AWS PTP

(partner transformation program)

Program presentation

ADVANCE Consulting
2026

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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)

Accelerate your **GROWTH**

We transform your company to sell more and better, in a strategic and sustainable way

Sales efficiency

We structured **processes and we empower your team** to convert every opportunity into revenue, maximizing results

Marketing that sells

We create and execute **strategies** that attract **qualified customers**, accelerate your sales funnel, and increase your conversion rates

Strategic direction

We define the direction of your business, ensuring **perfect synergy between Marketing and Sales for** harmonious and targeted growth

HIGHER

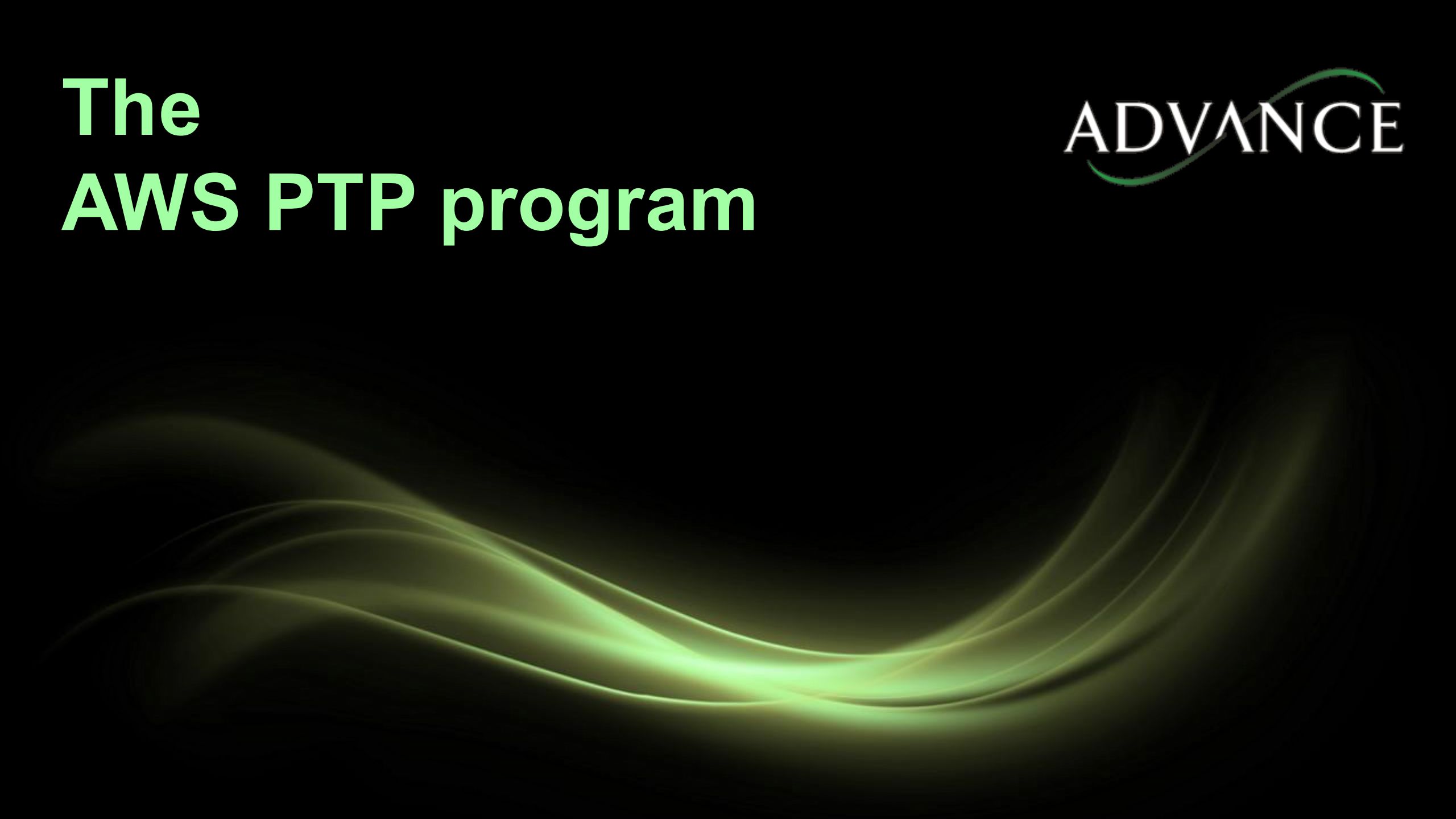
Recurring revenue
Profit margin

Projects completed with AWS in the last 3 years

+30 countries

+ 350 projects

The AWS PTP program



The PTP (Partner) Transformation The Program is a program to accelerate **AWS Public Sector partners**on the cloud journey

