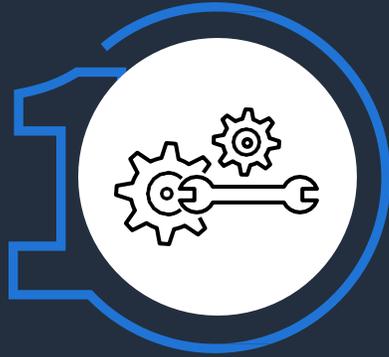aws

Building an AWS Cloud Center of Excellence (CCoE), for Partners

Key partner asks
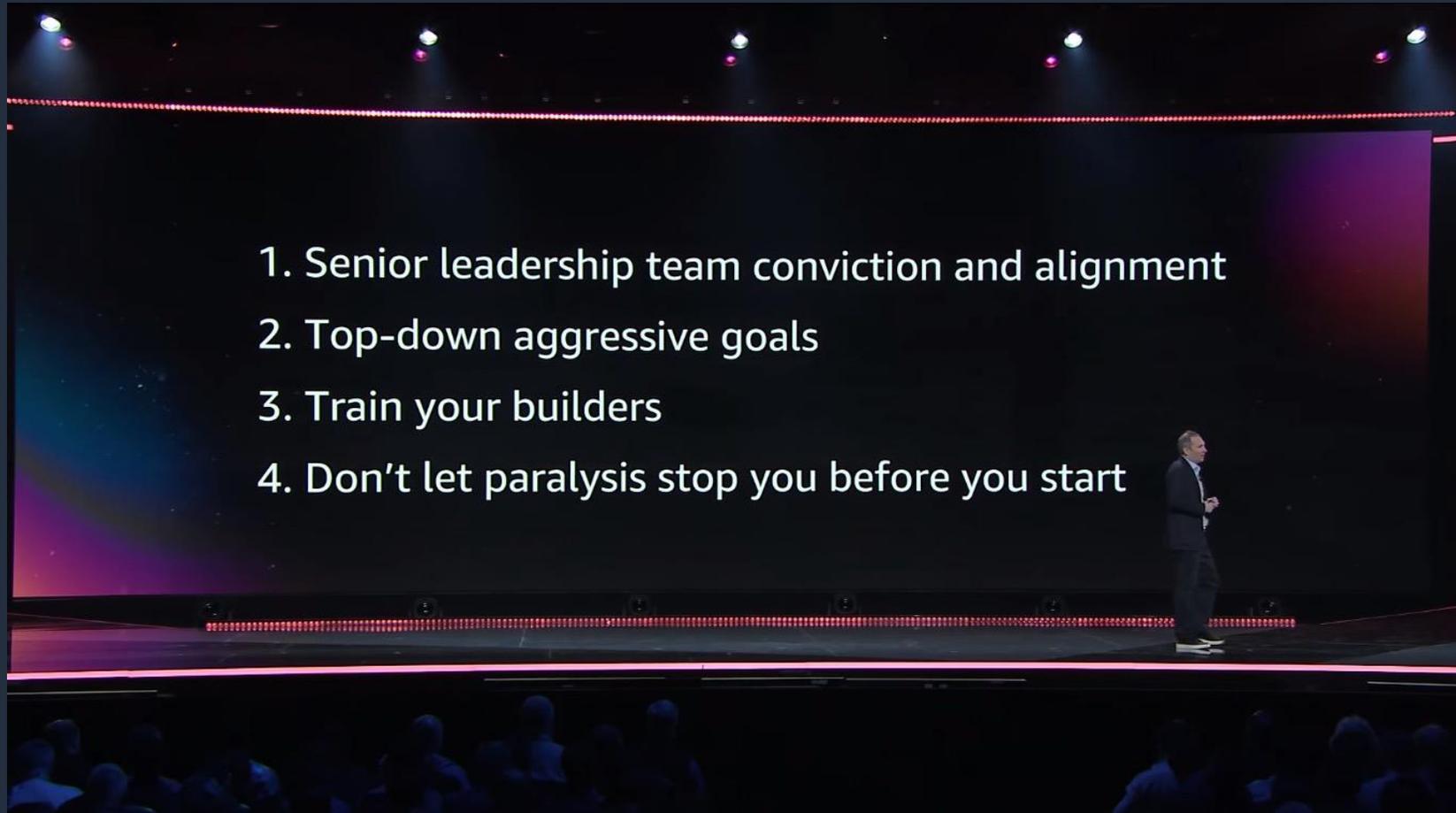
How to manage cloud practices at scale?

