

AWS Marketplace Seller Onboard Guide

The purpose of this guide is to walk Channel Partners and ISV's through the steps to sign up as a seller in AWS Marketplace. This is the first stage to joining the AWS Marketplace Channel. After you have completed signing up as a seller, you are eligible to join AWS Marketplace Channel Programs.

Steps for Signing Up as a Seller in AWS Marketplace

Follow the steps below to get set up as a Seller in AWS Marketplace.

It is a best practice to assign the account to a dedicated alias for the program (e.g. AWSMarketplaceSales@company.com) rather than an individual's email address. This can prevent account lock outs and will allow more than one individual to access program information.

Once the account is set up, you can set up IAM (Individual Access Management) permissions to specific individuals. More information can be found [here](#).

Step 1: Create AWS account

Create a new AWS account, or use an existing AWS Account by navigating to the following link: [getting started link](#)

- When registering for an AWS Marketplace Seller Account, you must use an AWS Account that was created after September 27, 2017.
- If you are creating a new AWS Account, you will be asked to provide a credit card for verification purposes. Please use a card that has the same billing address as your tax locale. Your card will not be charged unless you expressly purchase an AWS Product with this account.
- Once you have completed this step, please refer back to this guide for step 2

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The screenshot shows the AWS 'Sign in' page. At the top is the AWS logo. Below it, the text 'Sign in' is displayed. There are two radio button options: 'Root user' (selected) and 'IAM user'. The 'Root user' option is described as 'Account owner that performs tasks requiring unrestricted access.' Below these options is a text input field for 'Root user email address' with the placeholder 'username@example.com'. A blue 'Next' button is positioned below the email field. At the bottom, there is a link for 'New to AWS?' and a 'Create a new AWS account' button.

Step 2: Complete register to sell form

Click [here](#) and complete the form to register to sell software to customers in AWS Marketplace. Once you complete the form, click Register and Sign into the Management Portal and you will be directed to the Account Settings tab.

This form must be completed by all partners (ISV's and Channel Partners) who will sell to customers in AWS Marketplace.

Register to sell on AWS Marketplace

Review legal business name

Legal business name
This name is shown on communications between you and buyers, and between you and AWS Marketplace.

Max 100 characters

Tell us about yourself - optional

What's your business purpose for registering on AWS Marketplace?

- Listing software products
- Listing Data Exchange products
- Registering as a channel partner
- Registering as AWS IQ
- Listing Machine Learning products
- Listing Professional Services

What types of products do you intend to list on AWS Marketplace? Select all that apply.

- Server - AMI
- Server - AMI with CloudFormation templates
- Server - Container
- SaaS
- Machine learning or artificial intelligence algorithms/models
- Data Exchange
- Professional Services
- Undecided

Which pricing models do you plan to support? Select all that apply.

- Pay-as-you-go/consumption based pricing (e.g. hourly usage, metered usage etc.)
- Contract based pricing (e.g. Annual, multi-year contract etc.)
- Free
- Bring your own license (BYOL)
- Undecided

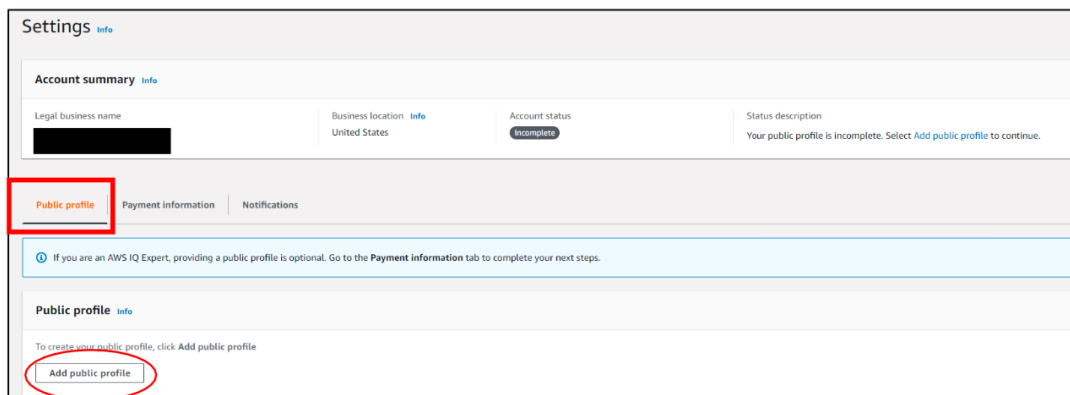
What is the primary category that best describes your products?

