TCC's Value Proposition for AWS Sales Managers and Account Executives

Service Introduction: 60% of cloud revenue is generated at the front end of the customer lifecycle during the advise, design, and build motions according to Canalys in their Partner Ecosystem Multiplier: The AWS Opportunity study.

We have over 300 expert technical resources available to kick-start the front end of a customer engagement in order support your customers' businesses – we are a one-stop shop for you and your customers when it comes to Application Development & Data Intelligence, Cost Savings & Optimization, Operational Resilience & Security, as well as Cloud Technology Strategy services.

TCC's single biggest value is our dedication to you. The founders of TCC are ex-AWS, we grasp your SPIF model, we understand the need to build ARR against TAS, we value the programs that bring you compensation accelerators like ISV Accelerate and SRRP.

Being open and honest about accounts is number one on our list. Business transparency involves sharing information about a customer's performance, internal processes, sourcing, and business values – TCC emphatically brings these to the table for you.

HighLights:

- TCC provides a collaborative approach to cloud integration and application development – it includes you, the customer, TCC and our consortium partners. We overcome the fragmentations, the stalls, especially where this leads to an adverse impact on a customers implementation and cloud management journey.

- AWS Financial Benefits Program Expertise - As customers increasingly migrate workloads to the cloud, the business use case must be explored as well. AWS programs like EDP, MAP, Marketplace, CPPO and SPPO must be deeply understood. We reinforce these activities with TCC consortium

partners, we manage these programs on your behalf making your life easier inside your high volume territory when you work with TCC.

- TCC has its own programs that drive consumption and commission; our software Visibility Improvement Platform (sVIP), is an approach that improves the visibility of software assets by reducing contractual risk, improving operational efficiencies, and by identifying cost saving opportunities so you get sales and EDP buy-down credits toward your quota.

The Forrester Total Economic Impact study says that customers who use AWS Marketplace can reduce onboarding effort by 75%, save 66% on time, and reduce licensing costs by 10%. This will drive new levels of relationship trust - According to Harvard Business Review, trust has three core drivers: authenticity, logic and empathy – when these are achieved it helps build a strong bond and foundation that will lead to durable, predictable revenue for you.

Team Up!

Learn more about how we think about cost management, more about the 50 or more services listed on our services line-card. Please follow the QR code to read more about these and other service areas we support.