



Customer Engagement Incentive (CEI) for AWS Transform (ATX) – Pilot: Funding Benefit and Fund Request Submission Guide 2026



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Funding Benefit Contacts

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Notices

This document does not create any offer, contractual commitment, promise, or assurance from AWS. Any benefit described herein are offered at AWS's sole discretion and may be subject to change or termination without notice. This document may be updated by AWS from time to time in AWS's sole discretion.



Subject to AWS Service Terms and Policy

This Customer Engagement Incentive for AWS Transform Pilot Guide (the “Pilot Guide”) supplements the then-current [AWS Partner Network Terms and Conditions](#) and governs your participation in this Customer Engagement Incentive (CEI) for AWS Transform (ATX) Pilot (the “Pilot”) and any benefits you receive under the CEI Pilot (“Initiative Funding”). This Pilot Guide may be updated by AWS from time to time in AWS’s sole discretion. By participating in this Pilot and requesting or receiving Initiative Funding, you agree to the terms outlined in this Pilot Guide and agree to any modifications of this Pilot Guide by continuing to receive Initiative Funding after the effective date of any modifications. AWS reserves the right to terminate the Pilot or a Partner’s participation therein without prior notice. This Pilot Guide and your participation in the Pilot are Confidential Information for purposes of the non-disclosure agreement between you and AWS.

APN Terms: Participation in and receipt of benefits under the Pilot are subject to the [AWS Partner Network Terms and Conditions](#) (the “APN Terms”), as may be updated by AWS from time to time.

AWS Discretion: All Initiative Funding are provided at AWS’s sole discretion. AWS reserves the right, at its sole discretion, to disqualify any participant or to cancel, suspend, modify, or terminate the Initiative (or any portion thereof). Any violation of the APN Terms or terms under this Pilot Guide, failure to meet other obligations to AWS, or other non-compliance may constitute grounds for funding recoupment and may impact your eligibility to receive future funding and other benefits from AWS.

Government Customers: Transparency is important when receiving Initiative Funding in connection with opportunities with customers that are a part of or substantially owned, funded, managed, or controlled by any government at any level (“Government Customers”). AWS’s provision of Initiative Funding must be disclosed to the relevant Government Customers, and AWS may reach out to such Government Customers to notify them of Initiative Funding, including any AWS sponsorship and funding. Initiative Funding is meant to reduce overall project costs so you may not retain Initiative Funding as additional compensation or margin and must utilize all Initiative Funding to charge correspondingly lower fees for the underlying opportunity. For any opportunities with Government Customers, please work with your AWS or World-Wide Public Sector point of contact to determine program eligibility and for additional guidance related to funding public sector activities. For any opportunities in the Public Sector, please work with your AWS or WWPS point of contact to determine Pilot eligibility and for additional guidance related to funding public sector activities.

Additional Details: AWS may request additional details regarding the opportunities underlying Partners’ request(s) for Initiative Funding. Should a Partner choose to participate in this Pilot, for the duration of the Partner’s participation and one year afterward, the Partner must maintain all original documents, complete and accurate records sufficient to verify the Partner’s fund requests, compliance with the APN Terms, and compliance with this program guide. AWS reserves the right to request original documents and records for the purpose of verifying compliance. If AWS is unable to verify compliance or finds non-compliance with the APN Terms or this program guide, AWS reserves the right to withhold or delay funding or other benefits or take other appropriate action.



Subject to AWS Service Terms and Policy

Use Restrictions and Responsibilities: Partners will only use the Initiative Funding to support customers. Partners will not use the Initiative Funding in any way to fund activities that: (i) are unrelated to the purpose of this Pilot (ii) benefit government personnel (including travel, lodging, gifts, or other contributions). Partners will ensure that the Initiative Funding are not used by Partners' employees or other representatives for their personal benefit. Partners are solely responsible for ensuring they are eligible to receive, and that Company will use the Initiative Funding in accordance with applicable law, including any applicable anti-corruption and/or anti-bribery laws or regulations. Partners will maintain true, accurate and complete books and records concerning the use of the Initiative Funding. AWS and its designated representative may inspect participating Partners' books and records to verify such use and for compliance with these Policies.

Section 1: Funding Benefit Information

Funding Benefit Description

The Pilot is designed to fit within the umbrella of the Customer Engagement Incentive program. Effective March 11, 2026, the CEI framework is expanding to incorporate this Pilot. This Pilot will run until December 31, 2026.

Partner Eligibility

Participants must meet all of the following criteria:

- Earn Select, Advanced, or Premier Tier to reach Validated stage or beyond in the Services Partner Path
- Must have AWS Migration and Modernization Competency and/or any relevant 'MAP Eligible' Service Delivery Designation/Workload Competency

If at any time you fail to achieve or maintain the Partner Eligibility requirements set out herein, AWS, in its sole discretion, may terminate your participation in the Pilot. Partners with consistently low performance metrics, as determined by AWS, may be considered ineligible for the CEI for ATX Pilot.

