

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.

TO LEARN MORE ABOUT THE AWS MARKETPLACE:

Contact your Partner Development Manager (PDM), or email us @ aws-mp-channel@amazon.com

CONNECT WITH US

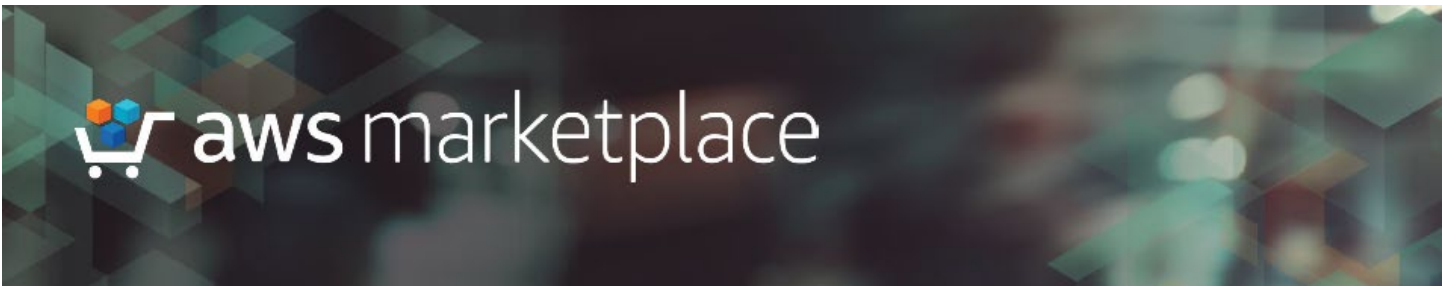
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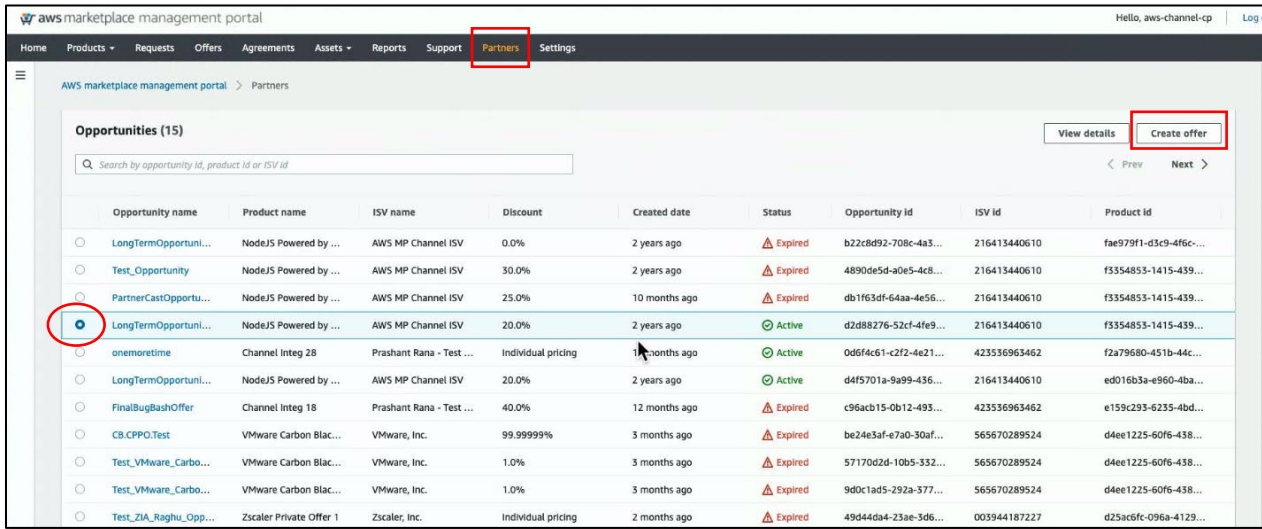
CP Creates Steps

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.

