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.
   - 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.

   Welcome to AWS Marketplace Management Portal

   The AWS Marketplace Management Portal is the destination for AWS Marketplace Tools and Data to drive your business.

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.

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 markup to the customer. Depending on the product type, you’ll be asked to adjust one or several pricing dimensions.
   a. There are different steps for AMI, SaaS Contracts and SaaS subscriptions:
b. **HOURLY/ANNUAL AMI:** Enter a value in **MARKUP TO BUYER (%)** to increase the **CUSTOMER’S PRICE.**

<table>
<thead>
<tr>
<th>Unit</th>
<th>Hourly Price($)</th>
<th>1-Year Price($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>t2.medium</td>
<td>0.06</td>
<td>0.06</td>
</tr>
</tbody>
</table>

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<tbody>
<tr>
<td>t2.medium</td>
<td>0.072</td>
<td>0.072</td>
</tr>
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</table>

**Markup to Buyer (%)**

20

Cost increase from discounted price, must enter a % amount between 0 and 100

☐ I want to enable zero dollar prices.

c. **SAAS CONTRACTS:** Adjust the monthly price per dimension, and add new dimensions if required.

<table>
<thead>
<tr>
<th>Display Name</th>
<th>Description</th>
<th>1 Mo($)</th>
<th>12 Mo($)</th>
<th>24 Mo($)</th>
<th>36 Mo($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dim1</td>
<td>Customer Description</td>
<td>8</td>
<td>50</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

New dimensions can be added to the private offer which will be in addition to the dimensions offered publicly

<table>
<thead>
<tr>
<th>Add new dimension</th>
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d. **SAAS SUBSCRIPTIONS:** Select the contract duration, and adjust the pricing dimension for the product.
7. If you selected the option for flexible payments, enter the amount and invoice date for each payment the customer will make.
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.

9. Set the OFFER EXPIRY DATE.
   a. Offer Expire 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.
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.

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**.
## [Private] SaaS Contracts Product

You have multiple offers. To start your contract, select an offer first and review the pricing information and EULA.

**Offer name**: not provided

**By**: not provided

**Offer ID**: offer:

This offer is going to expire on: Dec 31, 2019

Offer expires at 12:00:00AM UTC on the date indicated.

### Configure your Software Contract

Choose the contract that suits your needs. You’re charged for your purchase on your AWS bill. After you purchase a contract, you’re directed to the vendor’s site to complete setup and begin using this software. For any software use beyond your contract limit, you’re charged consumption pricing.

**Contract Duration**

- 1 month
- 12 months
- 24 months
- 36 months

**Total Contract Price**: $120.00

Due Today

[Create contract]