

THE ULTIMATE GUIDE FOR GROWING YOUR **AWS MSP THROUGH WAFRS**

The MSP Playbook on How to Win More Repeat Customers, Increase Deal Size, and Improve Your Work Efficiency



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Introduction

We wrote this ebook to provide a guide for Managed Service Providers to win more business using nOps. It walks you through how to win more SOWs, expand your current business, identify issues faster, and have convincing conversations with your prospects.

Our partners can use this guide to build their professional services offering for Well-Architected Framework Reviews (WAFR) with nOps.

This ebook is divided into three main sections:

- 1 How to Win Opportunities
- 2 Executing the Work
- 3 What Next? Adding Value and Increasing Efficiency

Who is this guide for?

Suppose you are a Managed Service Provider. In that case, you should read this guide if you want to create a sustainable business with satisfied repeat customers.

Stage 1 - Winning the Opportunity

We wrote this ebook to provide a guide for Managed Service Providers to win more business using nOps. It walks you through how to win more SOWs, expand your current business, identify issues faster, and have convincing conversations with your prospects.

✓ **Goal: Your goal in this stage is to successfully convince them they need a WAFR**

Winning more SOWs for your company starts with convincing your potential client of their need for your service. To do this, you want to convince them of your unique value proposition and how that can deliver more significant cost savings and business efficiencies for them. A robust proposal process that would highlight the benefits and show you share the same set of aligned goals is needed.

Luckily, nOps provides a comprehensive GTM suite of tools to help you have a fact-based dialogue with your customer. Our partners have captured over a 60% win rate in cloud assessments when they use nOps in their pre-sales client interactions.

Well-Architected Application

Most organizations are only concerned with quickly provisioning cloud resources to power their usage. It's your job to answer the question - why do we need a WAFR? You should convince them of the immense benefits adopting the best practices of AWS Well-Architected Framework will have on their business. Showing how comparing their AWS use against AWS Well-Architected can help them achieve cost optimization, increase security, and their other desired business and technical goals are the first steps to winning them over. It might also be helpful to emphasize how risky it would be to simply do nothing. Make them realize the security and resources' waste risks they expose themselves to by not using AWS resources efficiently.

Lastly, explain to them how accruing the benefits of a Well-Architected application is not entirely possible without performing an AWS Well-Architected Framework Review. The AWS Well-Architected Framework Review assesses provisioned cloud resources and checks how they align with best practices of the five pillars of the AWS Well-Architected Framework. The five pillars are Operational Excellence, Security, Reliability, Performance Efficiency, and Cost Optimization. After the assessment, Partners can then make recommendations based on discovered issues to ensure compliance.

Handling Objections

To improve your client acquisition rates, you should be prepared to answer the various questions of your prospective client in a firm yet reassuring manner. This is one of the most underestimated steps in the client acquisition process and might be the key to winning them over. Some of the potential objections are:

Why should we use you? Why can't I do it myself? Why do I need an AWS Partner?

Here, you want to convey your AWS technical expertise and specialization. More importantly, you want to show them how you can help reduce security risks while also saving them time and resources they can use to focus on their innovative business interests. Here's your chance to make yourself the hero.

Why are you using nOps instead of the native AWS tool?

Here, you want to emphasize how nOps strengthens your capabilities to serve them better. The best way to address this question is not by listing features but highlighting specific ways nOps can help them achieve their desired business goals.

For example, you can say nOps is a cloud management platform for AWS that accelerates and automates the detection of high-risk security issues even before they recognize them. It also helps them achieve continuous compliance with Well-Architected guidelines and other security and governance frameworks like CIS, SOC2, and HIPAA.

The screenshot displays a navigation bar with four items: 'Reports' (with a dropdown arrow), 'Security Dashboard' (with a lock icon), 'Workloads' (with a cube icon), and 'Ingestion Status' (with a red dot). Below the navigation bar, there are seven report cards arranged in two columns. Each card features an icon, a title, and a brief description.

Icon	Report Title	Description
	AWS Inventory	Query, filter and navigate all of your entire AWS accounts and resources in one place.
	WAFR Report	Search, group and customize Well-Architected Framework Review findings into a report you can download and share.
	Custom Report	Use nOps widgets and common document widgets to compose your own report from nOps insights.
	Custom Dashboard	Build your own Well-Architected dashboard to focus on and share what's important for you to communicate to your team.
	SOC 2 Readiness Report	Check the SOC2 readiness and violations of your AWS resources and download an Excel report.
	HIPAA Readiness Report	Use this dashboard to work towards HIPAA compliance on your AWS accounts and download a report.
	CIS Readiness Report	Live dashboard and downloadable report of security industry CIS 7.1 standard applied to your AWS resources.

You can also add that nOps increases the accuracy of the WAFR report by providing high-level visibility into the target infrastructure. A detailed manual WAFR is expensive and can take days or weeks to be completed. nOps can auto-discover the answer to some WAFR questions, which drastically reduces completion time from days to hours. All these and more empower your SA to provide a top-quality, fact-based WAFR assessment that would be of tremendous value to the client.

As you can see in the screenshot below, which was taken at the beginning of an assessment:

1. How do you securely operate your workload?

Expand All

- Separate workloads using accounts
- Secure AWS account
 - ✔ Answer auto-discovered (Already Applied) ! No violation 🕒 Last violation detected on 03 Jun, 2021
- Identify and validate control objectives
- Keep up to date with security threats
- Keep up to date with security recommendations
 - ! Answer auto-discovered (Unapplied) ! 8 issues found 🕒 Last violation detected on 02 Jun, 2021



“Separate workloads using accounts” is not something that can be auto-discovered, and so this is a manual answer.

“Secure AWS account” has been auto-discovered, and it has no violations, so nOps was able to confirm it meets Well-Architected rules.

