



PartnerEquip: Live – Washington, D.C.

Exclusive technical event for Specialized Partners

August 26-28, 2025
Washington, D.C.

Next-Gen Managed Services Provider (MSP)

The Next-Gen Managed Services Provider (MSP) Track is designed for technical experts, operations leaders, and strategists from MSP organizations. This track covers advanced skills for delivering innovative cloud services on AWS, including multi-account strategies, AIOps/Generative AI integration, and DevSecOps practices.

Key focus areas include:

- GenAI platform development and AI agent implementation
- Advanced observability and monitoring
- Multi-account governance and landing zone strategies
- FinOps and AWS Marketplace optimization
- Emerging trends in cloud sustainability and ITSM

Participants will gain insights into the AWS MSP Partner Program and engage in hands-on sessions, including a DDoS GameDay. The track features an open forum for direct engagement with AWS experts and peers.

By attending, MSPs will acquire the knowledge and skills to build successful AWS managed services practices, differentiate their offerings, and deliver enhanced value to clients in the evolving cloud landscape.

Agenda

Tuesday, Aug 26:

Time (EDT)	Level (1-400)	Section Title	Abstract/Description
8:00 am	Breakfast		
9:00 am	Welcome		
9:15 am	300	Next-Gen MSP Keynote	Overview of AWS's role in MSP growth, market trends, and partner programs. Highlights customer success stories and strategies for scaling MSP businesses.
10:00 am	200	Public Sector Managed Services	Guide to serving public sector clients using AWS, focusing on CMMC 2.0, FedRAMP, and GovCloud implementations for government security compliance.
10:30 am	Break		
10:45 am	300	Generative AI for MSPs	Explores AI agent implementation for proactive cloud management, including automated incident response, cost optimization, and infrastructure monitoring.
11:30 am	300	Next-Gen MSPs Operational Tooling	Comprehensive guide to MSP technology stack implementation, from service desk to cloud operations management.
12:00 pm	Lunch		
1:00 pm	300	Multi-Account Strategy and Landing Zone	Explores multi-account strategies and landing zone implementation for MSPs using AWS Control Tower, covering OU design patterns and governance best practices.
1:45 pm	300	Building A Mature Generative AI Platform	Guide to building Foundation Model Hubs for GenAI solutions, covering model selection, integration, and customization for MSP service delivery.
2:30 pm	200	Open Discussion With the AWS MSP Program Team	Interactive discussion with AWS MSP team and partners about program requirements, experiences, and best practices.
3:00 pm	Break		
3:15 pm	400	Workshop: AIOps Using Agentic AI on Amazon Bedrock	In this workshop you will build an AIOps using Amazon Bedrock that enables users to interact with their AWS infrastructure through natural language queries and commands.
4:45 pm	End of Day Survey		
5:00 – 6:00 pm	Welcome Reception (On-Site - Badge Required)		

Agenda

Wednesday, Aug 27:

Time (EDT)	Level (1-400)	Section Title	Abstract/Description
8:00 am	Breakfast		
9:00 am	Welcome		
9:15 am	300	Keynote: When and How to Scale Your MSP Business	This session provides practical insights for assessing opportunities, building necessary capabilities, and creating targeted service offerings that drive growth. Gain actionable insights from successful MSP transformation stories to inform your strategic decisions.
10:00 am	200	AWS MSP Program Overview	Overview of the AWS MSP Partner Program, covering the audit and validation process.
10:30 am	Break		
10:45 am	300	DevSecOps for MSPs	Integration of security throughout managed services using AWS CodePipeline, CodeBuild, and Inspector, with focus on security-as-code implementation.
11:30 am	200	The Modern Partner Journey	Learn about the six core concepts on the journey, what AWS is needs from partners to help them grow, why we are asking for these things, how they support your growth and utilize actionable tooling and programs.
12:00 pm	Lunch		
1:00 pm	300	Cloud Security Posture Management	Discover how to enhance your managed security offerings through effective Cloud Security Posture Management (CSPM). Learn to leverage AWS security services to deliver comprehensive security visibility and compliance monitoring across customer environments. Explore best practices for automated security assessments and remediation workflows that strengthen your MSP security practice.
1:45 pm	300	FinOps for MSPs	Learn essential FinOps strategies to optimize cloud costs and drive customer value. Discover how to leverage AWS tools to implement cost governance, improve visibility, and create revenue-generating FinOps services.
2:30 pm	300	Understanding the AWS MSP Maturity Model	Learn how to leverage AWS's MSP Maturity Model to assess and grow your practice. Discover tools and best practices to advance your capabilities, expand service offerings, and increase market reach.
3:00 pm	Break		
3:15 pm	300	Advanced Observability	Build comprehensive AWS monitoring solutions using AWS observability services like CloudWatch Insights, automated alerts & ML-powered detection for enhanced MSP operations.
4:00 pm	300	MSP Market Opportunity: Migration and Modernization	Learn how to drive customer success across the cloud journey - from assessment and migration to modernization and managed services. Explore AWS's latest migration tools, market trends, and strategic roadmap. Discover how to leverage AWS services and partner programs to build compelling MSP offerings and accelerate your business growth.
4:45 pm	End of Day Survey		
5:30–10:00 pm	Networking Event (Off Site - Badge Required)		

Agenda

Thursday, Aug 28:

Time (EDT)	Level (1-400)	Section Title	Abstract/Description
8:00 am	Breakfast		
9:00 am	Welcome		
9:15 am	300	AWS AI/ML: Powering Intelligent Operations	Explore AWS's comprehensive AI/ML portfolio, from Amazon SageMaker AI, Amazon Q, and Amazon Bedrock. Learn how to leverage these powerful tools to solve business challenges, create intelligent applications, and deliver innovative solutions to your customers.
10:00 am	300	AWS Marketplace for MSPs	Overview of AWS Marketplace opportunities for MSPs as buyers and sellers, including service packaging, procurement, and business growth strategies.
10:30 am	Break		
10:45 am	300	Bridging VMware and AWS: Unlocking Opportunities for MSPs	Explore how AWS's VMware solutions enable MSPs to drive cloud transformation for their enterprise customers. This session showcases how to seamlessly extend and migrate VMware workloads to AWS while maintaining operational consistency
11:30 am	300	AWS Support for MSPs	Overview of Partner-Led Support, including specialized tooling and premium AWS resource access opportunities.
12:00 pm	Lunch		
1:00 pm	300	IT Service Management (ITSM) for MSPs	Guide to modern IT service management in multi-cloud environments, covering automated incident response and AIOps integration.
1:45 pm	200	Sustainability for MSPs	Learn how MSPs can leverage AWS tools to optimize resource efficiency and build sustainability-focused service offerings.
2:30 pm	200	Mastering Cloud Excellence: Building a CCoE for MSPs	Learn how MSPs can build an effective Cloud Center of Excellence (CCoE). Discover strategies to standardize operations, enhance governance, and deliver secure, scalable managed services to your customers.
3:00 pm	Break		
3:15 pm	300	Delivering Managed Services to SMB Customers	Explore strategies for effectively delivering AWS managed services to Small and Medium Businesses. Learn to create a MSP practice that addresses SMB-specific needs while maintaining profitability. Discover approaches for service packaging, automation, and security tailored to SMB needs, helping you build a successful MSP practice in this growing market segment.
4:00 pm	300	Building Resilient Cloud Architectures	Strategies for maintaining high availability and business continuity through proactive monitoring and defensive integration.
4:45 pm	End of Day Survey		