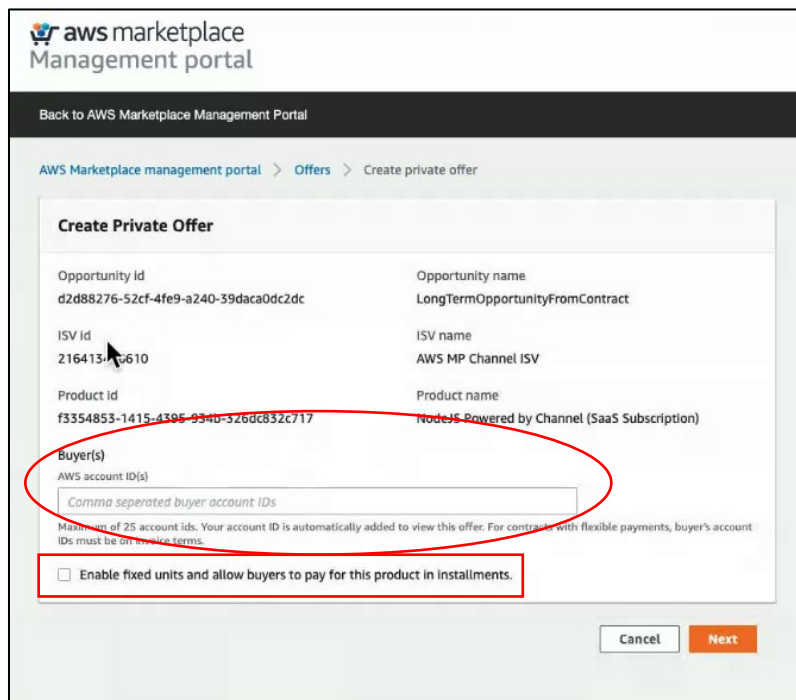
1. Log into [AWS Marketplace Management Portal](#) (AMMP) with the AWS Account you used to register as Seller on AWS Marketplace.
 - a. Tip: Ensure that you are logged out from another account before logging in with your AWS Marketplace Seller account

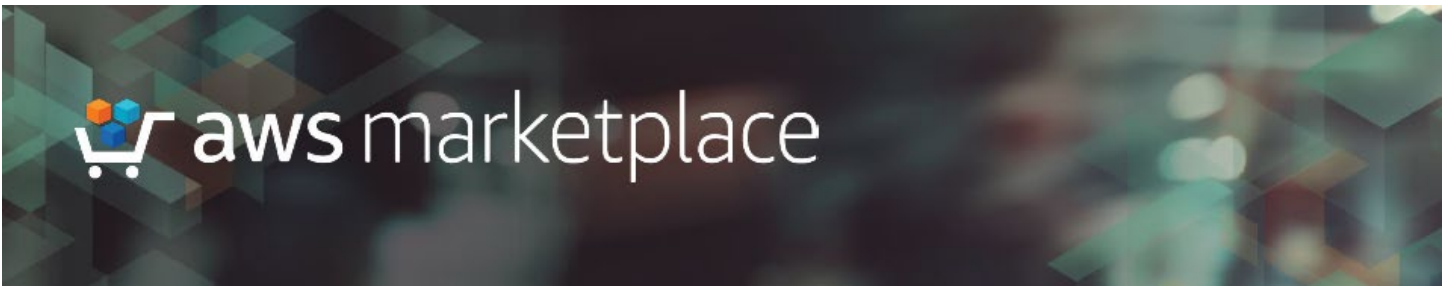


- 2. From the AMMP landing page, choose the **PARTNERS** tab. Choose/ highlight the opportunity you want to resell, and click “Create Offer” button in top right.
 - a. The amount shown in the discount column for each opportunity will be automatically populated in the offer creation screen.



- 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

Markup
Price increase from the wholesale cost

Discount
Price decrease from the public price

Markup amount (%)

0

- 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

Invoices are generated at 12:00:00AM UTC on the date provided (To determine the difference between your local time and Universal Time, [click here](#)).