“Keep up to date with security recommendations” has been auto-discovered, but it has violations so nOps will not mark it as compliant.

nOps also provides an interactive user interface with various components like the cost control segment where infrastructure cost changes and history can be tracked, change management, and security compliance segments. We also provide [case studies](#) you can share with them, highlighting how organizations achieve 18-50% in AWS cost savings when using nOps.

How much does it cost?

nOps Pricing is explained on their Pricing page. It's priced competitively and worth every penny. nOps uniquely enhances the AWS Well-Architected Framework with automation. Because it was written by AWS Solution Architects as they delivered WAFR in the field, nOps identifies signals from the noise by answering critical questions like, “What changed to make my costs increase by 20%?”.

Beyond WAFR

Although your goal for this stage is to score a WAFR, your job doesn't end there. Merely conducting a WAFR and writing a report does nothing to truly provide any value. Delivering value means fixing violations and making priority remediations to the client's AWS environment, guided by the WAFR report. It also means doing continuous monitoring with nOps and regular client reviews to maintain compliance and fix ongoing issues. We will talk more about this in subsequent stages.

Frequently asked questions

1. Why is there no Proposal for the WAFR?

A common question that we hear is, “Why is there no Proposal for the initial Review?”. This is, of course, at the discretion of the individual partner.

Experienced partners know that, with nOps, the WAFR is a light piece of work taking a few hours and is often provided as a cost of sale.

While there is value in the Report, the real impact is made through remediation to align the customer’s AWS resources with Well-Architected. For this reason, partners tend to focus their proposal efforts on the Remediation stage, and therefore this guide is focused on the steps leading up to and including that stage.

2. How long does it take from winning the opportunity to delivering the Remediation Proposal?

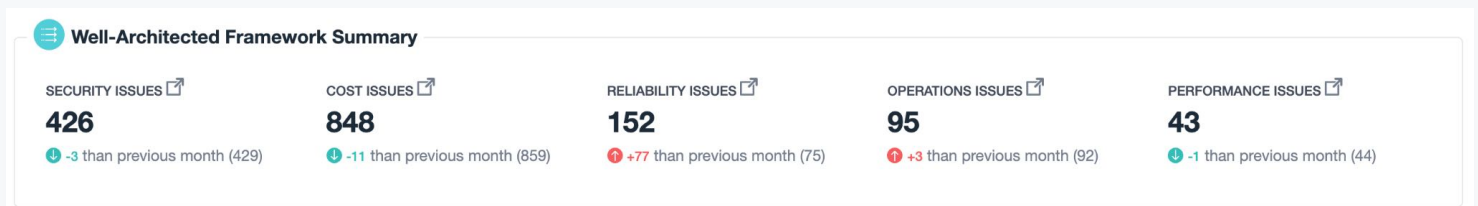
While it depends on the size and complexity of individual customer AWS environments, the Review and Report steps can be done in a few hours. The Proposal effort depends on the contents of the Report and the partner Remediation skills and offerings.

For example, a simple case might be five or fewer AWS accounts are analyzed with AWS MRR spend of less than \$20k in a mature environment that is already following some best practices.

If the Report has twenty Recommendations that are all in the Partner’s competency, then it’s likely the Partner can “drag and drop” existing text from their library into their Remediation Proposal.

A more complex example is where the customer has a significant number of violations, and some are not in the sweet spot of the partner competencies.

Once you create the initial Workload scope in nOps, you will get an indication of the likely complexity and effort required in the Workload’s Well-Architected Framework Summary.



Stage 2 - Executing the Work

We wrote this ebook to provide a guide for Managed Service Providers to win more business using nOps. It walks you through how to win more SOWs, expand your current business, identify issues faster, and have convincing conversations with your prospects.

✓ **Goal: In this stage, your goal is to successfully create a WAFR report and get them to accept a remediation proposal afterward.**

The next step after securing the SOW is to carry out the WAFR review, create a report on your findings, and convince them to procure your remediation packages.

At nOps, we know firsthand how a properly implemented WAFR can strategically establish a great relationship with clients and create a steady income stream. This is why we’ve provided tools for each step of the way, from custom assessment questions you can use to auto-generated custom reports.

Running the Well-Architected Framework Review (WAFR)

It's vital to treat running a WAFR as the top of the funnel magnet you use in getting your client to accept a Remediation Proposal and eventually commission your bread-and-butter product - remediation services.

Why Use nOps?

So we already talked about how excellent nOps features are for your prospective clients. What you might now know is how fantastic using nOps is for your business. Built by successful AWS Partners for high-achieving MSPs like you, nOps was developed to help you succeed. From the discovery phase to report writing, we've created excellent custom tools that help you run a successful and profitable AWS Well-Architected Review Program. For example, do you know that nOps facilitate the automated discovery of target infrastructure and reduce the time spent on the prescribed AWS 52-question survey? We also provide dynamic resource-level insights so that you can discover root causes quickly. All these and more makes creating a superior, fact-based WAFR report with detailed insights between 2.5 to 3.5 hours possible.

Furthermore, nOps has a workload lens feature that can streamline and accelerate your **AWS WAFRs** and **FTRs**. AWS Well-Architected lenses allow you to define workloads to be fully assessed against specific Well-Architected best practices. There are currently 10 AWS lenses, each with unique questions, best practices, and remediation plans. Examples of these lenses are SaaS Lens, FTR Lens, Serverless Lens, and Financial Services Industry Lens. Whether it's a WAFR or an FTR you're administering, the nOps workload lens feature expedites the process of answering questions, adding recommendations for questions or answers, highlighting high-risk resources, and exporting solutions into a report.

That's not all. You also get to join our premium Well-Architected Accelerator, where you learn valuable insights from industry experts. Our AWS Partners will train you to conduct an AWS WAFR, auto-discover HRI for the five Well-Architected pillars, plus loads of in-depth analysis that will set you apart from the competition.

