Channel Partner Creates

This purpose of this guide is to walk Channel 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.

CP Creates Steps

By following the steps below, 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 PARTNERS tab. Choose/ highlight the opportunity you want to resell, and click “Create Offer” button in top right.
   a. The amount shown in the discount column for each opportunity will be automatically populated in the offer creation screen.

3. Add your Buyer’s AWS Account ID(s) to the Create Private Offer screen.
   a. If your scenario is Flexible Payment Schedule (FPS), please check Allow buyers to pay for this product in installments checkbox.
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.
   a. **AMI, SaaS CONTRACTS with CONSUMPTION**: Prices are expressed as a markup from the wholesale price, or a discount off the list price.
   b. User and customer pricing information below will automatically update with the markup or discount amounts inputted.

![Price Adjustment](image)

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 autopopulate.

![Buyer Payment Schedule](image)

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)
7. 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.*

8. Select **REVIEW OFFER**.
   a. Verify the offer information was correctly entered, and review the PDF EULA.
   b. If the offer needs to be adjusted, select **REVISE OFFER**. If the offer is correct, select **EXTEND OFFER**.
9. Once you’ve extended the offer, it will be published to the customer account.
   a. This may take up to 45 minutes to complete.

10. Once the Offer has been created, it will appear in the OFFERS tab. To send to your customer, highlight the offer you created, and click Copy Offer URL, then send to your customer.
   a. Note it may take a few minutes for the new offer to populate in the Offers tab. If it is not visible, you may need to refresh the screen until it is listed.
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.
   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**.
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:

a. Log into AMMP and click on the **SETTINGS** tab and then navigate to the **NOTIFICATIONS** sub-tab.

b. Add up-to 10 email addresses.