

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

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 Partners help grow your customer reach.

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

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.

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**

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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

