AWS Sovereignty TTM

(targeted transformation module)

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ADVANCE

ADVANCE CONSULTING

Consultancy agency selected by AWS to implement PTP in the US, Canada, Latin America, UK, Spain, South Africa, and Israel

AWS programs include:

- PTP (Partner Transformation Program)
- TTM (Targeted Transformation Module)

Projects completed in the last 3 years

+30 countries
+ 350 projects

The AWS Sovereignty program

Digital Sovereignty means different things to different people

Geopolitical Perspective

Data flows have become as strategically important as traditional physical assets, like ports, roads, or energy resources
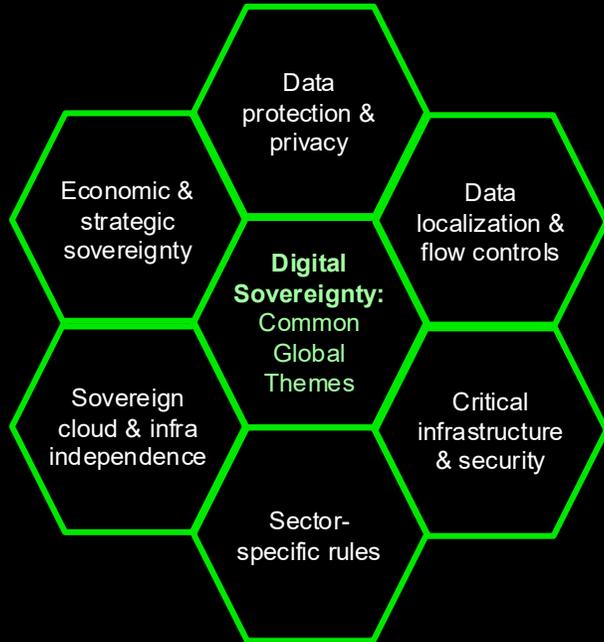
Legal Dimension

Complex and constantly evolving, with countries implementing laws, creating new regulatory frameworks, and establishing digital rights frameworks

Technical Standpoint

Build domestic capabilities in critical areas

Digital Sovereignty means different things to different people

Data Protection & Privacy
- Focus: Personal data classification, rights, and consent.

Data Localization & Flow Controls
- Focus: Keeping sensitive/critical data within jurisdiction or tightly controlling transfers.

Critical Infrastructure & Security
- Focus: Protecting healthcare, energy, finance, telecom, and other critical sectors.

Sector-Specific Rules
- Focus: Tailored safeguards for sensitive domains (health, finance, defense).

Sovereign Cloud & Infrastructure Independence
- Focus: Building trusted cloud infrastructure free from foreign influence.

Economic & Strategic Sovereignty
- Focus: Limiting foreign dominance, fostering local innovation, securing strategic industries.

Increased global spending on sovereign cloud

27%
expected compound annual growth rate

$258.5B
expected total by 2027

Source: IDC, Worldwide Sovereign Cloud Market Forecast, 2022-2027, #US49695922

Choosing a Sovereign Cloud Partner

| Attribute	Percentage
Country-level certifications for cybersecurity and cloud	56%
Ownership of in-country datacenters	52%
Freedom from lock-in	48%
Strong ecosystem of partners that adhere to sovereign principles	44%
Industry-specific digital sovereignty expertise	40%
Services from a combination of global and local providers	40%
Local player with national or regional footprint only	36%
Global footprint or partnerships with global cloud provider(s)	35%
Open source solutions	32%
Ability to reverse data from cloud to on premises	31%
Integrating data management systems across different suppliers	28%
Employment of local citizens for all technical operations	26%

Security and Compliance is a Shared Responsibility

AWS operates, manages and controls the components from the host operating system and virtualization layer down to the physical security of the facilities in which the service operates

