



PartnerEquip: Live – Washington, D.C.

Exclusive technical event for Specialized Partners

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

SALES AND ALLIANCES SERVICES TRACK

Accelerate Your AWS Business: Strategic Content for Services Partners

This track delivers proven strategies to amplify your consulting services 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.

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 2025 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.
11:30 am	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.
12:00 pm	Lunch		
1:00 pm	200	Executive Panel Discussion	Unlocking Partner Success: AI-Driven Market Opportunities and Customer 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	Ask Me Anything Panel	Join a session of AWS Partner Executives to ask all questions around strategic vision . The session will be moderated but open for the audience to participate.
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	Day 2 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.
9:45 am	200	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	200	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.
11:30 am	200	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.
12:00 pm	Lunch		
1:00 pm	200	Unlock & Unblock Opportunities with Experience-Based Acceleration (EBA)	Experience-Based Acceleration (EBA) is your gateway to accelerated customer success and revenue growth. Learn how EBA empowers partners to drive faster adoption, uncover new opportunities, and build stronger executive relationships. This session provides actionable strategies to implement EBA in your practice, creating repeatable frameworks for consistent success across your customer base. Discover how to leverage EBA's proven methodology to differentiate your offerings, generate high-quality pipeline, and establish yourself as a trusted strategic advisor.
1:45 pm	200	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.
3:00 pm	Break		
3:15 pm	200	Partner Funding 2025 – Latest Funding Initiatives for Consulting Partners	Maximize partner profitability and customer obsession with AWS Partner Funding Benefits. Explore comprehensive funding options including Training Credits, Innovation Sandbox, MDF, and MAP funding. Learn how to leverage these programs across different partner paths to build capabilities, expand your practice, and create sustainable competitive advantage.
3:45 pm	200	Ask Me Anything Panel	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.
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	Day 3 Keynote – Industry- Focused 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 379 industry use cases, across 16 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.
9:45 am	200	The Consulting Partner Market Opportunity for Financial Services 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 large- scale digital transformation projects while leveraging AWS's deep industry expertise in Financial Services customer solutions.
10:30 am	Break		
10:45 am	200	The Consulting Partner Market Opportunity for Public Sector	Government agencies around the world are balancing agility, security, compliance, and reliability. At the same time, they are focused on modernizing aging infrastructures and improving operational productivity. Learn how customers choose AWS for a complete platform that meets strict security and compliance standards.
11:30 am	200	Sales Panel Discussion	A Day in a life of an AWS Seller – Learn how the AWS sales team serves their customer and when they lean on support from consulting partners. This panel will consist of a selection of AWS seller and Partner Success Managers from the AWS Global Sales Organization.
12:00 pm	Lunch		
1:00 pm	200	AWS Specialist Selling – Cloud Foundational Services	Learn about our proven GTM mechanisms across key domains including Security, CloudOps, and Identity. Join our leadership team as they showcase successful partner engagement models through ABI integration, automated selling tools, and the AWS resell program. This session will demonstrate how partners can leverage CFS superset services to drive customer adoption, enhance security and compliance, while maximizing their growth potential through AWS's partner programs and incentives.
1:45 pm	200	Domain Focus Security - Top Security Sales Plays for Consulting Partners	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.
3:00 pm	Break		
3:15 pm	200	Domain-Focus Cloud Operations & Resilience - Top Sales Plays for Consulting Partners	Join us to explore AWS Cloud Operations' five key domains and discover top sales plays for System Integrators. Learn how to position and sell solutions across Cloud Governance, Monitoring and Observability, Operations Management, Compliance and Auditing, and Cloud Financial Management. We'll share strategies to help customers build secure, scalable cloud environments while leveraging the AWS Cloud Operations Competency to drive business growth.
3:45 pm	200	Domain Focus Modernization: Modern Data Foundations Sales Play	This session explores how organizations can unlock business value through generative AI and modern data strategies. It covers four key areas: business value with generative AI, importance of modern data strategy, building modern data foundations for new customer experiences, and the Data Foundation for GenAI Partner Initiative.
4:45 pm	End of Day Survey		