



Customer Engagement Incentive (CEI) Resource Directory

October 2023

Welcome to the CEI resource directory

This document contains educational materials for the Customer Engagement Incentive. These resources will help you understand CEI requirements and will enable your sales activities when working with new customers. You can choose from either the CEI resources section or navigate to the and sales and marketing resources.



CEI Resources







Click this tile if you're new to CEI and would like to learn more about the incentive, its requirements, payout schedules, and how to get started.




Sales and Marketing Resources

Click this tile if you're already knowledgeable about CEI and would like materials to enhance your selling capabilities when working with new customers.

CEI Resources

Asset (hyperlinked)	Description
 English Video: Customer Engagement Incentive	A short introduction to the Customer Engagement Incentive.
 English Guide: APN Partner Funding	An overview of the “Customer Engagement Incentive” section, including the <i>Scope</i> , <i>Launch</i> , and <i>Grow</i> phases.
 English Guide: AWS Partner Funding Portal (APFP)	Step-by-step instructions on how to create fund requests.
 English FAQ: Customer Engagement Incentive (CEI)	A compilation of frequently asked questions for the Customer Engagement Incentive.
 English Battlecard: Customer Engagement Incentive (CEI)	A summary of the Customer Engagement Incentive to leverage when training your own team and/or partners about how this incentive works.
 English Template: Partner Sign Off	The required template to complete and submit to receive funding for the Customer Engagement Incentive.
 English Blog: Customer Engagement Incentive	A promotional announcement about the Customer Engagement Incentive on the AWS external blog.
 English Solution Provider Program Discount Guide	Includes a Customer Engagement Incentive section to provide Solution Providers with information on the <i>Grow</i> phase. <i>*Only Solution Providers will be able to access this file.</i>
 English Distribution Program Discount Guide	Includes a Customer Engagement Incentive section to provide Distributors with information on the <i>Grow</i> phase. <i>*Only Distributors will be able to access this file.</i>
 English ACE Pipeline Manager User Guide	The User Guide walks through how to use the ACE Pipeline Manager and equips AWS Partners with the necessary skills to drive successful customer engagements on AWS.
 AWS Partner Analytics for Greenfield Eligibility	A Partner Central dashboard that provides a new field indicating that the customer is in the early stages of AWS adoption at the opportunity level.

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 AWS Partner Analytics for CEI Payout – Coming in November 2023	A Partner Central dashboard that provides an overview of the incentive payouts that Partners have earned for their Greenfield prospect development and customer engagement.
 CEI Funding Reference Guide	Quick review of how to submit funding requests and claim them in the AWS Partner Funding Portal for the Customer Engagement Incentive (CEI).
 AWS Public Sector Solution Provider Program	Overview of the Public Sector Solution Provider Program
 APN Navigate: Public Sector Foundations - Building a Successful Public Sector Practice	Public Sector customers and how to build a successful Public Sector practice.
 Public Sector Partner Programs Comprehensive Quick Guide	Overview of selected AWS Partner Programs available in Public Sector including program descriptions, requirements and key benefits.