PartnerEquip: Live – Washington, D.C.

Exclusive technical event for Specialized Partners

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

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.

This exclusive opportunity is available only to partners with AWS specializations in Migrations, Modernization, Data & Analytics, Generative AI, Security, Resilience, Graviton, and Industry Solutions. Gain insider access to AWS programs, specialist resources, and industry teams while developing targeted go-to-market strategies to accelerate your business success.

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.

aws PartnerEquip: Live

Agenda
Tuesday, Aug 26:

Time (EDT)	Level (1-400)	Section Title	Abstract/Description
8:00 am		Breakfast	
9:00 am		Welcome	
9:15 am	200	**Track Keynote - Capturing Market Opportunity with AWS**	In this Partner Equip keynote, we will outline AWS's vision for accelerating cloud transformation through strategic partnerships. The session highlights 2024's successes, presents six key priorities for 2025, and introduces new tools like Amazon Q Developer Transform to help partners drive customer success in cloud migration and generative AI adoption. Using analogies of light speed and racing, the presentation emphasizes the importance of balancing speed with control in technological advancement.
9:45 am	200	**Insights Into the Generative AI Landscape**	The AWS Generative AI Center of Excellence presents a broad customer study highlighting generative AI industry trends. This research 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.
10:30 am		Break	
10:45 am	200	**Migration & Modernization**	A Partner Guide to achieving end to end customer success across Assess, Migration, Modernization, and Managed Services. We'll cover the latest updates on our migration and modernization efforts, explore current trends, and outline our strategic roadmap for the future. This session is essential for understanding our direction and growth opportunities.. This session will cover GTM strategy, Services, and Partner Programs to build successful service offerings.
12:00 pm		Lunch	
1:00 pm	200	**From POC to Value: Building Scalable Customer Success Models**	Learn how partners can accelerate enterprise GenAI adoption through proven frameworks and real-world case studies. This session examines why most GenAI POCs fail to scale and provides practical strategies for successful enterprise-wide implementation. Discover actionable approaches to overcome common challenges in business case development, change management, and technical integration. Drawing from AWS customer success stories, you'll gain valuable insights to guide clients from initial pilots to measurable business impact.
1:45 pm	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.
3:00 pm		Break	
3:15 pm	200	**Going to Market with AWS Multicloud**	Join us to discover how AWS partners can capitalize on enterprise multicloud adoption. Learn how to help customers streamline operations, security, identity management, and analytics across AWS, on-premises, and other cloud environments. We'll showcase how leading partners are leveraging AWS's extensive hybrid and multicloud capabilities to deliver unified management, centralized security, and cross-environment analytics solutions. Through real customer examples and partner success stories, explore opportunities to expand your practice by helping organizations simplify their multicloud journey while maintaining AWS as their primary cloud provider.
3:45 pm	200	**Executive Panel Discussion**	Unlocking Partner Success: AI-Driven Market Opportunities and Customer Impact
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	200	**Maximizing Customer Referrals with AWS Marketplace and AWS Partner Network**	Discover how to maximize customer referrals through AWS Marketplace and AWS Partner Network. This session explores the comprehensive strategy of combining product-led growth (PLG) and sales-led growth (SLG) approaches to drive customer acquisition and expansion. Learn about key features including AWS Marketplace discovery tools, free trials, SaaS Quick Launch, and co-selling programs like ISV Accelerate and APN Customer Engagement (ACE). Understand how to leverage AI- powered recommendations, AWS console integrations, and multi-partner collaboration opportunities to enhance your market presence.
9:45 am		**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.
10:30 am		Break	
10:45 am		**Accelerating Business Outcomes with AWS BOX**	The AWS Business Outcomes Xcelerator (BOX) program empowers partners to build and deliver solutions that drive real business impact for line-of-business (LOB) customers. BOX provides a structured approach, financial incentives, and go-to-market support to help partners ideate, build, and bring to market outcome-focused solutions. By connecting complementary partners and leveraging AWS expertise, BOX enables the co-creation of innovative multi-partner solutions that address pressing customer challenges across industries. This session will explore how the BOX program can help ISV partners expand their reach, unlock new revenue streams, and deliver transformative business outcomes for customers.
11:30 am		**Maximizing Your AWS Specialization Partner Benefits in 2025**	Unlock the full potential of AWS Specialization Partner Program benefits to drive business growth. Explore enhanced MDF funding, PartnerEquip resources, and improved partner discoverability features. Through real-world success stories and 2025 program updates, learn strategic approaches to maximize Signature Benefits and create a clear roadmap for AWS partnership success.
12:00 pm		Lunch	
