



TD SYNEX AND AWS PARTNER OPPORTUNITY

The New Business Engagement (NewBE) program for TD SYNEX partners selling AWS to the public sector

Initiate new business for Amazon Web Services and earn credits in the form of discounts to benefit your partner business.

As a TD SYNEX partner in the AWS Partner Network (APN) offering Amazon Web Services (AWS) to cloud customers in the public sector, you're eligible to join and benefit from this new business engagement (NewBE) program.

Use NewBE to develop new business

If you're part of the AWS Public Sector Partner (PSP) program, you can use NewBE to help you initiate and develop new business in the public sector sphere, opening up opportunities for you in delivering solutions to government, education, healthcare and non-profit customers. TD SYNEX can support you if you partner with us and sign our PSA.

Earn discounts with NewBE

With NewBE, you can earn a 5% discount when you independently initiate and develop eligible net-new business with your public sector customers and collaborate with AWS early in the sales cycle.

Common questions

How does it work?

Just let AWS know of your new business opportunities using the APN Customer Engagement (ACE) program in the APN Central portal. Discounts are designed to:

- encourage early initiation and development of opportunities to enable AWS sales support earlier in the sales cycle
- offset the costs of your engagement as a partner
- allow you as a partner to offer competitive pricing to your customers.

What form does the discount take?

If you initiate and develop a NewBE-eligible opportunity, your 5% discount will apply once the new business opportunity is realised. Your discount is a monthly credit of 5% of AWS usage for a 24-month period starting when the NewBE account billing is activated.

What's a NewBE-eligible opportunity?

It's a workload with a net-new public sector customer or a net-new workload with an existing public sector customer.

A net-new workload for the public sector customer could be a net-new AWS solution for a new workload that is solving a new-use case, requirement or business challenge. The opportunity must be with a government, education institution or non-profit organisation (U.S. Federal opportunities are not included). The opportunity must be initiated and developed by you as an AWS Partner or it can be from a pre-procured framework. It is not an opportunity if it is already known to AWS.

What are your requirements as a partner?

To participate in the program, you must have the Public Sector Addendum and be at least at the Select tier level. You also need to be a member of the Public Sector Partner (PSP) program, signed up and complying with the applicable terms and conditions.

Does the NewBE discount stack with other discounts?

With some. The 5% NewBE discount stacks with the Distribution Program discounts (specifically, the POD discounts available under those programs). The NewBE discount doesn't stack with other discounts like the Enterprise Discount Program (EDP) or other Private Pricing Agreement (PPA) discounts.

How do you submit a NewBE opportunity?

In APN Partner Central, fill in the 12 core fields (including account name, industry vertical, country, postal code, customer website, partner project title, project description, the primary need from AWS, use case). You must select 'WWPS NewBE' in the Campaign Name field to receive the discount.

How long does it take to validate NewBE opportunities?

Similar to our ACE opportunities, we aim to validate NewBE opportunities within five working days of submission, provided we have all the required information.

How do we get started?

If you're eligible, simply submit ACE opportunities and let your TD SYNnex representative know if and when they're approved.

Can I submit opportunities in response to a public solicitation or public tender?

No. However, we encourage you to initiate discussions with public sector agencies, educate them about the AWS cloud, and log the opportunity in ACE. An opportunity submitted before a tender or RFx is made public can be approved for NewBE so long as it meets all other eligibility criteria.

What is the NewBE validation process?

When an opportunity is submitted using the standard ACE process. Opportunities that don't meet ACE requirements (e.g., for incompleteness, inaccuracy, duplicity, non-novelty, etc.) are automatically disqualified for NewBE. You'll be updated on NewBE validation status twice a month.

Does the NewBE discount expire?

Yes. Once a NewBE-approved opportunity is launched, there's a 12-month period for the account to start billing before the discount expires, and once applied, the discount lasts for 24 months. For example, if the opportunity launches in May 2021, the first month of billing may occur up to 12 months after the launch date (i.e., May 2022). If billing begins more than 12 months after launch, the discount won't apply.

How do I make sure to get the NewBE discount?

You have to input the AWS Account ID in the 'Account ID' field of the opportunity in APN Central before the opportunity launches. The Account receiving the NewBE discount has to be net-new with no previous billing. Other important program requirements are detailed in the program terms and conditions and the Program Guide.