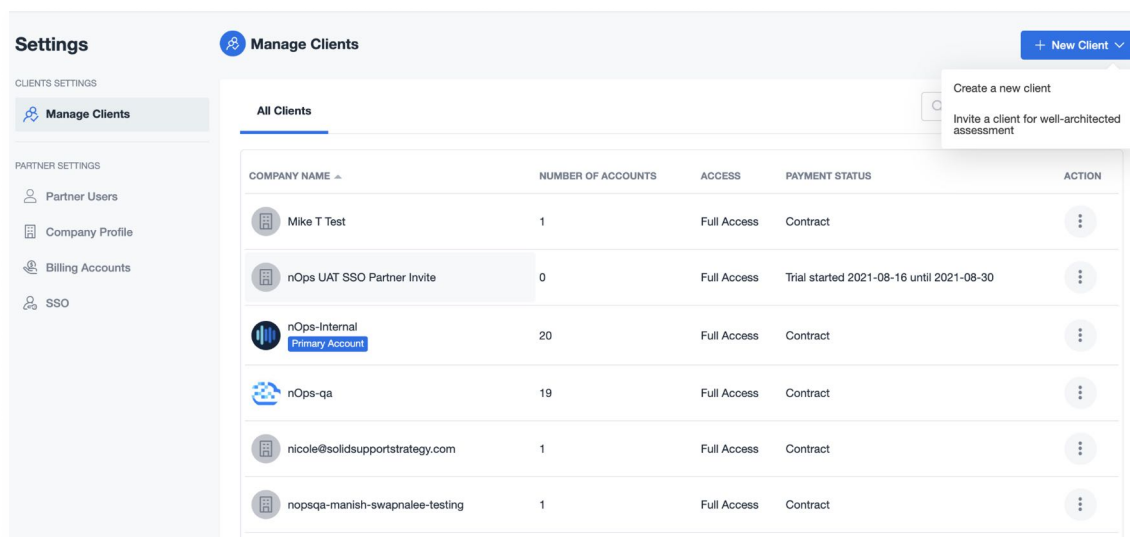
We've created excellent documentation that will walk you through the whole WAFR process and save your time: [How to perform a WAFR with nOps](#). Partners who have followed our step-by-step process have found that they gain on average 3x their productivity rate and 95% in time savings.

To run a WAFR, you need to:

- **Connect your client's AWS account with nOps:**

Setting up nOps is an easy and seamless experience. nOps requires minimal permission - a safe, secure, AWS-approved, read-only access to your AWS accounts.

Again, we've created a brilliant guide for this: [Invite clients from the Partner Dashboard to sign up for nOps](#).



The screenshot shows the 'Manage Clients' interface in the nOps settings. On the left is a sidebar with 'Settings' and 'Manage Clients' sections. The main area displays a table of 'All Clients' with columns for Company Name, Number of Accounts, Access, Payment Status, and Action. A 'Create a new client' dropdown menu is open, showing options to 'Create a new client' or 'Invite a client for well-architected assessment'.

COMPANY NAME	NUMBER OF ACCOUNTS	ACCESS	PAYMENT STATUS	ACTION
Mike T Test	1	Full Access	Contract	⋮
nOps UAT SSO Partner Invite	0	Full Access	Trial started 2021-08-16 until 2021-08-30	⋮
nOps-Internal Primary Account	20	Full Access	Contract	⋮
nOps-qa	19	Full Access	Contract	⋮
nicole@solidsupportstrategy.com	1	Full Access	Contract	⋮
nopsqa-manish-swapnalee-testing	1	Full Access	Contract	⋮

● Client WAFR assessment

Although running a WAFR is a pretty simple process, efforts have to be made to ensure the information received from the client is well-defined and extensive. It might be helpful to have a session with key stakeholders for all pillars of WAF, i.e., the Finance, Security, Operations, and Application Development departments.

We also have a *Custom Questions* page you can assess on your *Dashboard > Templates* navigation tab. There, you can prepare and publish question templates for your clients' WAFR assessments.

● Client WAFR assessment

Here, you want to add AWS resources to the WAFR scope. We've also [created a guide you will find](#) helpful.

● Start the assessment

The screenshot displays the AWS WAFR assessment interface. At the top, there are five pillars: Security (7 / 10 answer saved), Cost (1 / 10 answer saved), Reliability (1 / 13 answer saved), Operations (0 / 11 answer saved), and Performance (0 / 8 answer saved). The Security pillar is selected and highlighted in blue. On the left side, there is a list of 10 assessment questions, each with a status icon (checkmark or circle with checkmark). The first question is selected. The main content area shows two assessment questions:

1. How do you securely operate your workload?

- Separate workloads using accounts
- Secure AWS account
- Identify and validate control objectives
- Keep up to date with security threats
- Keep up to date with security recommendations
 - Answer auto-discovered (Already Applied) 🟢 No violation 🕒 Last violation detected on 21 Dec, 2020
- Automate testing and validation of security controls in pipelines
- Identify and prioritize risks using a threat model
- Evaluate and implement new security services and features regularly
- None of these

[Add Note](#) [Show Recommendation](#)

2. How do you manage identities for people and machines?

- Use strong sign-in mechanisms
 - Answer auto-discovered (Already Applied) 🟢 No violation 🕒 Last violation detected on 21 Dec, 2020
- Use temporary credentials
- Store and use secrets securely
- Rely on a centralized identity provider
- Audit and rotate credentials periodically
- Leverage user groups and attributes
- None of these

[Add Note](#) [Add Recommendation](#)

● Write a report

During the review, the more relevant content you add - through Recommendations and other nOps features - the richer the Report will be, the more value the customer will experience, and the easier the important Remediation Proposal step will be.

Tips and tricks

The following guidance is from experienced Solution Architects who have used nOps to create successful remediation proposals.