Customer Eligibility

- All customer segments (SUP, SMB, ISV, or ENT) opportunity eligible for the Pilot.

Opportunity/Activity Eligibility

- Opportunity value must meet the minimum MAP Lite/MAP 2.0 ARR.
- Opportunity must be tagged with relevant "AWS Transform" Product Code in AWS Product section within ACE Opportunity
- Opportunity must be "Launched" in order to receive funding.
- Any AWS Transform job/agent must have been run/completed in the Customer Account associated with the Opportunity, during the period from opportunity creation to opportunity 'Launched'

Key Dates

Fund Request Submission

- Fund Requests must be submitted at least 14 days in advance of the planned activity start date
- The last day to submit a Fund Request and Cash Claim is Dec 1st. The APFP tool will enter a quiet period from Dec 16th to Jan 1st.

Claim Submission

- Claims must be submitted in APFP prior to the expiration date listed on each individual Fund Request (30 days from the planned end date, or Dec 15th of the current year, whichever comes first)

Invoice Submission

- Invoices must be submitted in Payee Central AFTER Claim approval in APFP and also prior to the expiration date on each Fund Request (30 days from the planned end date, or Dec 15th of the current year, whichever comes first)

Other References

[APFP User Guide](#)

[PIF Demo Recording](#)

[PIF APFP Resource Directory](#)

[APFP Finance Approval Cash Request Information Guide](#)

[Partner Central](#)

[APFP Dashboard](#)

[Partner Console PIF Experience](#)

[Partner Funding Guide](#)

[AWS Partner Handbook](#)

Section 1: Funding Benefit Information (cont.)

Funding Type

Cash

Fund Request Submission Required Documents

- [Partner Sign Off document](#)

Claim Submission Required Documents

- N/A
- For activities with a Purchase Order beginning in 4J: an email confirming activity completion from your India-based Partner Manager must be attached. Use the attachment type "Other"

Success Tips/Best Practices

Ensure all applicable documents are attached to avoid delays

Section 2: Benefits and Offerings

Benefits and Offerings

What is the Customer Engagement Incentive for AWS Transform Pilot?

Overview: The Pilot is designed to fit within the umbrella of the Customer Engagement Incentive program. Effective March 11, 2026, the CEI framework is expanding to incorporate this Pilot. This Pilot will run until December 31, 2026. Through the Pilot, Partners can earn up to \$5,000 cash per qualifying MAP Lite opportunity ($\geq \$100K$ ARR) and \$10,000 cash per qualifying MAP 2.0 opportunity ($\geq \$500K$ ARR), with a cap of up to 10 opportunities per Partner (MAP Lite and/or MAP 2.0). That means eligible Partners can earn up to a maximum of \$100,000 (for 10 MAP) during this Pilot period in addition to existing standard MAP incentives.

Partners who have incorporated AWS Transform into their migration practice are seeing real efficiency gains that translate directly into stronger business results. ATX reduces the time spent on pre-sales scoping and wave planning, freeing partner teams to pursue more opportunities and take on higher deal volume without adding headcount. Customers see results sooner, which strengthens partner relationships and opens the door to follow-on work. Less time per engagement means more efficient engagement on every deal. Partners who build an AWS Transform-enabled delivery model now will also be well-positioned as migration demand continues to grow, creating a repeatable, scalable practice that differentiates them in the market.

Incentive Construct (Active Period: January 1, 2026 – December 31, 2026):

Construct	Launch	
	Flat Payment per Opportunity	
Opportunity Type	ARR	Cash Benefit
MAP Lite using AWS Transform	\$100K to $< \$500K$ ARR	\$5,000
MAP 2.0 using AWS Transform	\$500K to \$10M ARR	\$10,000
Opportunity Eligibility	1/"AWS Transform" Product code must be added in ACE Opportunity 2/Opportunity must be launched on or after 01/01/2026 3/Any AWS Transform job/agent must have been run/completed in the Customer Account associated with the Opportunity	
Partner Eligibility	AWS Services Path Partner with Migration and Modernization Competency or relevant 'MAP Eligible' Service Delivery Designation/Workload Competency	
Payout Eligibility and Schedule	Quarterly payments tied to total number of launched opportunities that use AWS transform in that quarter. (Paid in subsequent quarter)	

Section 2: Benefits and Offerings

Benefits and Offerings

Payment Criteria and Schedule

Partners can submit one Pilot Fund Request via AWS Partner Funding Portal (APFP) for all opportunities delivered using AWS Transform and requested MAP Mobilize funding for each quarter of FY2026; in the subsequent quarter retrospectively. For example, Fund request for Q1 2026 payment must be submitted in Q2 2026 and so on.

