

Welcome Kit Amazon Web Services (AWS) with Ingram

Thank you for choosing Ingram Micro as your AWS partner. We're glad to have you onboard. In the following document, we've identified important information for transacting your AWS practice through Ingram Micro. For additional information, reach out to aws@ingrammicro.com.

Ingram Micro Resources

RESOURCE	EMAIL
IaaS Sales Team	aws@ingrammicro.com
Solution Design and Services Team (SDaS)	SDAS_AWS@ingrammicro.com

The Ingram Micro Value

Ingram Micro offers a full range of benefits around Sales Enablement, Practice Development, Technical Enablement, and Business & Financial Support.



Sales Enablement

- Sales Training
 - Compensation Modelling
 - Go-to-Market Support
 - Market Campaign Consultation
 - End Customer Lead Generation
 - Pipeline and Opportunity Management
 - ISV Attached Solution Consulting
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Business and Financial Support

- Complementary Third-Party Billing Platform Cost Relief
 - Operational Back-Office Billing Support
 - Billing and Cost Optimization Consulting
 - PPA (Private Pricing Agreement) Deal Desk
 - Creative Financing Options and Credit Terms
 - RI Optimization and Management
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Technical Enablement

- Pre-Sales Tech Support Service
 - Complimentary Cloud Readiness Assessments, AWS Optimization and Licensing Assessments (OLA) and AWS Migration Acceleration Program (MAP)
 - Cloud migration and modernization services – strategy, migrations, proof of concepts, managed support, DevOps, IoT, AI/ML, security, and big data
 - AWS Starter Kits and Market Ready Solutions
 - Well-Architected Reviews
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Practice Development

- Dedicated Ingram Micro and AWS Teams
 - APN Tier Progression Guidance
 - Partner Programs for APN Journey
 - Business Planning and Competency Development
 - Accelerated Development
 - Personalized support for AWS Marketplace Strategy and maximize profits through Private Offers
 - Technical Training and Certification Guidance
 - Workshops, Webinars & Immersion Days
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Getting Started

Become familiar with the [AWS Management Console](#). Deploy and manage your AWS environment in this portal.

Understand the different [AWS Support Plans](#), their associated charges and read the [User Guide](#).

Getting started with your IAM Credentials

- [Getting started with AWS IAM](#)
- [MFA for IAM and MFA methods](#)
- [Enabling MFA Devices](#)
- Configure an MFA app on your phone. Reference: [Using a Phone or Device as a Virtual MFA Device](#)
- [IAM Best Practices](#)

Grow your AWS business with the [APN Customer \(ACE\) Program](#) that will enable you to build, grow, and drive successful customer engagements with AWS Sales.

Familiarize yourself with the [APN Journey](#) – APN Knowledge Base and APN Consulting Partner Benefits and Requirements.

Read [AWS Services and descriptions](#) and expand your line card offerings.

Please work closely with the Ingram Micro IaaS Sales team to get started with transacting, managing, and growing our AWS practice.

Security and Compliance

Security and Compliance is a shared responsibility between AWS and the “customer.” While AWS is responsible for the “Security of the Cloud,” it is up to the individuals responsible for architecting solutions to be responsible for “Security in the Cloud.” Under the distribution program, that would be either the Reseller Partner or the End Customer. To learn more about the Shared Responsibility model, please visit: <https://aws.amazon.com/compliance/shared-responsibility-model/>

For security best practices recommendations please review [this document](#). Following best practices recommendations may help decrease the risk of unnecessary billing disputes. You may also use our complementary third-party billing platform, CloudCheckr, to set up cost alerts which will allow notifications to be sent when spend goes above a certain threshold. [See below](#) for more information on how to set this up.

Support Escalation Pathway

Email your Ingram Micro AWS Sales Representative or aws@ingrammicro.com for issues is related to:

- Account Support
- Billing Support

Create an [AWS Support Case](#) if issue is related to:

- Service limit increase requests
- Service-related technical issues and third party applications

AWS Discounts

Ingram Micro Reseller Partners are eligible for discounts which are determined by AWS APN team. Discounts are dependent on accurate [End User reporting](#) and meeting the requirements set forth by AWS.

- Please note that discounts are issued to Ingram Micro in the billing management account, and they are issued by AWS to Ingram Micro (this amount is what both Ingram Micro and the reseller have earned).
- Ingram Micro then determines the discounts for Partners based on a file provided by AWS (this file is provided 2 weeks after the month closes).

Consolidated vs Stand Alone Payers

When choosing to transact accounts under the Ingram Micro consolidated Payer/Management account:

- Accounts are under the Ingram Micro organization; however, you do not have access to the management account.
- It is easier for you to validate the invoice Ingram sends by using CloudCheckr, as you will be able to see discounts (which are not available to see in Stand Alone payers at this time).
- While you and your customers will have access to Cost Explorer and the usage information will be accurate, the billing numbers may not be accurate as Ingram has a multi-tenant environment that has RI sharing enabled and credit sharing enabled, and this can falsely lower what you see in CE. We recommend using CloudCheckr to view accurate numbers.
- You do not have to provide monthly end user information when accounts are under the consolidated payer.
- Features like SSO, Control tower and service control policies cannot be enabled in this model.

