What does the AWS EUC Competency status means for iOCO?

By Evan-Lee Courie   5 Feb 2020

Amazon Web Services (AWS) recently announced that iOCO achieved AWS End-User Computing (EUC) Competency status, becoming one of the first partners to achieve this. iOCO is a systems integrator company that combines talented people with the best technology to serve humanity. It is part of the AWS Partner Network (APN) in sub-Saharan Africa.

Richard Vester, Executive Director: Cloud & International at iOCO

We chat to Richard Vester, Executive Director: Cloud & International at iOCO, to find out about the AWS EUC Competency status and what it means for IOCO.

⊞ *What is AWS EUC Competency?*

The AWS Competency Program is designed to highlight APN Partners who have demonstrated technical proficiency and proven customer success in specialised solution areas.

Attaining an AWS Competency allows partners to differentiate themselves to customers by showcasing expertise in a specific solution area. APN Consulting Partners with the AWS EUC Competency provide services and offerings that help customers with strategy, professional services, managing infrastructure, repeatable intellectual property, and optimisation of End User Computing technologies on AWS.

The AWS EUC services include Amazon WorkSpaces, Amazon AppStream 2.0, and Amazon WorkLink. In addition, APN Partner offerings that provide a resource brokering mechanism (control plane), visualisation/remote display protocol, and an application execution environment, with either the control plane and/or application execution environment running on AWS (for example Citrix Virtual Apps and Desktops, VMware Horizon, or other solutions).

⠿ *What is required to achieve this status?*

In order to apply for AWS Competencies, partners must meet certain APN tier requirements, including AWS customer references, training and certification.

⠿ *How do can it be attained?*

AWS employs a third party company to audit and validates if all the requirements for the EUC Competency have been met, once this is done, and validated the business is awarded the competency.

⠿ *Were there any challenges?*

It was not an easy status to achieve, but there were no particular challenges.

⠿ *What does this status mean for iOCO?*

The competency means that our customers have access to the highest levels of strategy, professional services, managed infrastructure, and intellectual property. The status serves to highlight the company's capabilities and provide additional assurance of the quality of solutions customers can expect.

⠿ *What does AWS EUC Competency offer its customers?*

Access to the highest levels of expertise, backed by an extremely close relationship between the partner and AWS.

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⠿ *What best practices does AWS EUC Competency offer?*

AWS best practice is defined in the AWS Well-Archtitected Framework, and covers operational excellence, security, reliability, performance efficiency and cost optimisation. Basing all implementations on the framework ensures that customers get optimal value and performance from their implementations.

⠿ *How does this kind of competency addresses business challenges and enable a business to thrive?*

AWS EUC Competency Partners support customers that need to provision, protect, and get intelligence from end-point devices, end-user apps, and data on AWS.

As the number of companies moving applications and data to AWS continues to grow, the need for partners with competencies that attest to their ability to provide the highest level of advice and support is also increasing.

By virtue of the thorough understanding of the clients' environments these partners have, the EUC competency is a guarantee that their AWS solutions will deliver what the business needs, when it needs it, and as a result that the AWS solutions bring about the benefits the company implemented them for in the first place.

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