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.

If you need additional help, please contact your channel account manager or contact our team for support and someone from the AWS Marketplace Channel Team will contact you.

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 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
Step 2

Click here and complete a pop-up 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.
Step 3
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
Click on the “Payment Information” button to:

- Add tax information (required). If you are selling Professional Services through AWS Marketplace, you must also fill out the additional DAC7 tax questions. You will be prompted to complete these as part of the tax form completion process.

- Provide banking information (required) – a US bank account is required to complete the sign-up process. If you do not have a US bank account, mark “no” to “Do you have a US bank account?” Once complete, you will be prompted to register for a Hyperwallet account. Click here for an overview of the Hyperwallet registration process.

Step 5
Click on the Notifications button to ensure contact information is correct.
**Step 6 (for Channel Partners only)**

Complete this enrollment request form and enter "I would like to enroll my AWS account ID 123456789012 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.