

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

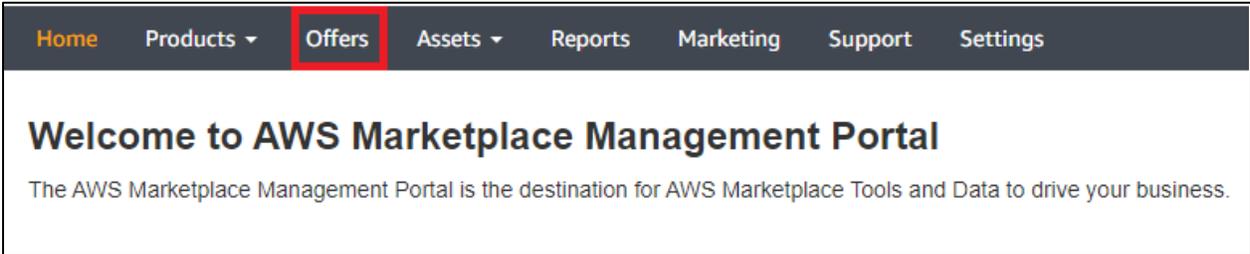
CONNECT WITH US|

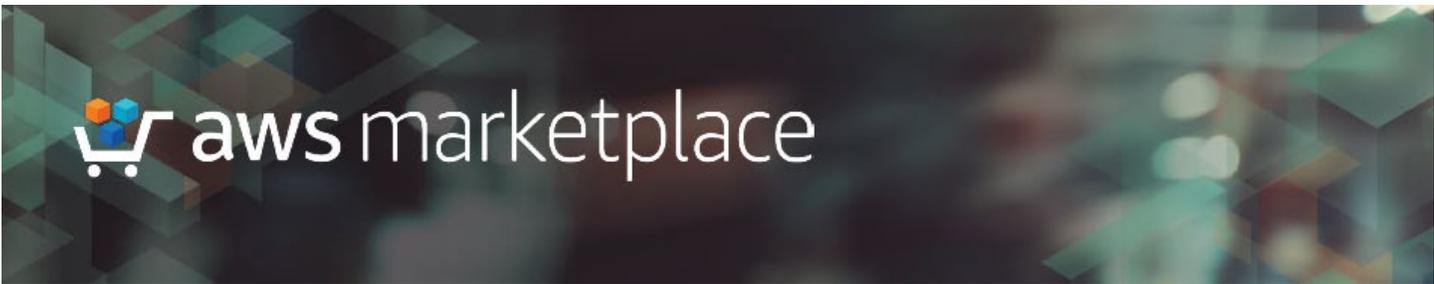
- facebook.com/amazonwebservices
- twitter.com/awsmarketplace
- youtube.com/user/amazonwebservices
- aws.amazon.com/blogs/marketplace
- aws.amazon.com/blogs/apn

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 **OFFERS** tab.





3. Choose **CREATE AN OFFER**

Manage Private Offers

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 AN OFFER](#)

Private Offers Support

Looking for help on managing your Private Offers? Contact us at mpcustdesk@amazon.com

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

Product for private offer

NodeJS Agreement With Opportunity (SaaS Contract) ▼

Private offers aren't supported for discontinued products.

Create an offer based on a wholesale contract

Create an offer based on an opportunity

Buyer account id(s)

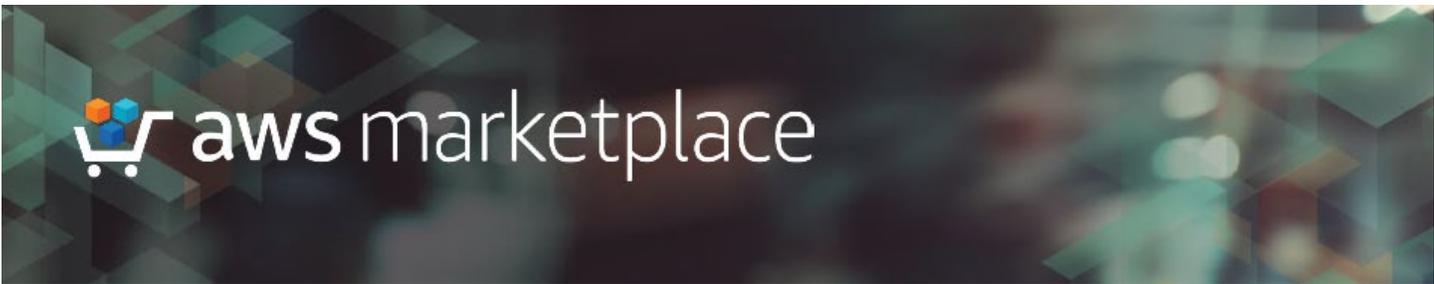
Comma separated Buyer Account Ids

Maximum of 25 account ids. Your account ID is automatically added to view this offer. For contracts with flexible payments, buyer's account IDs must be on Invoice terms.

