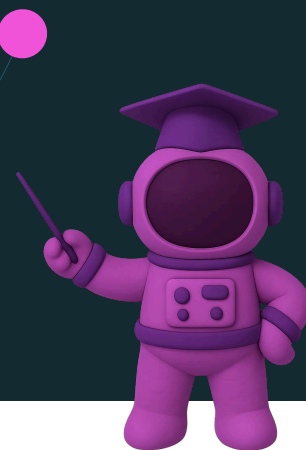


Co-Sell Readiness Checklist for Cloud Partnerships

Maximize Your Business Impact with AWS, Azure, Google Cloud



Introduction

Ready to unlock the full potential of co-selling with hyperscalers like AWS, Azure, or Google Cloud? This checklist assesses your readiness for co-selling success. Each statement reflects a key criterion. Check it off if you've achieved it or note it as a gap to address.

Statements are rated by priority:

Must Have

Essential to get your partnership off the ground. You can't start without these.

High Priority

Key enablers that significantly improve your chances of co-sell success.

Nice to Have

Not required at the start, but valuable additions that strengthen your partnership.

Checklist

Strategic Alignment

- ☐ You have clear C-level (ideally: CEO) backup of the cloud alliance and GTM. MH
- ☐ You have defined co-sell goals (e.g., revenue targets, market expansion, customer acquisition). MH
- ☐ You have identified target cloud partner(s) (AWS, Azure, Google Cloud, etc.) based on your product and market fit. MH
- ☐ You have a value proposition that complements the cloud provider's offerings. HP
- ☐ You have a joint business case with measurable outcomes (e.g., ROI, customer growth). HP
- ☐ You have a dedicated co-sell champion or team to manage partner relationships. (Tip: this can be your own team, your PDM, CONNECT, or a combined effort) HP

Marketing and Go-to-Market (GTM) Strategy

- ☐ You have a joint value proposition (Better-Together Story) with the cloud provider for marketing collateral. MH
- ☐ Your solution is listed on the cloud provider's marketplace with optimized descriptions and keywords. MH
- ☐ You have developed co-branded content (e.g., case studies, whitepapers, webinars). HP
- ☐ Your sales team is trained on co-sell messaging and cloud provider benefits. HP
- ☐ Your sales team is incentivized to do business through the cloud marketplace. HP
- ☐ You have planned joint marketing campaigns or events with the cloud provider. NH

Technical Readiness

- ☐ Your solution meets the cloud provider's technical requirements (e.g., identity, API compatibility, security standards) and passed audit through the required programs (Ex. AWS Foundational Technical Review). MH
- ☐ You understand the cloud provider's security frameworks (e.g., AWS Shared Responsibility Model). MH
- ☐ You have obtained relevant certifications (e.g., SOC 2, ISO 27001, GDPR, HIPAA) for your industry. MH
- ☐ At least 5 active customers are using your solution via the cloud partner's infrastructure. MH
- ☐ Your solution is deployed on the target cloud platform, or you are planning to migrate. HP
- ☐ Your solution is optimized for scalability and performance to handle enterprise-grade workloads. HP
- ☐ Your team has certified Solution Architects with the relevant cloud provider technical badges. NH

Partner Ecosystem Engagement

- ☐ You are registered for the cloud provider's partner program (e.g., AWS APN, Azure Partner Center). MH
- ☐ You engage with the cloud provider's account managers for co-sell opportunities. HP
- ☐ You have secured co-sell funding (e.g., AWS POC funding) where eligible. HP
- ☐ You participate in partner events, workshops, or training sessions. NH
- ☐ You have relationships with other partners in the ecosystem for collaborative opportunities. NH

Performance Tracking and Optimization

- ☐ You have set KPIs for co-sell performance (e.g., pipeline growth, deal closure rates). MH
- ☐ You use cloud provider analytics tools to track marketplace performance. HP
- ☐ You collect customer feedback to improve your solution and co-sell approach. HP
- ☐ You regularly review co-sell agreements and adjust strategies with your partner. NH
- ☐ You schedule quarterly business reviews with the cloud provider to optimize outcomes. NH

Next Steps

We know getting started can feel overwhelming — but the value of cloud partnerships is real and well worth it. Whether you're just beginning or looking to sharpen your strategy, here are our suggestions for moving forward:

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Read more about the journey into cloud partnerships → [Here](#)

See case studies and real examples of how companies use partnerships to drive revenue → [Here](#)

Get an estimate of how a strong partnership could impact your ROI → [ROI calculator](#)

Talk to CONNECT for personalized consulting → info@connect.cloud

