

# AWS

# Profitability TTM

(targeted transformation module)

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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 Profitability program

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# AWS Profitability

The core motivation behind this Profitability offering stems from a significant market opportunity and **the need for AWS partners to optimize their financial performance within the cloud landscape.**

McKinsey projects that \$3 trillion in EBITDA is available to companies that go beyond migration and continue to evolve their cloud efforts through use cases such as advanced analytics, IoT, and automation, as well as the creation of new business models and cloud-based technologies such as 5G or quantum computing. This indicates a vast, untapped potential for partners who can strategically position themselves. The offering directly addresses key questions that partners often face, such as:

**"How to increase my recurring revenue?"** and **"How to increase my profit margin?"**

The Profitability offering is a strategic initiative designed to **empower AWS partners by enhancing their business models and operational efficiencies, ultimately leading to increased revenue and profit margins.** This comprehensive program addresses several critical aspects of a partner's journey in the cloud ecosystem, aiming to bridge existing gaps and unlock significant value.

# Increase margin discussions

The workshops will discuss several themes to increase the profit margin, including

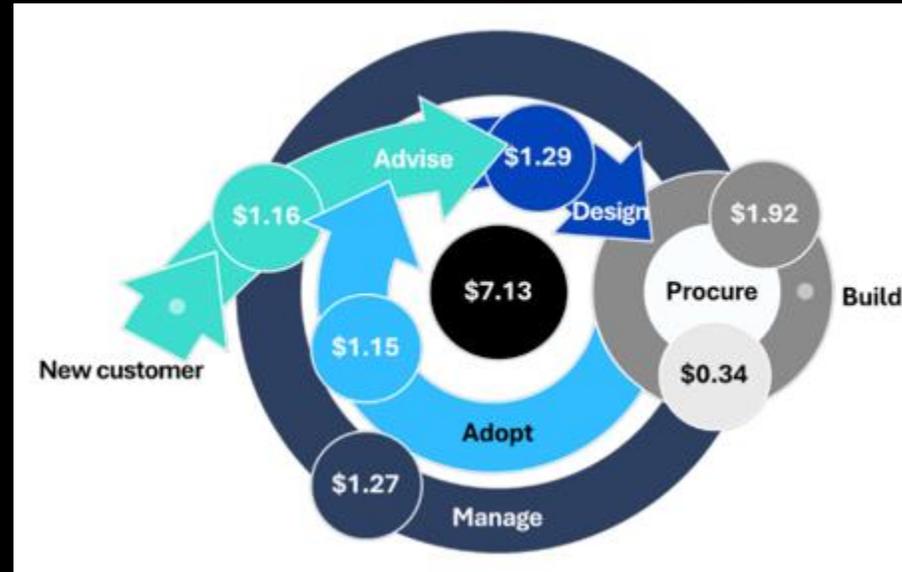
- **FINOPS, Pricing, and Cost Management:** Many partners struggle with optimizing their cloud spending and pricing their services effectively. The module provides guidance on FINOPS best practices and an overview of AWS tools like Pricing Calculator, AWS Cost Explorer, AWS Budgets, and AWS Cost Anomaly Detection, indicating a focus on practical cost optimization.
- **Service Sales and Revenue Multipliers:** Partners often underutilize the potential for increasing service sales. The program emphasizes increased service sales, using revenue multipliers. It addresses the gap where partners might not be effectively converting AWS consumption into higher-value services. According to Canals's study "AWS Partners can achieve a revenue multiplier of \$6.40 per \$1 of AWS sold"
- **Packaged Services and Sales Cycle Efficiency:** A common challenge is the lack of structured, replicable service offerings. The program guides partners in packaging services, using replicable elements, which will reduce the sales and implementation cycle of services. Consequently, increasing the profit margin. This solves the gap of ad-hoc service delivery by promoting standardized, high-margin packages.
- **Sales Efficiency and Management:** Many partners lack optimized sales processes and effective sales management. The module also focuses on sales efficiency and management, and sales motions (market approach), providing frameworks for improving sales performance, pipeline management, and conversion rates.
- **People Efficiency and Capacity:** The TTM addresses the need for training and certification of the team to increase efficiency, recognizing that human capital optimization is crucial for profitability. It covers people efficiency people capacity, including topics like managing employee margins and performance.
- **AWS Program Utilization:** Partners may not be fully leveraging available AWS programs. The offering aims to improve efficiency in AWS programs, ensuring partners maximize their benefits from the AWS ecosystem.