1:00 pm		**Ask Me Anything Panel – AWS Programs**	Join a session of AWS Partner Executives to ask all questions around programs and partner shared services. The session will be moderated but open for the audience to participate.
1:45 pm		**Accelerate SaaS Launch and Growth with AWS Marketplace: Insights from MPLS and SaaS Factory**	Learn how to accelerate SaaS product launch and growth with AWS Marketplace. In this session we'll share actionable guidance and assets from the SaaS Factory Program and the new AWS Marketplace List & Sell (MPLS) Program, designed to help software providers build transactable SaaS listings, enable Product-Led Growth, and co-sell with AWS. We'll share real-world examples of software providers that have accelerated product launch, enhanced customer activation and retention, and unlocked new revenue streams through AWS Marketplace.
3:00 pm		Break	
3:15 pm		**Maximizing AWS Partner Central: Resources Available to Help You Accelerate Business**	Unlock the full potential of AWS Partner Central in this comprehensive session designed for AWS Partners seeking to optimize their engagement with AWS and customers. Starting with self services features and roadmap overview, we'll then share tips and highlight latest resources available for Sales and Alliances Leads.
3:45 pm		**Partner Matching Engine**	Improve your visibility with sellers and customers by maximizing your co-sell recommendation score and understanding our tooling. Discover how AWS Partner Matching Engine helps customers find the right AWS Partners for their business needs. Learn how this intelligent matching solution uses advanced algorithms to connect customers with partners based on their specific requirements, industry expertise, geographic location, and AWS competencies.
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	200	Track Keynote - Capturing Market Opportunity with AWS	Discover how to accelerate your growth through AWS Marketplace while leveraging industry-specific opportunities. Learn about the rapid expansion of cloud marketplaces, and how the AWS Industry & Solutions Partner Team in North America is creating new mechanisms for partners to capitalize on industry-specific use cases. Through real-world examples and recent innovations, understand how partners are achieving higher ROI, larger deal sizes, and faster sales cycles.
9:45 am		Marketing Playbook for AWS Partners Selling Gen AI Solutions	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. We'll explore how to amplify your GenAI value proposition to reach enterprise decision-makers through compelling messaging, AWS marketing programs, market development funds, co-marketing opportunities, and AWS Marketplace optimization. The session includes real-world success stories, actionable frameworks, and guidance on building customer proof points.
10:30 am			**Break**
10:45 am		ISV Partner Enablement for Industry-Specific GTM	Drive market success by aligning your ISV solutions with AWS's industry-specific go-to-market frameworks. Learn how AWS's Industry & Solutions Partner Team helps ISVs build, position, and scale vertical solutions across healthcare, financial services, manufacturing, and other key sectors. Discover proven strategies for developing compelling industry use cases, accessing funding programs, and leveraging AWS's co-marketing resources. Through real-world examples, explore how successful ISVs are accelerating revenue growth by tailoring their solutions to industry-specific customer challenges and regulatory requirements.
11:30 am		Domain-Focus Security – Top Security Sales Plays for ISVs	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. We'll explore high-demand offerings including security assessments, secure architecture implementation, and managed security services. Understand how to increase deal sizes, shorten sales cycles, and tap into the massive opportunity presented at hand. Key Topics include strategic security sales plays, high-value security service offerings and best practices for removing barriers to scale your offerings.
12:00 pm			**Lunch**
1:00 pm		Accelerate Your Growth with AWS Built-In: the Fast Track to Customer Trust	Discover how AWS Built-In can streamline your path to market success. This session explores how ISV partners can leverage AWS Built-In to demonstrate technical validation, enhance customer trust, and accelerate sales cycles. Learn about the program benefits, validation process, and how to showcase your AWS Built-In status to drive customer confidence and business growth.
1:45 pm		Build With Amazon Nova On Bedrock, Unlock GTM Opportunities	Discover how to leverage Amazon Nova on Bedrock to accelerate your go-to-market success. Learn key capabilities, integration best practices, and real-world use cases that can help ISV partners build innovative AI solutions. We'll cover technical requirements and GTM strategies to help you maximize market opportunities with Nova-powered applications.
3:00 pm			**Break**
3:15 pm	200	Accelerating with AWS Marketplace	Learn proven strategies to accelerate growth with AWS. This session reveals the characteristics of our most engaged AWS Marketplace Sellers and tools to create an actionable plan for success. Building a co-sell motion with AWS requires a strong strategy that aligns your goals with AWS priorities and meets our customers business needs. We'll share our big bets for 2025 to help focus your efforts through the remainder of the year.
4:00 pm	200	Executive Panel Discussion: Industry Innovation - Building Winning Domain + Vertical Value Propositions	Join leading AWS partner leaders in a panel discussion exploring how combining deep domain expertise with industry-specific value propositions creates compelling market differentiation.
4:45 pm			**End of Day Survey**