How to effectively partner with AWS for co-sell?

How to accelerate revenue and deal velocity?

Andy Jassy's Four Steps for Digital Transformation

Agenda

What is a Partner Cloud Center of Excellence (CCoE)?

How does a CCoE accelerate your AWS practice?

How to begin building a Partner CCoE?

Key technical activities for building a CCoE

Partner CCoE Assessment Worksheet

What is a Partner Cloud Center of Excellence (CCoE)?

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Partner Cloud Center of Excellence (CCoE)

- Framework to develop and accelerate AWS Services Partners
- Evangelize partner core differentiators and "AWS Superpowers"
- Gain Executive Level and company-wide commitment to leading with AWS
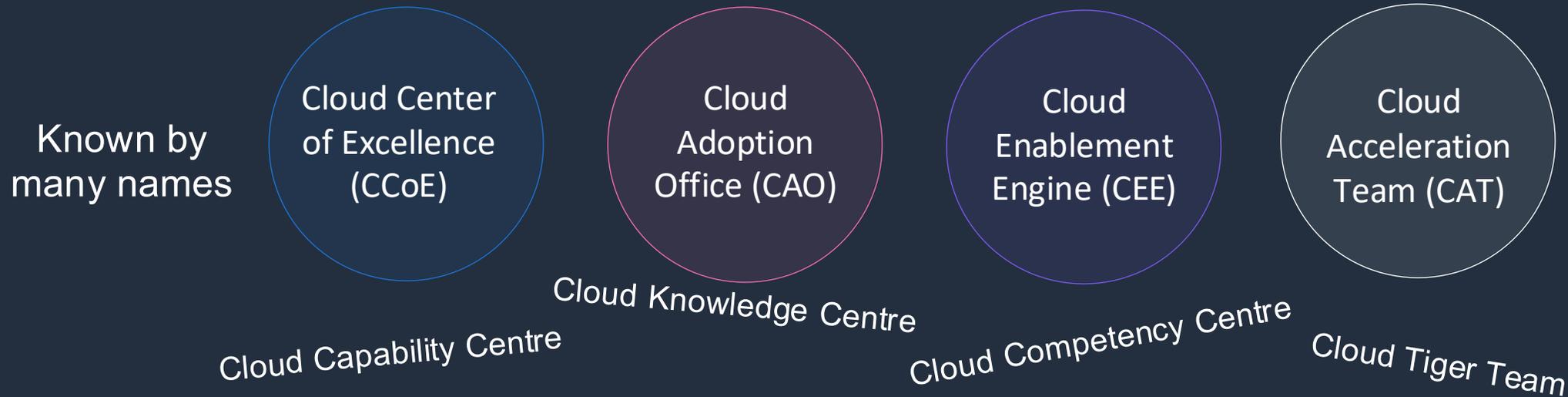- Build structure and define resources needed to succeed

CCoE is a Partner mechanism for…

- Continuous alignment to AWS business goals
- Consistent and repeatable pipeline and outcomes
- Build partner brand, long term revenue
- Transformation to an AWS first strategy

Many names... Similar functions

THERE ARE MANY NAMES FOR THE ORGANIZATIONAL STRUCTURES THAT ENABLE AWS PARTNERS TO EFFECTIVELY AND EFFICIENTLY SUPPORT CUSTOMERS IN THEIR CLOUD JOURNEY.

Known by many names

Cloud Center of Excellence (CCoE)

Cloud Adoption Office (CAO)

Cloud Enablement Engine (CEE)

Cloud Acceleration Team (CAT)

Cloud Knowledge Centre

Cloud Capability Centre

Cloud Competency Centre

Cloud Tiger Team

Regardless of the name, these structures are formed to provide functions that enable a successful AWS Partner.

