

# ISV Self-Service Authorization Guide

The purpose of this guide is to walk Independent Software Vendors (ISVs) through the steps to extend a selling authorization to their Channel Partners (resellers). Please refer to the latest version of this guide available [here](#), as the guide is regularly updated to reflect the most current information and best practices.

## Prerequisites

- ISV must have a paid listing in AWS Marketplace
- Channel Partner must be registered as a [Seller in AWS Marketplace](#) and have completed their public profile and provided tax and banking information.

To view a full list of Channel Partners registered to resell on AWS Marketplace, please see our partner list [here](#).

### TO LEARN MORE ABOUT AWS MARKETPLACE

Check out our [Bi-Weekly AWS Marketplace Overview Webinar](#)

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By following the steps below, ISVs can authorize Channel Partners with custom discounts to extend a Channel Partner Private Offer (CPPO) for a customer and direct their customer to subscribe to it, or log into their customer account and subscribe on their behalf.

## Step 1

Log into [AWS Marketplace Management Portal](#) (AMMP) with the AWS Account you used to register as Seller in AWS Marketplace.

Tip: Ensure that you are logged out from another account before logging in with your AWS Marketplace Seller account.

## Step 2

From the AMMP landing page, choose the **Selling Authorizations** tab. This opens the selling authorizations dashboard, showing all authorizations created and received under your account.

The dashboard displays a summary of active authorizations and those expiring within 30 days. In addition, you can perform various actions related to your authorizations, as outlined below.

**Find selling authorization:** The find functionality allows you to quickly locate specific authorizations by entering relevant information such as Authorization ID, Product, Partner Name/ID, Status and more into the respective fields.



### Step 3

Enter the Selling authorization name, Reseller, Product type and Product. Click “Continue to authorization details” to proceed.

AWS marketplace management portal > Selling authorizations > Create selling authorization

## Create selling authorization [info](#)

To create a selling authorization in AWS Marketplace, you'll start by creating the selling authorization entity, and then proceed through a 4-step authorization creation wizard.

### Selling authorization entity

**Selling authorization name**  
It's recommended to include the buyer's unique identifier, company name and high-level description (e.g., Upgrade, Renewal) in the selling authorization name. This is visible to buyers.

Authorization name can have up to 150 characters. Don't use any personally identifiable data (e.g., first/last name, phone number, address). Example: 392012312312 - Acme Online Store - Annual Saving Offer

**Reseller**  
Search and choose a reseller to attach to this selling authorization.

**Product type**

**Product selection**  
Authorize a product for resellers to sell on your behalf.

ⓘ The authorization entity chosen on this page cannot be modified after proceeding to authorization details. Review carefully. Changes to the authorization entity will require creating a new authorization.

### Step 4

Add a Selling authorization description (optional) and specify if this is a Renewal. Buyer’s AWS account ID can be **optionally added** to constrain opportunities to a specific buyer account. For renewals, Buyer’s AWS account ID is mandatory. You can save your progress as draft by clicking “Save and exit” to make edits later.

## Selling authorization details

**Selling authorization ID**  
resaleauthz-uwz15i536j6u2

**Selling authorization description - optional**  
Describe your selling authorization in 2-3 sentences. This is visible to buyers.

Selling authorization description can have up to 1,000 characters.

**Renewal**  
Indicate whether this authorization is intended to renew an existing paid subscriptions with an existing customer for the same product.

☐ Yes, this is a renewal authorization  
☒ No, this isn't a renewal authorization

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**Buyer's AWS account ID - optional** [info](#)  
Add the buyer's AWS account ID.

You can add up to 24 buyers.

## Step 5

Select a **Pricing Model** and **Currency**. Available options vary by product and pricing type.

- **Contract pricing with installment plan:**

- ISV specifies dimensions and quantities for the offer. Create a payment schedule with wholesale pricing (Cost to reseller).
- Resellers can add markup but cannot modify payment dates.