1. For the manual questions that nOps can't auto-discover, it's important not just to get a yes or no answer from the customer but also to get evidence. For each manual question:
 - a. Give it a priority - high, medium, low using the pop-up menu at the far right of each question.
 - b. Consider putting someone's name next to that if they are accountable.
 - c. Use the label to mark this as potentially in-scope for the Remediation
 - d. If you have documentary evidence for this question, consider using Attach Document.
2. For auto-discovered questions, use the View Discovery Details to go through them with the customer.
3. For each major question (which has multiple minor answers), use the Add Note feature to capture your discussions. This can't be emphasized enough.
4. Use the Recommendations and attach them to the question -- these could be specific actions that you will refer to later in your Remediation Report.

Creating A WAFR Report

After submission, nOps assesses your workload based on best practices recommended by the AWS Well-Architected pillars: operational excellence, security, reliability, performance efficiency, and cost optimization. Upon completion of the assessment, a report is automatically generated.

To view our assessment findings, you can head over to the *Dashboard > Well-Architected* tab, where you will find a list of All Clients WAFR assessment results.

The screenshot shows a dashboard titled 'Well Architected' with a sub-header 'Well Architected Report of All Clients'. Below this is a table with columns for Client Name, Security, Cost, Reliability, Operations, and Performance. Each cell in the table displays the number of issues, a trend indicator (up/down arrow with count), and the total number of issues in parentheses. The 'Mike T Test' client shows 0 issues in all categories. 'nOps-Internal' shows 571 security, 1125 cost, 399 reliability, 166 operations, and 21 performance issues. 'nOps-qa' shows 666 security, 1203 cost, 515 reliability, 173 operations, and 48 performance issues.

CLIENT NAME	SECURITY	COST	RELIABILITY	OPERATIONS	PERFORMANCE
Mike T Test Contract	0 issue All good!	0 issue All good!	0 issue All good!	0 issue All good!	0 issue All good!
nOps-Internal Contract	571 issues -42 than previous month (613)	1125 issues -26 than previous month (1151)	399 issues +9 than previous month (390)	166 issues -2 than previous month (168)	21 issues -6 than previous month (27)
nOps-qa Contract	666 issues -17 than previous month (683)	1203 issues -47 than previous month (1250)	515 issues +5 than previous month (510)	173 issues +1 than previous month (172)	48 issues

Each contains a brief overview of their security, cost, reliability, performance, and operations issues.

You can also download a copy of the assessment findings report in a PowerPoint file. After that, you can use these findings to create an account detailing the discovered issues.

We have a Custom Reports page you can navigate to using the *Dashboard > Templates* navigation tab. Here, you will find a list of report templates you can use to present your findings.

It's also in this final step you make specific recommendations that should be carried out to remediate the issues. Again, we've got a resource page you can find using the *Dashboard > Templates* navigation tab that will help you create re-usable recommendations in your client's reports.

Lastly, you can invite your clients to have a look at the findings and our generated recommendations.

SECURITY PILLAR	FINDINGS	PRIORITY	ACTION
Root MFA AWS strongly recommends that you do not use the root user for your everyday tasks, even the administrative ones. Instead, adhere to the best practice of using the root user only to create your first IAM user. Then securely lock away the root user credentials and use them to perform only a few account and service management tasks. Comment by san@nclouds.com on 12/17/2019, 8:50:29 PM	0	Needs Improvement	[Delete] [Edit]
Implement life cycle, MFA and password policies for all users The current best practice is for customers to segregate defined roles and responsibilities of system users by creating user groups. User groups can be defined using several different technologies: Identity and Access Management (IAM) groups, IAM roles for cross-account access, Web Identities, via Security Assertion Markup Language (SAML) integration (e.g., defining the roles in Active Directory), or by using a third-party solution (e.g., Okta, Ping Identity, or another custom technique) which usually integrates via either SAML or AWS Security Token Service (STS). Using a shared account is strongly discouraged. Comment by jt@nclouds.com on 12/10/2019, 3:36:48 AM	6	Critical	[Delete] [Edit]
Unrestricted Public Access The rule analyzes Virtual Private Cloud(VPC) resources running in a public subnet with 0.0.0.0/[port number] in security groups. This common mistake opens cloud networks to outside threats. Comment by san@nclouds.com on 2/7/2020, 2:47:52 PM	11	Critical	[Delete] [Edit]
S3 Security Check The rule does below security & best practices checks on S3 buckets. Mismanagement of S3 permissions settings by users is one of most common causes of security breaches and can cause significant data leaks. A few of the important checks in S3 buckets are: <ul style="list-style-type: none">Knowing which public read and public write access settings for S3 Bucket.Usage of S3 versioning to store and retrieve any particular data element.Encryption of data at server side for S3.Enabling logging to track what actions are performed against your S3 buckets.	15	Critical	[Delete] [Edit]

Here's a guide we created for that: [View the WAFR for a User account or Client.](#)

Remediation

If you've done a great job in helping your clients see the need for a WAFR, then you're most likely going to get their approval for fixing the detected issues found during the WAFR process. About 80% of nOps customers go ahead to authorize remediations that are present in our Structured WAFR.

There are two steps to be taken in this stage:

1. Sending a remediation proposal
2. Carrying out remediation by performing improvements on the client's AWS workload based on the review's findings.

How to create a Remediation Proposal

The nOps Report is the source document for the Remediation Proposal. Creating the Remediation Proposal should be a drag and drop exercise if you've used Recommendations and Remediations along with Note.

One way to do this is to export the Report and create a separate Remediation Proposal that answers the "How will we resolve these violations?" and other questions posed at the end of the assessment.

During the assessment, it should become clear when talking with the client what is a priority for them. Using Labels during the evaluation makes it possible to mark each question like this.

The Remediation Proposal (or Statement of Work) is where the AWS Partner connects the nOps Report to their Portfolio. Recommendations are an excellent way to do this, for example:

It's also in this final step you make specific recommendations that should be carried out to remediate the issues. Again, we've got a resource page you can find using the *Dashboard > Templates* navigation tab that will help you create re-usable recommendations in your client's reports.

Lastly, you can invite your clients to have a look at the findings and our generated recommendations.