Which industry segment do you provide solutions for?

Cancel

Step 3: Provide public profile

On the Account Settings page, provide a Public profile by clicking on the “Add Public profile” button in the Public profile section (required)

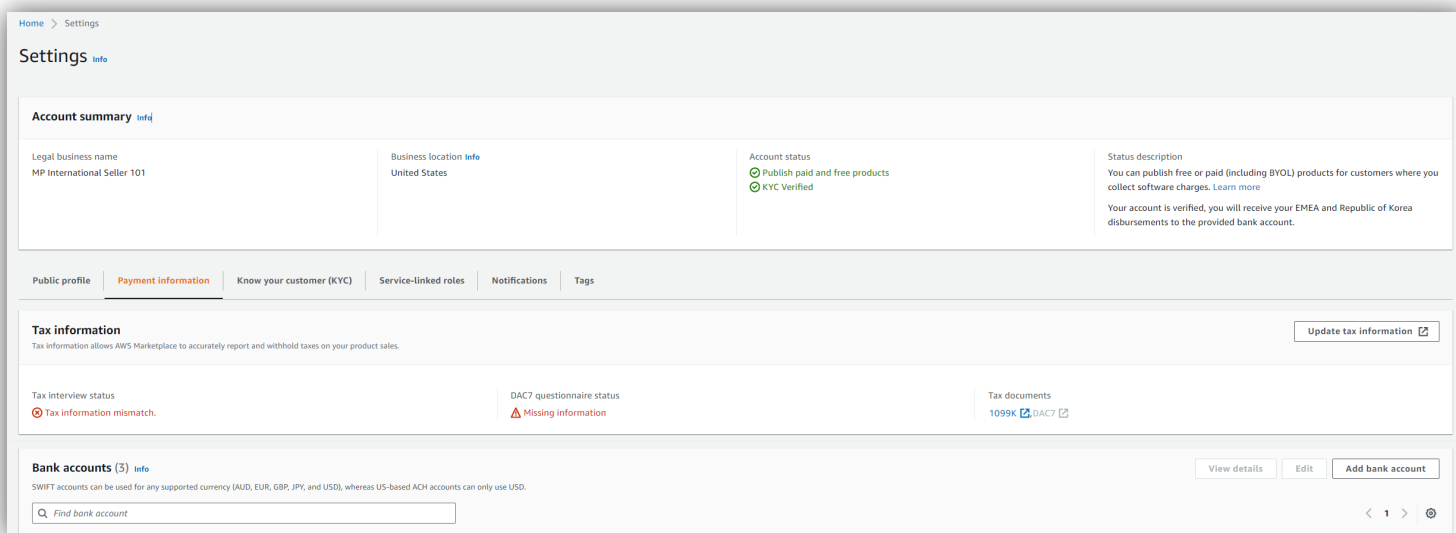


Step 4: Provide banking information

Sellers will not be required to use US ACH bank account or Hyperwallet when registering on AWS Marketplace. They can use local bank accounts in [eligible seller jurisdictions](#).

From the Payment information menu, navigate to Bank accounts and click on Add bank account button.

- You can use one bank account or multiple ones to receive disbursements. Please check with your bank directly on what currencies can be disbursed into your bank account.
- To use an UK bank account, you must complete KYC process for AWS EMEA (See Step 4.1).
- If you are already KYC complaint, you must complete bank account verification for all of your local bank accounts (See Step 4.2).



Step 4 continued...

Select the **payment** method and enter the payment method information and billing address. If you choose to use SWIFT account, you will need to provide bank account details and billing address.

- Business Identifier Code (BIC): also known as SWIFT code, is a code with 8 to 11 characters that identifies banks and financial institutions globally. You can find your BIC in multiple ways, including running a search in your browser or asking your bank directly.
- Billing address: The billing contact information is used to verify the billing address associated with your payment method. This contact is also used for any billing or payment-related communication.
- Using SWIFT accounts may incur costs for incoming disbursement. Reach out to your bank for more details.

For further assistance, please reach out via [Contact Us form](#). Select Commercial Marketplace, Seller Account and Banking, and provide details about your request.

Add bank account

To add a bank account, add a unique bank account name, choose the type of payment method and then provide the bank account details.

