ISV Self Service Authorizations

The purpose of this guide is to walk Independent Software Vendors (ISVs) through the steps to extend a resale authorization to their consulting partners.

Prerequisites

- ISV must have a paid listing in AWS Marketplace
- CP must be registered as a Seller in AWS Marketplace and have completed their public profile and the tax and banking wizard.

If you are unsure your partner is a registered reseller, check the participating partner list. Don’t see your partner on the list? Contact your channel account manager or e-mail aws-mp-channel@amazon.com and someone from the AWS Marketplace Channel Team will contact you.

Steps

By following the steps below, ISVs can authorize consulting partners with custom discounts to extend Private Offer for a customer and direct their customer to subscribe to it, or log into their customer account and subscribe on their behalf.

1. Log into AWS Marketplace Management Portal (AMMP) with the AWS Account you used to register as Seller in AWS Marketplace.
   a. Tip: Ensure that you are logged out from another account before logging in with your AWS Marketplace Seller account

2. From the AMMP landing page, choose the PARTNERS tab.
3. Choose **CREATE OPPORTUNITY**.

4. Opportunity details can be added to each authorization for easier tracking in the AMMP and in Seller Reports.

5. A CPPO authorization can be issued using one of the three options below.
   a. **Single Use**: Applies to one opportunity and is no longer applicable once the consulting partner creates the private offer
   b. **Specific Time Duration**: Lasts for a specific time duration that is no longer applicable after a date selected by the ISV
   c. **No Set Time Duration**: Lasts until ended by one of the involved parties
6. Select the Consulting Partner (reseller) to authorize from the Reseller Info drop down. Hold down the Ctrl key to select multiple resellers at one time.

7. Discount types can be issued in two ways
   a. **Percentage Discount**: Applies a single % discount rate to all selected products
   b. **Individual Pricing**: Applies specific discounts to specific products.
8. You can **SELECT SPECIFIC PRODUCTS** to apply the discount authorization. Hold down the Ctrl key to select multiple products at one time.

![Percentage discount (%)](#)

Set the wholesale price with a % discount from the public price

![Your product(s) info](#)

Choose up to ten of your products to authorize resale by the selected resellers.

*Choose a product (Search by product name or id)*

9. Buyer account ID can be **OPTIONALLY ADDED** to constrain opportunities to a specific buyer account

![Buyer(s)](#)

Buyer account ID (optional)

By default, the opportunity works for all buyers. To constrain resale to specific buyers, specify up to 25 buyer AWS account IDs

10. Select **REVIEW OPPORTUNITY** to review authorization details

![Review opportunity](#)

11. Select **CREATE OPPORTUNITIES** to view opportunity in opportunity table
12. You can also **CLONE AN OPPORTUNITY** by selecting the opportunity and clicking “Clone.” This will prepopulate everything and fields can be edited.
FAQ:

What happens after I create my opportunity authorization?
When an opportunity authorization is created, you will see the Opportunity ID in your dashboard below. Clicking into the opportunity will list opportunity details.

What do the different opportunity statuses mean?
There are 2 different opportunity statuses

- **Active**: a CP can create a CPPO using this opportunity
- **Expired**: a CP can no longer create a CPPO using this opportunity

My opportunity requires a flexible payment schedule, what do I do when my deal needs this?
Reach out to the [AWS Marketplace Customer Desk](mailto:aws-marketplace-customer-desk@amazon.com) for help with special deal requirements.

Are private listings supported?
Yes. Contact the [AWS Marketplace Customer Desk](mailto:aws-marketplace-customer-desk@amazon.com) for help with special deal requirements.
Are products with custom dimensions supported?
No. For custom dimensions such as adjusted per month pricing, contact the AWS Marketplace Customer Desk for help with special deal requirements.

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<thead>
<tr>
<th>Display Name</th>
<th>Description</th>
<th>1 Mo($)</th>
<th>12 Mo($)</th>
<th>24 Mo($)</th>
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</tbody>
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New dimensions can be added to the private offer which will be in addition to the dimensions offered publicly.

Are custom EULA terms supported?
No. On the ISV side, the standard product EULA is passed through a CPPO offer. Contact the AWS Marketplace Customer Desk for help with special deal requirements.
Reference links

- ISV Self Service Reseller Authorization Demo
- Consulting Partner Creates