Do not enter your own account ID - the offer will be visible to seller account automatically.

Allow buyers to pay for this product in installments.

[Next](#)



- 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

[Redacted]

Private offers aren't supported for discontinued products.

Create an offer based on a wholesale contract

Create an offer based on an opportunity

Opportunity for private offer

AWSMPTest3

Q

AWSMPTest3
AWS MP Test 3
Vendor Id: [Redacted] Additional discount: 5.0% Expiration: 2019-11-01

- c. **Opportunity with Custom Price Sheet**

Create Private Offer

Demo_Opportunity

Product for private offer

NodeJS Agreement With Opportunity (SaaS Contract)

Private offers aren't supported for discontinued products.

Create an offer based on a wholesale contract

Create an offer based on an opportunity

Opportunity for private offer

Demo_Opportunity

Q |

Demo_Opportunity
Vendor Id: 423536963462 Additional discount: Custom Price Expiration: 2020-06-30

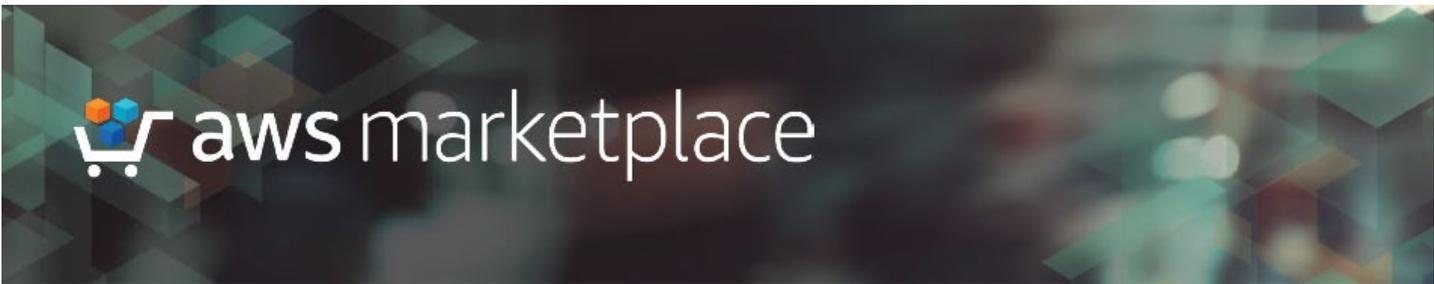
Demo_Opportunity_Discount
Vendor Id: 423536963462 Additional discount: 10.0% Expiration: 2020-06-30

Maximum of 25 account ids. Your account ID is automatically added to view this offer. For contracts with flexible payments, buyer's account IDs must be on invoice terms.

Do not enter your own account ID - the offer will be visible to seller account automatically.

Allow buyers to pay for this product in installments.

Next



5. Enter buyer details

Create Private Offer

Product for private offer

NodeJS Agreement With Opportunity (SaaS Contract) ▼

Private offers aren't supported for discontinued products.

Create an offer based on a wholesale contract

Create an offer based on an opportunity

Buyer account id(s)

510215597670

Maximum of 25 account ids. Your account ID is automatically added to view this offer. For contracts with flexible payments, buyer's account IDs must be on invoice terms.

Do not enter your own account ID - the offer will be visible to seller account automatically.

Allow buyers to pay for this product in installments.

Next

6. If your scenario is Flexible Payment Schedule (FPS), please check Allow buyers to pay for this product in installments checkbox

Create Private Offer

Product for private offer

NodeJS Agreement With Opportunity (SaaS Contract) ▼

Private offers aren't supported for discontinued products.

