The purpose of this guide is to walk Channel Partners (CPs) through the steps to extend a Private Offer to their customer.

**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 contact our team for support and someone from the AWS Marketplace Channel Team will contact you.

**Important Renewals Note**
If this CPPO is not a renewal, please skip to the “Steps” section below. If this is a renewal opportunity, please note the following:
- For an AMI renewal, if the existing offer isn’t cancelled prior to the acceptance of the renewal offer, the customer may be exposed to double billing.
- For a SaaS renewal, you may modify the existing offer by following the steps provided in the SaaS ABO Renewal Guide. If you intend not to modify the existing offer, please note that if the existing offer isn’t cancelled prior to receiving the new renewal offer, the customer will not be able to accept.
- For ProServ renewals, if the existing offer isn’t cancelled prior to receiving the new renewal offer, the customer will not be able to accept.

**Steps**
By following the steps below, Consulting Partners 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.

**Step 1**
Log into AWS Marketplace Management Portal (AMMP) with the AWS Account you used to register as Seller in AWS Marketplace.

Tip: Ensure that you are logged out from another account before logging in with your AWS Marketplace Seller account.
Step 2
From the AMMP landing page, choose the PARTNERS tab. Choose/ highlight the opportunity you want to resell, and click “Create Offer” button in top right.

- The amount shown in the discount column for each opportunity will be automatically populated in the offer creation screen.

Step 3
If the opportunity has an attached reseller contract, an Accept reseller contract section displays. View the contract and then select I accept the reseller contract or I accept the Reseller Contract for AWS Marketplace (RCMP), depending on the contract. Learn more about RCMP here: RCMP Guide

Add your Buyer’s AWS Account ID(s) to the Create Private Offer screen. If your scenario is Flexible Payment Schedule (FPS), please check “Enable fixed units and allow buyers to pay for this product in installments” checkbox.

Step 4
Adjust the price to the customer. There are different steps depending on product type. 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.

- AMI, SaaS CONTRACTS with CONSUMPTION: Prices are expressed as a markup from the wholesale price, or a discount off the list price.
- User and customer pricing information below will automatically update with the markup or discount amounts inputted.
Step 5
If you selected the option for flexible payments, enter the amount and invoice date for each payment the customer will make. The amounts for ISV Payment Schedule and any additional information will auto-populate.

![Buyer Payment Schedule](image)

Step 6
View the ISV's specified EULA, and have the option to amend with CP agreement (must be in PDF format). It is required for the Private Offer to have 1 EULA at minimum.

![End User License Agreement](image)

Step 7
Set EXPIRATION INFORMATION.

- Input Offer Expiry Date, which 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.
- Confirm the Subscription End Date, which is the date the private offer subscription will end and revert back to public pricing. If your screen does not show the Subscription end date, it is not required to create your offer.
Step 8
Select REVIEW OFFER.
- Verify the offer information was correctly entered, and review the PDF EULA.
- If the offer needs to be adjusted, select REVISE OFFER. If the offer is correct, select EXTEND OFFER.

Step 9
Once you’ve extended the offer, it will be published to the customer account.

Note: This may take up to 45 minutes to complete.
Step 10

Once the Offer has been created, the buyer will receive a notification with the relevant offer details and a link to accept the offer. The notification will be sent to the email address associated with the buyer’s AWS Account ID. Buyers will also be able to view the offer extended to them in the Private Offers page in the AWS Marketplace Console.

Step 11

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). Customers can view and download the EULA when accepting their Private Offer. All EULAs will show as a single document.

There are different steps for AMI and SaaS products.

FOR AMI PRODUCTS: click ACCEPT TERMS, then CONTINUE TO CONFIGURATION.

FOR SAAS: Edit the CONTRACT DURATION and CONTRACT OPTIONS, then CREATE CONTRACT.
**Step 12**

Channel partners can add up to 10 email addresses to receive notifications when an Independent Software Vendor extends a new resell authorization to use for a Consulting Partner Private Offer or when an existing resell authorization expires. To receive email notifications:

- Log into AMMP and click on the SETTINGS tab and then navigate to the NOTIFICATIONS sub-tab.  
  - Add up to 10 email addresses.
- Options to enable notifications for private offer updated and accepted are available.
Frequently Asked Questions

How does the customer receive the offer after it has been created?
After the offer has been created, you will need to email the customer the link to the Private Offer (refer to step 10 in the guide).

How does a customer subscribe to an offer that I have sent them?
The customer will open the Private Offer URL, review the details of the offer, and click to accept.

How can I see when a customer accepts the offer?
Accepted offers can be viewed in the Agreement Tab. Please note it can take up to 24 hours after the customer accepts to populate in this tab.

What reporting will I have access to?
Click on this link for an overview of the Reporting available to AWS Marketplace Seller:

What is the fee for reselling software through CPPO?
There are no reseller fees for CPPO Transactions.

What are the types of ISV authorizations?
Recurring, opportunity specific, or time-bound.

What is the time frame for disbursement on a transaction?
Transaction example
Below is a scenario assuming the customer subscribed to the offer on 12/19/2021.

- 12/19/2021 – Consulting Partner (aka reseller) extends private offer to customer in AWS Marketplace.
- 12/19/2021 - Customer clicks the Private Offers URL to subscribe. Customer now has 30 days to pay the bill. For the next 12 months the customer will get a bill form AWS Marketplace on the 19th of each month.
- 1/19/2022 – 1st Payment is due from the customer. The customer logs into the AWS Marketplace pays the bill.
- Between 2/7/2022 & 2/10/2022 – Given that AWS has received payment from Customer, AWS will disburse applicable earnings to the ISV and CP less AWS fees*
Are Custom EULA Terms Supported?

Yes. An ISV can choose from three options of EULA's (public, Standard, Enterprise) for the end buyers while creating an Opportunity. ISVs can upload a custom EULA for end buyer while creating an Opportunity. CPs can then view EULA attached to an opportunity by an ISV and attach/amend the ISVs provided EULA.

- ISV selects the preferred EULA when creating Reseller Opportunity
- Using the opportunity created, CPs can view ISVs specified EULA and have the option to amend with a CP agreement

How can buyers view and subscribe to Private Offers?

Buyers can view and subscribe to a Private Offer in four ways:

1. From a list of Private Offers on the Private Offers page in the AWS Marketplace Console
2. Through the Private Offer published email notification sent directly to the buyer
3. From the product detail page on the AWS Marketplace website
4. From the Seller sending the Offer ID from AMMP and sending directly to the buyer.

Does an ISV see the end invoice the buyer receives?

No, in a CPPO transaction, the ISV first authorizes the CP to resell their product and includes a wholesale cost. The CP will create the actual private offer to the end customer by adding a mark up. The ISV can review their wholesale cost by reviewing the authorization opportunity they extended in their "Opportunities Created" section of their Partners tab. The same information is also available for CPs on the "Opportunities Received" section of their Partners tab. However, the end customer price is only available to the Channel Partner. If both ISV and CP are setup for email notifications, the email to the CP will show the total contract value but the email to the ISV will only show the wholesale cost. AWS does not disclose the end customer price and expose the CP’s markup to the ISVs on the portal or other means such as emails. If the ISVs wishes to know the markup, they will need to work with the CP directly.