In the program, the partner will receive **consulting services** to help them **redesign their corporate strategy** and **rethink their marketing and sales strategies** to accelerate growth

ADVANCE Consulting will support the AWS partner for **100 days** to ensure the execution of the acceleration plan

The partner will also receive financial incentives to execute Proof of Concept (POC), Sandbox, and marketing activities

The PTP project journey

Program objective: to increase MRR and efficiency

Before the workshops

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

Workshop 1
3 hours of executive discussion

Discussions include:

- AWS Business Strategy
- Marketing and Sales Strategy
- Operations Strategy
- AWS Partnership and Relationship Level
- Modernization and Monetization
- Topics identified in prework and interviews

Workshop 2
3 hours of executive discussion

The focus of the second workshop is to transform the discussions from the first workshop into actions and activities focused on results

The PTP project journey

Program objective: to increase MRR and efficiency

Validation of the 100-day plan
2 hours of planning

We will define:
- Activities
- Resposibles or sponsors
- Start and end dates

Follow-up meetings
6 bi-weekly meetings of 45 min. each

Review of the action plan, including:
- Planned vs. Completed activities
- Actions not taken, along with the reasons and methods for recovery
- What obstacles are encountered and how can they be removed to successfully execute the plan
- What can be done differently and better (best practices that can help in carrying out the plan's activities)

Graduation meeting
1 hour meeting

Collect the program's results and evidence, including:
- Increased pipeline and sales
- Marketing campaigns
- Use cases or success stories
- Service catalog
- Training and certifications
- SDPs and competencies
- Operational efficiency
- Modernization and monetization

More frequent executive discussions

Themes	Objectives
Business strategy	• Define the **business**, marketing, and sales strategy for working with AWS • Increase **MRR** (monthly recurring revenue) on AWS • Increase **profit margin** or **operational efficiency** on AWS • Define an **AWS Marketplace** strategy
Go-To-Market	• Define an AWS **service catalog** • Define **market segmentation**, **positioning, and differentiated** cloud solutions • Define demand generation and lead generation **campaigns** • Generate and promote AWS **success stories** and increase market credibility
Sales	• Define **strategies** and **actions** to **increase sales** within the existing customer base and into new territories • Increase **the number of leads generated** with AWS • Increase the **efficiency of the sales funnel** (average ticket size, conversion rates, and sales cycle) • Increase the **efficiency of processes**, **management**, and the sales **team** • Discuss improvements to the **sales compensation**
Sales channels	• Define **strategies** and **actions** to **recruit** and **manage sales channels** • Increase the **performance** of sales channels
AWS Capabilities and Partnership	• Creating a **Cloud Center of Excellence** (CCoE) • Get **Service Delivery Program** (SDP) or **AWS** • Increase the number of **certified professionals** • Increase the number of **opportunities launched** with AWS
ISVs	• **Modernizing** the software solution and rethinking the **monetization** of solutions (ISV)

Transformation plan

- **100-day transformation plan**
  - Company's history
  - Drivers given in the interviews for the plan
  - Strategies and actions to increase results
    - Marketing and GoToMarket
    - Channels (indirect sales)
    - Sales

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

Follow-up meetings

Topics to be discussed

- Planned vs. Completed activities
- Actions not taken, along with the reasons and methods for recovery
- What obstacles are encountered and how can they be removed to successfully execute the plan
- What can be done differently and better (best practices that can help in carrying out the plan's activities)

AWS Project PTP
Report: May 10th

								Plano	Semana1	Semana2	Semana3	Semana4	Semana5	Semana6	Semana7	Semana8	
								2/5	9/5	16/5	23/5	30/5	6/6	13/6	20/6	27/6	
								Segunda-feira	Segunda-feira	Segunda-feira	Segunda-feira	Segunda-feira	Segunda-feira	Segunda-feira	Segunda-feira	Segunda-feira	
								19	20	21	22	23	24	25	26	27	
Action	S	Code	Activity	Sponsor	Start date	Deadline	D										Comentários
	1	N1.01	Tarefa1		04/mai/22	07/mai/22											
	2	E1.02	Tarefa2		10/mai/22	12/mai/22											
	3		Tarefa3		15/mai/22	10/jun/22											
			Tarefa4		25/mai/22	20/jun/22											