Create an offer based on a wholesale contract

Create an offer based on an opportunity

Buyer account id(s)

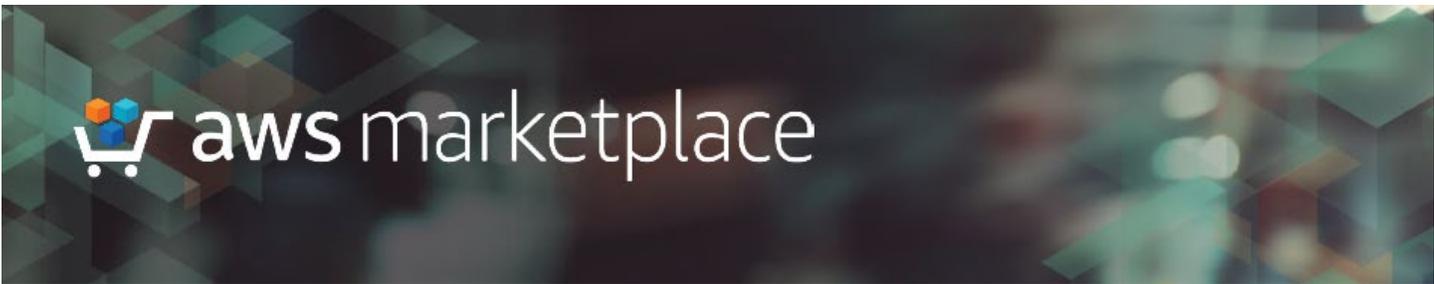
510215597670

Maximum of 25 account ids. Your account ID is automatically added to view this offer. For contracts with flexible payments, buyer's account IDs must be on invoice terms.

Do not enter your own account ID - the offer will be visible to seller account automatically.

Allow buyers to pay for this product in installments.

Next



- 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**.

Contract duration

This offer includes pricing for [redacted] term. The buyer contract date begins the day the buyer accepts the agreement.

Price Adjustment

Markup
Price increase from the wholesale cost

Discount
Price decrease from the public price

Markup amount (%)

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

Input offer price

Manufacturer Public Price

Product 1					
Display Name	Description	1 Mo(\$)	12 Mo(\$)	24 Mo(\$)	36 Mo(\$)
Dim1	Customer Description	<input type="text" value="5"/>	<input type="text" value="50"/>	--	--

[Delete](#)

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

Manufacturer Public Price

[Private] SaaS Subscriptions Product

Name	Description	Rate(\$)
Unit_1	This is Unit 1	<input type="text" value="5"/>
Unit_2	This is Unit 2	<input type="text" value="7"/>
Unit_3	This is Unit 3	<input type="text" value="10"/>



- e. If you selected the option for **flexible payments**, enter the amount and invoice date for each payment the customer will make.

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](#)).

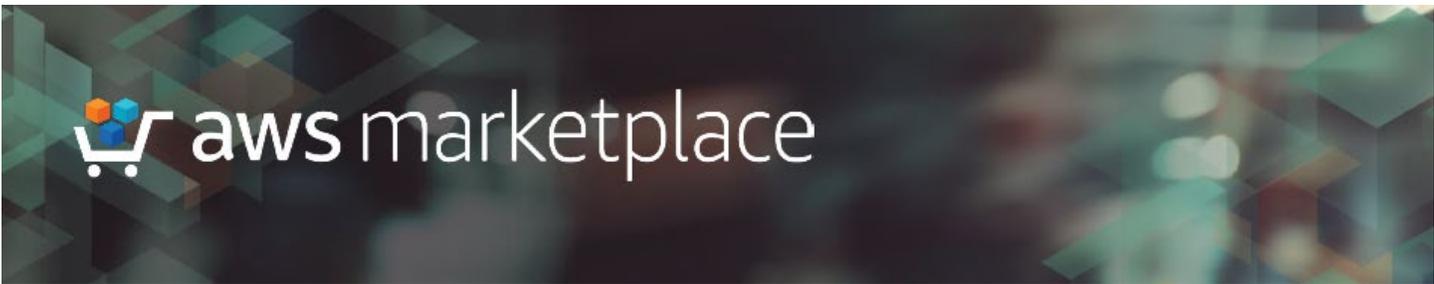
Payment	\$	<input type="text" value="25"/>	Invoice date	<input type="text" value="10/30/2019"/>	<input type="button" value="x"/>
Payment	\$	<input type="text" value="25"/>	Invoice date	<input type="text" value="11/30/2019"/>	<input type="button" value="x"/>
Payment	\$	<input type="text" value="25"/>	Invoice date	<input type="text" value="12/30/2019"/>	<input type="button" value="x"/>
Payment	\$	<input type="text" value="25"/>	Invoice date	<input type="text" value="01/30/2020"/>	<input type="button" value="x"/>

Total payment due from buyer: \$100.00

Total Payment due to ISV

Payment #01	\$	<input type="text" value="25.00"/>	Invoice date	<input type="text" value="10/30/2019"/>
Payment #02	\$	<input type="text" value="25.00"/>	Invoice date	<input type="text" value="11/30/2019"/>
Payment #03	\$	<input type="text" value="25.00"/>	Invoice date	<input type="text" value="12/30/2019"/>
Payment #04	\$	<input type="text" value="25.00"/>	Invoice date	<input type="text" value="01/30/2020"/>

