Independent Software Vendor: Consulting Partner Private Offer Feature Guide (AWS External)
## Contents

Introduction .......................................................................................................................... 2  
What is CPPO? ....................................................................................................................... 2  
Suggested Audience for this Guide ..................................................................................... 2  
Opportunity Fast Track Checklist ....................................................................................... 3  
Benefits & Best Practices ................................................................................................. 4  
AWS Marketplace Benefits ............................................................................................... 4  
CPPO Benefits ................................................................................................................ 4  
CPPO ISV Best Practices .................................................................................................. 4  
1. Chapter One: Education ................................................................................................. 5  
   1.1. First Calls, Overviews, & Deep Dives ........................................................................ 5  
   1.2. Chapter One Resources ......................................................................................... 5  
2. Chapter Two: Operations, Authorizations & Required Sales Content ......................... 7  
   2.1. Operations ........................................................................................................... 7  
   2.2. Authorization Types ............................................................................................. 7  
   2.3. Required Sales Content ......................................................................................... 7  
   2.4. Chapter Two Resources ....................................................................................... 8  
3. Chapter Three: Transactions & Financing .................................................................... 9  
   3.1. Executing a Transaction ....................................................................................... 9  
   3.2. Financing ............................................................................................................. 9  
   3.3. Chapter Three Resources ................................................................................... 9  
4. Chapter Four: Go-To-Market & Preparation for Scale ................................................... 10  
   4.1. Go-To-Market-Content ....................................................................................... 10  
   4.2. Preparation for Scale .......................................................................................... 10  
   4.3. Chapter Four Resources ..................................................................................... 10  
   Strategic Growth Checklist ............................................................................................ 12  
   CPPO Adoption Planning Template .............................................................................. 13  
   Channel Business Plan Template ............................................................................... 14
Introduction

This feature guide is a resource for Independent Service Vendors (ISVs) aiming to develop the channel by leveraging Consulting Partner Private Offers (CPPO). ISVs looking to use CPPO have a listed solution in AWS Marketplace but may need guidance to activate channel resellers. ISVs should refer to this feature guide as a consolidated point of reference to access sales, training, operations, and marketing resources to achieve on-demand usage of CPPO.

What is CPPO?

Through CPPO, ISVs can authorize and provide wholesale pricing to Consulting Partners (CPs), enabling CPs to extend discounts directly to customers in AWS Marketplace. Consulting Partners can customize details like pricing, end-user licensing terms, financing, and add additional services before extending offers directly to customers through the AWS Marketplace Management Portal (AMMP). AWS Marketplace handles the billing and disbursement of funds when a CPPO invoice is paid.

*Have an active opportunity that needs immediate engagement? Refer to the Opportunity Fast Track Checklist!*  
The Opportunity Fast Track Checklist is meant to ensure that active opportunities receive the immediate attention needed to close quickly. The subsequent chapters in this guide support broader adoption and feature use. Each chapter can help customize CPPO training and create GTM content to maximize feature use benefits. The resources in this guide should be used for initial CPPO education and for continued reference throughout feature adoption.

Suggested Audience:
- ISV Executive Management
- Channel Relationship Managers
- Channel Account Managers
- Channel Marketing Managers
- Sales Managers
- Operations Managers

This Guide Links to:

**Training Decks:**  
PPT presentations to aid education of feature usage and AWS Marketplace engagement

**Quick Reference:**  
Technology Partner quick reference one-pager that explains the benefits of CPPO

**Resource Links:**  
Direct links to forms, support documents and available templates.
Is an opportunity ready to close?

Have an active opportunity that needs immediate engagement? Use the below checklist to support rapid closure. The work flow details the CPPO process from authorization to invoice. Reach out to the AWS Marketplace Channel team aws-mp-channel@amazon.com ASAP for help.

- ISV has completed and submitted the AWS Marketplace Reseller Authorization Form
- The Consulting Partner (CP) has created and extended the private offer to the Customer through AMMP
- AWS provides reporting details to both ISV and CP

**Consulting Partner Private Offers flow**

- Technology Partner signs authorization form
- Consulting Partner extends private offer directly to customer
- Customer subscribes to offer and pays
- AWS disburses payment to Consulting Partner and Technology Partner simultaneously

Deal is booked!
What is the benefit of CPPO to an ISV?

