Consulting Partner Creates

This purpose of this guide is to walk Consulting Partners (CPs) through the steps to extend a Private Offer to their customers.

Prerequisites

- CP must be registered as a Seller on AWS Marketplace (AWSMP) and have completed the tax and banking wizard
- CP must be enrolled in Enhanced Data Sharing (EDS)
- CP must be authorized, by the Independent Software Vendor (ISV), to resell the product(s) they have listed on AWS Marketplace

If you are unsure if you meet all prerequisites, contact your channel account manager or e-mail aws-mp-channel@amazon.com and someone from the AWS Marketplace Channel Team will contact you.

Steps

By following the below steps, CPs can create a Private Offer for a customer and direct their customer to subscribe to it, or log into their customer account and subscribe on their behalf.

1. Log into AWS Marketplace Management Portal (AMMP) with the AWS Account you used to register as Seller on AWS Marketplace.
   a. Tip: Ensure that you are logged out from another account before logging in with your AWS Marketplace Seller account

2. From the AMMP landing page, choose the OFFERS tab.
3. Choose **CREATE AN OFFER**

4. Use the drop-down list to select the product you’d like to create a Private Offer for.

5. Choose the type of offer you’re creating, whether it is for an individual opportunity or a wholesale contract agreement. (step 5a shows an offer based on an opportunity and step 5b shows an offer based on a wholesale contract)
   a. If you have an individual opportunity authorization available from the ISV, select **CREATE AN OFFER BASED ON AN OPPORTUNITY**, then select the customer opportunity from the drop down menu and proceed to step 6.
b. If you have a wholesale contract authorization available from the ISV, select **CREATE AN OFFER BASED ON A WHOLESALE CONTRACT**, then enter the customer’s AWS Account ID.

   i. The customer’s AWS Account ID is the customer’s AWS account number that they must be logged into when they subscribe to the private offer.

   ![Create Private Offer](image)

   **By default, AWS will bill monthly for consumption transactions, or all up front for annual or multi-annual transactions. If you have agreed to a customized payment schedule check the “allow buyers to pay for this product in installments” radio button (optional, instructions continued on step 7).**
6. Adjust the price to the customer. There are different steps depending on product type.
   a. **AMI, SaaS CONTRACTS with CONSUMPTION:** Prices are expressed as a markup from the wholesale price, or a discount off the list price.
   b. Select **MARKUP** to increase the customer price from the wholesale cost or select **DISCOUNT** to decrease the customer price from the public price of the software. Enter a value to adjust the **CUSTOMER’S PRICE**.

   ![Image of pricing type and customer price input]

   c. **SaaS CONTRACTS:** Adjust the monthly/yearly cost to the end user.

   ![Image of manufacturer public price input]
d. **SaaS SUBSCRIPTIONS**: Adjust the price per dimension, and add new dimensions if required.

<table>
<thead>
<tr>
<th>Name</th>
<th>Description</th>
<th>Rate($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unit_1</td>
<td>This is Unit 1</td>
<td>5</td>
</tr>
<tr>
<td>Unit_2</td>
<td>This is Unit 2</td>
<td>7</td>
</tr>
<tr>
<td>Unit_3</td>
<td>This is Unit 3</td>
<td>10</td>
</tr>
</tbody>
</table>

7. If you selected the option for flexible payments, enter the amount and invoice date for each payment the customer will make.

```
Payment $25  Invoice date 10/30/2019
Payment $25  Invoice date 11/30/2019
Payment $25  Invoice date 12/30/2019
Payment $25  Invoice date 01/30/2020
```

**Total payment due from buyer:** $100.00

```
Total Payment due to ISV

Payment #01 $25.00  Invoice date 10/30/2019
Payment #02 $25.00  Invoice date 11/30/2019
Payment #03 $25.00  Invoice date 12/30/2019
Payment #04 $25.00  Invoice date 01/30/2020
```

**Total payment due to ISV:** $100.00
8. Drag and drop or upload the EULA file **END USER LICENSE AGREEMENT**. This must be in PDF format.
   a. *It is required for the private offer to have an EULA in order to be created.*

   ![End User License Agreement](image)

9. Set the **OFFER EXPIRY DATE**.
   a. *Offer Expiry Date is the date the private offer will expire. Your customer can subscribe to your private offer at any time from the date the offer is created to midnight GMT on the expiration date.*
   b. Annual AMI products require an **OFFER DURATION** to be set.

   ![Set Expiration Information](image)

10. Set the **OFFER DURATION MINIMUM**
    a. **Contract Duration** + **(Expiry Date – Current Date)**
       i. *Offer Duration the number of days the private offer pricing is valid after the date of creation. This must be entered in number of days and must be greater than the number of days between the date of creation (today) and the offer expiry date.*
       ii. The below offer was created on 10/22/2019 to be accepted by 12/31/2019, an additional 70 days on top of a 365 day contract.

   ![Offer Duration](image)
11. Select **REVIEW OFFER**. Verify the offer information was correctly entered, and review the PDF file. If the offer needs to be adjusted, select **REVISE OFFER**. If the offer is correct, select **EXTEND OFFER**.

12. Once you’ve extended the offer, it will be published to the customer account.
   
   a. *This may take up to 45 minutes to complete.*
13. Once the Offer has been created, it will appear in the **MANAGE PRIVATE OFFERS** tab. On the **ACTIONS** menu, copy the Offer URL and email it to the customer.
14. *Your customer* will log into their AWS Account, the account to which you extended the Private Offer and navigate to the offer URL (copied in the step above).

a. *There are different steps for AMI and SaaS products:*

b. **FOR AMI PRODUCTS:** click **ACCEPT TERMS**, then **CONTINUE TO CONFIGURATION.**
c. FOR SAAS: Edit the **CONTRACT DURATION** and **CONTRACT OPTIONS**, then **CREATE CONTRACT**.