



## Tools and resources to support APN Canadian Partners in the Public Sector

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### AWS PartnerCast

**AWS PartnerCast** is a series of free interactive webinars—and a library of on-demand training resources—to help APN Partners in business and technical roles. AWS PartnerCast is designed to help APN Partners create new client opportunities, enhance professional relationships, and develop their AWS Cloud skills.

**AWS Analytics: Sales Plays and Customer Conversations:** *On Demand Webinar*

The analytics conversation is one of the most strategic discussions you can be having with your customers right now. A recent IDC report found AWS Analytics customers achieved a 415% five-year ROI and a 42% reduction in costs versus deploying on-premises. This training covers three sales use cases to identify AWS Analytics opportunities including messaging, compelling events, key stakeholders, qualifying questions, customer examples, and how to work with AWS Sales.

On Demand »

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### WWPS Partner Marketing Programs Overview

**Marketing with AWS: Increase your reach and differentiate your business:** *On-Demand Webinar*

Learn about the AWS marketing programs and resources available to you in

2020. The on-demand webinar provides an overview of all available programs and campaigns—from online to offline channels—to help you plan your marketing calendar for the rest of the year.

[On Demand »](#)

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## APN Marketing Central

Did you know that as a benefit of achieving Select tier or higher as an APN Partner Network (APN) Partner, you gain access to APN Marketing Central and other great marketing programs at no cost?

**APN Marketing Central** (AMC) is a free tool that allows you to easily customize and launch solution-based campaigns or find marketing agencies with experience messaging AWS in the public sector. You'll find co-branded campaigns and collateral, lead tracking tools and other resources to launch and organize your marketing activities. AMC is located in APN Partner Central (you must be logged in to access AMC).

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## Blog and Social Media Support for APN Partners

APN Partners have exclusive access to **digital communications** support that can help increase visibility for their AWS-based practice or solution. This includes the APN Blog and APN social media channels like Twitter and LinkedIn.

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## Canadian Public Sector Partner Spotlight

In this section, we highlight Public Sector Program Partners in Canada that are bringing innovative solutions to Public Sector Customers.

**Onica**, a Rackspace Technology Company and an AWS Public Sector Partner, helps deploy a remote access solution with Canada's Humber College Institute of Technology and Advanced Learning. The streaming solution leverages Amazon

AppStream 2.0 and other AWS services to reliably deliver virtual learning applications, enabling 30,000 full-time students to fulfill their learning outcomes during a pandemic.

[Read the success story.](#)

Contact your APN Partner Development Manager to learn how to feature your AWS Public Sector success stories.

Email your feedback or questions to [aws-ps-partners-canada@amazon.com](mailto:aws-ps-partners-canada@amazon.com)

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