Payment \$ Invoice date mm/dd/2021

Total payment due from buyer: \$0.00

- 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

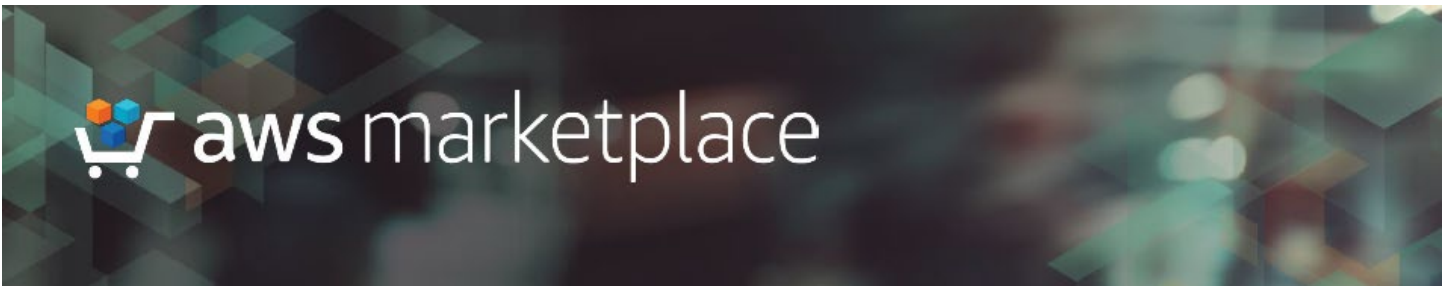
Public Offer EULA [EULA](#)

EULA is provided by ISV as part of product authorization. Contact ISV if you need a different EULA.

End user license agreement documents

Upload up to five documents to amend the ISV EULA. Files will be combined into a single pdf.

Use plain text .txt or .pdf files only. Max file size 10 Mb



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.*

Set Expiration Information

<p>Offer expiry date Buyer needs to accept the offer by the provided date</p> <input type="text" value="YYYY/MM/DD"/>	<p>Subscription end date The date the private offer subscription will end. This value must be greater than the number of days between offer creation (today) and offer expiration, added to the total contract duration. This offer switches back to the public offer after the specified number of days</p> <input type="text" value="2021/05/04"/>
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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**.

Review Offer

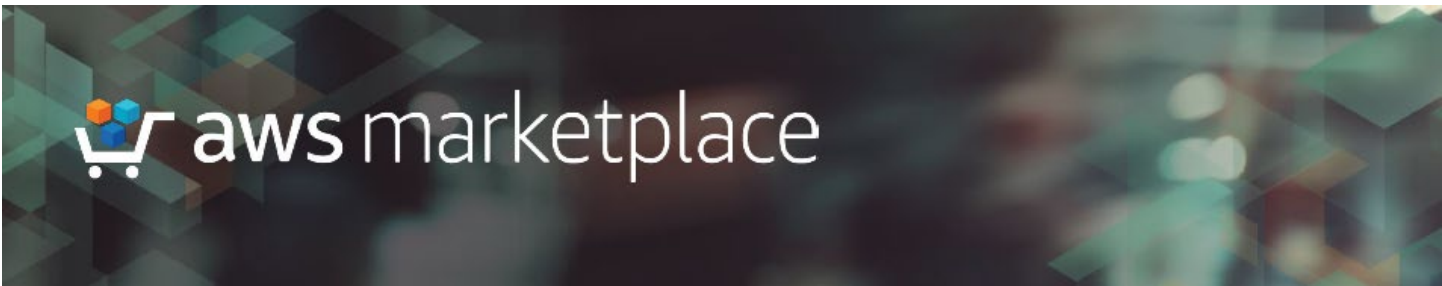
Product Name	Product ID	Buyer ID	Respond By	Custom Offer Name
Channel Integ 28	f2a79680-451b-44c4-938a-9fed4cc400a5	713384441954	Wed, 22 Sep 2021 23:59:59 GMT	Offer - 713384441954 - Channel Integ 28

Offer Price

Channel Integ 28			
Unit	Hourly Price(\$)	1-Year Price(\$)	
t2.large	0.12	0.012	
t2.medium	0.108	0.012	
t2.small	0.096	0.012	

End User License Agreement
[View PDF](#)
Offer needs to be accepted by: Wed, 22 Sep 2021 23:59:59 GMT
This Offer switches back to public after Thu, 22 Sep 2022 23:59:59 GMT

Revise OfferExtend 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.*

Your private offer is being created

You've successfully created an offer for Channel Integ 28 for account(s) 713384441954. 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.