When choosing to transact using a Stand-Alone Management account:

- Root account email address must be changed to Ingram Micro domain to follow distribution program guidelines.
 - Ingram Micro will hold root access for ONLY the management account and will not log into the management account unless you have been informed or Ingram Micro is requested to do so.
 - See below for more information.
- Partner or end customer has the autonomy to create new accounts (will have access to the Management account even though Ingram Micro holds root email to the management account).
- Partner will be responsible for [End User Reporting](#) on a monthly basis and this is a vital step in making sure the correct discounts are applied.
- Because you and/or your customer may have access to the management account, it is important to note that discounts that are issued to Ingram Micro are visible in the Billing Console. The amount due in the console is *not* what the partner or customer owes to Ingram or AWS.
- One may use a Master Payer account for a single customer environment or a multi-customer environment.
 - Features like SSO, Control tower and service control policies can be enabled in this model for the reseller and/or end customer to use.

- When transacting using a Stand-alone payer (regardless of if it is newly created or transferred to Ingram Micro), it is best practice to avoid running workloads in the management account. This is an AWS Best Practice and not following it can result in decreased margin (ex. The Tech competency that earns 4% does not apply to the management account).

Root Domain

Per the AWS Distribution Program terms, it is required that the management account being transferred to Ingram Micro to ensure AWS compliance and to receive program discounts. The Root domain used for Master Payer Accounts should reflect Ingram Micro's domain (Ex: Awsresellerenduserxxx@IngramMicro.com). This applies ONLY to the management account.

Ingram Micro understands that this program requirement may seem counter intuitive to AWS's stance on securing root access securely; however, after reviewing with AWS program teams, it was decided that the email must change because:

- Ingram Micro is the responsible billing entity for the organization and thus an email change is required to show "billing ownership".
- When AWS best practices are being followed, workloads should not be running in the management account and therefore not allowing Ingram Micro access to any infrastructure.

Best Practices and Requirements for Stand Alone Master Payers

We've identified best practices for using your Master Payer account through Ingram Micro. The way that AWS business is conducted and is managed by Ingram Micro are critical for both the Indirect Reseller and Ingram Micro. Conforming to the below items will ensure compliance with AWS APN requirements, reduce AWS discounting errors, and allow Ingram Micro to proactively support billing related issues and disputes.

1. Follow Security and Compliance Best Practices

As mentioned above, security is a shared responsibility between AWS and the "customer." Incorporating best practices, like enabling MFA and setting up services that monitor costs and usage and taking advantage of some of the AWS Security services are recommended. It is best practice for reseller partners to work with their end customers to make sure they implement best practices. For security best practices recommendations please review [this document](#).

2. Grant IAM Billing and Support Cross-Account Roles

Ingram Micro has a cross-account role that is created in every stand-alone master payer called the IMBillingRole. The same role is created for existing accounts that join the Ingram Micro distribution program (during the onboarding call). This role allows the Ingram Micro team to create Billing Support Tickets, via the billing console, and assist with configuration issues related to Cloudcheckr. This role should not be removed.

3. Monthly End User Reporting

AWS requires the Amazon Partner Network (APN) to be updated each month so that discounts and credits are assigned in the correct manner ensuring accuracy on your Ingram Micro bill. In efforts to comply with this, we request that you submit a monthly End User report of all *newly* created or repurposed linked accounts to awscloudops@ingrammicro.com before the 24th of each month. Our team will send a reminder email twice a month as this task is essential to receiving accurate discounts. Please review [this document](#) for more information.

4. Authorized Distribution Territories

As an Ingram Micro Reseller, please ensure all linked accounts are within the Ingram Micro Distribution authorized territory. Please work with your Ingram Micro sales representative to learn more about authorized territories.

5. Payer Account Tax Settings

Confirm that the Payer Account's tax setting is updated with Ingram Micro's TRN detail guaranteeing that charges are taxed appropriately. As the Reseller, please ensure that all linked accounts have the same tax settings as the Payer Account. Reference the "Enabling tax setting inheritance" section under the Billing and Cost Management.

6. Unlinking a Master Payer from Ingram Micro

If you or your end customer has a Master Payer account and chooses to leave the Ingram Micro Distribution program, please inform your Ingram Micro Sales team. You must fill out a [form](#) and go through the full offboarding process to ensure that all billing information is set up to the new responsible billing party, remove all policies and cross-account roles and ensure that the account is up to date in payment with Ingram Micro.

Billing Cycle -Important Dates to Remember

Let's look at important dates assuming we are talking about October Usage (Oct 1 -31).