Total payment due to ISV: \$100.00



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.*

End User License Agreement

EULA version
Select or upload a EULA

Public Offer EULA [EULA](#)

Standard Contract for AWS Marketplace [EULA](#) [Learn More](#)

Enterprise Contract for AWS Marketplace [EULA](#) [Learn More](#)

Custom EULA

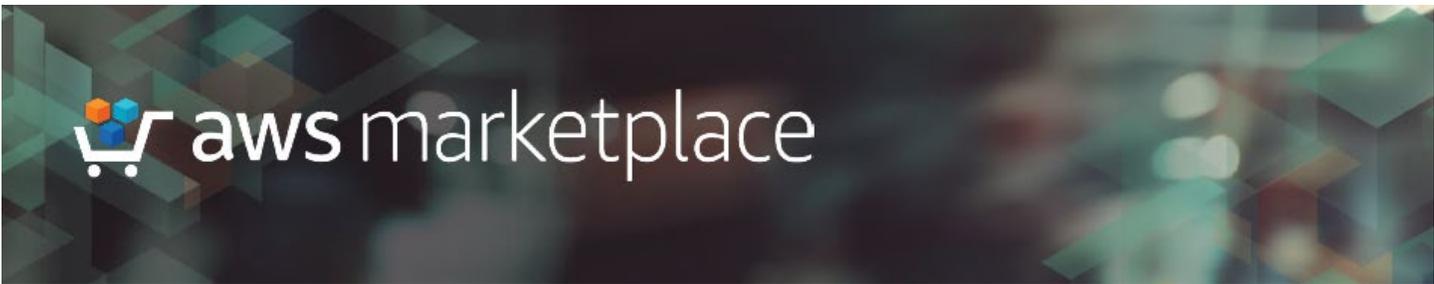
End user license agreement documents
Upload up to five documents to amend the ISV EULA. Files will be combined into a single pdf.

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

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.*

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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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**.

Review Offer

Product Name	Product ID	Buyer ID	Respond By	Applied discount
MSOR Hourly Annual Product 3	[REDACTED]	[REDACTED]	Tue, 31 Dec 2019 00:00:00 GMT	94%

Offer Price

Unit	Hourly Price(\$)	1-Year Price(\$)
t2.medium	0.072	0.072

End User License Agreement

[View PDF](#)

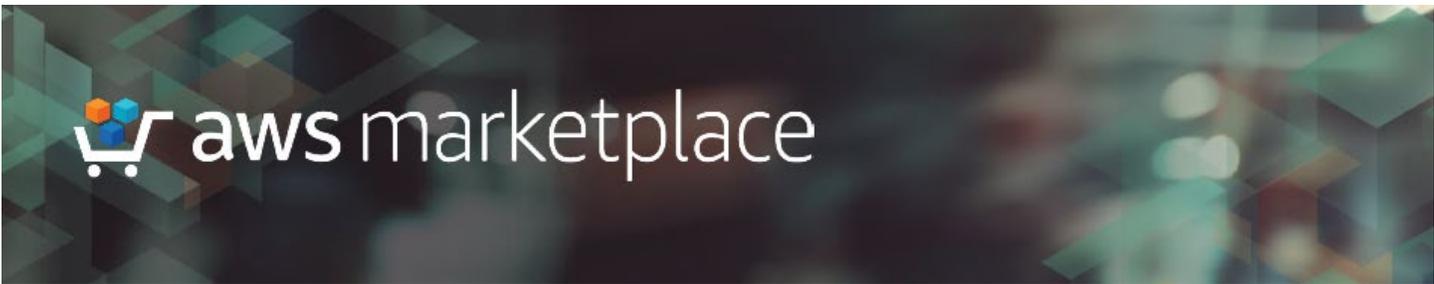
Offer Needs to be Accepted By : Tue, 31 Dec 2019 00:00:00 GMT

This Offer switch 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 account(s) [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.