# What to expect from the Profitability module

The PROFIBABILITY module in the TTM series is an individual consultative engagement that **helps partners rethink their strategies and business model to include:**

- **Analysis of FINOPS**, prices and costs
- **Increased sales of services**, using revenue multipliers
- **Packaging of services**, using replicable elements, which will reduce the sales cycle and implementation of services. Consequently, increasing the profit margin
- **Increased efficiency in sales**, Sales Motions and team management

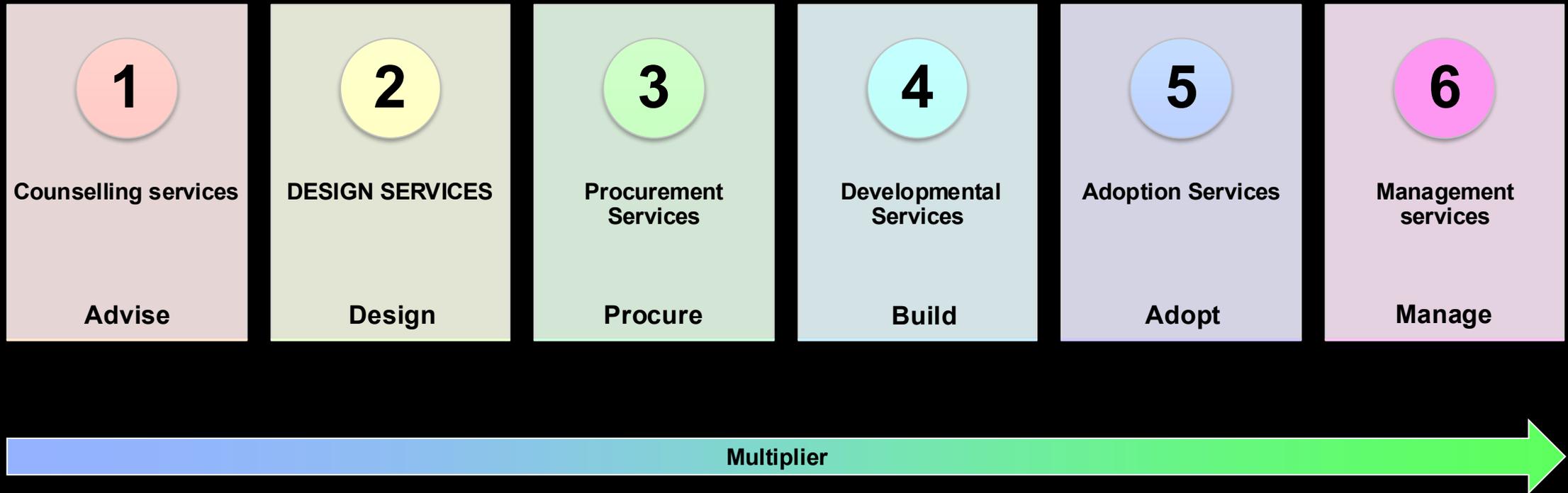
# The Potential for Revenue Multiplication



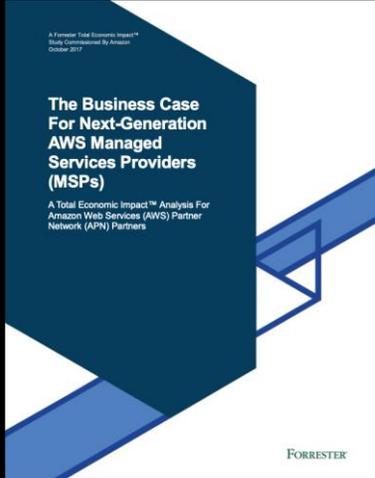
“Partners can earn a  
**\$7.13 multiplier for every \$1**  
spent on AWS”

