

## What is Private Marketplace

It is a feature available in AWS Marketplace to manage AWS Marketplace customer's account(s) to create pre-approved listings of software products. Customize Private Marketplace governance and permissions to adhere to your customer's specific procurement policies, manage administrative permissions, and update the look and feel to align with your company's branding.

## INTRODUCING PRIVATE MARKETPLACE APIS

With Private Marketplace APIs, you can now bring the complete Private Marketplace experience into your existing environment to create a tailored end-to-end procurement solution for your managed customers, enabling you to continue as your customer's trusted advisor. Private Marketplace APIs extend AWS Marketplace operations into your existing platforms, such as ServiceNow or Jira, streamlining the procurement process.

## How They Work

Manage the end-to end procurement process on behalf of your customer, or delegate aspects of management to your customer.

**1 Create**  
Create a Private Marketplace using APIs for customer AWS Account, configure branding and settings, curate catalog.



**2 Administrate**  
Manage Private Marketplace API, conduct audits to ensure accurate catalog governance.



**3 Build**  
Browse, subscribe and deploy approved products.


## Benefits

- **Procurement Governance:** Offer products that align to customer's procurement policies.
- **Streamline Processes:** Connect to your existing ticketing and procurement systems to reduce approval time.
- **Simplify Procurement:** Conduct bulk operations and programmatic management.
- **Feature Compatibility:** Continue to use other AWS Marketplace features, such as Seller Private Offers, Flexible Payment Scheduler and Enterprise Contract for AWS Marketplace.
- **Consistent Experience:** Incorporate your branding, colors, and messaging.

### TO LEARN MORE ABOUT PRIVATE MARKETPLACE APIS:

Contact us here

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### Get Started:

- Visit our Private Marketplace overview page
- Read the AWS Blog Post
- Get the AWS Marketplace Catalog API documentation.