Nov 5th	AWS finalizes usage for October
Nov 5-8th	Cloudcheckr typically "finalizes" the billing from AWS (is not inclusive of all discounts and credits for accounts under the consolidated model)
Nov 10-11th	Under the Stand Alone model, Reseller may bill the end user(s)
Nov 15th	Ingram receives discount files from AWS
Nov 22-26th	Reseller can view usage in CloudCheckr (including credits and discounts for accounts under consolidation)
Nov ~28th	Ingram can Invoice Resellers after about the 28 th (November Invoice for October Usage). Please note that invoice dates may vary in Xvantage (it depends on the date selected/assigned in the portal)
Dec 22-26th	Reseller Invoice due date for October Usage (Net 30)

Ingram Micro Billing and Invoicing

When do I receive my first Invoice?

Ingram Micro invoicing is done in arrears. You will receive the invoice for AWS usage sometime between the 22nd and the 26th of the month (if you are being invoiced via Xvantage, your invoice date may be different based on what was entered in the system and you may email imcloudservicedesk.us@cloud.im if you would like to adjust the billing date).

What are my payment terms for AWS with Ingram Micro?

Refer to your Ingram Micro agreement for payment terms. Payment terms will start from the invoice date, not from the calendar month end.

How do I validate my invoice?

If your invoice is from XVantage, please refer to this document: [FAQ: How do I validate my Ingram Micro Cloud Marketplace invoice?](#)

If your invoice is still on the Traditional billing, please refer to this document: [FAQ: How do I validate my Ingram Micro Invoice?](#)

APN Fees

APN Fees are invoiced through Ingram Micro if your APN fee is registered to an account billed under Ingram Micro. Ingram Micro will pay this invoice on your behalf and then invoice you for the APN Fee. Due to Ingram Micro having different payment terms with AWS, Ingram pays the invoice almost 2 months after it is issued by AWS to your account, and it will be almost 3 months before APN credits are received.

If having to wait 3 months to receive APN credits (or to change your APN status) is not ideal, reseller partners have the option to use an AWS account that is not being billed via Ingram Micro. To do this, partners would need to make the change *prior* to the invoice being issued. The Alliance lead would open an APN ticket and provide them the new account ID that they want associated with their APN.

Promotional Credits

Promotional credits apply to the AWS Account when the code is added to the AWS Console under that respective AWS Account ID. It is automatically applied to the services covered by that promotion.

Credits cannot be used for past changes in the account. They will start covering charges that are incurred after the code is added to the account.

Promotional credits will never cover purchases of the following:

- Any upfront fee for Reserved Instances or Savings Plans
- AWS Support subscription
- AWS Marketplace
- Amazon Route 53 domain name registration or transfer
- Any upfront fee for a service

CloudCheckr

CloudCheckr is a complimentary, value-add tool provided to Ingram Micro Resellers at no additional cost. There are two primary benefits to using CloudCheckr as part of your AWS resell business.

1. AWS native billing does not treat each individual linked account as a unique billing entity. As a result, the costs reflected in the AWS Billing console or in AWS Cost Explorer are not representative of actual consumption costs when you have a multi-tenant environment. CloudCheckr has billing functions that can correct the costs and can increase your margins through RI un-sharing and the re-tiering of many of AWS tiered services in a multi-tenant environment.
2. CloudCheckr provides a variety of features that can be used to provide your customers with additional value such as Best Practice checks, Security & Compliance features as well as inventory and cost optimization.

How long does it take from an account being added to Ingram billing for it to appear in CloudCheckr?

An account will not show in CloudCheckr until the following has happened:

- The account has spend so that AWS includes in the Cost and Usage Report (CUR).
- AWS writes a new CUR file about every 6-8 hours.
- CloudCheckr ingests and process the CUR file and passes it from the Ingram level of Cloudcheckr down to the Partner level of CloudCheckr.

Can I see my discounts in CloudCheckr?

Ingram Micro receives a discount file from AWS around the 15th of the month following consumption. The discounts are applied by account and by service for all the accounts under Ingram Micro. Due to the complexity of how files are provided, it is only possible to see discounts if your account is in the Ingram Micro Consolidated Payer (run an Advanced Grouping report and include Account, Service and Description in the report). These discounts will show up as a custom charge.

If you have a stand-alone master payer, your discounts will not show in CloudCheckr.

What is the difference between “Unblended” and “List” cost in Cloudcheckr?

For accounts under Ingram Micro’s consolidated payer, Unblended Cost is what Ingram Micro invoices you, the Reseller. For accounts that are in a Stand Alone Master Payer, Unblended Cost reflects MSRP.

List Cost is what you, the Reseller, invoices your customer(s) and list cost is customizable.

My Discounts in Cloudcheckr aren’t reflecting correctly. What do I do?

If you are unable to validate the discounts in CloudCheckr using the Advanced Grouping Report or notice a discrepancy, please contact your IaaS Sales Representative to create an internal ticket for review.

As a reminder, discounts will not show if you have a Stand-Alone Master Payer.

CloudCheckr Resources

[CloudCheckr Success Center](#)

[CloudCheckr Overview: The Cloud Management Company \(for AWS\)](#) – 15-minute overview.

[FAQ – AWS Cost Explorer vs CloudCheckr](#)

[Create Cost Alerts in CloudCheckr](#)

[CloudCheckr Demo and Resources](#) – This link has both video and documents that will help make the most of CloudCheckr as a billing tool.