Payment Method [Info](#)

The payment method can be a US-based ACH account, SWIFT account or Hyperwallet account. SWIFT accounts can be used for any supported currency (AUD, EUR, GBP, JPY, and USD), whereas US-based ACH and Hyperwallet accounts can only use USD.

Payment method

US-based ACH account

An electronic payment delivery system that allows bank and credit union account holders in the United States to transfer funds across the Automated Clearing House(ACH) network. This option is available for USD.

SWIFT account

An electronic payment delivery system that allows bank account holders to transfer funds internationally. This option can be used for the following currencies: AUD, EUR, GBP, JPY, and USD.

SWIFT account [Info](#)

The SWIFT account details include basic account information.

Bank account holder name

Enter the bank account holder's full name.

BIC (SWIFT code) [Info](#)

BIC stands for Bank Identifier Code. It identifies the bank where the funds are to be sent.

BIC (SWIFT code) is typically 8 or 11 characters long.

Account number

Your account number is usually provided by your bank and is specific to your individual account.

ⓘ Adding SWIFT account may incur costs for incoming wire transfers. You need to reach out to the bank.

Step 4.1 (only for UK bank account)

To use UK bank account, you must complete [Know-Your-Customer](#) and [Bank Account Verification](#) process to onboard onto AWS EMEA.

Once you have added your UK bank account, select the UK bank account from **Bank accounts**, and click on **View details** button. This will guide you to a banner showing 'Bank account verification required', and click on **Verify bank account** button.

- You will need to consider using a different bank account to receive disbursements in USD, as public subscription transactions and any private offers with consumption pricing will remain in USD.

Note: UK bank account can only receive disbursements in EUR and GBP through sales invoiced by AWS EMEA. If you are using an UK bank account to receive EUR/GBP disbursements, you cannot sell Professional Services in EUR/GBP and get disbursed into your UK bank account. This is due to invoices from Professional Services transactions are only issued by AWS Inc.

For further assistance on the Know-Your-Customer process, please reach out via [Contact Us form](#). Select Commercial Marketplace, Marketplace Operator Onboarding and EMEA, and provide details about your request.

Home > Settings > Account 123

Account 123 Edit Delete Verify bank account

Bank account verification required
 Due to Know Your Customer (KYC) compliance requirements, your bank account needs to be verified. Verify your bank account by providing a recent statement in order for disbursements to go through Amazon Payment Europe (APE). Verify bank account ×

Bank account summary

Account number **** *456 (SWIFT)	Verification status Not verified	Payment method US-based ACH account
Bank account holder name Henry Smith	Bank account address 7 W 34st, New York, NY, 10011, United States	ARN <code>arn:aws:cloudfront::bbb.cloudfront.net/S LCCSMWOHOFUYO</code>

Step 4.2 (only for sellers who are KYC compliant)

If you are already KYC compliant, you must complete [Bank Account Verification](#) for all of your local bank accounts to receive disbursements. Once you have added your bank accounts, you will see the verification status.

Note: Please ensure you have completed all the tasks under the KYC tab and you are KYC verified (see highlight in yellow below) before you verify your bank accounts. If you have any pending tasks inside the KYC tab or if your account is under KYC review, you will not be able to complete the bank account verification.

The screenshot shows the 'Settings' page for an AWS Marketplace seller. The 'Account summary' section includes:

- Legal business name: MP International Seller 101
- Business location: United States
- Account status: Publish paid and free products, **KYC Verified** (highlighted in yellow)
- Status description: You can publish free or paid (including BYOD) products for customers where you collect software charges. Learn more

The 'Tax information' section shows a tax interview status of 'Tax information mismatch' and a DAC7 questionnaire status of 'Missing information'.

The 'Bank accounts (3)' section contains a table with the following data:

Account number	Verification status	Payment method	Bank account ARN
**** *618	Verified	US-based ACH account	arn:aws-payments:533267295843:payment-instrument:01bff484-0ce7-4412-8...
**** *618	Verified	SWIFT account	arn:aws-payments:533267295843:payment-instrument:0461d04d-c326-43bb-...
**** *M55	Not verified	SWIFT account	arn:aws-payments:533267295843:payment-instrument:f3ff84eb-1e2e-4a4d-81...

To verify your bank account, click on **View details**. You will see a banner showing **Bank account verification required**, and click on **Verify bank account** button.

