

Managed Public Cloud Matrix: AWS



AWS Partner Status: 3. Premier		✓ (1/1)	✓ (1/1)	✓ (1/1)	✗ (0/1)	✗ (0/1)	✗ (0/1)
Minimum Deal Size (Pro Services): 3. \$20K+		✓ (1/1)	✓ (1/1)	✓ (1/1)	✓ (1/1)	✓ (1/1)	✓ (1/1)
Provider	link to provider's Pathfinder profile	Effectual	Rackspace	RapidScale	CBTS	Lumen	Ntirety
In-House / Third Party	service supported in-house or by third party	In-House	In-House	In-House	In-House	In-House / Third Party	In-House
AWS Partner Status	official partner status with AWS	Premier	Premier	Premier	Advanced	Advanced	Select
# of Customer Launches	number of deployments validated by Amazon	50+	500+	300+	5+	20+	under 5
AWS Partner Page	link to AWS partner page	AWS Partner Page	AWS Partner Page	AWS Partner Page	AWS Partner Page	AWS Partner Page	AWS Partner Page
AWS Competencies / Service Validations / Practices	see AWS Partner Page for additional detail	Competencies: 7 Service Validations: 6 Practices: 12	Competencies: 8 Service Validations: 9 Practices: 22	Competencies: 7 Service Validations: 6 Practices: 15	Service Validations: 1 Practices: 1	Competencies: 2 Service Validations: 4 Practices: 4	n/a
Year First Offered	year solution became available to customers	2018	2015	2013	2014	2018	2015
Elevator Pitch	provider's value prop	As an AWS Premier Consulting Partner, Effectual is a trusted managed and professional services company working with commercial enterprises and the public sector to enable digital transformation and full-stack IT modernization.	With 3,000 certified experts and 20 years of experience, Rackspace helps clients achieve the outcomes that are most critical to their business. Rackspace helps customers choose the right platform and services for their needs, and deploy purpose-built workloads from day one.	RapidScale assesses, designs, builds, and manages highly compliant public cloud environments, with many customers in Healthcare, Lifesciences, Financial Services, Retail, and SaaS.	CBTS provides 24x7 Systems Admin support of customer-owned equipment, XaaS products, and large-scale providers. CBTS offers clients a singular approach that integrates support across all three areas (COE, CBTS, AWS/Azure/Google).	Lumen Center of Excellence. Comprehensive IT Solutions to help customers maximize their investments in AWS, Azure and Google Cloud.	Ntirety delivers managed hybrid and multi-cloud solutions for compliant, mission-critical IT workloads. Ntirety has public and private cloud specializations in security application transformation, data modernization, and cloud migrations.
Common Packages	name & description of provider's most commonly sold products & services.	<ol style="list-style-type: none"> Snowflake Cost Optimization: lower ETL cost for Snowflake customers with ARR >\$500k; billed by hours of work Gen AI for Financial Services: make informed decisions, streamline operations, and increase profitability by leveraging AI to predict trends and uncover insights; billed by hours of work Application Development on AWS: from developing new applications to modernizing existing workloads, architect secure, compliant cloud-native solutions that leverage the innovation of the AWS Cloud; billed by hours of work Cloud Migration & Modernization Services: replatform, refactor, and rearchitect to take full advantage of AWS Cloud Solutions; billed by hours 	<ol style="list-style-type: none"> Cost Optimization (Optimizer+; Optimizer+ with Platform Support): more detail here and here. Landing Zones and Migration: Landing zone deployment for a customer environment. Designed to adhere to the AWS CAF, built via terraform (rapid build), and tailored to each customer's needs. Starts at \$25k. Elastic Engineering: Minimum 3 month engagement; sold as flexible # of hours the customer can consume from dedicated architects/engineers, starting at 50 hours/month. More detail here. Modern Operations: Sold in blocks of hours the customer can consume monthly. Support comes from a rotating pool of 	<ol style="list-style-type: none"> Cloud Operations Essentials Cloud Operations Premier Security Bundle (add-on) 	<ol style="list-style-type: none"> AWS Foundation AWS Advanced AWS DevOps & CI/CO 	<ol style="list-style-type: none"> Day 0 and 1 Professional Services: Advisory and Assessments, Implementation, Migration, Integration, Data Warehouse Assessments/Migration, Cloud Connectivity, Cloud Optimization & Analytics Day 2 Managed Services: Managed Services Anywhere, Monitoring/Alerting, Patching, OS Updates Pricing available here .	<ol style="list-style-type: none"> Secure Cloud Operations (Standard): provides IT departments that want to handle most everything in-house with 24x7x365 monitoring, access to support functions, fully-managed infrastructure, and file system backup. Secure Cloud Operations (Advanced): All components of the Standard level, plus application-level backup and recovery, co-administration of three different server types, an advanced, proactive support. Secure Cloud Operations (Premier): All components of the Standard and Advanced levels, plus an advanced solution runbook, full administration of web and app framework software, availability risk assessments, and architectural design expertise. Monitoring Insights (Standard): For the customer that has sufficient IT staff in-house to monitor, take action or events, and build out dashboards, but needs the