# The revenue multiplier

The Canalys independent survey presents a structure with 6 service areas in the AWS Partner Network (APN)



# The gross margin increase



**AWS Consumer Resale and Business Support Services**

7% to 10%

**Sale of third-party add-on applications**

20%

**Professional Services**

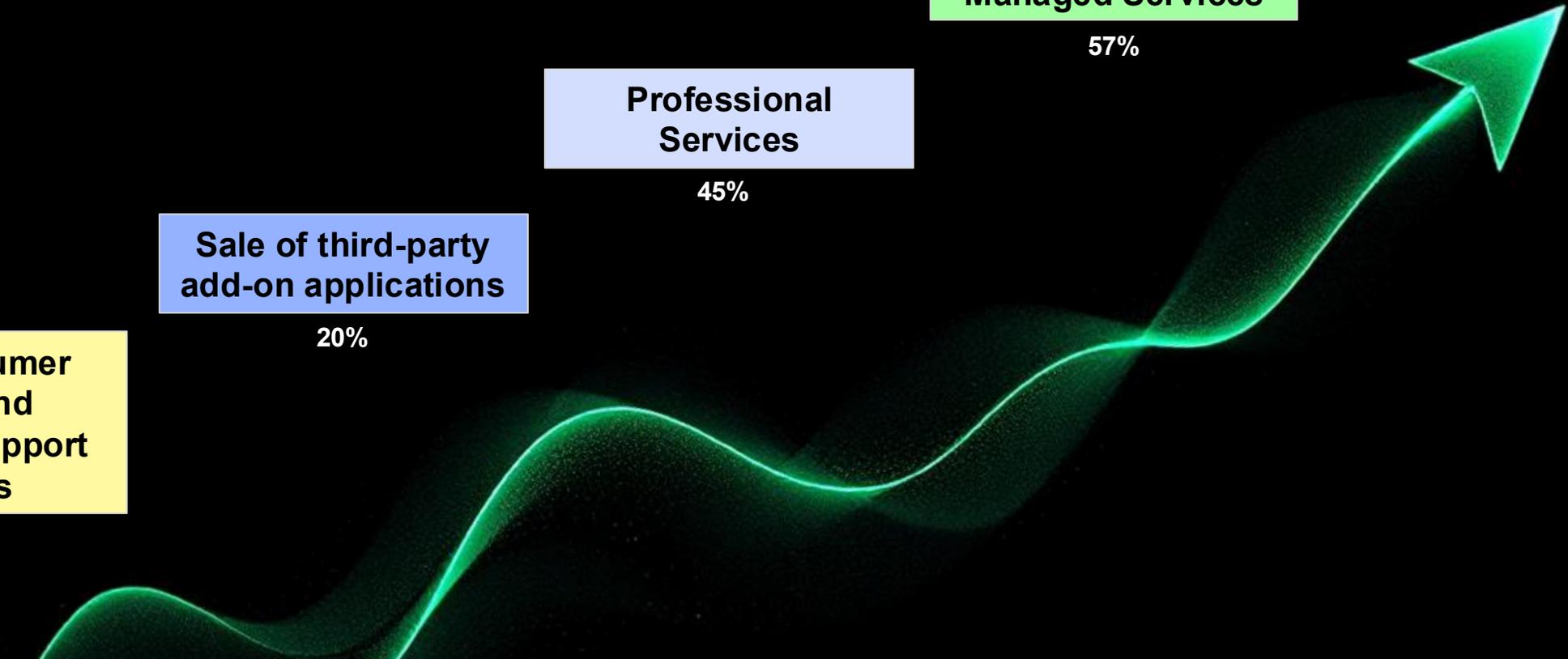
45%

**Managed Services**

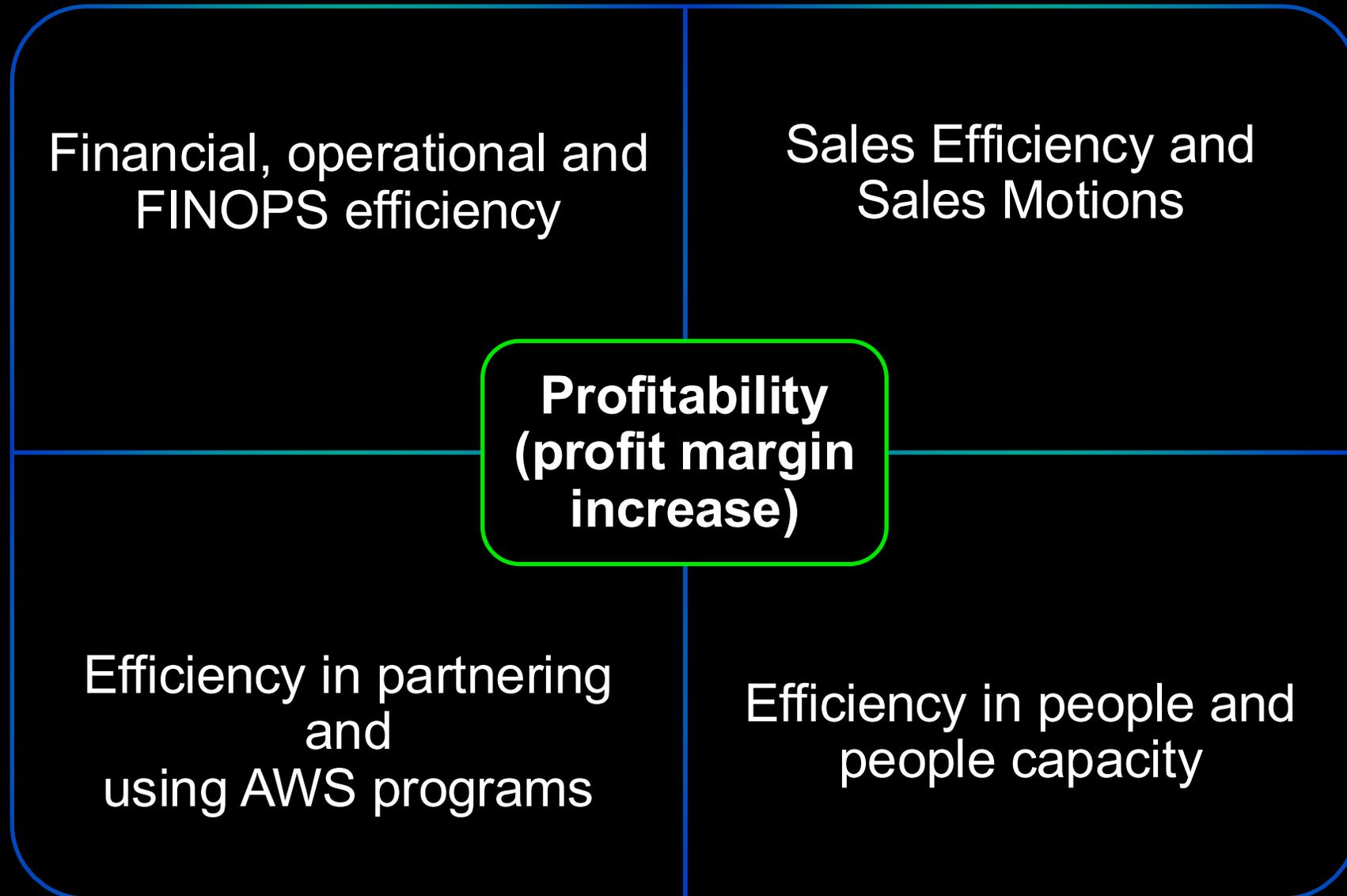
57%

**Sale of value-added intellectual property**

80%



# The 4 pillars of increasing profitability



# AWS Profitability Journey

Objective: Gain operational efficiency and increase profit margin

## 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-hour session

### Executive discussions include:

- The revenue multipliers
- How to add services on margin
- Maximizing shareholder value
- Maximizing profit margin
- FINOPS - cost reduction
- Creating Service Packages
- Sales Efficiency & Management

## Workshop 2 3-hour session

### Executive discussions include:

- Sales motions (sales approach)
- Efficiency in people and people capacity
- Efficiency in AWS programs
- Definition of the action plan

