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 for a customer and direct their customer to subscribe to it, or log into their customer account and subscribe on their behalf. This guide includes how to create an offer for Professional Services in addition to software.

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**
   a. To make a Private Offer for Professional Services, choose the product in the create private offer page and then enter the buyer AWS account ID, and skip to step 6.

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.
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.

c. **Opportunity with Custom Price Sheet**
5. Enter buyer details

![Create Private Offer](image)

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.

![Create Private Offer](image)
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](image)

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

   ![Manufacturer Public Price](image)

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

   ![Manufacturer Public Price](image)
e. For Professional Services, enter the name and contract duration

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 Professional Services, select the pricing dimensions and enter the rate per dimension. 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.
b. For Professional Services, attach up to three documents for contract terms.

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.

   c. For Professional Services, enter the offer expiration date and extend the Private Offer to the buyer.
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**.

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.*
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**.