



Navigate the Cloud Opportunity with Pax8 + AWS

Your guide to understanding Amazon Web Services (AWS) and how a Pax8 partnership helps your MSP business grow.



Currently, AWS is only available to Pax8 partners in North America.

The Opportunities of Cloud and Digital Transformation

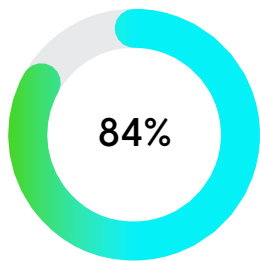
In today's ever-changing technology landscape, businesses that haven't made the move to the cloud are at risk of falling behind their competitors who are rapidly digitalizing their business technology. Fueled by the meteoric rise and adoption of the cloud, artificial intelligence, and the Internet of Things, this digitalization initiative is aptly known as digital transformation (DX).

What is Digital Transformation?

Digital transformation is the adoption and implementation of digital technology by a business to replace legacy, analog processes, and mechanisms to improve efficiency, effectiveness, and total end-to-end value.

Digital Transformation is a Big Deal

There is a clear demand in the market right now, especially among small and medium-sized businesses (SMBs) that are planning to invest in their business technology more than ever before. This puts IT solution providers in a perfect position to both increase sales within their current client base as well as gain new clients who need help with their digital transformation. In fact, four out of 10 SMBs get digital transformation advice from solution providers.



84% of SMBs plan to buy more IT solutions for their DX initiatives in the next 12 months*



\$2.3 trillion in total spending on DX by 2023*



16% compound annual growth in spending on DX and related services*

Hear What C-Suite Executives Are Saying

Download the 2022 AWS C-Suite Report, where 1,500 C-level nontechnical executives provide insight into how businesses around the world perceive DX as an overall business objective.

[Check it Out](#)

Enhanced Cloud Opportunity with AWS

Amazon Web Services (AWS) is the world's most comprehensive and broadly adopted cloud platform, offering over 200 fully featured services from data centers globally. Millions of customers – including the fastest-growing start-ups, largest enterprises, and leading government agencies – are using AWS to lower costs, become more agile, and innovate faster.

Most Functionality

AWS has significantly more services – and more features within those services – than any other cloud provider. This includes everything from infrastructure technologies, like compute, storage, and databases, to emerging technologies, such as machine learning and artificial intelligence, data lakes and analytics, and the Internet of Things. This makes it faster, easier, and more cost-effective to move your existing applications to the cloud and to build nearly anything you can imagine.

Global Community of Customers and Partners

AWS has the largest and most dynamic community, with millions of active customers and tens of thousands of partners globally. Customers across virtually every industry and of every size, including start-ups, enterprises, and public-sector organizations, are running every imaginable use case on AWS. The AWS Partner Network (APN) includes thousands of systems integrators that specialize in AWS and tens of thousands of independent software vendors (ISVs) which create offerings that work with the AWS Platform.

Most Secure

AWS is designed to be the most flexible and secure cloud computing environment available today. The core infrastructure is built to satisfy the security requirements of the military, global banks, and other high-sensitivity organizations. This is backed by a deep set of cloud security tools that include security, compliance, and governance services and features. AWS supports 90 security standards and compliance certifications, and all 117 services that store customer data offer the ability to encrypt that data.

Pax8 + AWS

Enhanced Cloud Meets Simplicity

Growing your AWS practice is easier than ever with Pax8. We streamline your AWS experience to make it easier to access AWS, optimize the AWS program, and find opportunities to sell more – all while simplifying the management of your complete cloud stack.

1. Expertise and guidance to earn discounts, optimize programs and rebates, and keep up with program and product changes
2. A modern partner platform to manage your third-party licenses with consolidated billing and streamlined provisioning
3. Education to elevate your team's AWS knowledge, which includes live AWS Demystification education sessions, custom-designed workshops, and Pax8 Academy courses
4. Professional services for cloud enablement and custom projects to assist your team with designing and implementing solutions



Growth and Infrastructure Support

200 fully featured services



Made for Every Type of Partner

Across all industries and company sizes



Top-Tier Channel Education

AWS office hours, technical workshops, certification support, and more



249% ROI Over Three Years

for Pax8 Partners

(Forrester TEI study:

explore.pax8.com/forrester-economic-impact-2021)

Getting Started with Pax8 + AWS

Sign Up for the AWS Partner Network

Pax8 will help you enroll in the AWS Partner Network (APN). This involves answering simple questions about your target client base, the nature of your business, your revenue, and goals.

[Learn More](#)

Choose Your Path

AWS Partner Paths help streamline your business needs. The majority of Pax8 partners will fall into the Services Path, which is for organizations that deliver consulting, professional, managed, and value-added resale services.