# AWS Profitability Journey

Objective: Gain operational efficiency and increase profit margin

## Followup meeting 1-hour session

### 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)

## Program Graduation Meeting 1-hour session

### Collect program results and evidence, including quantified results in:

- FINOPS, Pricing, and Cost Management
- Service Sales and Revenue Multipliers
- Packaged Services and Sales Cycle Efficiency
- Sales Efficiency and Management
- People Efficiency and Capacity
- AWS Program Utilization

# Transformation plan

- **60-Day Transformation Plan**
  - Company's history
  - Drivers given in the interviews for the plan
  - Strategy and actions to increase profit margin
  - Strategy and actions to multiply revenue
- **Action plan**
  - Responsible or Sponsor
  - Activity
  - 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										
Action	S	Code	Activity	Sponsor	Start date	Deadline	D									Comentários
1	N1.01	Tarefa1			04/mar/22	07/mar/22		■	■	■	■					
2	E1.02	Tarefa2			10/mar/22	12/mar/22			■	■						
3		Tarefa3			15/mar/22	10/jun/22		■	■	■	■	■	■	■	■	■
		Tarefa4			25/mar/22	20/jun/22				■	■	■	■	■	■	■

Example of a follow-up report



# Testimonials from some AWS partners



# Some testimonials from AWS partners

“The Profitability program not only confirmed the validity of strategies already in place, providing more security to the team, but was also fundamental to "calibrate the aim", **directing the company's focus to areas of greater value and potential**, such as value pricing and specialization in the health sector, which were previously seen with greater skepticism or as insurmountable challenges.”

**Alex Lara, CEO of Nscreen (Brazil)**

“**The program is extremely positive and valid for companies that seek to review their sales process**, but not only that, but also to conduct the life cycle of the opportunity until its implementation. Another important point to mention is the fact that we had the opportunity to discuss processes already implemented and analyze with baggage and scenarios possible adjustments or complements that make/made a difference in the day-to-day life of the sales team”

**Evandro Sousa, CSO of Nuage IT (Brazil)**

“The Profitability program (Advance/AWS) brought Nublify a valuable opportunity to **deeply rethink our operation**. We review processes, products, costs, prices, margins, resources and responsibilities, strengthening our control and optimization mechanisms. This work raised our level of maturity and professionalism, preparing the company to grow even more strategically, efficiently and sustainably”

**Maurizio Niccolai, Alliance and Business Director of Nublify (Brazil)**

“... We are very grateful for the program, **mainly for the internal processes** that it managed to activate within our organization, all oriented towards optimization, efficiency and sustained growth.”

**Augusto Villa – Co-founder- C.UNIX CHILE**

“What stands out most about this process is that **it generated concrete changes in our way of thinking and operating**. It helped us strengthen a more value-oriented, customer experience-oriented, and business sustainability culture... This program was not just a technical accompaniment: it was a turning point for our organization.”

**Leandro Gastón Sanchez– Co-founder- C.UNIX CHILE**

# Some testimonials from AWS partners

"The practical approach and the shared recommendations allowed us to incorporate these complementary methodologies that have allowed us to **identify new concrete opportunities** and to prioritize actions that will definitely improve our efficiency and profitability. The program not only met its objectives but also left installed capacities that will continue to generate value in the medium term."

**Alejandro Cardona- AWS Business Development Manger- NOVENTIQ CHILE**

"... The program stood out for its **practical and results-focused approach**, allowing us to identify and implement significant improvements to our processes. The emphasis on creating service packages and optimizing our offerings has provided us with a clear vision of how to increase our profit margins and deliver more value to our customers. We are confident that the insights gained during the TTM Profitability program will have a positive and lasting impact on SSYS..."

**Cléber Paiva de Souza – Co-Founder and Director of SSYS Sistemas**

"The program served as a **fundamental guide for our strategic and profitability-driven thinking**, influencing our actions as managers. The importance of the program is indisputable and has become a guide for our actions in 2026. We appreciate the clarity and foundation of the material presented, with exceptional quality of content. We recognize that there is still much to do, but the program has left us well positioned to implement the remaining actions in 2026, with a clear vision of what needs to be done and a profitability-oriented mindset that will guide our future decisions."