		of work 5. Cloud-based Data & Analytics Services: solve business problems by transforming disparate datasets into valuable assets that deliver a competitive advantage, higher productivity, and informed stakeholders; billed by hours of work	CAs and CEs. More detail here . 5. Modern Operations - Complex Cloud Operations: Dedicated CA/CE that stays engaged with the customer on a specific # of hours per month.				platform without making huge investment. Self-service tier; Ntirety can provide assistance through On-Demand Hours. 5. Monitoring Insights (Premier): Fully managed by Ntirety, this service level includes the monitoring platform, on-going device discovery, application monitoring setup and expertise, a tailored dashboard package, and continued guidance from an assigned Ntirety TAM and/or CSM
Minimum Deal Size (Pro Services)	minimum professional services engagement (one-time cost)	\$100,000	\$25,000	\$5,000	\$10,000	No Minimum	\$3,000
Application Development	assist client in building cloud-native applications	Yes	Yes	Yes	Yes	No	No
Application Modernization	modernize legacy apps to become cloud-native	Yes	Yes	Yes	Yes	Yes	Yes
Artificial Intelligence	AI-based analytics and assessment	Yes	Yes	Yes	No	No	Yes
Cloud Maturity / Well-Architected Review	health check for existing public cloud environments	Yes	Yes	Yes	Yes	Yes	Yes
Cloud Migration	migration service from on-prem, private cloud, or other public cloud, to public	Yes	Yes	Yes	Yes	Yes	Yes
Cloud Readiness Assessment	evaluate on-prem environment in preparation for move to cloud	Yes	Yes	Yes	Yes	Yes	Yes
Cloud Security Posture Assessment	evaluate public cloud environment to identify security concerns	Yes	Yes	Yes	Yes	Yes	Yes
Risk & Compliance Assessment	compliance/industry standards provider can uphold	Yes	pending	HIPAA, HITRUST, ISO 27001, PCI, SOC 1/2	No	No	Yes
Cost Optimization (one-time)	assess client's usage/cost in a hyperscale environment	Yes	Yes	Yes	Yes	Yes	Yes
Data Consulting	assess, migrate, or modernize databases, data warehouses, or data lakes	Yes	Yes	Yes	Yes	Yes	Yes
Other Pro Services	additional one-time public cloud offerings	n/a	n/a	Rearchitect and Rebuild	Cloud cost optimization, including EC2 instances at up to 40% off of list and on a month-to-month basis with no commitment	Integration Services (e.g., integration into ServiceNow for automated infrastructure spin-up and tear-down activities)	n/a
Minimum Deal Size (Managed Services)	minimum public cloud spend (MRC) in order to qualify for managed services	\$100,000	\$1,500	\$5,000	\$10,000	No Minimum	\$1,000
Cost Optimization / FinOps (ongoing)	Services to help the customer reduce spend for hyperscale environments	No	Yes	Yes	Yes	Yes	Yes
Monitoring & Alerting	24/7 monitoring of hyperscale infrastructure	No	App Dynamics, AWS Native Tools, Datadog, New Relic	Datadog	EM7, LogicMonitor	Lumen Cloud Application Manager	AWS Native Tools
Patch Management	Patching for hyperscale infrastructure	No	Yes	Yes	Yes	Yes	Yes
DBA Support	List of databases the provider can support and manage in public cloud	Amazon Aurora, Amazon Dynamo DB, Amazon RDS, Amazon Redshift, Databricks, Snowflake	MySQL, MySQL Derivatives, Oracle, SAP, SQL	Aurora, MySQL, Oracle, PostgreSQL, RedShift, SQL	Amazon Aurora, Amazon Dynamo DB, Amazon RDS, Amazon Redshift	Yes	Microsoft SQL, MySQL, Oracle, PostgreSQL, NoSQL
Managed Security & Compliance	tools/services offered to provide hyperscale security and compliance	No	AWS Native Tools	AWS Native Tools	AWS Native Tools	No	Yes

Backup / Disaster Recovery / High Availability	Backup/DR/HA services for workloads in the public cloud	No	AWS Native Tools	AWS Native Tools	pending	Yes	AWS Backup, AWS Elastic Disaster Recovery
DevOps	Tools utilized to support & manage DevOps services in public cloud	Yes	CircleCI, Jira, Terraform	Yes	Yes	Ansible, Chef, Power Platform/Apps, Terraform	AWS Native Tools
Data Management	ongoing management of data warehousing, data lakes, big data, business intelligence, etc.	Yes	Yes	Yes	Yes	Yes	Yes
Virtual Desktop Infrastructure (VDI)	Ability to support and manage cloud-native VDI platforms	Yes	Yes	No	AppStream, AWS Workspaces	No	AppStream, AWS Workspaces
Containers	Ability support and manage container platforms	Yes	Yes	Yes	ECS, EKS, Fargate	No	Yes
VMware Cloud on AWS	Ability to support and managed VMC on AWS	Yes	Yes	No	Yes	No	No