Driving adoption of CPPO can be valuable to an ISV. Below are some of the benefits of leveraging the channel while maintaining the benefits of AWS Marketplace.

AWS Marketplace Benefits

- Increase ISV visibility by selling where customers want to buy. AWS Marketplace has over 260k active customers
- Streamlined procurement and operations
- Flexible consumption & contract models coupled with a consolidated AWS Invoice

CPPO Benefits

- Broaden channel reach across participating cloud first consulting partners or recruit top ISV resellers not yet CPPO enabled
- Alignment with AWS Sales: Sales may be eligible for incentives for AWS Marketplace opportunities. Refer to the Amazon Partner Network Customer Engagement (ACE) site for additional Requirements.
- Automated payment to the CP and ISV, disbursed by AWS
- CPPO-specific Sales & GTM resources
- Retire AWS customer spend commitments

CPPO ISV Best Practices

Below are some things ISVs can do to effectively drive CPPO adoption.

- Provide a blanket authorization allowing a recurring discount for all participating CPs or authorize specific strategic CPs with recurring discounts
- Integrate AWS Marketplace messaging into existing marketing programs and channel strategy
- Leverage CPPO sales enablement material from AWS Marketplace
- Notify Partners and Customers of CPPO participation through blog posts, PR announcements, and website banners.
- Exchange pipeline and account targets with authorized CPs
- Share Sales & Channel Account Manager Mappings with AWS Channel Team for alignment
- Include EMEA, State and Local Government, and Federal territories in CPPO strategy planning
When beginning the CPPO adoption journey, a strong understanding of the feature is important. Educating internal teams can be simple with supporting resources. This chapter outlines the education needed to drive use of CPPO including links to shareable resources, and what has worked or not worked across participating ISVs. The CPPO Adoption Planning Template at the end of this guide can be used to establish time-lines to drive CPPO adoption milestones.

First Calls, Overviews, & Deep Dives

Step 1: Initial CPPO overviews typically cover what the CPPO feature is, how it works, participating partners, and best practices. After completion of the overview, ISVs should identify areas where additional training is needed for a deep dive (ex. operations processes). The CPPO ISV Quick Reference or the Condensed ISV Deck can be used to provide foundational CPPO information.

Step 2: A CPPO deep dive is a more detailed look at feature functionality and provided resources. A CPPO deep dive should familiarize ISVs with the details mentioned above and provide clarity on operations processes, marketing resources, and calls to action. During a deep dive, ISVs should get familiar with the participating partner list and Seller Academy content (covered in Chapter Four). To maximize effectiveness of training sessions, CPPO deep dives should include account managers and operations managers from both the sales and channel organization. The Extended ISV CPPO Deck has detailed speaker notes that can be used to support these deep dives.

Step 3: While educating internally, consider business impacting CPs and the type of authorizations that would best suit ISV business needs. The different authorization types are covered in the following chapter. Questions? Reach out to the AWS Marketplace Channel team aws-mp-channel@amazon.com for help.

Resources

- **Condensed ISV CPPO Deck**: Used for sales facing CPPO overviews. This deck is a condensed version of the Extended ISV CPPO deck and is meant to highlight, what CPPO is, why it is important to an ISV, and how it works. This deck excludes operations details and go-to-market materials.

- **Extended ISV CPPO Deck**: Used for overviews and deep dives. This is a content rich deck detailing CPPO feature details and processes. An appendix with reference content found in Consulting Partner facing deck including process flows and legacy channel program information. When using this deck for training, expect to edit to account for allotted time and AWS Marketplace knowledge. Slides can be added or removed to cover relevant topics.

- **ISV Quick Reference Guide**: One pager (front and back) that highlights CPPO feature details and benefits.

- **Participating Partner List**: Live list of CPs on boarded to CPPO and able to resell once a Technology Partner authorization is received. List includes relevant sales GEOs and Amazon Partner Network Tier.
By the end of this chapter, ISVs will

✓ Understand how CPPO works
✓ Have resources to educate internal stakeholders
✓ Have compiled target CP list
With a clear understanding of CPPO, ISVs can establish partner reseller authorizations. Authorizing a Consulting Partner allows that CP to resell listed solutions through AWS Marketplace and can be issued in three different ways. The different authorization types allow flexibility for ISVs to expand channel reach to all participating CPs, identify strategic CPs for authorization, or allow one time, opportunity-specific transactions. Once partner authorizations are in place, ISVs should compile the supporting sales collateral CPs need to drive CPPO pipeline growth.