Payments are limited to a maximum of ten (10) eligible opportunities during the Pilot period.

How to determine Eligible Incentive for each Quarter

AWS will notify qualifying Partners (via email) the eligible incentive amount Partners will be eligible to get for each quarter at the latest by 30 Business days post quarter-end in the subsequent quarter based on eligibility criteria.

The eligible incentive amount is calculated by aggregation of across all eligible launched opportunities in that quarter. Therefore, Partners must submit only one fund request every quarter regardless of number of opportunities, after they receive details from AWS.

Section 3: Fund Request Submission Steps

Complete Amazon Payee Central [setup](#)

Fund Requests for this Funding Benefit are submitted in the AWS Partner Funding Portal (APFP) using the Partner Initiative Funding (PIF) template. For instructions on using the PIF template with pictures, please refer to the [APFP User Guide](#).

Getting Started

Navigate to Partner Central, select the Funding Tab, scroll down to the Partner Initiative Funding tile, and "Apply."

Select "**Customer Engagement Incentive (CEI)**" from the dropdown, select "**Cash**" in the Types of Funding section, leave the ARR box blank, and select "Get Started" to create the Fund Request.

Fund Request Information

In the "**Activity/Project Name**" field, please use the following format:

"#CEI_ATX_Claims_[PartnerName]"

Failure to follow the naming convention will result in Fund Request rejection

In the "**Business Description**" include the following:

- #CEI_ATX_Claims

Skip the "**AWS Pricing Calculator**" field.

Skip the "**Amazon Resource Name**" field.

Check the **Public Sector** Box if appropriate.

Opportunity Information

An opportunity is not required to be selected for this funding. Select "Save & Next."

Submission and resubmission steps with pictures can be found in the [APFP User Guide](#)

Quick Link to [APFP Dashboard](#)

Section 3: Fund Request Submission Steps (cont.)

The following fields are required (R)/optional(O)/not needed(N) for this Funding Benefit. Note that some of these are listed as Optional in the template, but may be required for this Funding Benefit.

Project Information

R	O	N	Field
✓			AWS Account ID for this Project
✓			Planned Delivery Start Date (must be 14+ days out) – Note: It is preferred to use the same start and end date for ease of use
✓			Planned Delivery End Date
✓			Country Activity is Executed
✓			Location/State Activity is Executed (Select All That Apply)
	✓		Customer Also Considering
	✓		Workload Name
	✓		New Service Deployed
	✓		Other Notes

Cash Request Information

R	O	N	Field
✓			Currency
✓			Total Cost of Activity (Local Currency)
	✓		Partner Contribution (Local Currency)
	✓		Other Party Contribution (Local Currency)
✓			Requested Cash Funding Amount (Local Currency) - Note: 'Requested Funding Amount' must match the eligible incentive provided by AWS to Partner via prior notification through email.
✓			Invoice Entity Name (must match Payee Central)
✓			Invoice Remit Address (must match Payee Central)
✓			Invoice Remit Address Country (must match Payee Central)

Multiple milestones are not allowed for this Funding Benefit, do not select "Add Another Activity/Milestone"

Attachments

Attach the required attachments listed earlier in this guide under [Fund Request Required Documents](#).

Note: Wait for full approval, when the fund request has made it to Cash Claim status and has an issued Purchase Order (PO).

Review these charts carefully, as the field in the APFP template may not be required, but the field may be required for approval for this Funding Benefit.

For best practices in a successful Finance Approval for Cash Requests, refer to the [APFP Finance Approval Guide](#) or [APFP Finance Approval Guide in the AWS Console](#)

Section 4: Claim Submission Steps

Submit actual claims in the Cash Claim section of the fund request as soon as the activity is in Cash Claim status and wait for the claim to be approved. Submit prior to the expiration date on the Fund Request, a Claim needs to be submitted in the APFP Fund Request record with Actuals data. After the Claim has been approved, an invoice needs to be submitted in Payee Central.

Submitting a Claim

Navigate to the Fund Request in APFP, open it, and scroll down to the Cash Claim section.

Select “Submit Actual” on the right side of the section.

Cash Claim Actuals

Input the following fields:

- Claim Amount (Local Currency)—this is the amount you wish to invoice for, must be equal to or less than the Fund Request approved amount
- Actual Milestone/Activity Start Date—this is the date you began the activity, format YYYY/MM/DD
- Actual Milestone/Activity End Date—this is the date you completed the activity, format YYYY/MM/DD

There are two other fields that are listed as optional in the template, but the below chart indicates if they are required (R)/optional(O)/not needed(N) for this Funding Benefit.