Strategic Direction	Repeatable Processes	Coordination	Planning
Alignment	Scaling Up	Value Realization	Adoption

AWS CCoE Framework for Partners

👬 People	⚙️ Processes	🖥️ Technology
• Executive and Alliances Teams • Product Teams • Consultants/Cloud Advisory • Cloud Engineers/Cloud Architects • Legal • Sales • Marketing • Customer Success (Post Sales)	• Product Offer launch model • Marketplace • Sales/Marketing/Technical Enablement • Delivery Runbooks • ACE Integration • APN Funding Incentives • Support	• Skillsets for building and operating cloud platforms • Differentiated offers and solutions • Building data platforms • Maintaining cloud training environments • Building 3rd party integrations

How does a CCoE accelerate your AWS practice?

aws

AWS Partner Cloud Center of Excellence

Partners provide expertise and governance with a Migration, Modernization, and Cloud Native Strategy to deliver exceptional customer outcomes with AWS

Operations

GTM

Enablement

Sales

Product Development

Customer Success

Cloud Business Consultants

Deal Desk

Cloud Center of Excellence
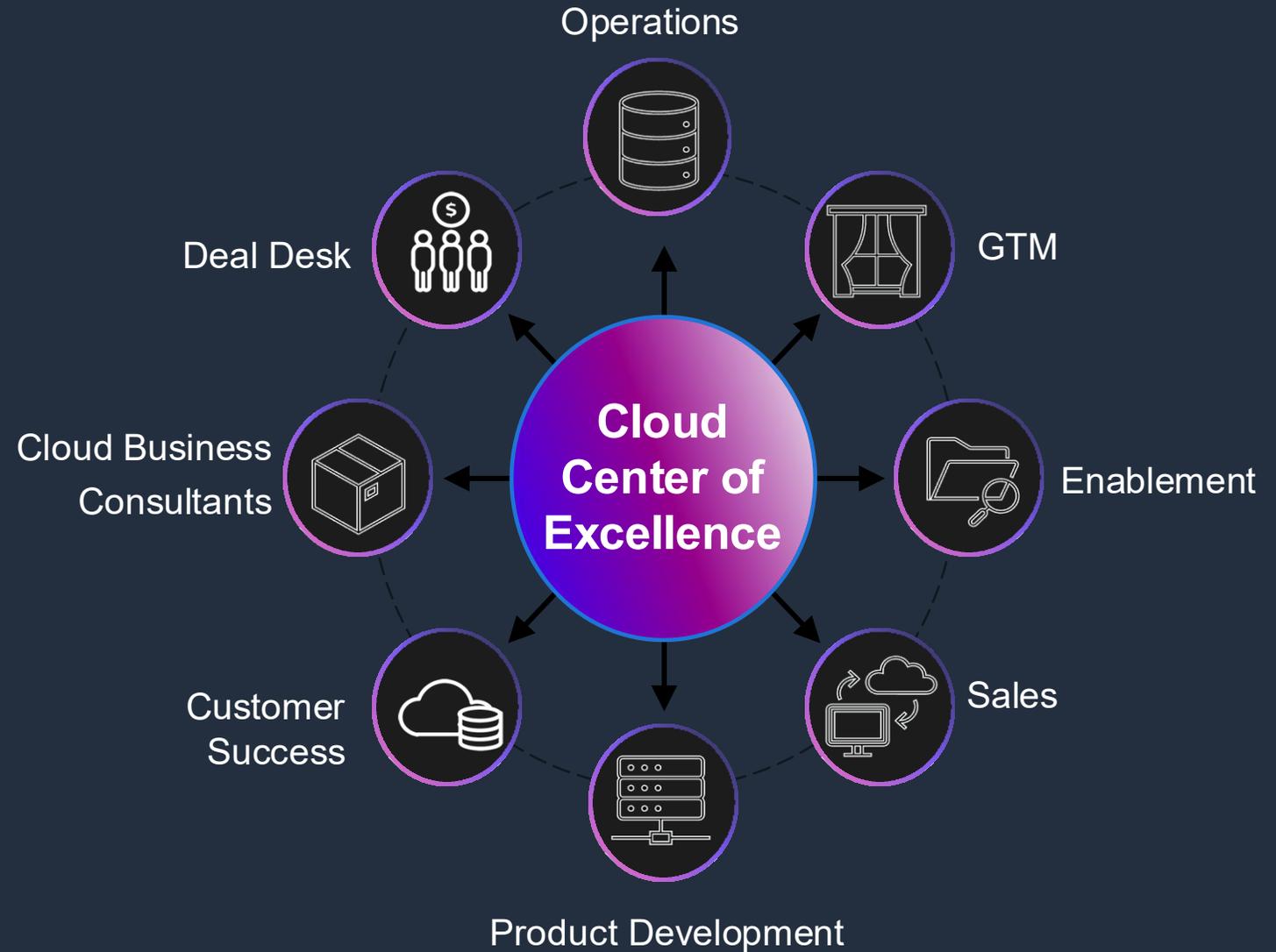
How to begin building a CCoE?