**Operations**

Step 1: To issue a CPPO resale authorization, ISVs only need to complete the AWS Marketplace Reseller Authorization form and submit it to the AWS Marketplace Customer Desk. The CP can then select solutions for which they have been authorized from a drop-down menu to create a custom private offer. This offer is extended to the customer directly through the AMMP through the CP Creates process. A demo video of this process and step by step instructions are included in the resource sections on the next page.

For initial authorizations, completion of the manual authorization form is required. When an authorization form is processed ISVs have the ability to issue one time, opportunity-specific discounts to CPs with recurring authorizations through the AMMP. For instructions on how to issue a one-time authorization for your established CPs, refer to the ISV CP Authorization Instructions under this chapter’s resources. One time authorizations for CPs without recurring authorizations in place need to be submitted through a manual Reseller Authorization form.

**Authorization Types**

Step 2: ISVs should determine what type of authorization is most appropriate based on current business models or an in hand opportunity.

- **Blanket Authorization**: Provides ALL participating CPs with a recurring discount authorization to resell ISV solution. Used to authorize all participating CPs with one form.
- **Recurring Authorization**: Enables CPs to resell ISV solution and extend private offers on a perpetual basis. Used to issue recurring authorizations to a select group of participating CPs.
- **One-time Authorization**: Provides a one-time discount authorization applicable to one specific customer opportunity. Used to issue a discounted resale authorization applicable to one opportunity for one customer.

**Required Sales Content**

Step 3: Continuing product training with CPs is important. Below are some suggestions for useful collateral to share with authorized CPs. AWS Channel Account Managers can also reference these resources when educating managed CPs on participating CPPO ISVs.

- Battle Cards
- Brief Training Video
- Case Studies
- Competitive Differentiators
- Customer Wins
- Elevator Pitch
- One Page Solution Overview
- Ongoing Promotions
Chapter Two: Operations, Authorizations, & Required Sales Content

Resources

- **Participating Partner List**: Live list of CPs on boarded to CPPO able to resell once an ISV authorization is received.
- **AWS Marketplace Reseller Authorization Form**: This is the form that must be complete in order to extend an authorization of any kind to a CP. Reach out to the AWS Marketplace Channel Team (aws-mp-channel@amazon.com) for help.
- **ISV CP Authorization Instructions**: A “how to” for ISVs with recurring authorizations in place that walks them through issuing opportunity-specific one time authorizations through the AMMP.
- **Extended ISV Deck**: Slides 33 & 35 have an example of the reseller authorization form and a visual explanation of recurring and one-time negotiated discounts.
- **Consulting Partner Private Offer Creation Doc**: This document outlines how a CP creates a CPPO private offer and extends it to a customer through the AMMP. ISV can share this document with their authorized CPs.
- **Automation Demo**: A recording of the engineering team demoing the automation features and how a CP issues a CPPO offer to a customer.

By the end of this Chapter, ISVs will:

- Understand how to extend a partner authorization
- Have list of targeted CPs to authorize
- Compile sales collateral to distribute to authorized CPs
With authorizations in place, ISVs have now enabled CPs to transact a CPPO opportunity, and no additional action is needed. For questions around transaction listing fees, which are variable, more information can be found in the ISV Seller Terms. ISVs should review available operations collateral and address any outstanding questions with the channel and operations team at aws-mp-channel@amazon.com. This Chapter will cover financing options available through CPPO.

Financing

ISVs and CPs can help customers gain the most value over the long term by using available financing options for CPPO opportunities. Customer financing is possible through select AWS Consulting Partners and other third Party Financing Groups. This helps accelerate disbursement and allows upfront payment on one, two, and three year terms. ISVs can:

1. Utilize CP Financing Arm – For CPPO deals, if a CP has a financing arm, it is possible to use the CP’s financing group for the private offer.
2. Utilize a Third Party Financing Group – A third party finance group can be engaged to provide financing.