Example of a follow-up report

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

Testimonials from some AWS partners

Testimonials from some AWS partners

"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

PTP Success Stories

Companies that achieved excellent results and became success stories in PTP

265% revenue growth in the first year
300% revenue growth in the second year

Over 300 certifications during the PTP
99% revenue increase

77% increase on the value of the opportunities (bigger opportunities)

Doubled Sales in 1 Year
Closed the LARGEST education BigData deal in Latam

https://aws.amazon.com/partners/success/datarain/
https://aws.amazon.com/partners/success/ost/

https://aws.amazon.com/partners/success/darede/
https://aws.amazon.com/partners/success/st-it-cloud/

PTP Success Stories

Companies that achieved excellent results and became success stories in PTP

Re-organazied the company into 10 products
Focused 80% in Public Sector
Revenue increase jumped from 5% to over 30% after PTP

Because of PTP we have 10x more customers, 3x more revenue
We have closed the largest education big data project in Latam

In the first round of PTP we have increase sales in 30%
In the second round of PTP we have tripled the revenue

PPT gave us focus
Because of PTP we have tripled our revenue every year on the last 3 years

CodeBit - https://youtu.be/3hsvy7QKK2s
Nublify - https://youtu.be/n_RGiSE42SU

ST IT - https://youtu.be/rxgfyMC_uKQ
eMaster - https://youtu.be/9NXzFwdj-kk

ADVANCE 's main customers with PTP

AWS PTP Consulting (Partner Transformation Program) in Brazil

2CX , 4Bears , 4bears , 4Strategies , 9Net , Accuknox Inc./ Brasec , AMM Tecnologia, Approach, Avantia , AX4B , Ci&T , CloudDog , CodeBit , Compwire , Compwire , Darede , Datarain , Dati, DNX , Doutor TIS, Hospital Albert Einstein, EM2 IT Solutions , eMaster , Enkel , Flexa.Cloud , FlowTI , FNC IT, G&P , Go Ahead IT, Grupo Mytec , Hepta, HSBS , Ilia Digital, Infomach , Instituto Cidades Inteligentes (ICI), IPSense , IT One , KXC , Logicalis , Lumini IT, Math.Group , Minsait , NScreen , Nuage IT, Nublify , O2B , OST , Piercloud , Select Solucoes , SPdata , ST IT, ST3tailor , Stefanini, TechLead , Techne , Teletex , TripleS , Valcann , Veezor , Vertigo , Wareline , Wikinet

AWS PTP Consulting (Partner Transformation Program) outside of Brazil

ARsat (Argentina), Exanet (Argentina), Account Cloud Bahamas (Bahamas), Shkolo (Bulgaria), Health Espresso (Canada), HH Angus (Canada), Paralucent (Canada), SoftwareONE (Caribbean), Adexus (Chile), Claro (Chile), Sonda (Chile), Tivit (Chile), CNID (Colombia), Pyramid Consulting (Colombia), Arkkosoft (Costa Rica), Altura (Ecuador), MAINT (Ecuador), Particular Presence (Jamaica), Computer Revolution Africa (CRA) (Kenya), Kio Networks (Mexico), OCM-IT (Mexico), TotalPlay (Mexico), Descasio (Nigeria), Tenece (Nigeria), SOA Professionals (Peru), Zenware (Peru), BrightSolid (Scotland), Aizatron (South Africa), Batsamayi (South Africa), Blue Pearl (South Africa), Intellergy (South Africa), Liquid Intelligent Technologies (South Africa), Melio Consulting (South Africa), Northbound Consulting (South Africa), Phakamo Tech (South Africa), Solvyng (South Africa), Bahia Software (Spain), Berger Levrault (Spain), CogniFit (Spain), RFC (Tunisia), SysGroup (United Kingdom), Carahsoft Technology Corp (United States), AT Innovando Juntos (Uruguay), Inco SA (Uruguay), Carahsoft (USA), Cloud and Things (USA)

ADVANCE Consultants

Alexandre Del Rey

Alexandre is **a consultant** and **professor** with extensive experience in helping technology companies on their growth and evolution journey

As a professor, he has taught at **StartSe**, **USP**, and **FIA** Business School

He is an international speaker, researcher, author, serial entrepreneur, and social mobilizer. Alexandre is passionate about the topics of Technology, Strategy, Competitive Intelligence, Innovation, and Influence, and is the founder of the International Association for Artificial Intelligence.