Building a CCoE is a multi-step process that can be started in days, but never truly finishes as the CCoE should always evolve

Assess

Identify your challenges with cloud and barriers to growth. Determine what to include in your CCOE and KPI's to measure success.

Build

Define a vision and use cases, determine roles, responsibilities and functions. Build internal workflows and processes aligned to use cases.

Implement

Implement one or more use cases within your organization to determine effectiveness. Measure results and impact.
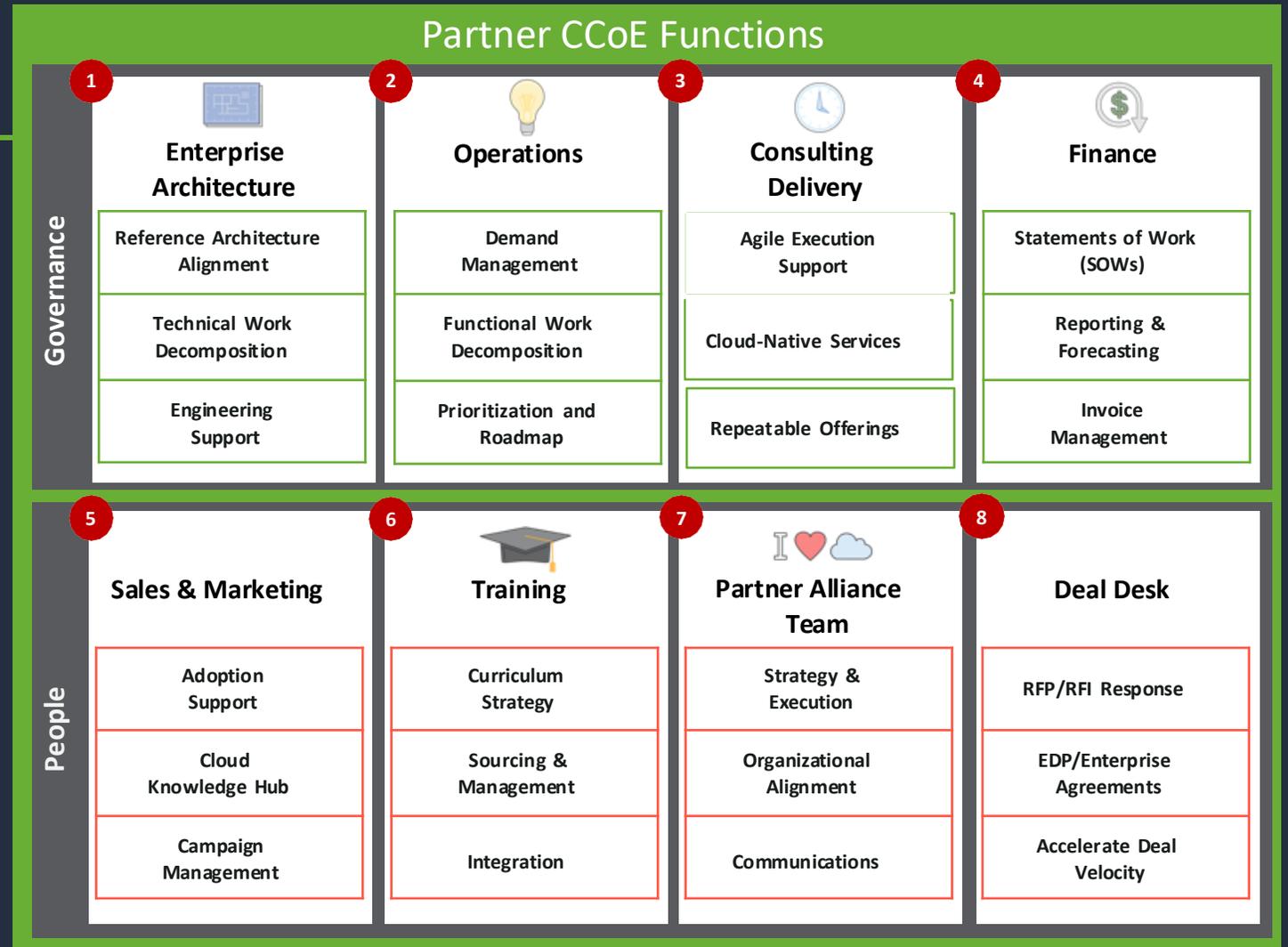
Evolve

Track KPIs and evolve operating procedures, strategies and toolsets to maximize CCOE value

What are the organizational functions of a Partner CCoE?