Resources

- Terms & Conditions for AWS Marketplace Sellers: Terms and Conditions for AWS Marketplace Sellers for selling in AWS Marketplace as an ISV or authorized reseller
- CPPO User Guide: Link directly to the reporting section of the CPPO User Guide
- Channel Team Alias: team alias to contact AWS Marketplace Channel Team aws-mp-channel@amazon.com

By the end of this chapter, ISVs will:

- Be aware of financing options
- Familiarize stakeholders with CPPO processes & resources
Chapter Four: Go-To-Market

Now that the foundation of CPPO is set, spreading the word is vital for pipeline growth. This chapter outlines the resources available to ISVs for collaborative CPPO GTM message creation. With an understanding of CPPO and customized content rich resources, ISVs are prepared to expand CPPO usage.

Go-To-Market Content

Step 1: ISVs have access to the AWS Marketplace Sellers GTM Academy content, which provides step-by-step guidance for creation of seller messaging and campaign development. Exercises in the Seller Academy help to develop marketing assets, build campaigns, and provide solution messaging for CP use in collaborative GTM activities. Using the Channel module in the Seller Academy, ISVs can launch CPPO-specific joint GTM campaigns with their authorized CPs.

Blog posts and Win Wire guidelines are provided to APN members Select or above through the AWS Partner Network Messaging & Branding Guidelines document. These resources can be used to drive awareness of CPPO participation and approved posts can then be shared by AWS.

Preparation for Growth

Step 2: To grow usage of CPPO, ISVs can refer to the best practices shared at the beginning of this feature guide. An AWS Marketplace Channel specific business planning template has been created to compliment annual planning and regular business reviews. The Channel Business Planning Template and the CPPO Adoption Planning Template (at the end of this guide) establish key performance goals and help drive timely feature adoption. These resources aim to drive communication of CPPO participation to customers, partners, and internal stakeholders.

Step 3: ISVs can pro-actively share sales and channel information to get ahead of developing opportunities.

- Channel/Partner Account Manager Territory Mappings
- Sales Account Manager Territory Mappings
- Active Opportunities for immediate engagement
- Target customers with qualified AWS related use case

Resources

- **AWS Partner Network Messaging & Branding Guidelines**: Messaging and Branding Guide, formerly known as the APN Marketing Toolkit. Includes guidelines to help build assets for marketing campaigns that reference AWS. (Available to all APN members Select or above)
- **AWS Co-Branding Guide**: The Amazon Web Services (AWS) Co-Branding Guide provides best practices for effectively communicating ISV brands alongside AWS in approved joint marketing campaigns. (Available to all APN Members)
- **CPPO Adoption Planning Template**: Template to identify accountable activity owners and establish milestone completion time lines.
- **Channel Business Planning Template**: Detailed breakdown of business variables that influence channel performance. Template example describes the ISV’s channel business in AWS Marketplace to date along with the ISV’s high level channel performance goal(s) for the coming year and a series of focus initiatives intended to support attainment of that goal.
By the end of this chapter, ISVs will:

- Be familiar with GTM content
- Identify stakeholders for completion of activities outlined on CPPO Adoption Planning Template
- Look for a CPPO win to evangelize across internal and external parties.
ISVs are ready to take full advantage of CPPO!

To promote CPPO adoption, ISVs should complete the suggested activities throughout this program guide and listed below. The ISV should also create resources to drive adoption of CPPO and work with their authorized CPs. Engage the channel team at aws-mp-channel@amazon.com for additional help.

The ISV has:

- At least one paid listing active in AWS Marketplace
- Completed the CPPO Adoption Planning Template
- Shared CPPO Program Overview with ISV stakeholders
- Completed a CPPO Program Deep Dive with ISV stakeholders
- Identified CPs for Authorization
- Submitted Reseller Authorization Forms
- Communicated feature adoption internally
- Shared suggested sales assets with AWS Marketplace Channel Team
- Requested clarification of outstanding program questions
- Completed AWS Marketplace Seller GTM Academy content
- Shared sales & channel team mappings with AWS Marketplace Channel Team
- Identified opportunities in pipeline to consider bringing a Consulting Partner into in order to test
- Created blog post announcing participation or WinWire to highlight CPPO wins
## Planning Template

Use this template to establish time lines to complete the corresponding activities needed to drive CPPO adoption. This should be shared with activity owners and supporting AWS Marketplace teams for visibility.

