

The WWPS New Business Engagement (NewBE) Program is now available to AWS Public Sector Solution Providers and Distributors.

The **AWS Partner Network (APN)** is the global partner program for technology and consulting businesses who leverage Amazon Web Services (AWS) to build solutions and services for customers. The APN helps companies build, market, and sell their AWS offerings by providing valuable business, technical, and marketing support.

The **AWS WWPS NewBE Program** offers an additional 5% discount for AWS Solution Providers and Distributors that independently initiate and develop eligible net-new business with their Public Sector customers and collaborate with AWS early in the sales cycle. Participating AWS Partners notify AWS of opportunities using the APN Customer Engagement (ACE) program and tools via the APN Partner Central portal. Discounts are intended to encourage early initiation and development of opportunities to enable AWS sales support earlier in the sales cycle, offset the costs of AWS Partners' engagement; and enable AWS Partners to offer competitive pricing to end customers.

Program Partner Benefit

An eligible Solution Provider or Distributor that initiates and develops a NewBE-eligible opportunity receives a 5% discount for that opportunity once launched. The discount is a monthly credit memo of 5% of AWS usage and is applied for a period of 24 months once the NewBE account starts billing.

NewBE-Eligible Opportunities

A NewBE-eligible opportunity consists of a workload with a net-new Public Sector customer OR a net-new workload with an existing Public Sector customer. A net-new workload could be a net-new AWS solution for a new workload that is solving for a new use case, requirement, or business challenge for the Public Sector customer. The opportunity must be with a government, education institution, or nonprofit organization (U.S. Federal opportunities are not included). The opportunity must be AWS Partner initiated and developed, or can be from a pre-procured framework. The opportunity is disqualified if it is already known to AWS.

Partner Participation Requirements

To participate in the program, an AWS Partner must be an authorized AWS Public Sector Solution Provider or Distributor working with Public Sector customers. The AWS Partner must be a member of the [Public Sector Partner \(PSP\) Program](#), and sign and comply with applicable terms and conditions.

Does the NewBE discount stack with other discounts?

The 5% NewBE discount stacks with the Solution Provider Program and the Distribution Program discounts (specifically the "New Account" discounts available under those programs). The NewBE discount does not stack with other discounts, including the Enterprise Discount Program (EDP) or other Private Pricing Agreement (PPA) discounts.

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How do participants submit NewBE opportunities?

NewBE opportunities are submitted via APN Partner Central. Similar to a regular ACE opportunity, AWS Partners must complete the 12 core fields (account name, industry vertical, country, postal code, customer website, partner project title, project description, partner primary need from AWS, use case, etc.). In addition, AWS Partners must select 'WWPS NewBE' in the Campaign Name field. It is important that the Campaign Name field is chosen in order to receive the discount.

What is the turnaround time to validate NewBE opportunities?

We aim to validate NewBE opportunities within five (5) business days of submission (provided information is complete), similar to our approach with all ACE opportunities.

I'm interested in participating; how do I get started?

If you are eligible, your PDM will organize an onboarding session with the NewBE Program team and the program terms will be sent to your organization after attending. Upon acceptance of the terms, you can start submitting NewBE opportunities.

Can I submit opportunities in response to a public solicitation or public tender?

Opportunities submitted once the opportunity is at public tendering are excluded from the NewBE Program and should not be submitted. However, participants are encouraged to initiate discussions with public sector agencies, educate them about the AWS cloud, and log the opportunity in ACE. Opportunities that are submitted before a tender or RFX is made public can be approved for NewBE so long as it meets all other eligibility criteria.

What is the NewBE validation process?

When an opportunity is submitted for NewBE, it is first validated via the standard ACE process. Opportunities that are disqualified under ACE requirements (e.g., for incompleteness, inaccuracy, duplicity, non-novelty, etc.) are automatically disqualified for NewBE. Partners will be notified of the NewBE validation status twice per month.

Does the NewBE discount expire?

Yes. Once a NewBE-approved opportunity is launched, there is a 12 month period for the account to start billing before the discount expires, and once applied, the discount lasts for 24 months. For example, if the opportunity launches in May 2021, the first month of billing may occur up to 12 months after the launch date (i.e., May 2022). If billing begins more than 12 months post-launch, the discount will not be applied.

How do I make sure to get the NewBE discount?

It is essential to input the AWS Account ID in the "Account ID" field of the opportunity in APN Central before the opportunity launches. The Account receiving the NewBE discount has to be net-new with no previous billing. Other important program requirements are detailed in the program terms and conditions and the Program Guide.

This Datasheet is for information purposes only. Details and terms are found in program terms and conditions and the NewBE Program Guide, which may be updated from time to time.

Pre-requisites for NewBE:

- Must be an authorized AWS Public Sector Solution Provider or Distributor working with state and local government, education, or nonprofit customers;
- Maintain an active registration in the AWS Partner Network (APN) and Public Sector Partner (PSP) Program;
- Accept the APN Customer Engagement (ACE) Program terms and conditions;
- Remain in good standing and compliance with all program requirements (including ACE requirements);
- Attend partner onboarding; and
- Accept the NewBE Program terms and conditions.

Learn more or get started!

To learn more about the program, contact aws-newbe@amazon.com or get in touch with your AWS Partner Development Manager (PDM) today.