Partner Cloud Center of Excellence

Centralized team focused on accelerating a partner's cloud capabilities, AWS expertise, solutions development, and customer success.

Partner CCoE Functions

Governance			
1 Enterprise Architecture	**2** Operations	**3** Consulting Delivery	**4** Finance
Reference Architecture Alignment	Demand Management	Agile Execution Support	Statements of Work (SOWs)
Technical Work Decomposition	Functional Work Decomposition	Cloud-Native Services	Reporting & Forecasting
Engineering Support	Prioritization and Roadmap	Repeatable Offerings	Invoice Management

People			
5 Sales & Marketing	**6** Training	**7** Partner Alliance Team	**8** Deal Desk
Adoption Support	Curriculum Strategy	Strategy & Execution	RFP/RFI Response
Cloud Knowledge Hub	Sourcing & Management	Organizational Alignment	EDP/Enterprise Agreements
Campaign Management	Integration	Communications	Accelerate Deal Velocity

CCoE Persona's

AWS CLOUD IS EVER-EVOLVING, AND OUR PARTNERS HAVE VARIOUS CHALLENGES TO BUILD THEIR BUSINESS THAT AFFECT EACH TEAM AND ROLE WITHIN THEIR ORGANIZATIONS.

Company / Product

Architect
- What is our cloud architecture strategy?
- Where is our core cloud content, deliverables, code libraries, etc. stored?
- Where do I learn new AWS Skills?

Developer
- What are our approved tool sets?
- How do I build in cloud while remaining compliant?
- Where is our repository of content?
- What is our SDLC for cloud?

Sales / BD

Seller
- What programs does AWS offer to help us sell in verticals and horizontals?
- Who do I need to work with during our cloud sales motion?
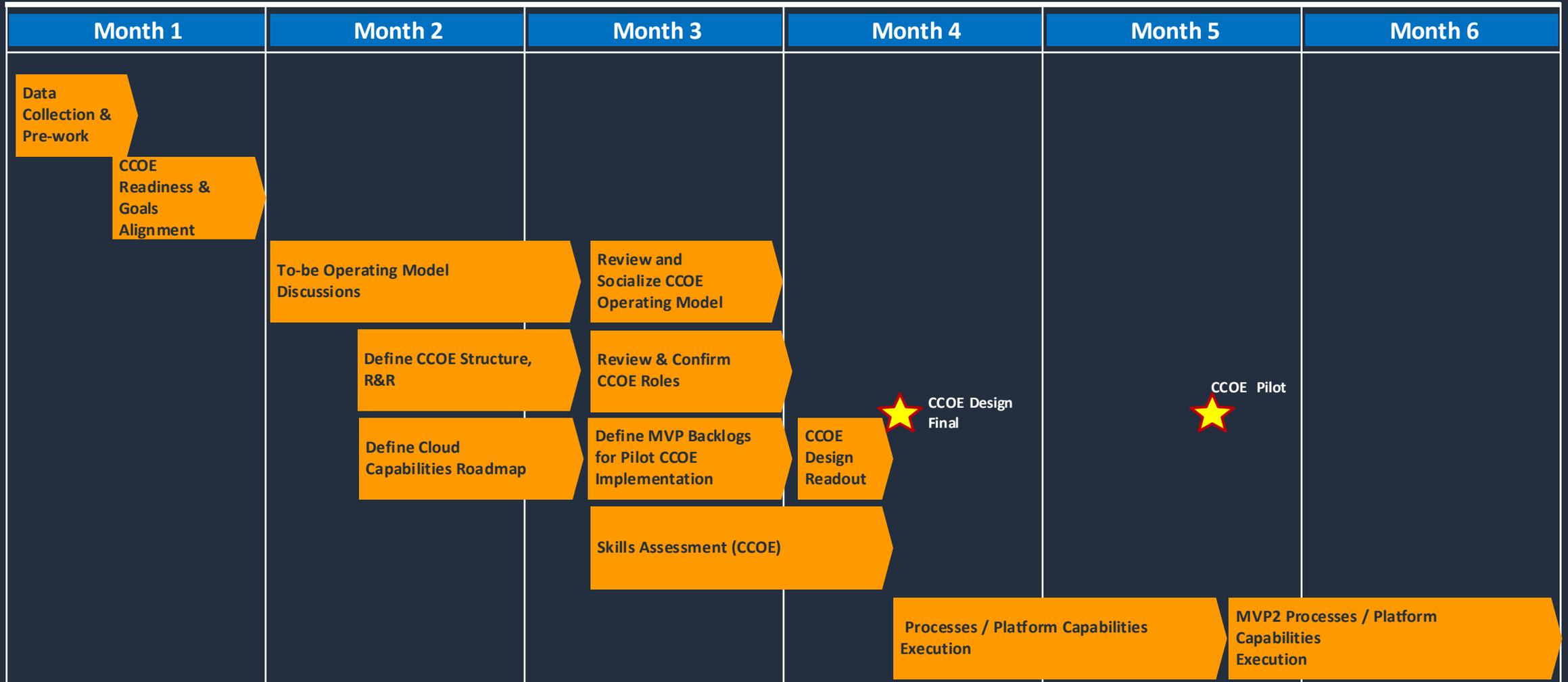- What is the benefit of selling cloud?