<table>
<thead>
<tr>
<th>#</th>
<th>Activity</th>
<th>Activity Owner</th>
<th>Estimated Completion time</th>
<th>Start Date</th>
<th>End Date</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>(Example) CPPO Program Overview</td>
<td>AWS Alliance Manager: Jane Doe</td>
<td>1 hour*</td>
<td>15-Sep</td>
<td>17-Sep</td>
<td>This should be considered the starting point of a CPPO plan. Completion dates should use this engagement as a baseline.</td>
</tr>
<tr>
<td>2.</td>
<td>(Example) CPPO Program Deep Dive</td>
<td>AWS Alliance Manager: Jane Doe</td>
<td>2 hours*</td>
<td>16-Sep</td>
<td>20-Sep</td>
<td>A CPPO deep dive will be complete within a week from initial CPPO overview. Task to be completed before the 20th of the September.</td>
</tr>
</tbody>
</table>

1. Complete CPPO Adoption Planning Template
2. CPPO Program Overview
3. CPPO Program Deep Dive
4. Identify CPs for Authorization
5. Submit Reseller Authorization Form
6. Internal communication of feature adoption
7. Share sales assets with AWS Marketplace Channel Team
8. Clarify outstanding program questions
9. Complete of Seller Academy Content
10. Create blog post/Win Wire
11. Share sales & channel team mappings with AWS Marketplace Channel Team
12. Identify Ops in pipeline to consider for testing

*Example schedule
<table>
<thead>
<tr>
<th>GENERAL: The Intro Paragraph provides a short overview of your company and briefly characterizes the current state of your relationship with AWS Marketplace and degree of AWS Marketplace program and feature adoption.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DATA POINTS NEEDED FOR THIS SECTION</strong></td>
</tr>
<tr>
<td>AWS Marketplace GTM Tier:</td>
</tr>
<tr>
<td>AWS Marketplace Category:</td>
</tr>
<tr>
<td>AWS Marketplace Features/Programs Adopted:</td>
</tr>
<tr>
<td>AWS Marketplace Revenue (Current Year):</td>
</tr>
<tr>
<td>AWS Marketplace Revenue (Prior Year):</td>
</tr>
<tr>
<td>AWS Marketplace Revenue (Growth %):</td>
</tr>
<tr>
<td>GOAL – AWS Marketplace Revenue:</td>
</tr>
<tr>
<td>GOAL - Products &amp; Use Cases:</td>
</tr>
<tr>
<td>GOAL – Geo Focus/Expansions:</td>
</tr>
<tr>
<td>Additional Notes:</td>
</tr>
<tr>
<td>FOR CHANNEL ISVs: For Channel ISVs (or prospective Channel ISVs), the Intro Paragraph calls out whether you currently participate in CPPO or, if not, whether you intend to do so within the coming year. This section identifies your key channel partners, geographies, industry verticals, or other areas of focus identified by your company’s channel leadership for the coming year.</td>
</tr>
<tr>
<td><strong>DATA POINTS NEEDED FOR THIS SECTION</strong></td>
</tr>
<tr>
<td>CPPO Partner?</td>
</tr>
<tr>
<td>Existing Channel Partners:</td>
</tr>
<tr>
<td>Channel Partners Onboarded for CPPO:</td>
</tr>
<tr>
<td>GOAL – AWS Marketplace Channel Revenue:</td>
</tr>
<tr>
<td>GOAL – Geo Focus/Expansions for Channel Business:</td>
</tr>
<tr>
<td>GOAL - Target Channel Partners:</td>
</tr>
<tr>
<td>Additional Notes:</td>
</tr>
</tbody>
</table>

**EXAMPLE:** XYZ_Company is an Advantage security partner that has invested heavily in AWS Marketplace for the past X years. We have adopted all AWS Marketplace features except for Enterprise Contracts (expected 2H'20) and enrolled in Seller Private Offers, Consulting Partner Private Offers (CPPO), and Solution Provider Private Offers (SPPO). The XYZ_Company team participates in the AWS Marketplace Seller Advisory Board and continually provides feedback for customer and seller improvements. Our 20XX revenue in AWS Marketplace was $XM, up X% from 20XX total of $XM. In 20XX, XYZ_Company will drive $XM in Software GMS through increased engagement with channel partners in North America and focused use cases of Cloud Migration and Agility-Security Modernization. Our fiscal year runs from XXX through XXX.

**Executive Summary:**

GENERAL: The Executive Summary section provides a brief recap of the ISV’s activities over the prior year, both in general terms and with respect to AWS and AWS Marketplace. This section should include any key changes in personnel or strategic priorities that may inform the plan presented in the remainder of this document.