

Cloud
Olympian

Value of a Virtual AWS Alliance Lead

APRIL 2023



A summary report on the
value proposition of a virtual
AWS Alliance Lead

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A black and white photograph of two people in business suits shaking hands. The person on the left is wearing a pinstriped suit, and the person on the right is wearing a dark suit. Their hands are clasped in a firm grip. In the background, another person's hands are visible, clasped together. The image is partially obscured by a blue curved graphic element at the bottom.

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About Cloud Olympian

Cloud Olympian is a woman-owned business specializing in Amazon Web Services Alliance Lead roles managing the relationship between an AWS consuming company and AWS.

Founded in late 2022, Cloud Olympian is able to provide a valuable niche service for businesses seeking to maximize their AWS benefits and relationship.

Vision and Mission

Cloud Olympian was founded with the intent of providing a specialized service to small & mid-size companies.



Vision

Cloud Olympian's vision is to provide an outsized return on investment to clients who retain our services. Cloud Olympian will make a significant positive impact on our customers' businesses by leveraging our expertise and skills to achieve client success. Cloud Olympian delivers.



Principles of Cloud Olympian

- **We Deliver:** When a Cloud Olympian client hires us, we show up and deliver.
- **We Dare:** Clients may ask for a lot and Cloud Olympian will strive to make it happen.
- **We Communicate:** Communication is critical to building strong relationships with our clients. At Cloud Olympian, we are committed to being transparent, responsive, and proactive in our communication with clients, ensuring that they are always up-to-date and informed.
- **We Empower:** Cloud Olympian is dedicated to empowering our clients to achieve their goals by providing them with the tools, resources, and support they need to succeed. We believe that by helping our clients succeed, we can achieve our own success as well.

Virtual AWS Alliance Lead



Value Proposition

Having an expert on AWS partnership benefits & how to maximize those benefits in your company can have a significant positive business impact but the cost to have a full-time employee perform this role can be high for small to mid-size companies. Most small to mid-size companies assign this Alliance Lead role as a collateral duty to a capable company leader. Unfortunately this is often a time consuming burden that can be frustrating and detract from that leader's primary responsibilities.

The solution that Cloud Olympian is pioneering is a "Virtual AWS Alliance Lead" role for hire. This individual is assigned to a client of Cloud Olympian and provides the expertise to deliver on the majority of full-time employee AWS Alliance Leads. For a flat monthly rate, Cloud Olympian will handle nearly all aspects of a clients AWS partnership requirements ranging from APN to fund requests to cost optimization recommendations.

In short, a company can hire an expert to maximize their AWS partnership benefits with a quantifiable impact such as funding & cloud optimizations coupled with non-quantifiable impacts such as marketing and GTM efforts.

Quantifiable Impacts

- Cost Savings:
 - Rather than hiring, training, & maintaining a dedicated in-house AWS Alliance Lead, a company can outsource nearly all aspects of the role for a flat rate. If a full-time Alliance Lead costs an industry average of \$75K USD annually, then the cost savings of using Cloud Olympian is over \$50K annually.
 - Cloud Olympian is able to provide a recurring cost optimization set of recommendations for clients based on monthly AWS consumption coupled with knowledge of how to request pricing discounts for large commitments.
 - Funding: Cloud Olympian is knowledgeable about how to request and assign AWS Credits as well as Marketing Development Funds.
 - For example: Are you utilizing the AWS credits which can be potentially over \$10K/annually provided as your employees get AWS certifications?
- Revenue:
 - Cloud Olympian is able to provide GTM guidance on how to Co-Sell with AWS Field Sales teams.
 - Cloud Olympian can advise on best practices around launching a product in AWS Marketplace as well as how to drive sales tied to GTM and Marketing efforts to your product listing.
 - R&D efforts that incorporate AWS can benefit from AWS funding lines as well as programs such as Design and Data Labs which can reduce R&D costs significantly as well as timelines.

At the end of every month, quarter, and calendar year Cloud Olympian clients are able to compare dollars spent on Cloud Olympian flat-rate service costs to what Cloud Olympian has either saved clients or driven in net new revenue to our clients.

Non-Quantifiable Impacts

- **Increased Efficiency:** Using a virtual AWS alliance lead can improve efficiency and productivity by enabling clients to focus on their core competencies and business activities while leaving the AWS cloud-related non-technical aspects to Cloud Olympian.
- **Focus on Innovation:** Outsourcing the role of AWS Alliance Lead frees up resources and time for clients to focus on innovation and developing new products and services, rather than being bogged down with AWS cloud-related non-technical tasks.
- **Reduce Employee Fatigue:** The role of AWS Alliance Lead can be time consuming and usually given to an individual as a secondary role responsibility which leads to frustration at the time and effort spent on a secondary task that is usually a full time job at larger companies. This frustration can lead to everything from employee burnout, poor overall performance on primary responsibilities, to employees departing.
- **Time:** The role of AWS Alliance Lead can range from learning about APN Tiers to drafting blog articles to submitting material to Partner Central. All of this can take anywhere from minutes to hours to days/weeks. Pursuing an AWS competency for example is a multi-month task and is more challenging if it is the first time a team has had to pursue it.
- **Knowledge of AWS:** Knowing how individuals at AWS like to work with partners ranging from discussions about AWS programs to how to discuss GTM with AWS field sales teams is something that Cloud Olympian can provide. Cloud Olympian can establish an excellent relationship with client Partner Development Managers at AWS.
- **Expertise:** AWS programs and tools change on a regular basis. Rather than have an employee be frustrated with legacy knowledge and spending time/effort learning new AWS tools and initiatives, all of that can be expected to be handled by Cloud Olympian.



