



TD SYNEX AND AWS PARTNER OPPORTUNITY

AWS Think Big for Small Business Program

If you're a small or minority-owned organisation, this program will give you access to the resources and support you need to build and deliver innovative AWS solutions.

What is Think Big for Small Business (TBSB)?

It's a program that gives you, as a TD SYNEX and AWS partner, all the tools, solutions and experience you need to sell cloud-based solutions to government, education and non-profit organisations.

These organisations are really keen to take advantage of cloud-based solutions, not just for the significant cost savings, but also for the ease of use, the better security, and increased efficiencies. You can help them achieve these goals.

Main benefits for you as a partner

The Think Big for Small Business Program gives you all you need to service and sell into the public sector. The program is designed to differentiate and boost your identity and recognition as a qualified AWS partner.

You benefit from:

- support from the AWS business and sales team, including knowledge sharing and experienced advice from public sector experts
- expedited access to AWS Partner programs, including provisional access to APN Select or

Advanced Tier Benefits (see below), and entry to other eligible programs and/or funding opportunities

- access to a up to 4% Technical Capability Discount, normally offered through these programs, while working on your AWS Competency. This enables you to offer the most competitively priced services to your customers
- increase visibility with customers and AWS with the Tier badge
- access to marketing development funds (MDFs), in both cash and AWS credits, to accelerate your sales engagements.

Qualifications needed to join TBSB

To join TBSB, you need:

- to be an organisation of up to 150 employees
- to commit to be a member of the AWS Public Sector Partner (PSP) Program
- if applying for the Technical Capability Discount:
 - a Public Sector Addendum and NDA signed with AWS
 - an average three-month revenue over US\$30,000.

Provisional benefits requirements for consulting partners

	Small businesses requirements for Select Tier	Current APN Select Tier	Small businesses requirements for Advanced Tier	Current APN Advance Tier
Annual APN Program Fee	\$2,500			
Knowledge				
AWS Accredited Professionals	2 (min 1 technical and 1 business)	4 (min 2 technical and 2 business)	6 (min 3 technical and 3 business)	8 (min 4 technical and 4 business)
AWS Foundational Certified Individuals (Cloud Practitioner)	1	2	3	4
AWS Technical Certified Individuals	1	2	4 (min 2 professional or specialty)	6 (min 3 professional or specialty)
Experience				
Launched Opportunities	2 (combined MRR of at least \$500)	3 (combined MRR of at least \$1500)	10 (combined MRR of at least \$5000)	20 (combined MRR of at least \$10000)
Partner Business Plan	n/a	n/a	✓	✓
Customer Success				
Publicly Referenceable Customers	0	0	1	2
Customer Satisfaction Responses	0	0	10	20

What are the benefits of working with TD SYNEX and AWS?

Partnering with TD SYNEX will help you to fulfil your aspirations and experience to offer bespoke cloud migrations and activities to the public sector.

We will support you to build a bold cloud culture with a deeper understanding of the cloud benefits which will optimise your business goals and help you to succeed. We will tailor a cloud strategy based on your needs to allow you to:

- expedite access to benefits of standard tiers, including marketing development funds, POC and sandbox credits to help drive your growth
- a Technical Capability Discount for public sector customer accounts
- support to help you navigate the relevant AWS partner programs
- accelerate your go-to-market posture and build a cloud business practice
- expand your cloud business and take it to the next level by building next generation solutions
- optimise your profitability and deliver more value to your customers
- level up your expertise in-house.

