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 your public profile and the tax and banking wizard
- 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 steps below, CPs can create a Private Offer to resell software for a customer, and either direct their customer to subscribe to it or log into their customer's account and subscribe on their behalf. To create a Private Offer for Professional Services, please reference the linked documentation.

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.
3. Choose **CREATE AN OFFER**

![Create an offer button](image)

Private Offers enables sellers to create a custom price and private legal terms for any of their publicly available products. Offers cannot be edited or deleted once created. Sellers can create Private Offers for any AWS Buyer Account and each Private Offer can only be viewed by the buyer after signing into the AWS Marketplace website. In order to preview offers on the fulfillment page before sending to customers, you should include your AWS Buyer Account ID.

Private Offers can be created within minutes and are ready to share with buyers within 45 minutes.

![Create Private Offer button](image)

4. A CPPO offer can be created using the three options below.
   a. **Contract Wholesale Discount**: Enter the Buyer account id(s) that you would like to extend the offer to.

![Create Private Offer form](image)
b. **Offer Based Opportunity**: In some cases, you may be prompted to indicate if the offer you are creating is for an individual opportunity that has been [setup by an ISV](#) specifically for you to offer to a customer. Select **CREATE AN OFFER BASED ON AN OPPORTUNITY** to select the customer opportunity from the drop down menu.

![Create Private Offer](#)

**Product for private offer**

- Create an offer based on a wholesale contract
- Create an offer based on an opportunity

**Opportunity for private offer**

- AWSMPTest3

![Create Private Offer](#)

**Product for private offer**

- Node/S Agreement With Opportunity (SuS Contract)

**Opportunity for private offer**

- Demo_Oportunity

![Create Private Offer](#)

**Product for private offer**

- Demo_Oportunity

**Opportunity for private offer**

- Demo_Oportunity

![Create Private Offer](#)

**Product for private offer**

- Demo_Oportunity

**Opportunity for private offer**

- Demo_Oportunity

**Opportunity with Custom Price Sheet**

![Create Private Offer](#)

**Product for private offer**

- Node/S Agreement With Opportunity (SuS Contract)

**Opportunity for private offer**

- Demo_Oportunity

**Opportunity with Custom Price Sheet**

![Create Private Offer](#)
5. Enter buyer details

6. If your scenario is Flexible Payment Schedule (FPS), please check Allow buyers to pay for this product in installments checkbox
   a. For Professional Services, you can choose to use a flexible payment schedule instead of the default upfront payment.
7. 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**.

    **Price Adjustment**
    - **Markup**:
      - Price increase from the wholesale cost
      - Markup amount (%): 
    - **Discount**:
      - Price decrease from the public price
      - Discount amount (%): 

    ![Price Adjustment Screenshot]

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

    ![Manufacturer Public Price Screenshot]

    d. **SaaS SUBSCRIPTIONS**: Adjust the price per dimension, and add new dimensions if required.

    ![Manufacturer Public Price Screenshot]
f. If you selected the option for **flexible payments**, enter the amount and invoice date for each payment the customer will make.

i. Here is the visual for reselling software
ii. For flexible payment schedule, you can provide the custom dates and amount charged on each date.

1. Note that you can only select one pricing dimension if you choose flexible payment schedule.

8. Select **END USER LICENSE AGREEMENT** (EULA) version or choose a previously saved EULA file (must be in PDF format).
   a. It is required for the private offer to have an EULA in order to be created.
9. **Set EXPIRATION INFORMATION.**
   a. Input Offer Expiry Date, which is the date the private offer will expire.
      i. 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. Confirm the Subscription End Date, which is the date the private offer subscription will end and revert back to public pricing.
      i. If your screen does not show the Subscription end date, it is not required to create your offer.
10. 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**.

```
<table>
<thead>
<tr>
<th>Product Name</th>
<th>Product ID</th>
<th>Buyer ID</th>
<th>Respond By</th>
<th>Applied discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>MSOR Hourly Annual Product 3</td>
<td></td>
<td></td>
<td>Tue, 31 Dec 2019 00:00:00 GMT</td>
<td>94%</td>
</tr>
</tbody>
</table>
```

**Offer Price**

```
<table>
<thead>
<tr>
<th>Unit</th>
<th>Hourly Price($)</th>
<th>1-Year Price($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:medium</td>
<td>0.072</td>
<td>0.072</td>
</tr>
</tbody>
</table>
```

**End User License Agreement**

View PDF

Offer Needs to be Accepted By: Tue, 31 Dec 2019 00:00:00 GMT

This Offer will be back to public after 435 days

11. Once you’ve extended the offer, it will be published to the customer account.
   a. *This may take up to 45 minutes to complete.*

**Your private offer is being created**

You've successfully created an offer for MSOR Hourly Annual Product 3 for accountid: [redacted]. The publishing process for this offer can take up to 45 minutes to complete. Once complete, the offer will be visible on the Manage Offers page. Please return to the Manage Offers page to view this offer. From there, you can view or copy the URL and share it with the buyer account directly.

[Return to Manage Offers]
12. 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.
   
   a. *Note it may take a few minutes for the new Offer to populate in the Manage Private Offers tab. If it is not visible, you may need to refresh the screen until it is listed.*
13. *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**.