Report finding	Recommendation/Remediation	Partner portfolio item
Security - MFA not used	Implement MFA for 8 users	Security package <ul style="list-style-type: none">● Identity and Access Management● Multi-Factor Auth

Executive Summary

One page explaining the outline of the engagement.

About Us

Company information establishing their credibility for AWS Well-Architected Reviews and their partnership with nOps. Detail strengths, competencies, customers.

Business Objectives

What outcomes deliver which benefits and why they're of value to the customer.

Scope of Services

This is based on the list of Recommendations and other items in the report. Ideally, they can be copied and pasted from the report to save time and keep accurate. Optionally state what is out of scope, such as post-change application testing.

Deliverables and Timeline

Usually starts in Week 1 with Discovery and Onboarding.

The remediation tasks are usually packaged up, often mapped to AWS Partner portfolio items, and then scheduled over the following weeks.

It's common to see these projects get time-boxed to four- or six weeks, but of course, it depends.

It's recommended to include a regular ongoing review and keep nOps running continuously during and after the remediation work. The AWS Partner-nOps engagement shouldn't end at the end of the first Remediation.

The partner may also add deliverables such as:

- Step-by-step documentation and runbooks.
- A working demo in the Customer's AWS account
- An opportunity for the Customer to validate
- Regular monthly reviews of nOps to stay aligned

Acceptance Criteria

Standard template language for how to sign-off.

Change Orders

Standard template language for how to change the proposal/statement of work.

Customer Responsibilities

The common asks from the AWS Partner to the client include:

- Grant remote access to the AWS Partner to perform remediation.
- Ensure that a customer specialist is available to peer with the AWS Partner for a minimum of 4 hours a week.
- Optionally access to Github or other systems depending on the nature of the remediations.

Other Considerations

This is like a frequently asked questions section where the AWS partner can preempt common questions, such as:

- Use of ticketing systems and other methods of communicating and managing work.
- How documentation will be shared, such as Google Docs.
- Agree on regular meetings schedule such as standups, reviews.
- How the AWS Partner will evidence that the Remediation has been completed.

Fees and Payment Schedule

Standard Proposal/SOW price, terms, and conditions. You automatically generate the SoW with nOps. The Cost Reports section on your dashboard also helps you track infrastructural costs for AWS resources. There's also the Billing section where you can manage and monitor your client's bills and invoices.

Customer Information

Typical information includes:

- Invoice details
- Any specific AWS information such as consolidated billing accounts, if applicable.
- A statement that gives the approval to access systems
- Name, signature, and date for both parties

Stage 3: What Next? Adding Value and Increasing Efficiency

- ✔ **Goal:** In this stage, your goals are to operationalize your WAFRs, generate repeatable revenue and turn your clients into advocates.

Many MSPs need to constantly source new clients after completing the last remediation process to achieve their revenue goals. Although with nOps, scoring new prospects is easier, starting the whole client acquisition process all over again can be exhausting. This is why we've not only built a solution that will keep your clients satisfied but developed features that will help you get more upsells and repeat revenue from your existing clients.

How to Streamline WAFRs

To scale better and achieve your other business objectives, you should put in strategic plans to operationalize your WAFR Process. This step aims to get your whole WAFR process to a point where you can execute them repeatedly and very quickly.

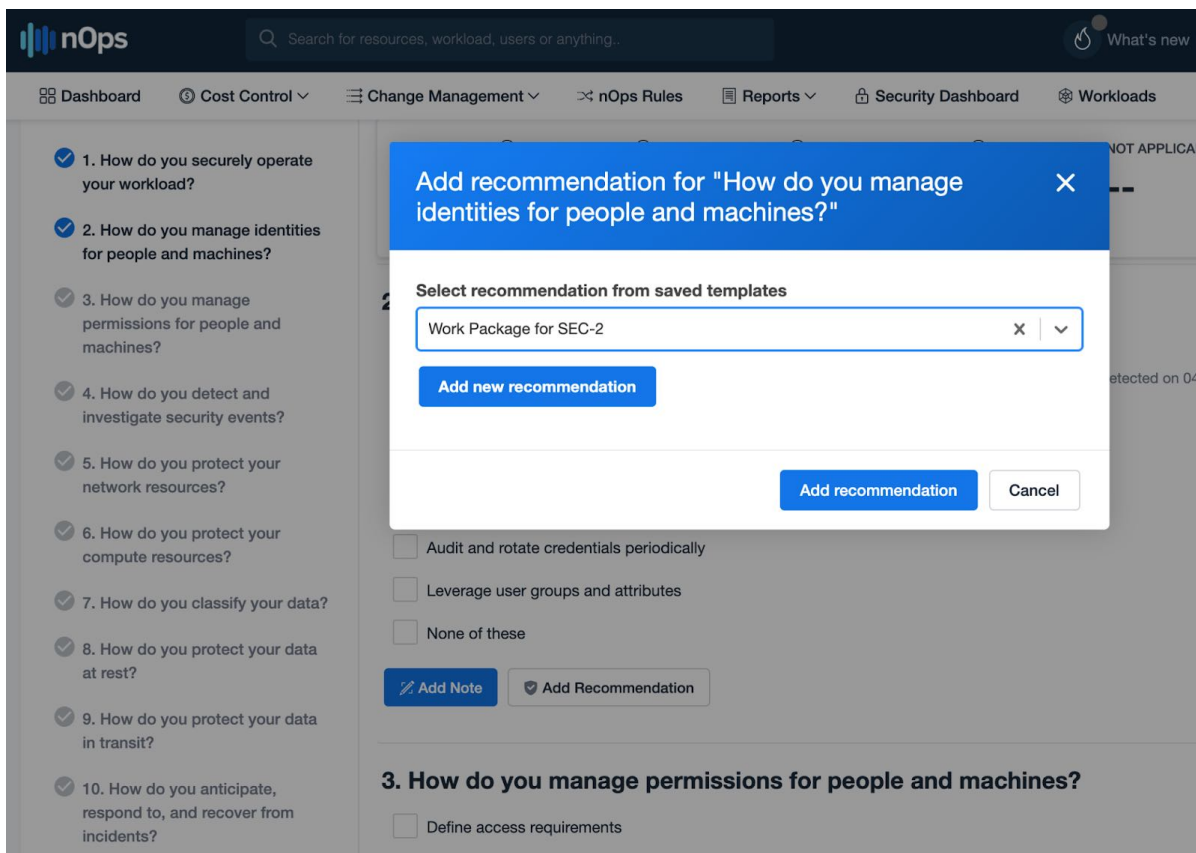
Let's have a look at some procedures that will help you achieve this using nOps:

- **Auto Discovery**

From the discovery of issues to conducting WAFR assessments, we've highlighted ways by which you can use nOps automated tools to operationalize your WAFR process.