Customer/Partner chose the AWS services and the Regions, the integration of those services into their IT environment, and the laws and regulations applicable to their organization and workload
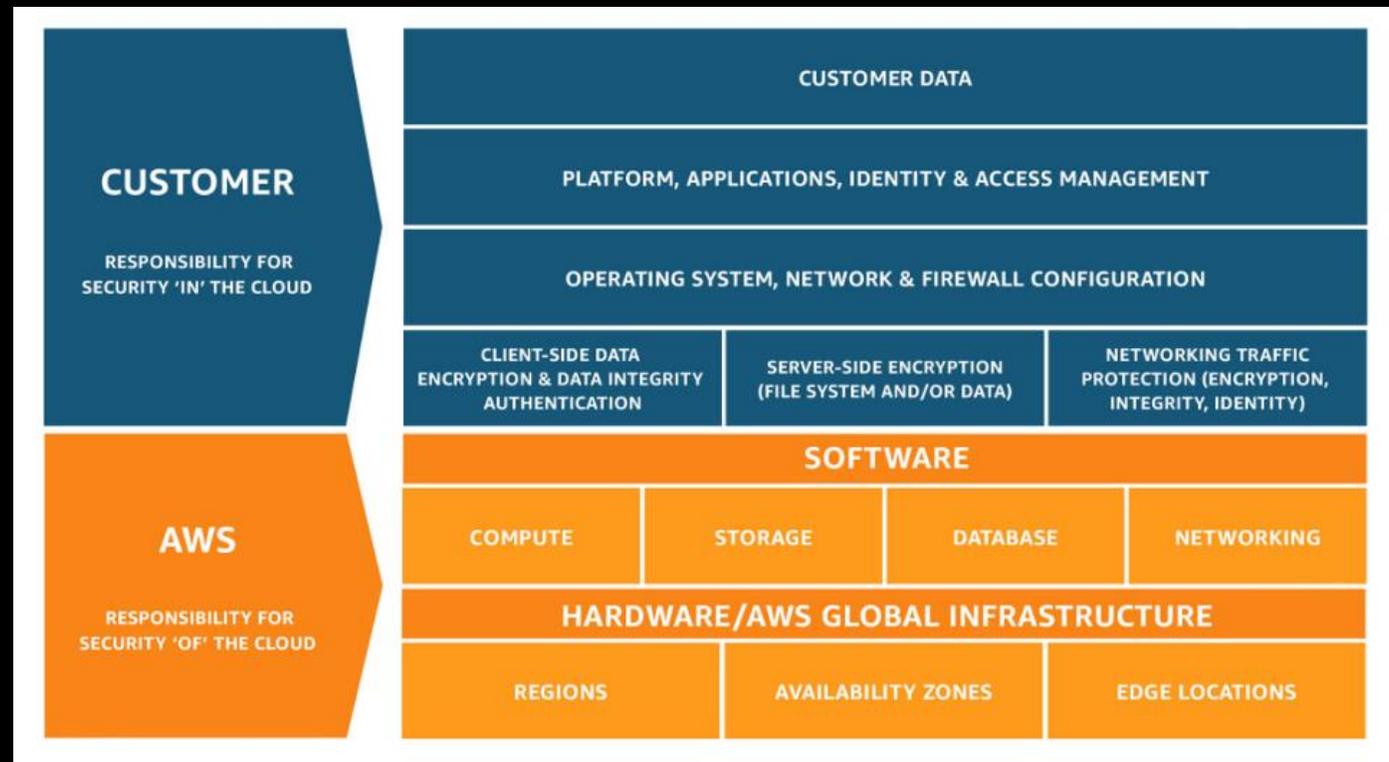
The Sovereignty program

AWS Digital Sovereignty PTP - Objectives

By the end of this module, you should have an Assessment methodology, tools and automated reference architectures templates that addresses Digital Sovereign market needs on the AWS cloud

- Consolidate understanding of **Digital Sovereignty** and its implications to the Partner's context

- Review the **Partner and AWS roles and responsibilities** in supporting Digital Sovereignty

- Set **the importance of having an Assessment methodology and tool** focused on Digital Sovereignty and on AWS best practices

- Review guiding **designing principles** for sovereignty implementations

- Review the **Landing Zones Accelerator** as foundation for new sovereign offerings

- Create a **90-day plan** to build the Digital Sovereign Assessment tool and the LZA to a digital sovereign scenario

AWS Sovereignty Journey

Objective: Build an offer that meets sovereignty's country and partner standards

Before the Workshops	Workshop 1 2-hour session	Workshop 2 2-hour session

PREWORK - The partner will fill out a form so we can better understand their needs