- 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.*

Manage Private Offers

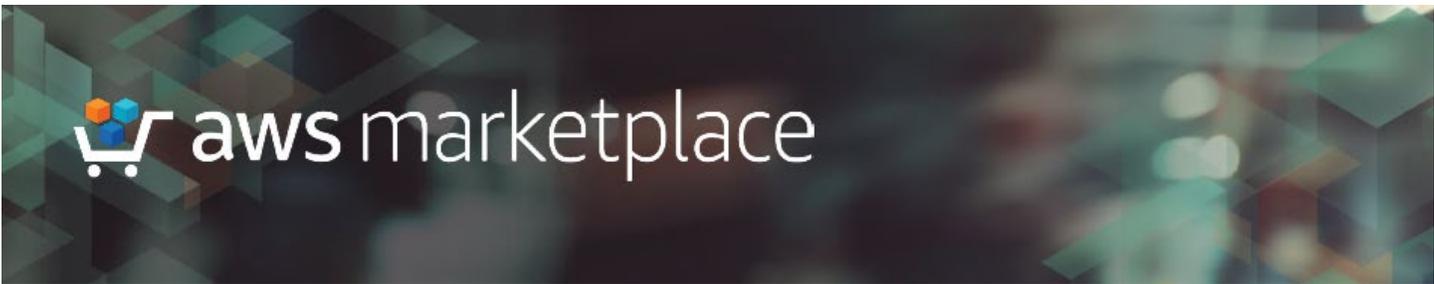
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[CREATE AN OFFER](#)

OfferID	Product Name & ID	Offer Created	Offer Expires	Action
offer-██████████	[Private] SaaS Contracts Product Productid: ██████████	Wed Oct 30 2019	Mon Dec 30 2019	Actions ▾ Copy Offer Url Open Offer Url View Details Cancel Offer

< P



- 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**.



MSOR Hourly Annual Product 3

[Continue to Configuration](#)
You must first review and accept terms.

[< Product Detail](#) [Subscribe](#)

Subscribe to this software

To create a subscription, review the pricing information, and accept the terms for this software. You can also create a long term contract on this page.

Terms and Conditions

Test Seller Offer 2019-10-22 [Private Offer](#)

By subscribing to this software, you agree to the pricing terms and the seller's end user license agreement (EULA). Your use of AWS services is subject to the [AWS Customer Agreement](#).

[Accept Terms](#)

This offer needs to be accepted by **December 30, 2019**.

The following table shows pricing information for the listed software components. You're charged separately for your use of each component.

MSOR Hourly Annual Product 3	Additional taxes or fees may apply.		
EC2 Instance Type	Software/hr	Software/yr	Savings
t2.medium	\$0.12	\$0.12	100%

[End User License Agreement](#)

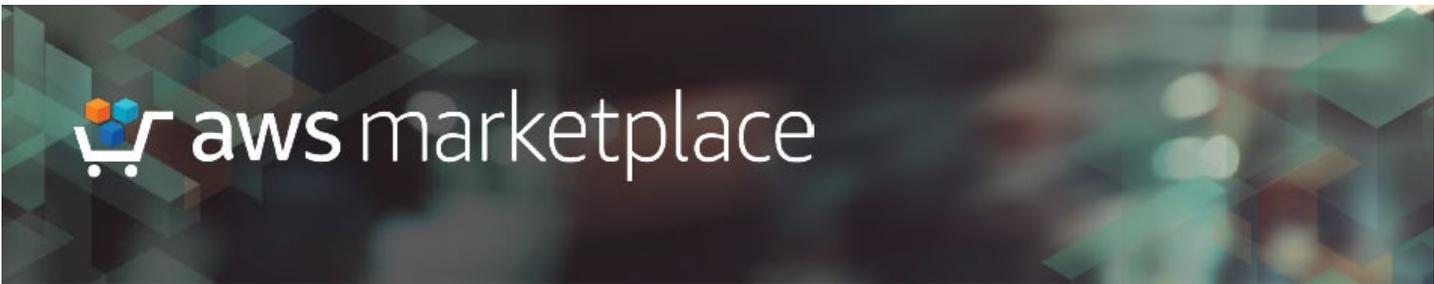
Terms duration

435 days

By subscribing to this software, you are accepting a private offer that will expire on **December 30, 2019**. Your use of this product after the expiration date of your private offer will be billed at the current public pricing. To avoid being charged for use beyond the expiration date of this offer, you can cancel your subscription to this product by **December 30, 2020**.

Other Available Offers

Test Seller Offer 2019-10-22
[Private Offer](#)
By: PrakashYaji Test Seller
ID: offer-jttbsaxo2blik
[Viewing This Offer](#)



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 2019-10-30 - Private Offer

By: not provided
Offer ID: offer- [REDACTED]
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

Create contract

By subscribing to this software, you agree to the pricing terms and the seller's [end user license agreement \(EULA\)](#). Your use of AWS services is subject to the [AWS Customer Agreement](#) or other agreement with AWS governing your use of such services.

Total Contract Price \$120.00
Due Today