



PartnerEquip: Live – Bangkok

Exclusive event for Specialized Partners

28 – 30 April 2026
Bangkok, Thailand

SALES AND ALLIANCES - SOFTWARE TRACK

Accelerate Your AWS Business: A strategic content track for ISV Partners

This track delivers proven strategies to amplify your software offerings and drive business growth across industries. Designed specifically for sales, alliance, marketing, practice/product leaders, industry, and pre-sales roles, you'll learn directly from AWS leaders through interactive presentations, panel discussions, and valuable networking sessions. No deep technical expertise required – our focus is on business strategy, market opportunities, and partnership growth.

Join us to unlock the full potential of your AWS partnership through practical insights, strategic guidance, and direct engagement with AWS leadership. Limited seats available for qualified partners.

Day 1 Agenda

Tuesday, 28 April

Time (GMT+4)	Level	Title	Abstract
8:30am	Registration and Breakfast		
9:30am	Welcome		
9:45am	200	Capturing Market Opportunity with AWS	AWS is doubling down on empowering partners across Middle East to accelerate growth and deliver exceptional customer value. In this Partner Equip 2026 keynote, we will outline AWS's vision for accelerating cloud transformation through strategic partnerships. The session highlights 2025's successes, presents key priorities for 2026.
10:15am	200	Insights Into the Generative AI Landscape	The AWS Generative AI Center of Excellence presents generative AI industry trends. This session highlights key customer pain points, buying and adoption patterns that Partners can use to tailor go to highlight opportunities by industry, understand common objections and pain points in the generative AI buying process and tailor go to market messaging to relevant adoption blockers.
10:45am	Break		
11:00am	200	Unlock Growth through Co-Selling with AWS	Co-sell is a collaborative sales approach where AWS and partners work together to deliver customer value through complementary services and solutions, integrated processes and tools, and aligned incentives and programs. The goal is to maximize programs and share best practices to accelerate the value exchange between customers, partners, and AWS. This session will focus on accelerating co-sell with AWS to drive greater customer value and generate more profitability.
11:30am	200	AWS GTM By Segment - How Partners Succeed In Market Segments	Strategies for scaling customer engagement and revenue growth with AWS across key customer segments. The presentation focuses on three key areas: the New-to- AWS opportunity, successful partner practices, and co-sell scaling methods. Through real-world examples and best practices, the speakers demonstrate how partners can leverage AWS tools, programs, and marketplace capabilities to accelerate customer acquisition and drive business outcomes. The session emphasizes the importance of defining focus areas, earning trust, and utilizing AWS's partner-centric programs for sustainable growth.
12:00pm	Lunch		
1:00pm	200	Executive Panel Discussion	Leadership Insights for Middle East Opportunity.
1:45pm	200	Capitalizing the market opportunity for Migration and Modernization	This session provides partner executive guidance to achieving end to end customer success on across Cloud Adoption – from Assess, Migration, Modernization, to Managed Services. We'll cover the latest updates on migration and modernization, explore current trends, and outline our strategic roadmap for 2026 and beyond. This session is essential for understanding AWS direction as it covers GTM strategy, Services Roadmap, and Partner Programs to build successful service offerings and drive accelerated growth with AWS.
2:30pm	Break		
2:45pm	200	Partner Revenue Management	New Partner Revenue Measurement gives Partners visibility into AWS service consumption. Learn how to properly tag your solution and measure the revenue impact that partner products and solutions generate across AWS services.
3:30pm	200	Marketing Playbook for AWS Partners	In this session, discover proven marketing strategies and tactics to effectively promote and sell your Generative AI solutions built on AWS. Learn how to successfully position GenAI offerings and accelerate revenue growth using AWS's go-to-market resources and programs.
4:15 pm	Wrap Up		
5:00 – 6:00pm	Welcome Reception (badge required)		

