



# PartnerEquip: Live – London

Exclusive technical event for Specialized Partners

**October 7-9, 2025**  
**London, U.K.**

## SALES AND ALLIANCES

### Accelerate Your AWS Business

This track delivers proven strategies to amplify your AWS business and drive 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 Specialization. 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, October 7:

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 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. The session emphasizes the importance of defining focus areas, earning trust, and utilizing AWS's partner-centric programs for sustainable growth.
11:30 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.
12:00 pm	Lunch		
1:00 pm	200	Executive Panel Discussion	Unlocking Partner Success: AI-Driven Market Opportunities and Customer Impact
2:00 pm	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 2025 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.
3:00 pm	Break		
3:15 pm	200	Unlock Growth through Co-Selling with AWS	Learn the latest enhancements to help you maximize co-sell opportunities with AWS, enhance collaboration opportunities, accelerate selling Partner solutions in AWS Marketplace and beyond, and leverage cutting-edge AI technologies to drive growth.
4:00 pm	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.
4:45 pm	End of Day Survey		
5:00 – 6:00 pm	Welcome Reception (On-Site - Badge Required)		

# Agenda

## Wednesday, October 8:

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	Maximizing Your AWS Specialization Partner Benefits in 2025	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	Ask me Anything - Executive Panel	
1:45 pm	200	Procurement modernization with AWS Marketplace	The Partner Opportunity for AWS Marketplace SIs, ISVs and Resellers. How to build and scale an AWS Marketplace practice to increase ROI and accelerate deal closure.
3:00 pm	Break		
3:15 pm	200	Migration Acceleration Program	The Migration Acceleration Program (MAP) Partner Session is designed to equip Consulting Services Path partners with the knowledge and tools to drive cloud migration and modernization projects. The agenda covers MAP fundamentals, partner benefits, business development strategies, and implementation phases. Partners will learn about available resources, tools, and support mechanisms to effectively leverage MAP funding and methodologies.
3:45 pm	200	Partner Funding	How Funding benefits are tailored to meet your business needs around training, new product and solution development, and go-to-market activities, enabling you to reach new customers and differentiate your business.
4:45 pm	End of Day Survey		
5:30–10:00 pm	Networking Event (Off Site - Badge Required)		

# Agenda

## Thursday, October 9:

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 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	Industry 360	TBD
11:30 am	200	Domain Focus Security - Top Security Sales Plays	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.
12:00 pm	Lunch		
1:00 pm	200	Domain Focus Cloud Operations & Resilience - Top Sales plays	Join us to explore AWS Cloud Operations' five key domains and discover top sales plays for partners. 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.
1:45 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.
3:00 pm	Break		
3:15 pm	200	Accelerate Industry Use Cases with Guidance Packages	Join this session to learn about AWS Guidance Packages, a comprehensive suite of resources designed to help partners accelerate their solution development and go-to-market journey. We will introduce the concept of Guidance Packages and demonstrate how they provide partners with ready-to-use templates, architectural patterns, and best practices aligned with priority industry use cases. The session will explore how these packages streamline the solution-building process, reduce development time, and ensure adherence to AWS best practices.
3:45 pm	200	Modern Data Foundations for Generative AI	Explore how AWS data services power modern generative AI solutions through three essential data patterns: data unification, vector search for RAG, in-memory caching for inference, and state management for AI interactions. Learn how AWS Partners leverage Aurora with pgvector, OpenSearch, DynamoDB, and ElastiCache to build production-ready GenAI solutions across industries.
4:45 pm	End of Day Survey		