



TRAINING PARTNER

Cheat sheet: How to ace your ACE entry

Receive proper recognition for all opportunities with this handy reference guide



What is ACE?

The APN Customer Engagements (ACE) program enables secure interactions between AWS partners and AWS Sales on each customer opportunity, regardless of origination, and allows AWS Sales visibility into where and when Partners are providing value to AWS customers.

There are three motions within ACE to help facilitate this collaboration. They are

- Partner referrals / Partner-originated opportunity
- AWS lead referrals / AWS-originated marketing lead
- AWS referrals / AWS-originated opportunity

How to access ACE

The ACE Pipeline Manager is permission-based. Upon acceptance of the ACE Terms and Conditions, only the Alliance Lead will have access to the ACE Pipeline Manager and will need to enable permissions for other Partner Central users (Partner Users).



How to add a new opportunity

Find a visual step-by-step guide in Partner Central here: [Introduction and Creating Opportunities](#)

1. To submit an individual opportunity, click on the **'Create'** button on the **Opportunities** tab.
2. Fill out the **Customer details** fields
3. Fill out the **Project Details** fields
4. Review your entered information, make any necessary edits, and submit by clicking **'Save & Submit'** on the bottom right.
5. A message will appear confirming whether your **submission was successful**. If the submission was not successful, you will receive an error message though you are able to edit the opportunity and resubmit.

Attribution matters

Make sure your deals are counted correctly by assigning the following code to any eligible AWS Training ACE entries:

GIM-GLBL-SMB-FY25-TRAINCERT-XI-PL-MDF-AC

Key links in Partner Central

- [ACE – Get Started Wiki](#)
 - [ACE 101 deck](#)
 - [ACE 102 deck](#)
- [ACE – Advanced Resources Wiki](#)
- [ACE Opportunity Submission Quick Guide](#)
- [ACE Pipeline Manager User Guide](#)
- [ACE Training Opportunity Submission Cheat Sheet](#)