OUTSELL PLAYBOOK

OUTSELL JOURNAL - DECISION WORKSHEET

AWS Partner Central analytics: a GTM data contract

QUESTION

How should an AWS Partner connect daily Partner Central data and agent answers to CRM, BI and marketing workflows without losing definitions or control?

GUIDE TAKEAWAY

Exporting partner data does not make every system agree. Define each dataset, preserve its source and delivery state, govern access, reconcile joins and approve the decisions that consume it.

START HERE

Choose one decision and one Partner Central dataset.

YOUR SITUATION

Account or cohort

Decision to make

Starting state and exclusions

Evidence sources, dates, and limitations

Unknowns to validate

WORK THROUGH THE GUIDE

1. Choose one decision and one Partner Central dataset

Evidence or input

Output or decision

Owner and review point

2. Define grain, fields, identifiers and update behaviour

Evidence or input

Output or decision

Owner and review point

3. Secure and monitor the encrypted delivery path

Evidence or input

Output or decision

Owner and review point

4. Reconcile Partner Central, CRM and marketing events

Evidence or input

Output or decision

Owner and review point

5. Approve agent questions and downstream decisions

Evidence or input

Output or decision

Owner and review point

COMPARE THE OPTIONS

Partner Central dashboard

Useful when: A person needs a governed interactive view

Limitation: Manual export and cross-system joins may remain

Suggested action: Use as source reference and reconciliation check

Why this fits our situation

Evidence needed before acting

Daily S3 Data Subscription

Useful when: Repeatable analysis needs partner-owned files

Limitation: Each subscription is fixed and incurs storage or KMS costs

Suggested action: Contract one dataset and monitor delivery

Why this fits our situation

Evidence needed before acting

Partner Central Agent answer

Useful when: A bounded question needs quick exploration

Limitation: Fluent output can hide filters or missing data

Suggested action: Require dates, filters and reproducible evidence

Why this fits our situation

Evidence needed before acting

CRM or BI activation

Useful when: Approved cohorts need operational follow-up

Limitation: Bad matches can trigger wrong actions

Suggested action: Gate with identity quality and accountable approval

Why this fits our situation

Evidence needed before acting

COMMIT TO A BOUNDED NEXT STEP

Chosen action

Responsible owner

Required approval

Success measure and definition

Review date

Continue, revise, or stop criteria

Guide: https://outselll.com/blogs/aws-partner-central-gtm-data-contract/

Publisher and evidence policy: https://outselll.com/editorial-policy/