**RICARDI PIRES - CRO - ENKEL (Brazil)**

"The program was fundamental to land our strategy. Although we already had experience in the business, **it helped us to be much more objective and identify priorities**, such as integrating GenAI trends that were not on the map. For startups, this consultancy is a quantum leap that saves years of learning and accelerates growth. It reinforced our vision and allowed us to define a concrete work plan, with clear managers and times (who, what and when), giving us a solid roadmap in the short and medium term."

**Romualdo Maldonado - CEO - ITW (Mexico)**

# Some testimonials from AWS partners

"For me, the most important thing about this program is that it doesn't just stay on paper. My goal, and what I'm really excited about, is that **all the planning and work we're doing will serve as a solid foundation for an ambitious 2026**. We want it to be a tool that really drives us, that helps us grow and be more strategic. We want it to have a real and lasting impact."

**María de los Ángeles Muñoz Hernández - Optare (Mexico)**

"To be honest, I am very happy with how the Profitability program progressed. Since we started it, **I've seen steady and significant progress**. It is very gratifying to see how things are coming together and how we are generating tangible results for the company. Without a doubt, it has been a well-invested effort on the part of the entire team."

**César Tirado - Optare (Mexico)**

**"The program provides a powerful combination of strategic focus and prescriptive guidelines to help you reach your goals**. It stands out by covering both the high-level strategy and the tactical execution, offering a complete framework that transitions from a vision down to a 'ground game' plan. This structure ensures there are no gaps between the high-level objectives and the actual implementation. Despite facing setbacks like the recent hurricane, we have successfully engaged a company in the U.S. to run a year-long campaign centered on two of our core services. This initiative includes building a dedicated platform and interface to drive our offerings. Ultimately, the program has solved our previous struggle with focus by providing the clear direction and actionable path we needed."

**Delton Phillips – CEO – Particular Presence (Jamaica)**

"This program was essential to **identify gaps in our company and bring clarity about the stages of the commercial process**. It helped improve our pipeline system, reducing time spent on unqualified contacts and making our sales more effective. I emphasize that demonstrating organization and consistency to the client strengthens our position and I appreciate the quality of the training and didactics"

**MAURÍCIO CARVALHO - CEO – ST IT (Brazil)**

**ADVANCE**  
**Consultants**

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# 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) fez carreira como alto executivo em empresas como **Oracle** e **Microsoft**

Em 1999 iniciou no mercado de tecnologia como consultor de implementação de sistemas de ERP e CRM na **Oracle Consulting**, onde desenvolveu uma carreira de 9 anos como consultor até **líder de Vendas de Consultoria**

Em 2006 foi convidado a liderar a área de **Qualidade e Gestão** de grandes projetos da **Microsoft** para a América Latina. Isto se tornou uma especialidade até os dias de hoje. Foi Diretor de Tecnologia para a companhia até 2015, onde tornou-se **Diretor de Serviços para Cliente e Suporte para América Latina**. Sua habilidade em desenvolvimento de novos negócios, através de modelos globais com inovação, tecnologia e conceitos modernos de mercado, são umas das suas fortes competências.

Em 2020 foi convidado para ser sócio na ADVANCE onde conta com mais de 100 projetos de desenvolvimento de **estratégias e times comerciais**, e projetos de **desenvolvimento de canais** de vendas e distribuição, incluindo empresas como 2CX, 4Bears, Dr. Tis, Flexa, FNC, ICI, IT-One, Logicalis, BRQ, Ingram Micro, Processor, Techne e VR Software.

Hermenegildo se formou em Ciências Contábeis pela Universidade Cidade de São Paulo (UNICID) em 1999. É certificado pelo IBC (Instituto Brasileiro de Coaching), ICF (International Coaching Federation) ActionCOACH (Business Coaching) Enaage & Grow (Engajamento e Formação de Lideranças) e Quality Mind (Mental Health e Alta Performance). **Também atuou como professor convidado para lecionar aula de Estratégias e Planejamento de TI e Inovação pela Escola Internacional de Negócio (BI) em 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 **Avantech, 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

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# 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 Prewrite 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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