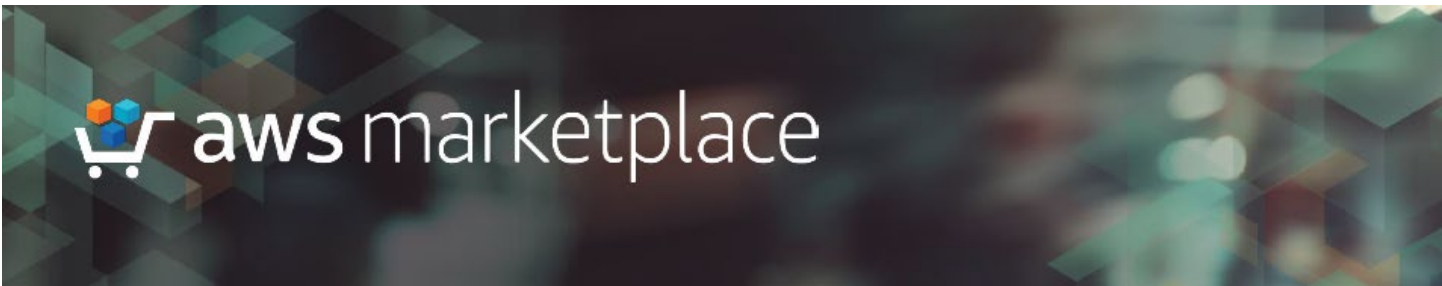
[Return to Manage Offers](#)

- 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.*

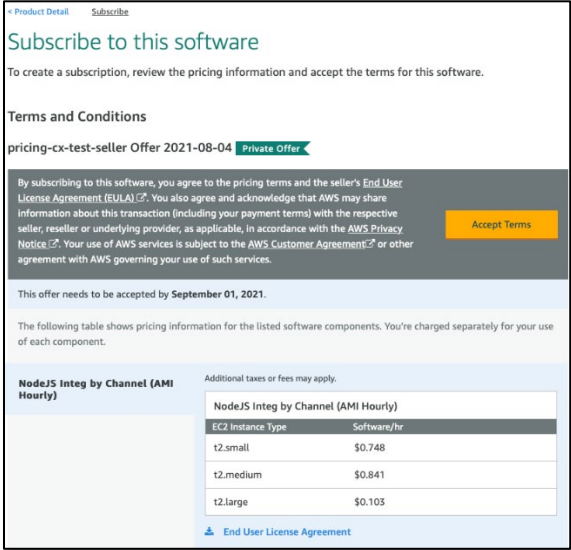
Private offers info View details Copy offer url Cancel offer Create an offer

Find offer based on exact Offer ID, Product ID or Buyer ID Prev Next

Offer ID	Custom Offer Name	Product Name & ID	Buyer IDs	Offer Created	Offer Expires
<input checked="" type="radio"/> offer-gen3xseo3ctfzj	Offer - 713384441954 - Channel Integ 28	Channel Integ 28 ProductId: f2a79680-451b-44c4-938a-9f0d4cc400a5	713384441954	Wed Sep 8, 2021	Wed Sep 22, 2021
<input type="radio"/> offer-gful7zi7yd3v4	Offer - 480189533676 - SaaS Test For Free Trial Upgrade - Quantity	SaaS Test For Free Trial Upgrade - Quantity ProductId: 0099237a-5223-47f2-995c-74c4a091db0f	480189533676	Tue Aug 31, 2021	Thu Sep 30, 2021



- 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**.