Questions To Ask

Identifying if Cloud Olympian is right for you

1. Are we going to be relying on AWS more in the future for internal IT or for any of our revenue streams over the next 2-3 years?
2. Who in our company is focusing on ensuring we get the maximum amount of financial benefits from AWS based on our partnership?
3. How much funding from AWS have we received for R&D tied to AWS?
4. How much funding have we received for marketing tied to our AWS usage?
5. Has our technical talent benefited fully from AWS training and certification programs?
Immersion sessions? Hands on labs?
6. Where does AWS fit within our internal IT spend and how are we cost optimizing that projected spend?
7. What marketing are we doing with AWS to maximize our brand visibility?
8. What AWS partner programs are we enrolled in that provide financial benefits?
9. What AWS competencies do we have? Which are we pursuing?
10. What are we spending on AWS today and what is our forecasted spend over the next 2 years?
11. How much time is our current AWS Alliance Lead spending a week on AWS activities?

What does a Cloud Olympian Virtual AWS Alliance Lead Provide?

A Cloud Olympian Virtual Alliance Lead is assigned to a client when they hire Cloud Olympian. This individual is available typically with 24–36 hours notice for calls, responsive via email within 12–24 hours and is in constant regular communication with clients. The Cloud Olympian Virtual AWS Alliance Lead has (2) primary responsibilities for clients:

- **Enduring Tasks** which are common to every single client that are the fundamentals of maintaining an AWS partnership. The enduring tasks alone can have a significant positive impact on a Cloud Olympian client. Specifically enduring tasks are:
 - Maintaining communication with AWS Partner Development Manager on behalf of client ranging from quarterly to annual joint account plans
 - Requesting monthly, quarterly, annual funds based on AWS programs
 - Ensuring the maintenance and renewal of existing AWS competencies
 - Ensuring the maintenance and renewal of existing APN Tiers
 - Engaging with Client technical team on needs/asks of AWS for technical resources ranging from design/data labs to technical immersion sessions
 - Maintaining APN Partner Central for the Client
 - Reviewing monthly AWS billing and making recommendations on cost optimization
 - Providing clients with monthly, quarterly, and annual updates on results of activities
- **Specific Tasks** can vary for each Cloud Olympian client and are a part of the value proposition of Cloud Olympian. Each client has different objectives to achieve with AWS and Cloud Olympian seeks to support at least 3–4 specific tasks per quarter per client. As specific tasks are completed they become part of the enduring task list. Specific tasks can range across a large gambit of activities such as:
 - Moving up the APN Tier for a specific Client APN Partner Path
 - Enrolling in different AWS programs such as ISV Accelerate to AWS Solution Provider
 - Drafting and submitting AWS APN Blog posts with the client marketing team involvement
 - Requesting a significant credit fund of a proof of concept or R&D effort on behalf of the client
 - Developing and communicating a GTM plan with AWS Field Sales teams with the Client
 - Many others depending on client objectives as it pertains to AWS

There are of course activities which are unique for every client related to AWS but the above is a snap-shot of client overlapping

Cost & FAQ

Cost

Cloud Olympian charges a monthly flat rate which you can find on our website www.cloudolympian.com or in the AWS Marketplace.

Frequently Asked Questions

- Who is a typical Cloud Olympian client?
 - A small to medium size business of approximately 15-100 employees with between \$30,000 to \$5M in AWS spending annually.
 - Cloud Olympian can work with companies around the world.
- Why should we hire Cloud Olympian over a full-time employee?
 - Having a full-time employee focused on AWS partnership can be a high value add but must be balanced against employee costs as well as employee lack of knowledge of AWS partnership best practices.
- What about confidentiality?
 - Cloud Olympian has a boiler-plate NDA with clients.
- Does Cloud Olympian cover other partnerships such as Microsoft?
 - Currently Cloud Olympian specializes in AWS but we are working on our Microsoft knowledge. Please let us know your specific needs.
- What is the typical return on investment for Cloud Olympian for clients?
 - Between cloud optimization recommendations & knowledge of AWS credit funding processes alone, Cloud Olympian can likely return 3-4x its annual costs to clients in the first 100 days.

Next Steps

Thank you for reading this Cloud Olympian whitepaper on the value proposition of a virtual AWS Alliance Lead. We hope this whitepaper has been of value and provided a framework to evaluate whether your current organizational structure is optimized in relation to your AWS partnership.

Want to Hire Cloud Olympian?

If you'd like to hire Cloud Olympian please visit our website or our offering on AWS Marketplace.

www.cloudolympian.com



Free Resources

The Cloud Olympian website, www.cloudolympian.com is being constantly updated with new content and products all of which are free.

**Cloud
Olympian**

**Thank
You**

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