Updates**.

## Transfer lead and opportunity ownership

### 🚯 Note

A notification confirming the transfer is sent to both the Partner Users who transfer and receive the list view.

For more information, refer to List Views and Creating Custom List Views.

- 1. Navigate to the view you want to transfer (for example, Choose the **Opportunities** tab if you want to transfer a custom list view for Opportunities and choose the **Leads** tab if you want to transfer a custom list view for Leads).
- 2. Choose the down arrow to reveal options to edit, transfer, and delete. If you are not in your custom view, choose the down arrow, and scroll to your desired view. To display further options, choose the vertical dots to the right of the desired view.

- 3. Choose either option to transfer the view.
- 4. Enter the first or last name to locate the partner user who you intend to receive the list view.

#### Note

Searching by only pasting an email may not identify the correct user. You can only transfer leads and opportunities to individuals who have been granted ACE Pipeline Manager User access.

- 5. Choose the partner user contact to confirm, and then choose Save.
- 6. When you receive a popup that confirms your transfer is complete, choose **Done**.
- 7. You will be redirected to the main ACE Pipeline Manager view where you can download a .csv of successful transfer and unsuccessful transfers.

#### To choose an opportunity list to transfer from Pipeline Manager

Users can select up to 100 leads or opportunities within their ACE Pipeline Manager and transfer them to another active user within their partner organization (alliance lead, alliance team, ACE manager, ACE user). Users can transfer leads or opportunities without creating a custom view. Alliance Leads retain access to all opportunities even after a view is transferred.

#### Note

A notification that confirms the transfer is sent to both the partner users who transfer and receive the opportunities or leads.

Only opportunities with the following attributes can be transferred:

**Stage:** Prospect, Qualified, Technical Validation, Business Validation, Committed (Not Launched or Closed/Lost)

**Status:** Partner Originated Opportunities: Draft, Action Required, Approved AWS Referred Opportunities: Accept to View, Approved Only

Leads with the following attributes can be transferred:

#### Action: Update

#### To transfer leads or opportunities

- 1. Choose Bulk Transfer from the Bulk Actions dropdown list.
- 2. The number of records being transferred is displayed.

#### Note

If you don't choose an opportunity, all opportunities in the list view are transferred. Ensure that the number matches the number of opportunities chosen so that you don't unintentionally transfer a large number of opportunities.

- 3. Search for the user you want to transfer the opportunities to, and choose **Transfer**. The partner must enter the name of an active user within their partner organization in which they want to transfer opportunities. You can be in any of the following roles: alliance lead, alliance team, ACE manager, or ACE user.
- 4. You are redirected to the ACE Pipeline Manager and receive a notification with the result of the transfer. Any opportunities that didn't transfer remain in the original owner's name.
- 5. Choose any of the buttons to download the opportunity transfer logs.
- 6. The error log provides the opportunity ID and reason for the failed transfer.

# Search

Use the search bar on the **Leads** and **Opportunities** tabs to find records in the current list view. To search all records, ensure that you choose a list view that includes all records before searching. For more information about list views, refer to List views.

# Document history for the AWS Partner Central Sales Guide

The following table describes the documentation releases for AWS Partner Central Documentation.

| Change                                                           | Description                                                                                                                                           | Date             |
|------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|
| <u>Feature release of multi-par</u><br><u>tner opportunities</u> | Information added for<br>sharing and accepting<br>opportunities with multiple<br>partners. Information added<br>on connecting with other<br>partners. | December 4, 2024 |
| Feature release of Slack<br>collaboration                        | Instructions added for slack collaboration channels.                                                                                                  | November 1, 2024 |
| First release                                                    | First release of the AWS<br>Partner Central Sales Guide.                                                                                              | November 2, 2023 |