Alexandre is a co-founder of **I2AI (International Association for Artificial Intelligence)**, where he was CEO and currently serves as a board member.

He has experience working for multinational companies such as **Siemens, Eaton,** and **Voith,** and has lived in countries and cultures as diverse as the United States, Germany, and China

Has been working with ADVANCE Consulting on the implementation of the **AWS PTP** (Partner Transformation Program) and **AWS GenAI Worldwide**

He holds a degree in Mechanical Engineering from UNICAMP, a PhD in Innovation Management, a master's degree in Competitive Intelligence from USP, and a specialization in Finance from Michigan State. University graduate in Administration, Knowledge Management and Negotiation from FGV

Dagoberto Hajjar

Over 40 years of experience in business and IT.

Between 1980 and 1990, he worked at **Citibank** in various technology and business roles. He was one of the first employees in Brazil to receive an award for "Excellence in Service"

In 1990, he was invited by **ABN-Amro** to take on the challenge of implementing a branch automation system based on client -server technology, which was completely innovative at the time

He worked for 10 years at **Microsoft,** achieving great success and holding positions such as Director of Internet, Director of Marketing, and Director of Strategy. He received the Microsoft Employee of the Year award from Bill Gates himself – the first time this award had been given to a non-American

In **2002,** he founded **ADVANCE,** which today has over **2,500 clients,** more than **500 consulting projects,** more than **20,000 trained professionals,** more than **50** market research studies conducted in Brazil, **6 published books, 8 ebooks,** and participation as a speaker in more than **150 lectures**

Graduated in Mathematics and Nuclear Physics from USP (University of São Paulo)

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**

Hermenegildo Cavalcanti

Hermenegildo (Gildo) made a career as a senior executive at companies such as **Oracle** and **Microsoft**

In 1999 he began his career in the technology market as a consultant implementing ERP and CRM systems at **Oracle. Consulting,** where he developed a 9-year career starting as a consultant, and moving to become a **Sales Leader in the Consulting Practice**

In 2006 he was invited to lead the **Quality and Management areas. He has been involved in major Microsoft** projects for Latin America. This has become a specialty of his to this day. He was the company's Chief Technology Officer until 2015, when he became **Director of Customer Services and Support for Latin America**. His ability to develop new businesses through global models with innovation, technology, and modern market concepts are among his strongest competencies

In 2020 he was invited to become a partner at ADVANCE, where he has over 100 projects focused on developing **sales strategies and teams, as well as channel development, sales and distribution projects**, including companies such as 2CX, 4Bears, Dr. Tis, Flexa, FNC, ICI, IT- One, Logicalis, BRQ, Ingram Micro, Processor, Techne and VR Software

Hermenegildo graduated in Accounting Sciences from the University of São Paulo City (UNICID) in 1999. He is certified by the IBC (Brazilian Coaching Institute), ICF (International Coaching Federation), ActionCOACH (Business Coaching), Enaage & Grow (Engagement and Leadership Development), and Quality Mind (Mental Health and High Performance). **He also worked as a guest lecturer teaching IT and Innovation Strategies and Planning at the International Business School (BI) in São Paulo**

Jorge Moukarzel

Jorge has over 30 years of experience as an executive and consultant in the areas of Marketing Management, Strategic Planning, Sales Process Structuring, e-Business Management, and IT Management

His executive career was recognized and awarded in technology and telecommunications companies, including **Itautec, Equitel, and Siemens**, in Brazil and abroad

In 2010 He was invited to become a partner at **ADVANCE**, where he coordinates the entire consulting area, having served more than 500 companies with projects in Strategic Planning, Sales Structuring, Channel Structuring, and Marketing and Sales Planning, including **Advantech, Algar, AWS, AX4B, Benner, Betha Sistemas, Boa Vista Serviços, Consinco, DIMEP, FWC, GE Healthcare, Google, IBM, IUGU, Panasonic, ProPay, Salesforce, SAP, Sebrae, Semantix, Siagri, SkyOne, Softex, Tecnoset, uMov.Me, WDG/IBM,** among others

Graduated in Electronic Engineering from the Technological Institute of Aeronautics (ITA), with postgraduate studies in Marketing Administration from the Getúlio Vargas Foundation and an MBA in Integrated Business and Technology Management from ESPM/ITA

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

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