

Why AWS and AWS Marketplace?

- Millions of customers are currently leveraging AWS cloud products and solutions.
- AWS Marketplace provides your customers with features that support quick and easy provisioning and deployment of curated ISV technology solutions that run on AWS.

What is Channel Partner Private Offers?

 Channel Partner Private Offers (CPPO) in AWS Marketplace is a feature that enables ISVs to authorize Channel Partners to resell discounted software. This allows ISVs to focus on their core competencies, while Channel Partnershelp grow your customer reach.

Channel Partner Private Offers (CPPO) Independent Service Vendor (ISV) Quick Reference

Why is this important to ISVs?

ISVs have new opportunities to expand their customer base while leveraging existing partnerships. CPPO allows ISVs to:

- Be where over 290,000 active customers are buying
- Partner with a large pool of active Channel Partners across participating geos.
- Engage with Channel Partners focused on emerging technologies
- Align with AWS sales teams to help close CPPO deals
- AWS MP **supports financing options** to help customers maximize value on most strategic solutions.

ISV benefits

By authorizing Channel Partners to resell software products with custom pricing, ISVs can:

- **Delight and support** AWS customers through a combination of the right software, solutions, services, and support.
- Collaborate with Channel Partners to help customers retire their AWS EDP (enterprise discount program) commitments.
- Leverage AWS Marketplace features to reduce procurement, operational, and billing overhead
- Receive AWS Marketplace GTM resources and collaboration tools
- Automated payment to the Consulting Partner and ISV, disbursed by AWS

Identify opportunities with Channel Partners

Evaluate customers needs and opportunity size by identifying:

- Customers cloud adoption stage and key business drivers that will drive adoption
- Solution area and workload needs
- Customer challenges

When talking with customers, highlight CPPO benefits, including:

- Flexible contract models
- Negotiated discounts
- Continuity with trusted advisors





Channel Partner Private Offers (CPPO) Independent Service Vendor (ISV) Quick Reference

Best practices for ISVs participating in Channel Partner Private Offers (CPPO)

- Authorize top Channel Partners with blanket or negotiated discounts.
- Pursue high value co-selling opportunities with AWS Field Sales teams and Channel Account Managers.
- Engage the AWS Marketplace team to educate your sales teams and conduct joint trainings with Channel Partners.
- Align GTM efforts with authorized Channel Partners and consider CPPO focused campaigns or promotions.
- Leverage CPPO sales enablement materials.

How does Channel Partner Private Offers work?

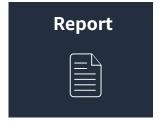
There are four steps to set up an offer. ISVs complete only one – authorize Channel Partners to resell your software. When authorizing, consider:

- Blanket authorizations
- Custom authorizations
- Authorize all or strategic partners









Consulting Partner Private Offers flow

ISV authorizes CP through AWS Marketplace Management Portal



Channel Partner extends private offer directly to customer



Customer subscribes to offer and pays



Deal is booked!

AWS disburses payment to Channel Partner and ISV simultaneously

