



# PartnerEquip: Live – Bengaluru

Exclusive event for Specialized Partners

10-12 February 2026  
Bengaluru, India

## Sales & Alliances

This track delivers best practices and proven strategies to accelerate your engagement and drive business growth across different domains and industries. Designed specifically for sales, alliance, marketing, practice leaders, industry, and pre-sales roles, you'll learn directly from AWS subject matter experts and leaders through interactive presentations, panel discussions, and valuable networking sessions.

## Day 1 Agenda

Tuesday, 10 February

Time (GMT+5:30)	Level	Title	Abstract
8:00am	Registration and Breakfast		
10:00 am	Welcome		
10:15 am	200	Partner Everywhere	AWS is doubling down on empowering partners across India to accelerate growth and deliver exceptional customer value. This keynote, presented by the Director of India Partners, explores AWS's strategic vision for partner success in one of the world's fastest-growing cloud markets, focusing on rapid time-to-revenue, unprecedented market opportunities, and transformative growth strategies.
10:45 am	200	What is new in 2026?	AWS re:Invent 2025 delivered groundbreaking announcements across new AWS capabilities, partner programs, marketplace innovations, and generative AI capabilities. The event showcased AWS's commitment to empowering partners through enhanced co-sell programs, streamlined procurement experiences, and expanded competencies .
11:15 am	Break		
11:30 am	200	From POC to Value: Building Scalable Customer Success Models	As enterprises accelerate their adoption of transformative technologies like Generative AI, the role of partners in driving successful customer outcomes has never been more critical. This session explores how partners can help clients navigate the journey from pilot to enterprise-wide value realization. We'll examine why 60-70% of GenAI POCs struggle to scale and share practical strategies to overcome common challenges including business case development, change management, and technical integration.
12:00 pm	200	Executive Panel - Agentic AI Evolution	From AI Assistance to AI Agents: Building Autonomous Solutions That Drive Business Value
12:30 pm	Lunch		
1:30 pm	200	Marketing Playbook for AWS Partners Selling Gen AI Solutions	Discover actionable insights on leveraging AWS co-marketing resources, optimizing marketplace presence, and effectively utilizing Marketing Development Funds (MDF) to drive faster customer acquisition and deal closure.
2:15 pm	200	Winning Cross-Industry in India	Hear from AWS Leaders on opportunities in India across different industries, scaling strategies for rapid growth, AWS tools, programs and how to build capabilities to capture these opportunities
3:00 pm	Break		
3:15 pm	200	Modern Data Foundations for Generative AI	This session explores how organizations can unlock business value through generative AI and modern data strategies. This session covers four key areas: business value with generative AI, importance of modern data strategy, building modern data foundations for new customer experiences.
4:00 pm	200	Customer Transformation Journey	Join this session to hear about migration and modernization success story, timeline from engagement to production, lessons learned, and how partnership accelerated customers outcomes.
4:45 pm	Wrap Up		
5:00 – 7:00pm	Welcome Reception (badge required)		

## Day 2 Agenda

Wednesday, 11 February

Time (GMT+5:30)	Level	Title	Abstract
9:00am	Registration and Breakfast		
10:00 am	Welcome		
10:15 am	200	Accelerate Partner Success through AWS Partner Programs	This session will review what is new for 2026 around program enhancements designed for speed to market, funding mechanisms, Partner Central in AWS Console updates, and how programs drive faster revenue growth.
10:45 am	200	Maximize 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..
11:15 am	Break		
11:30 am	200	Managed Services Program	NEW MSP Incentives Overview: MSP Incentive for Customer Management, Strategic Services, Government Practice Benefit .
12:00 pm	200	Maximizing Your AWS Specialization Partner Benefits in 2026	AWS has enhanced partner visibility by integrating Specialization badges directly into AWS Marketplace, making it easier for customers to discover and engage with validated partners. Learn about Partner Matching Engine to maximize your partner profile
12:30 pm	Lunch		
1:30 pm	200	What's New in ISV Partner Programs	Hear about ISV Accelerate updates, WMP enhancements with direct credit disbursement to customers, SaaS Factory resources, and how these programs accelerate ISV growth
2:15 pm	200	Scale Co-sell through Marketplace	Discover the Marketplace landscape and related program such as MPOPP (Marketplace Private Offer Promotion Program) with 5X more partners supported and next-day credit processing, SaaS Co-Sell Benefit continuation in FY26, and how to maximize marketplace co-sell opportunities
3:00 pm	Break		
3:15 pm	200	Accelerate Migration and Modernization Led Transformation and AWS Transform	MAP now supports migrations with GenAI features with automation and new assessment tools, reduced MAP Cash threshold for SMB/startups, unified migration/modernization/GenAI support, ability to offer credits directly to customers, simplified ARR calculations
4:00 pm	200	Partner Programs AMA (Ask Me Anything)	Open Q&A with AWS Partner Program leaders. Bring your toughest questions about program benefits, funding, qualifications, and how to leverage programs for faster growth
4:45 pm	Wrap Up		
5:00 – 8:00pm	Evening Networking Reception (badge required)		

## Day 3 Agenda

### Thursday, 12 February

Time (GMT+5:30)	Level	Title	Abstract
9:00am	Registration and Breakfast		
10:00 am	Welcome		
10:15 am	200	Industry-Focused GTM for India - Speed to Value	Industry-specific outcomes, India's key industries (Financial Services, Healthcare, Manufacturing, Retail, etc.), partner strategies for vertical markets, and how industry focus accelerates sales cycles
10:45 am	200	Industry GenAI Use Cases in India	This session reviews real-world GenAI applications across Indian industries. Discuss specific use cases, implementation timelines, ROI achieved, and lessons learned for faster deployment.
11:15 am	Break		
11:30 am	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.
12:00 pm	200	Security, Cloud Operations & Resilience (SCOR) Domain GTM	SCOR specializations, GTM resources, enablement programs, funding mechanisms, and how to build a profitable security practice that accelerates customer cloud adoption
12:30 pm	Lunch		
1:30 pm	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.
2:15 pm	200	Building Industry Solutions with Business Outcomes Xcelerator (BOX)	Learn how to leverage BOX for faster customer acquisition in vertical markets
3:00 pm	Break		
3:15 pm	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.
4:00 pm	200	Closing Panel: Your Path to Speed to Market	AWS and partner leaders discuss key takeaways, action items for immediate implementation, resources available, and how to maintain momentum post-event
4:45 pm	Wrap Up + End of Week Survey		