Part of systematizing your WAFR process is building a portfolio of repeatable work packages. The portfolio will make WAFR execution with a new client easy and fast, thereby supercharging your productivity and quality rates.

Here's an example of how to create better remediation plans and proposals with a reusable recommendation portfolio. Let's say you've previously solved WAFR SEC-2, which is about securing identities and access to the cloud.



You can then prepare a recommendation using one of our custom recommendation templates. Whenever you need to conduct a client's WAFR assessment, you can then include the prepared SEC-2 recommendation.

2. How do you manage identities for people and machines?

Expand All

- Use strong sign-in mechanisms
🚨 Answer auto-discovered (Unapplied) 🚨 9 issues found 🟢 1 Recommendation 🕒 Last violation detected on 04 Jun, 2021
- Use temporary credentials
- Store and use secrets securely
- Rely on a centralized identity provider
- Audit and rotate credentials periodically
- Leverage user groups and attributes
- None of these

Recommendation Work Package for SEC-2

Include work package PS-SKU-WAFR-SEC-2 in Remediation Proposal.

Go to this link for more detail on the work package.

[Edit](#) . [Delete](#)

[Add Note](#)

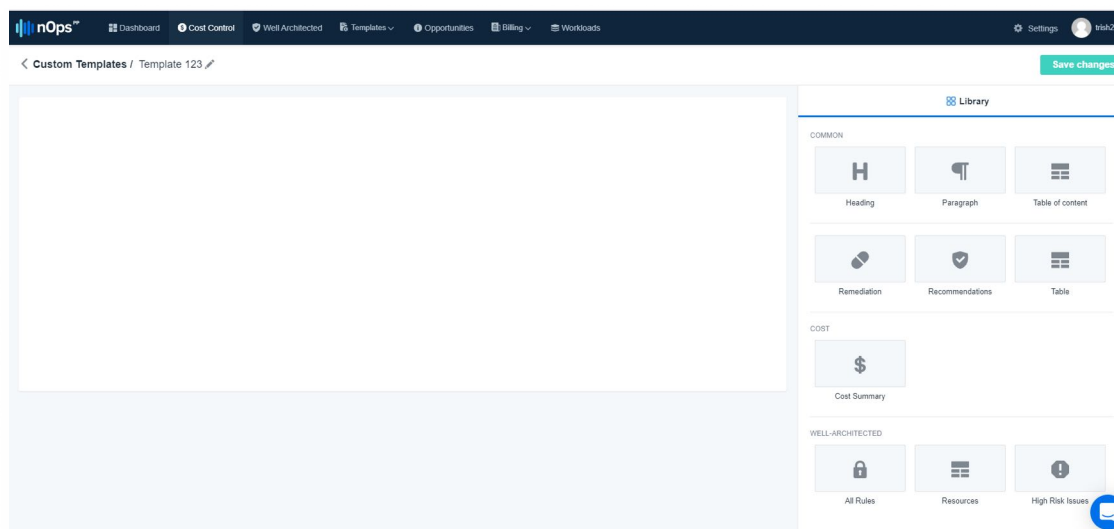
What's more impressive is that the recommendation will automatically appear when you generate a WAFR report. If you find the above process remarkable, [here are more ways](#) nOps can help you scale your workflow.

● White-labeled Reports and Templates

On the nOps Partners Portal, there's a whole section dedicated to reusable custom reports and recommendations templates you can use to reduce the time spent on creating client reports drastically. You will find examples in this playbook on how to leverage these reports and templates to create a standardized WAFR process.

● Autogenerate SOWs

nOps makes creating and publishing reusable SOWs incredibly easy with our drag and drop interface. The interface also helps you autogenerate sections you would like to include in your SOW. Here's [a guide on how to use our custom templates](#).



- **Battle Cards or Talk Tracks for Better Conversations**

You should create a checklist with visual clues that will assist you in having valuable conversations with potential clients. This helps in streamlining the pre-client meeting preparation stage. Also, you should ensure your battle cards or talk tracks contain critical information that will convince your future clients and answer potential objections they might have.

A good battle card or talk track should be concise, interactive, and empathetic.

How to Leverage AWS Funding to To Run a WAFR and Win Deals

As a launch partner in the AWS Well-Architected Partner Program, nOps can help customers get \$5000 in AWS credits for completing a client's WAFR and performing appropriate remediations. This is possible through the AWS APN Customer Engagements (ACE) Program that empowers APN partners to incentivize successful client engagements. Because nOps is integrated with the AWS Well-Architected Tool, claiming the free credits is easy and quick.

To get the free credits, you simply need to follow the steps listed in the stages below:

WAFR stage

- i. Create an ACE opportunity for a Well-Architected Framework Review before starting the WAFR assessment.
- ii. Mark the opportunity as “Launched” after completing the WAFR and building an SOW based on the reviewed HRI report.

Remediation stage

- iii. Create a second ACE opportunity for Well-Architected Remediation.
- iv. Make improvements to the workload as stated in the SOW. Remember to edit the responses logged during the WAFR assessment to reflect the new enhancements.
- v. Create a milestone and also generate a milestone report.