Initial interviews - we will interview the partner to better understand their company, objectives, strategies, strengths, and the verticals they focus on

The workshop content will be tailored individually after the initial interview

Executive discussions include:
- Introduction and Objectives
- Understanding sovereignty context
- Building sovereign-ready cloud assessments

Workshop format
For each topic in the workshop agenda, we will:
- Present the concepts and best practices
- Discuss how the partner will apply the concepts
- Register all the ideas, discussions and decisions
- Define actions and activities to implement

Executive discussions include:
- Reviewing design principles for sovereignty
- Building reference architectures as code
- Action Plan & Wrap-up

Workshop format
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- Discuss how the partner will apply the concepts
- Register all the ideas, discussions and decisions
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AWS Sovereignty Journey

Objective: Build an offer that meets sovereignty's country and partner standards

Follow-up meeting 1 1-hour sesssion	Follow-up meeting 2 1-hour session	Program Graduation Meeting 1-hour session

Review the action plan, including:

- Planned x performed actions

- Actions not taken, with the reasons and ways to catchup

- What obstacles are encountered and how to remove them to succeed in executing the plan

- What can be done differently and better (best practices that can help in the execution of the plan activities)

Review the action plan, including:

- Planned x performed actions

- Actions not taken, with the reasons and ways to catchup

- What obstacles are encountered and how to remove them to succeed in executing the plan

- What can be done differently and better (best practices that can help in the execution of the plan activities)

Collect program results and evidence, including:

- Offer defined
- Solution Registration at the APN
- Marketplace Plan
- GTM plan
- AWS Public Sector PoC Adherence
- Key achievements of the program
- Future monetization plans (if any)
- Future marketing plan (if any)
- Testimonial about the experience

Transformation plan

- **60-Day Transformation Plan**
  - Company's history
  - Drivers given in the interviews for the plan
  - The new sovereignty offer
  - Market and sales plan for the new offer
  - APN solution registration and marketplace

- **Action plan**
  - Responsible or Sponsor
  - Activity
  - Deadline
  - Evolution

Project portal

The AWS partner receives a portal with:

- **Project documents** (plan, reports, project control, etc.)

- **Additional** program material
  - Links to trainings, white papers and literature
  - AWS success stories
  - Market research

- **eBooks** with detailed information

Certificate issued at the end of the project

Some tools used during the workshops

Supporting Documents

This e-book not only explores technical requirements and solution approaches but also delves into building the necessary organizational structures, institutionalizing sovereignty into deliverables and products, and best practices for governance, auditing, and reporting.

ADVANCE Consulting is committed to empowering its clients and partners to not only meet but exceed regulatory expectations, building trust and ensuring the resilience and autonomy of their digital assets in a dynamic global environment. We invite you to explore the following pages to chart your roadmap towards leadership in sovereign cloud