- **Contract pricing with upfront payment:**

- ISV sets unit prices for each dimension.
- Resellers can choose between installment plan CPPO (buyers invoiced per payment schedule) or upfront payment CPPO (buyers invoiced full amount upon acceptance).

- **Usage pricing:**

- ISV sets hourly prices for each instance type.
- Resellers can add markup. Buyers are charged based on actual usage at agreed rates on the CPPO.

### Selling authorization pricing

#### Pricing model

Select from the available pricing model for the selling authorization.

☒ **Contract pricing with installment plan**  
 You specify a fixed quantity for each instance type, an hourly rate for overages, and an installment plan. Overages are charged at the hourly rate and billed separately.

☐ **Contract pricing with upfront payments**  
 You specify a contract price for each instance type and an hourly rate for additional usage. Buyers have the option to select the quantity to commit at the contract price for each instance type and get invoiced for the full amount upon acceptance. Additional usage is charged at the hourly rate and billed separately.

☐ **Usage pricing**  
 You specify hourly rate for each instance type. Buyers are charged based on the hourly rate for their usage.

#### Currency [Info](#)

Choose a currency that resellers are authorized to create offers with.

US Dollar | USD (\$)

**i** To enable a specific currency, set your disbursement methods in Settings.

## Step 6

Enter the **Contract duration** for the CPPO. Maximum allowed service start date controls which date a reseller can use if they were to build the CPPO as a Future Dated Private Offer.

### Contract duration

Duration type

Month(s) ▼

Duration number

12

The maximum contract duration for SaaS products is 5 years.

Estimated contract duration

360 days

Maximum allowed service start date

Service start date for future dates agreements cannot exceed the below date.

2025/07/01

## Step 7

In the **Product Dimensions** section, you can select from a range of public dimensions as well as create custom dimensions (for supported products) tailored to the CPPO's specific requirements.

With “Contract pricing with upfront payment”, select the dimensions applicable and enter the corresponding unit prices.

With “Contract pricing with installment plan”, select the dimensions applicable and enter the corresponding quantities.

In both scenarios, you also have the option to create a custom dimension (for supported products) specific to this offer by clicking **Manage custom dimensions**. Any custom dimensions created will be available for reuse when creating future offers.

### Product Dimensions (3)

Manage custom dimensions

Deselect all

Select existing dimensions to include in the private offer or add custom dimensions. New custom dimensions added will become available in this product for future private offers once this offer is published.

Find dimensions

<input checked="" type="checkbox"/>	Dimension name	Dimension description	API name
<input checked="" type="checkbox"/>	Dimension 1	Dimension 1	Dimension_1
<input type="checkbox"/>	Dimension 2	abcfdfag	Dimension_2
<input checked="" type="checkbox"/>	Custom Dimension	This is a premium SKU for special orders	Custom123

### Quantity per contract dimension (2)

Specify the contract price for each selected dimension. To remove a dimension, deselect it from the table above.

Dimension name	Dimension description	API name	Contract duration	Contract quantity
Dimension 1	Dimension 1	Dimension_1	12 months	10
Custom Dimension	This is a premium SKU for special orders	Custom123	12 months	15

## Step 8

With “Contract pricing with installment plan”, enter the Contract total, Initial Payment (optional), Frequency, First invoice date, and Number of installments. Click **Generate installment plan** to create a payment schedule. You can adjust individual payment line items as needed.

**Buyer installment plan** [Info](#)

Enter the contract total, frequency, and first invoice dates to generate an installment plan. Your invoices will be generated following the specified frequency on the set invoice dates.

① The installment plan applies to the contract total. Usage dimensions will be billed separately based on the unit price.

Contract total (USD)

Initial payment (USD) - optional

Use this to set a different amount for the 1st payment. The remaining balance will be divided equally across subsequent payments.