Earn Your Tier

Once enrolled in the AWS Partner Network (APN), you will have the opportunity to earn tier distinctions and showcase your differentiation.

Certifications and a proven knowledge base will earn businesses one of three tiers; Select, Advanced, or Premier. Tiers are designed to showcase expertise and allow businesses to track their growth in the APN. In addition to company size, revenue, and overall goals, each tier has a specific set of requirements, including knowledge, experience, and customer success requirements. Pax8 assists partners in navigating and earning new tier distinctions.

Grow with Accreditations and Certifications

AWS accreditations and certifications don't only differentiate your business expertise, they allow for greater access to benefits and discounts. Organizations can continue growing through digital and instructor-led training on the AWS Skill Builder platform. Pax8 partners have additional access to a broader range of courses and workshops delivered by Pax8, designed to increase skills in delivering and supporting AWS.

Greater Competency Means More Discounts

To encourage a channel full of experts, AWS offers access to additional benefits for businesses that showcase specialized capabilities in areas called AWS Competencies. Achieve your AWS Competency designation in a specific industry, use case, or workload by using APN Navigate tracks in Partner Central. Getting an AWS Competency designation can earn your organization an incremental 4% discount on accounts that match the designation. Ask your Pax8 Infrastructure Solutions Consultant for more information.

Leverage the APN Customer Engagements Program

The APN Customer Engagements (ACE) program allows you to securely collaborate and co-sell with AWS, drive successful engagements with customers, and grow your business. More importantly, when you originate your own opportunity, enter it into ACE, and the deal gets approved, you have the potential to earn an incremental 5% Partner Originated Discount (POD) for that program account for 24 months.

Also, be sure to highlight your partnership with Pax8 in ACE by adding Pax8 as your secondary partner!

Pax8 is Here to Help

From APN signup to tier advancement, all the way to showcasing competencies and gaining access to exclusive discounts, Pax8 is here to help you navigate the abundance of program opportunities in AWS. Learn more by speaking with your CAM or ISC about how to grow with AWS.

AWS Infrastructure Solutions

Below are popular infrastructure services from AWS adopted by managed services providers on behalf of their clients. In addition, AWS provides a comprehensive and ever-expanding list of resources for businesses of all sizes. For a full list of AWS offerings, connect with your CAM or ISC.



AWS Compute

- Amazon Elastic Compute Cloud (Amazon EC2)
- Amazon Elastic Container Service (Amazon ECS)
- Amazon EC2 Autoscaling
- AWS Lambda
- Amazon EC2 Reserved Instances/Savings Plans



AWS Storage

- Amazon Simple Storage Service (S3)
 - S3 Standard
 - S3 Intelligent Tiering
 - S3 Glacier
- AWS Elastic Block Store (Amazon EBS)
- AWS Elastic File System (Amazon EFS)
- AWS Backup



AWS Networking

- Amazon Virtual Private Cloud (Amazon VPC)
- AWS Site-to-Site VPN
- AWS Client VPN (Virtual Private Network)



AWS Security

- AWS Identity and Access Management (IAM)
- AWS Security Groups and Rules
- AWS Directory Service
- AWS Network Firewall



AWS Database

- Amazon RDS (Relational Database Service)
- Amazon Aurora
- Amazon Redshift

Your AWS Experts

Why Pax8?

Pax8 enhances and simplifies your AWS experience with our modern marketplace, educational resources, in-house expertise, technical support, and professional services.

2012
Founded

1,200+
Employees

60+
Vendors

21,000+
Partners



Global Community of Customers and Partners

Since our founding in 2012 with the goal of simplifying how partners buy, sell, and manage cloud, Pax8 has grown rapidly. We have expanded from an innovative startup to become an industry-leading cloud services provider with an international footprint that services more than 200,000 partners worldwide. We are continually adding new vendors and solutions to our stack, expanding our US and international footprint, and winning award after award for our technology, partner experience, and company culture.

By connecting the channel ecosystem to our award-winning cloud marketplace, Pax8 simplifies the way organizations buy, sell, and manage cloud solutions from vendors like AWS and Microsoft. Our born-in-the-cloud solutions modernize the cloud journey with consolidated billing, automated provisioning, simplified license management, and industry-leading PSA integrations. For Pax8 partners, this delivers an average return on investment of 249% over three years.

What really sets Pax8 apart is the support and education we offer partners. Consistent resources from pre- and post-sales with ordering support, on-demand learning, instructor-led courses, business coaching, and professional services designed to fill any technical skills gap on your team.

Ranked in the INC. 500 four years running as one of the fastest-growing private companies in the US, Pax8 has displaced legacy distribution by connecting partners to our award-winning cloud marketplace. If you want to be successful with cloud, you want to work with Pax8.



Want to enhance your cloud opportunity with AWS and make more possible for your clients?

Your AWS experts are here to help.

Schedule a Call