Once 25% of HRIs have been fixed with these fixes reflecting in the tool via milestones, you can now claim the \$5000 credit by sending an email to aws-well-architected-partner@amazon.com with the following information:

Opportunity ID (if applicable)
Customer contact name and email address.

Note that the customer must answer a CSAT survey before AWS remits the stated funds.

This initiative is one of the many ways nOps makes conducting a WAFR an enjoyable process and can help close deals with ease. With the free \$5000 AWS credits, you're literally being paid to ensure your prospect's cloud infrastructure health is top-notch.

Providing the Best Clients' Experience

From the initial conversion to the remediation stage, nOps provides custom and time-saving features that will help you quickly remediate issues. All these are to ensure you give your clients the best value for their money.

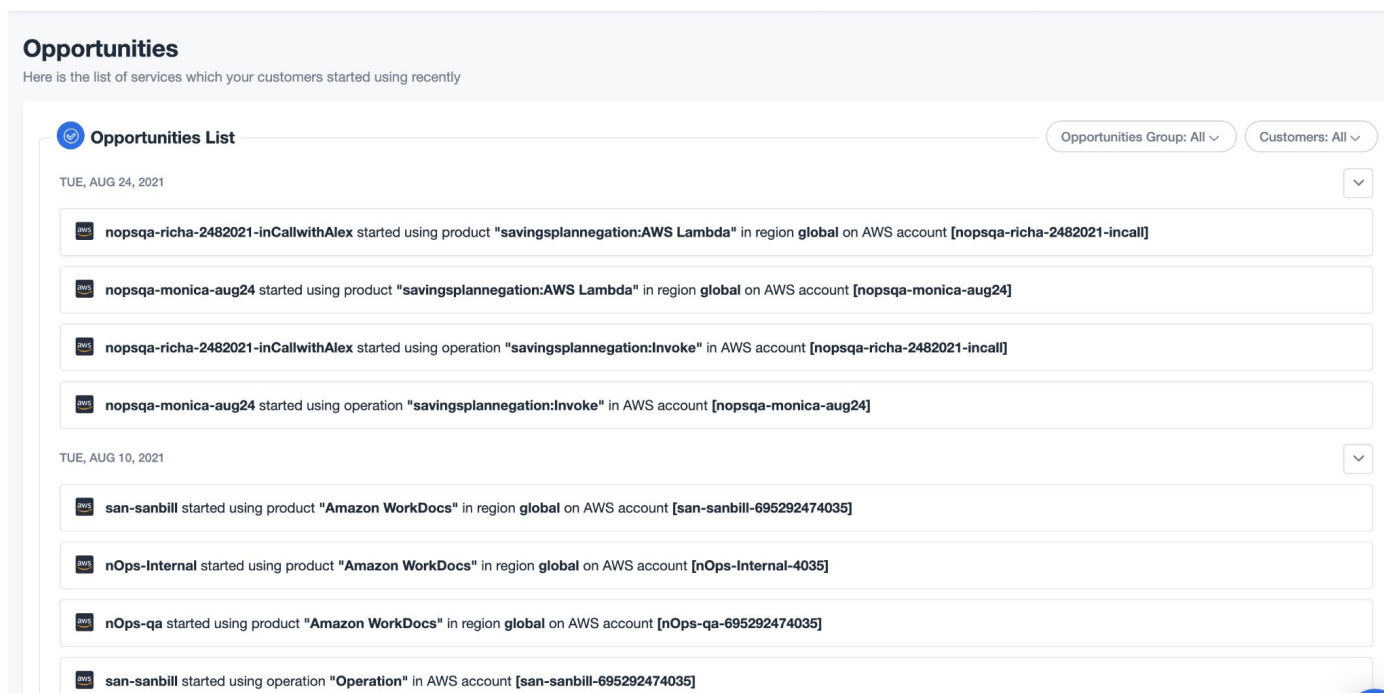
Providing the best clients' experience also involves upgrading your MSP business capabilities through continuous upskilling and reskilling. A perfect way to achieve this is by joining the AWS MSP Partner Program.

The Program provides world-class resources that will empower you to become a Next-Generation MSP capable of providing comprehensive solutions that solve your clients' problems in the most efficient way possible. Again, nOps has got your back. Have a look at our [NextGen AWS Managed Service Provider Checklist](#) to see how nOps help you meet the AWS MSP Partner Program requirements. Remember, providing the best service is vital in nurturing and reinforcing your client's commitments.

Upsell Your existing clients

It's essential you keep your current customers by driving more value and aligning your goals with theirs. There are a couple of ways to do this. You can decide to convince your client of the importance of frequently assessing their provisioned AWS resources against the WAF. nOps makes this very easy.

We continuously evaluate your client's workload on Well-Architected best practices to identify HRIs and make recommendations where needed. On the Well-architected section of the nOps dashboard, there's also a beautiful UI with enhanced visual clues comparing assessment values with that of the previous month. This feature makes it easy to show progress against your client's cloud infrastructure KPIs and also helps you charge for more remediation services.



Opportunities
Here is the list of services which your customers started using recently

Opportunities List Opportunities Group: All Customers: All

TUE, AUG 24, 2021

- nopsqa-richa-2482021-inCallwithAlex started using product "savingsplannegation:AWS Lambda" in region global on AWS account [nopsqa-richa-2482021-incall]
- nopsqa-monica-aug24 started using product "savingsplannegation:AWS Lambda" in region global on AWS account [nopsqa-monica-aug24]
- nopsqa-richa-2482021-inCallwithAlex started using operation "savingsplannegation:Invoke" in AWS account [nopsqa-richa-2482021-incall]
- nopsqa-monica-aug24 started using operation "savingsplannegation:Invoke" in AWS account [nopsqa-monica-aug24]

TUE, AUG 10, 2021

- san-sanbill started using product "Amazon WorkDocs" in region global on AWS account [san-sanbill-695292474035]
- nOps-Internal started using product "Amazon WorkDocs" in region global on AWS account [nOps-Internal-4035]
- nOps-qa started using product "Amazon WorkDocs" in region global on AWS account [nOps-qa-695292474035]
- san-sanbill started using operation "Operation" in AWS account [san-sanbill-695292474035]

nOps also provides you with more potential revenue opportunities by notifying you of new cloud services your clients are using. It does this by analyzing clients' cloud activity for newly provisioned resources. You can find this by navigating to the Dashboard > Opportunities page.