The screenshot shows a detailed view of a bank account (Account 123). At the top right, there are buttons for 'Edit', 'Delete', and 'Verify bank account'. A yellow banner with a warning icon contains the following text:

Bank account verification required
 Due to Know Your Customer (KYC) compliance requirements, your bank account needs to be verified. Verify your bank account by providing a recent statement in order for disbursements to go through Amazon Payment Europe (APE).

A 'Verify bank account' button is visible in the top right corner of the banner.

Below the banner is the 'Bank account summary' section.

Step 5: Add disbursement method

Once you have provided the banking information, navigate back to **Payment information** menu, find **Disbursement methods** and click on **Add disbursement method** button.

Select the disbursement currency from **Currency** dropdown, and select the appropriate **Bank account** for that currency. You can only associate one currency to a bank account. You can use multiple bank accounts and associate each with different currencies.

- UK bank account can only receive disbursements in EUR and GBP from sales invoiced by AWS EMEA.
- US ACH bank account and Hyperwallet can only receive disbursements in USD.
- All disbursements to you will be sent through applicable clearance and settlement systems (ACH, SWIFT transfer) to your designated bank account.

Note: Public offers and private offers with consumption pricing, including contract with consumption pricing, will remain in USD. You will need to add USD as a disbursement method to create offers and receive disbursements in USD.

Disbursement method [Info](#)

You can't change the currency of a disbursement method because you might already have offer or payable balance in same currency. However you may switch to a different bank account and update disbursement schedule. UK bank accounts will not be available in the dropdown if you want to receive disbursements in AUD, JPY, and USD at this time.

Currency
British pound | GBP (£)

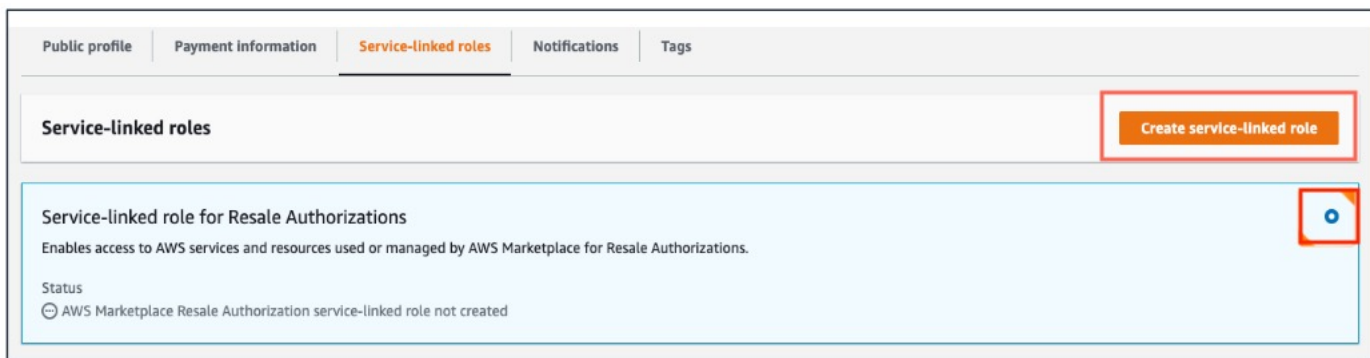
Bank account
Choose a bank account for the disbursement.

**** *661 (SWIFT) ▼

Step 6: Create Resale Authorization Service-linked role (SLR)

Complete the one-time step of creating a Resale Authorization Service-linked role (SLR).

- Navigate to the tab “Service-linked roles” in Settings
- Navigate to the Service-linked role for Resale Authorizations, and click on the tile so it is highlighted
- Click on the orange button to “create a service-linked role” – this will redirect you to a new screen
- On the new screen, select the checkbox next to “AWS Marketplace Resale Authorization service-linked role for this account”.
- Once this is completed, you will see the status change to say “AWS Marketplace Resale Authorization service-linked role created”



Step 7 (for Channel Partners only)

Complete this [enrollment request form](#) and enter “I would like to enroll my AWS account ID XXXX-XXXX-XXXX into the Channel Program” in the **Briefly describe support required** field (screenshot below). When the request is submitted, approved and processed, ISVs will be able to authorize your AWS account ID to resell their products.

* Briefly describe support required:

I would like to enroll my AWS account ID XXXX-XXXX-XXXX* into the Channel Program

* I am completing this form in connection with my:

Business interests

Personal interests

Submit