R	O	N	Field
✓			AWS Account ID for Actual Delivery
✓			Actual Production Date

Cash Claim Attachments

No documents are required, you do not need to upload anything here, but you will still need to select “Save & Submit” at the bottom of the page.

Wait for the claim to be approved. An email will be sent to the fund request owner with approval confirmation. This can also be monitored in the fund request from the dashboard in APFP.

Submitting an Invoice

After your Claim is approved in APFP (look for a ClaimApproved record in the Fund Request history), submit a webform invoice in Payee Central. Be sure to select the PO number listed in the Cash Request Information section of the Fund Request. Invoices can only be submitted by Partner contacts that have access to the account the PO was issued under in Payee Central. The invoice must be submitted prior to the Fund Request Claim expiration date. It is not until your invoice has been approved that you will be paid.

Submission and resubmission steps with pictures can be found in the [APFP User Guide](#)

Quick Link to [APFP Dashboard](#)

Section 5: Glossary

Important Terms and Distinctions

ACTUALS

After project completion, Partners will submit details in the Cash Claim section of the Fund Request that include the Claim Amount (the actual amount the Partner is eligible for payment), as well as the actual project dates and spend. This is a part of “Submitting a Claim” (see Claim).

AWS ACCOUNT ID

This is the identification number for an account that has usage on AWS accessed through the AWS Billing Console. Sometimes this will be a Partner’s account, and sometimes it will be a Customer’s account. If Credits are automatically applied by AWS, the AWS Account ID submitted in the Fund Request is where the Credit codes will be redeemed.

CASH CLAIM

This term refers to a section of the Fund Request. You set up the Cash Claim Plans at the time of Fund Request Submission. After the activity is completed you will Submit Actuals data within the Cash Claim section. This is often referred to as “Submitting a Claim.” Some Funding Benefits allow the Partner to be paid more than once over the course of the Fund Request’s life—sometimes this is due to particular benchmarks/milestones being reached, and therefore the Partner can invoice and be paid along the way, and other times it’s because there are simultaneous or back-to-back activities happening related to one project. In these instances multiple Claims should be set up at the time of Fund Request submission.

CASH CLAIM ID

This is a unique identifier within APFP that refers to a specific Claim. It will be the Fund Request ID followed by -Claim-(# of the individual Claim). The number will be 1 unless multiple Claims have been set up. This can be found in the Cash Claim section, and Approval History records will also specify the Claim ID.

FUND REQUEST

This is the broadest term for a record in APFP. The Fund Request includes all activity details, and encompasses all stages (Created, Business Approval, Finance Approval, Pre-Approval, Cash Claim, Completed). Note that not all stages exist for all Fund Request types. Partners have actions at the Created stage—Fund Request Submission, as well as the Cash Claim stage—Claim Submission.

FUND REQUEST ID

This is a unique identifier within APFP that refers to the Fund Request Record. It begins with FR-(program acronym)-(cash/credit) and then has a unique string of case sensitive characters and numbers. This can be found in the details of the Fund Request, the APFP Dashboard, and the URL when a Fund Request is open.

OPPORTUNITY ID

Opportunities are managed in the ACE Manager in Partner Central. They each have a unique identifier starting with the letter O and followed by a unique string of numbers. This will be entered in the Opportunity Information section of a Fund Request submission.

INVOICE

An Invoice is submitted in the Payee Central system after the Claim is approved in APFP. This is the official request for payment from AWS on Cash Fund Requests. The invoice amount is verified against the approved Claim amount for approval before payment is remitted.

Section 6: Appendix

Fund Request Stages and Statuses

The chart below details the stages that a Fund Request can be in as it goes through the approval lifecycle.

Stage	Description
Created	The request is still in draft and has not been submitted by the Partner to AWS, OR The request has been rejected and is now pending Partner updates and resubmission.
Business Approval	The Fund Request is pending review and approval by the assigned Business Approver. The Business Approver varies by program.
Finance Approval	The Fund Request is with the AWS Operations team to generate a Purchase Order (PO) for Cash requests, AND/OR generating codes for Credit requests.
Pre-Approval	This stage indicates that the Fund Request has obtained all necessary approvals and the Partner can begin executing their activity/project. For credit, the request will remain in this stage until all credit codes have been disbursed (and applied by AWS for non-MDF requests). For requests including cash, this is pending final finance confirmation before moving to Cash Claim stage.
Cash Claim	The Partner is able to submit a Cash Claim when the project (or milestone) is complete. The Partner submits the Actuals for the claim(s), and AWS reviews and rejects/approves the Actuals in this stage. Once the Actuals are approved, the Fund Request will provide a link to Payee Central for the Partner to submit an invoice. This stage will not update until the invoice is approved.
Completed	All credits have been disbursed (and applied by AWS for non-MDF requests) for the relevant FR AND/OR all cash claims have been completed. No further action is required.