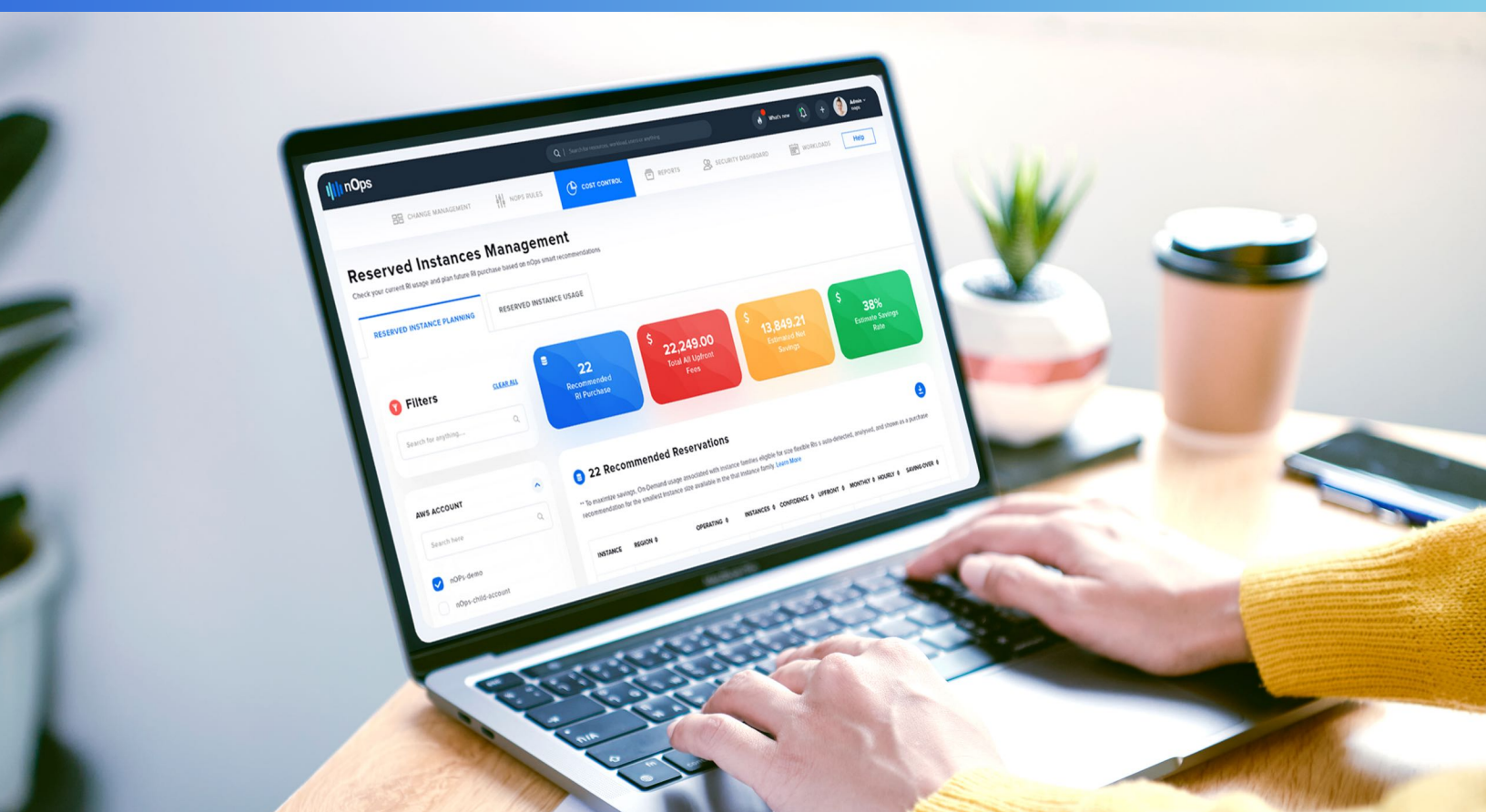
Multiplying your deal velocity and developing a mutually beneficial relationship with your client is possible with nOps.

Conclusion:

In this guide, we extensively talked about how to run a successful MSP business. We broke down this process into three actionable stages you should carry out to meet your organizational goals. Firstly, we talked about how to get clients to run WAFRs. This involved having better conversations with your prospective clients that would answer their objections and win their confidence. Secondly, we suggested trusted tips that would help you execute an effective WAFR in a way that gets your customers to accept your remediation proposal.

Lastly, we addressed reasons you should think beyond WAFRs and gave pointers on how to achieve that.





Built to Succeed: How to get there with nOps?

Throughout this guide, we've talked about how you can leverage some nOps features built to help you succeed. That's not all. We have a host of other features designed to help you implement all three stages remarkably well.

At nOps, our mission is to accelerate your revenue potentials and solve all the complexities of managing an MSP business. As Partners ourselves, we perfectly understand your dreams and aspirations.

With nOps, you get:

- ✓ Intelligent auto-discovery supporting all five pillars of Well-Architected Framework
- ✓ Quicker and Smarter AWS Well-Architected Framework Reviews
- ✓ An Intuitive Dashboard with High-Level Visibility into targeted infrastructures.
- ✓ Seamless Integration with AWS reporting programs
- ✓ a Partner Supercharger Program with mind-blowing benefits

To learn more about how nOps can help you secure higher revenue, customer satisfaction, and productivity rates, check out our [partner supercharger program](#) and our [Well-Architected page for partners](#).

Sign up here for a free 30-day trial of nOps

Visit nOps to learn more