Day 2 Agenda

Wednesday, 29 April

Time (GMT+4)	Level	Title	Abstract
8:30am	Registration and Breakfast		
9:30am	Welcome		
9:45am	200	Day 3 Keynote –GTM: Aligning AWS and Partner Solutions for Customer Success	Discover how AWS and partners can drive industry-specific outcomes through our strategic go-to-market framework. Learn to leverage AWS's industry use cases, across key industries. This session will show you how to build compelling value propositions using AWS's industry assets and partner strategies to accelerate customer adoption and business growth.
10:15am	200	Industry Focus - Financial Services Sales Plays for Consulting Partners	This session reveals how to partner with AWS to help accelerate innovation for banks, insurance companies, capital market firms, and payment processors of all sizes. Learn how to build and deliver solutions across critical workloads. Discover opportunities to help customers modernize, implement cloud-based production environments, and create scalable direct-to-consumer solutions. This session will equip SI partners with the knowledge to drive digital transformation projects while leveraging AWS's deep industry expertise in Financial Services customer solutions
10:45am	Break		
11:00am	200	Domain Focus Security – Global Security & Compliance Acceleration	Discover how to maximize your success in the AWS security market segment through key sales plays and go-to-market motions. Learn to effectively position your security offerings across customer cloud journey phases: Inform, Migrate and Build, and Manage.
11:30am	200	Driving new growth through Greenfield	Partner Greenfield Program with multi-year co-investment for Migration, GenAI, and Security practices. Simple blueprint: Enablement + tools + funding. Partner-level investment vs. customer-level transactions.
12:00pm	Lunch		
1:00pm	200	Ask me Anything panel - Industry/Domains	Partners want to navigate the complexity of AWS's sales organization and understand how to effectively engage with different seller roles. This panel brings together diverse AWS sales leaders to provide insights into their daily operations, decision-making processes, and how partners can best align with their goals and activities.
1:45pm	200	Data Foundations for Generative AI	Generative AI is transforming how customers interact with data, but unlocking its value starts with the right foundation. In this session, we'll break down how AWS data services — including our databases, analytics, and AI-native capabilities — help customers prepare their data for GenAI use cases like intelligent search, chatbots, and decision automation.
2:30pm	Break		
2:45pm	200	Reimagining Customer Experience for the AI Era	In this session, you'll discover how to drive AI-first conversations with your customers, understand Amazon Connect's unlimited AI pricing that removes barriers to AI adoption at scale, position agentic AI solutions that combine Amazon Connect with advanced AI agents to deliver autonomous customer service experiences, accelerate your growth with proven business value selling frameworks, and maximize partner benefits to support your go-to-market initiatives
3:30pm	200	Industry Focus - Automotive	Discover how ASEAN's automotive sector is evolving into a global hub for electric vehicles and advanced manufacturing, with Thailand and Indonesia leading regional production. Learn actionable strategies to position your solutions within automotive supply chains
4:45 pm	Wrap Up		
5:00 – 9:00pm	Evening Networking Event (badge required)		

Day 3 Agenda

Thursday, 30 April

Time (GMT+4)	Level	Title	Abstract
8:30am	Registration and Breakfast		
9:30am	Welcome		
9:45am	200	Partner Profitability	Maximise Value Creation in Your Cloud Business: Strategically layer AWS Partner Programs through the customer journey to unlock premium margins. Hear about co-sell best practices, and create competitive advantage that transcends basic cloud services through high value-add which underpins customer success and drives long-term profitability.
10:15am	200	Day 3 Keynote – Accelerating Partner Success through AWS Partner Programs	AWS continues to strengthen the AWS Partner Network through enhanced programs, funding mechanisms, and go-to-market support. We'll showcase the AWS vision for how our expanded programs. Learn how AWS is committed to streamlining partner engagement through advanced tools like Partner Central and AWS Marketplace, while expanding funding benefits across training, innovation, and market development initiatives. Join us as we explore how these enhancements create unprecedented opportunities for partner growth and customer success.
10:45am	Break		
11:00am	200	The ISV Advantage: How AWS Partnership Drives Revenue Growth and Market Expansion	Partnering with AWS provides ISVs with a proven pathway to achieve these goals and unlock significant business value. This session explores how AWS empowers ISV partners to scale their businesses profitably through comprehensive support across the entire partnership lifecycle.
11:30am	200	AWS ISV Workload Migration Program	The AWS ISV Workload Migration Program (WMP) helps Software Partners accelerate workload migrations to SaaS. Learn how the program offers go-to-market support, technical enablement, and funding for rapid and successful migrations.
12:00pm	Lunch		
1:00pm	200	Ask me Anything Panel	AWS Partner Programs, as key to partner success. Ask the experts and learn about the new features of Partner Programs.
1:45pm	200	Maximizing ISV Success: AWS Marketplace Co-Sell Excellence	Learn proven strategies to accelerate your ISV growth through AWS Marketplace co-selling opportunities. This session reveals the key characteristics of top-performing marketplace sellers, including operational excellence, sales alignment, and effective partner programs. Explore best practices for channel-first approaches, compensation structures, and private offer optimization that drive successful co-sell motions. We'll examine new 2025 marketplace features including enhanced local currency support and automated financing.
2:30pm	Break		
2:45pm	200	Building Industry Solutions with Business Outcomes Xcelerator (BOX)	Ready to sell to line of business (LOB) buyers? Today's LOB buyers seek end-to-end solutions that deliver measurable business outcomes. The AWS Business Outcomes Xcelerator (BOX) program simplifies how AWS Partners collaborate to build and launch outcome-focused solutions. Learn what's new in 2026 with BOX and how to leverage BOX for faster customer acquisition in vertical markets.
3:30pm	200	Navigating Partner Central 3.0: APFP and ACE Solutions	Exploring the enhanced capabilities of Partner Central 3.0 (PC3.0) in AWS Console, focusing on the AWS Partner Funding Portal (APFP), ACE (APN Customer Engagement) solutions and AI capabilities to enhance resource discoverability. This session will guide partners through the new unified experience that merges Partner Central and AWS Marketplace Management Portal into a single, AWS Console-based platform.
4:15 pm	© 2024, Amazon Web Services, Inc. or its affiliates. Wrap Up		