

Migration Acceleration Program (MAP) - 3-step approach

Assess



Mobilize



Migrate & Modernize

Initial Discovery

Initial Strategy Analysis (7Rs)

Migration Readiness Assessment

Initial Business Case

Briefings & Workshops

Immersion Day

Accelerators

Portfolio

Detailed Discovery

Planning & Governance

Detailed Business Case

Migrate

Migration & Modernization Experience

People

Skills, Culture, Leadership & Change Mgmt

Platform

Landing Zone

Operating Model

Security & Compliance

Migrate

Operate & Optimize

Modernize

AWS Countdown Premium provides proactive, context-aware guidance

Create case for change

Build readiness through experiences

Accelerate transformation at scale

2026 AWS MAP Incentive Structure

	Assess	Mobilize			Migrate & Modernize		
MAP \$500K to \$10M ARR	Up to 5% of ARR in partner cash (max \$75K)	Up to 20% of ARR in partner cash ¹			25% of ARR in credits	+10% of ARR in credits for database & analytics	+10% of ARR in credits for VMware
		+10% of ARR in partner cash for Greenfield ³ (Up to \$100K)	+10% of ARR in partner cash for Modernization Pathways services ⁴ and/or Amazon Connect (Up to \$100K) (\$500K+ ARR only)	+10% of ARR for VMware ^{2,6} , Workloads (Up to \$200K)			
MAP Lite \$100K to \$500K ARR			+\$200 per migrated VMware ^{5,6} VM (Up to \$1M) OR +\$300 per migrated + managed VMware ^{5,6} VMs (Up to \$2M)	15% of ARR in credits	+50% of ARR in credits for SAP & Oracle applications	+10% of ARR in credits for VMware	
MAP Lite \$0-\$100K ARR				15% of ARR in credits			