Frequency

Custom ▼

First invoice date

Number of installments

Add up to 60 installments.

Generate installment plan

Clear all

Payment amount (USD)	Invoice date		
<input type="text" value="3333.33"/>	<input type="text" value="2025/07/01"/> <input type="button" value="Calendar"/>	<input type="button" value="Remove"/>	
<input type="text" value="3333.33"/>	<input type="text" value="2025/10/01"/> <input type="button" value="Calendar"/>	<input type="button" value="Remove"/>	
<input type="text" value="3333.34"/>	<input type="text" value="2026/02/01"/> <input type="button" value="Calendar"/>	<input type="button" value="Remove"/>	

Add amount

Number of installments	Outstanding amount	Total amount in plan	Total amount due
3	🟢 \$0.00	\$10,000.00	\$10,000.00

## Step 9

Set the **Selling authorization availability** and **Selling authorization expiry** date. These settings determine the authorization’s reusability and the time period during which the reseller can use the authorization to build the CPPO.

**Selling authorization availability**

**Selling authorization availability**

Limit the availability of how many private offers are created or until what specific time private offers can be created.

- ☒ **Single use**

Allows for a single offer to be created using this selling authorization.
- ☐ **Specific time duration**

Allows for multiple offers to be created until the specified end date.
- ☐ **No set time duration**

Allows for multiple offers to be created until the selling authorization is manually deactivated.

**Selling authorization expiry**

## Step 10

- Select and add **End user license agreement for the buyer**.
- **Optional** add *Reseller Contract for AWS Marketplace (RCMP)* or *upload your custom contract for Channel partner*. [Learn more about RCMP here.](#)

### End user license agreement [Info](#)

End user license agreement for the buyer

This EULA will be visible to the buyer. Choose a EULA or upload a custom one. This section will be applied to all selling authorizations created.

☐ Public EULA  
 This product EULA can be found on the product detail page.

☒ **Standard Contract for AWS Marketplace (SCMP)** New  
 The new version of the Standard Contract for AWS Marketplace (SCMP) offers an improved set of standardized license terms intended to support a broader range of transactions.

☐ Custom legal terms  
 Upload custom legal terms.

### Reseller agreement - optional [Info](#)

Reseller agreement

You may choose to upload the reseller agreement between you and the channel partner. This will not be visible to the buyer. This step is optional.

☐ Reseller Contract for AWS Marketplace (RCMP)  
 Use the standard template to define contractual terms between you and channel partners for this selling authorizations.

☐ Custom contract  
 Upload your own agreement to define contractual terms for this selling authorizations.

## Step 11

Review the authorization details and click **Create selling authorization** to create the authorization.

### Legal terms

End User License Agreement for the buyer

Standard Contract for AWS Marketplace (SCMP)

Reseller agreement – optional

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Save and exit


Cancel

Previous

Create selling authorization

## Step 12

Once submitted, a banner will show that your selling authorization creation request was submitted. You can verify its status by clicking on **Go to Requests**. When the authorization is available, it will show up in the Dashboard with a status of **Authorized**.

 Successfully submitted selling authorization request.
 [Go to Requests](#)