Action Plan - Sample

AWS Sovereignty TTM
[Partner Name]
Report Date: 25/Oct

Action (Objective/Goal)	S	Code	Activity	Sponsor	Start date	Deadline	Plan 25-out Saturday 43	Week2 1-nov Saturday 44	Week3 8-nov Saturday 45	Week4 15-nov Saturday 46	Week5 22-nov Saturday 47	Week6 Saturday 48	Week7 Saturday 49	Week8 Saturday 50
Context and Strategic Imperative	1	1.01	Map regulatory landscape in target markets (eg. LPGD, GDPR, HIPAA, DORA)		25-set	12-nov								
	2	1.03	Identify customer verticals where sovereignty is most critical in our addressable market		25-set	12-nov								
	3	1.05	Define a sovereignty value proposition for our AWS practice.		25-set	12-nov								
		1.07	Nominate a temporary "sovereign focal point" or champion with the team to be the SME											
		1.09												
Understanding Sovereignty Requirements		2.01	Create a baseline assessment of customer data flows and workloads to run on every customer											
		2.03	Run internal workshops to align leadership and teams on the meaning of sovereignty											
		2.05	Create a simple checklist of sovereignty "must-haves" for each regulated sector we serve											
		2.07												
		2.27												
Building Sovereign-Ready Foundations		3.01	Standardize use of AWS regions for data residency and limit cross-boarder services in all projects.											
		3.03	Adpote AWS baseline services for sovereignty in our design principles (KMS, Cloud HSM, IAM, Control Tower)											
		3.05	Define a shared responsibility model (we vs AWS vs customer) for sovereignty and apply to contracts and delivery frameworks.											
		3.07	Create a sovereign assessment checklist offering for one of your regulated markets											
		3.09												
		3.11												
Applying Sovereignty in Vertical Scenarios		4.01	Pick one vertical (e.g. healthcare) and map sovereignty pain points to AWS services											
		4.03	Draft 1-2 reference architectures or simple blueprints that integrate sovereignty controls											
		4.05	Adjust the LZA for Healthcare to our market regulatory compliances.											
		4.07												
		4.09												
Educating Customers & Mitigating Trade-offs		5.01	Create a 1-page explainer differentiating data residency vns digital sovereignty to use in sales											
		5.03	Prepar FAQs on common trade-offs and the AWS mitigations											
		5.05	Train presales to explain the 3Cs in customer terms.											
		5.07												
		5.09												
Services Partner Requirements for Sovereignty		6.01	Review our current delivery catalog and mark where sovereignty adjustments are needed (migration,											
		6.03	Partner to local providers (MSPs, legal advisors) to fill sovereignty gaps we cannot yet deliver internally											
		6.05	Build a plan to obtain the Digital Sovereignty Competency											
		6.07												

What some customers say

Testimonials from some of our clients.

"We thank AWS for the opportunity to develop our partnership through PTP - Partner Transformation Program. The initiative accelerated **some processes.** These were necessary and would have taken much more time from our company and teams, considering the learning curve we would have had to develop on our own. The **mentoring work** carried out by AWS, in partnership with ADVANCE, brought the right pace for these gaps to be filled **with the knowledge and skills necessary** for our development and the strengthening of our purpose in this partnership, which is to offer much more than computing, but your business in the cloud"

Rinaldo Accioly - Head of Marketing and Sales at HEPTA

"The PTP was a transformative milestone for Darede. **In just a few months, we achieved over 30 certifications**, our first competency (and the second already submitted). But the biggest learning experience was the transformation in how we positioned ourselves in the market and the level of maturity we brought to various processes and business areas. Special thanks to the PDMs, Luis Pinto, and the ADVANCE team who have helped us so much"

Flávio Rescia - founder of DAREDE

Consultant

Gustavo Annarumma

Executive with more than 30 years of experience in **Sales, Services** and **Operations** in companies global technology as **IBM**, **Microsoft, SAP, Siebel Systems, Claro/Embratel,** and others

Developed career International **leading cross-functional teams in Latin America** and in **USA,** being responsible put **contracts strategic** and **P&** Ls exceeding **US$200 million,** with a strong focus in growth Sustainable, **digital transformation** and **technology adoption emerging,** such as **Cloud, Analytics, Artificial Intelligence** and **ERP/CRM**

At **Claro/Embratel,** he served as **Director of Digital Solutions Sales,** leading a team of over 50 professionals and driving double-digit revenue growth.
At **Microsoft, he led Office 365 and Analytics adoption** initiatives, combining technical expertise with change management. During his time at **IBM,** he held leadership positions in **Cloud, Support Services, Financial Solutions, and Strategic Outsourcing,** always achieving significant results in revenue growth and portfolio expansion.

As **Director of Strategic Alliances** at **BAAN**, he structured innovative channel models and joint ventures. He served as **Customer Service Manager** at **SAP** and led technical teams in **Latin America**

He holds a degree in **Electronic Engineering and a Master's degree in Engineering from PUC-RJ,** with **an International Executive MBA from USP/FIA**

Partner and AWS Investments

Investments

AWS
The program is worth USD 18,000.00 and will be fully subsidized by AWS

AWS
The partner will be responsible for making the investments:

- Filling the Prework form

- Involving the C-Level (executive team) in the workshops

- Time allocation for professionals to participate in workshops and follow-up meetings

- Execution of the action plan defined

ADVANCE Your Sales

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