Marketing
- How should we best co-sell with AWS?
- How to leverage Marketing Central?
- Who are my internal stakeholders for cloud related marketing efforts?

Delivery

Product Owner
- What is the best way to build my product to optimize the benefits of cloud?
- Who do I need to involve in my decision processes to operate in cloud?
- How do I leverage the cloud provider in product development?

Finance
- Does finance have visibility into cloud costs?
- Are we optimizing customers' and our spend in the cloud?
- Is chargeback / showback properly set up and audited?

Example Timeline for CCoE Design and Launch

Month 1	Month 2	Month 3	Month 4	Month 5	Month 6

Data Collection & Pre-work

CCOE Readiness & Goals Alignment

To-be Operating Model Discussions

Review and Socialize CCOE Operating Model

Define CCOE Structure, R&R

Review & Confirm CCOE Roles

Define Cloud Capabilities Roadmap

Define MVP Backlogs for Pilot CCOE Implementation

CCOE Design Readout

★ **CCOE Design Final**

★ **CCOE Pilot**

Skills Assessment (CCOE)

Processes / Platform Capabilities Execution

MVP2 Processes / Platform Capabilities Execution

Key technical activities for building a CCoE

Key technical activities for building a CCoE

1. Architect for the Cloud

2. Pilot Projects

3. Operate in the Cloud

1. Architect for the Cloud

- Define AWS end state architectures for all environments

- Determine cloud identity access control policies, account structure and roles

- Configure for billing and financial management

- Set governance policies for access request, security, usage and service limits

- Deliver with AWS Organizations, AWS IAM Identity Center, and AWS Control Tower

2. Pilot Projects

Getting hands-on cloud experience:

- Experiment with selected pilot projects in development environment

- Ramp-up of cloud skills and knowledge

- Train on AWS Well-Architected

- Familiarize with AWS Reference Architecture Diagrams, AWS Quick Starts, and AWS Solutions Library

- Increase agility, document lessons learned, develop best practices

3. Operate in the Cloud

Develop your [Cloud Operating Model (COM)](#) to build operational capabilities:

- Infrastructure as code (IaC)
- Code repositories and version control
- Monitoring, alerting, notifications and reporting
- Escalation policies
- Financial tracking and auditing
- Service deployment policies
- DevOps practices

References

Cloud Enablement Engine Practical Guide

AWS Cloud Adoption Framework

AWS Well-Architected Framework

AWS Architecture Center

AWS Solutions Library

AWS Prescriptive Guidance

Building your Cloud Operating Model

Call-to-Action

→ Partner CCoE Worksheet

→ Assess the current state of your cloud challenges and gaps

Define the vision/scope as a CCoE

→ Define objectives based on your assess needs

→ Identify roles

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→

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Thank you!

Speaker

Email