### Selling authorizations created (18) [Info](#)

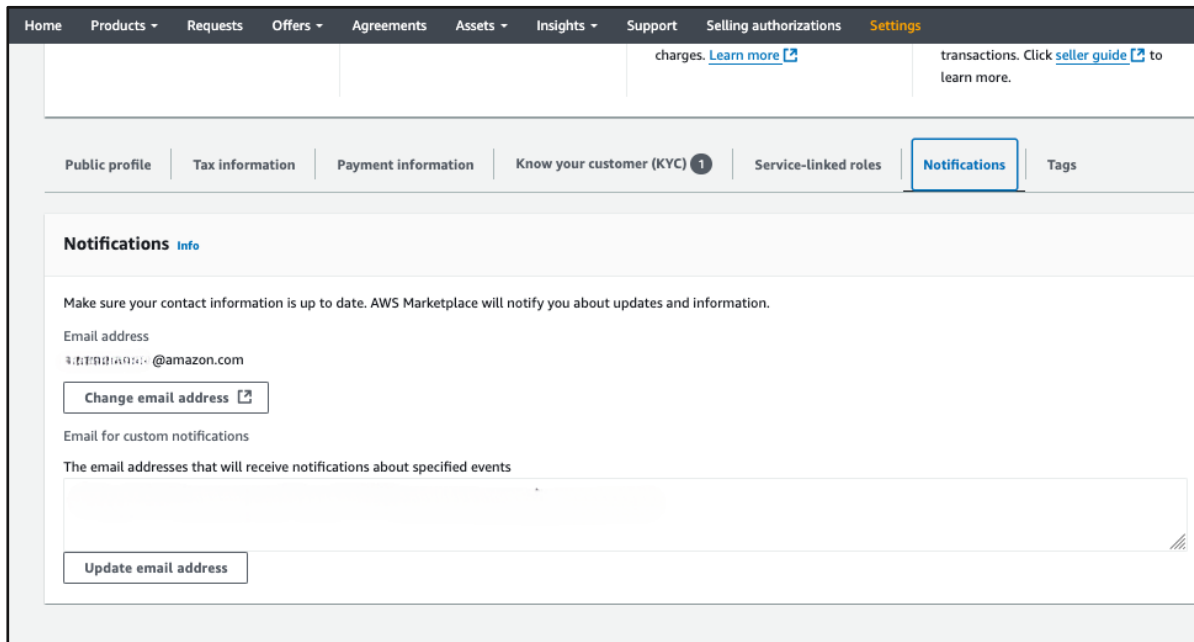
Manage and track authorizations. The Status column shows authorization and availability for use.

[Deactivate](#)
[Clone](#)
[Details](#)
[Create selling authorization](#)

	Authorization name	Authorization ID	Status	Product name	Partner legal name	Partner ID	Created date
<input type="radio"/>	<a href="#">Selling Authorization for Partner X for Buyer Y</a>	resaleauthz-ljn3hmvoci3xe	<span>Authorized</span>	SaaS Contract	AWSMP CP Test Account	205695857470	9 hours ago
<input type="radio"/>	<a href="#">SaaS Contract Authorization for Partner B</a>	resaleauthz-uwz15i536j6u2	<span>Draft</span>	SaaS Contract - Singl...	AWSMP CP Test Account	205695857470	11 hours ago
<input type="radio"/>	<a href="#">Max Service Start Date</a>	resaleauthz-jay3shamq5jpy	<span>Authorized (consumed)</span>	SaaS Contract - Singl...	AWSMP CP Test Account	205695857470	16 hours ago

## Step 13

Sellers can add up to 10 email addresses to **receive notifications** when a channel partner uses a resell authorization, when an offer is published, and when an offer is accepted or updated. To receive email notifications: Click on the **Settings** tab and then navigate to the **Notifications** sub-tab and add up-to 10 email addresses.



The screenshot shows the AWS Marketplace 'Settings' page with the 'Notifications' sub-tab selected. The page includes a navigation bar with links like Home, Products, Requests, Offers, Agreements, Assets, Insights, Support, Selling authorizations, and Settings. Below the navigation bar, there are tabs for Public profile, Tax information, Payment information, Know your customer (KYC), Service-linked roles, Notifications, and Tags. The 'Notifications' tab is active, showing a section titled 'Notifications' with an 'Info' link. The text states: 'Make sure your contact information is up to date. AWS Marketplace will notify you about updates and information.' Below this, there is a section for 'Email address' with a text input field containing 'example@example.com' and a 'Change email address' button. Another section for 'Email for custom notifications' has a text input field and an 'Update email address' button. The page also includes links to 'Learn more' and 'seller guide'.