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   a. **Single Use**: Applies to one opportunity and is no longer applicable once the consulting partner creates the private offer
   b. **Specific Time Duration**: Lasts for a specific time duration that is no longer applicable after a date selected by the ISV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.

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

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

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 (FPS), what do I do when my deal needs this?
Note: Flexible payment schedules can only be applied to single use opportunity authorizations. Refer to the Flexible Payment Schedule Support Guide for help.

Are private listings supported?
Yes. Contact the AWS Marketplace Customer Desk for help with special deal requirements.
Are products with custom dimensions supported?
Yes, for SaaS contracts. Custom dimensions can be quickly and easily modified on the opportunity to match the negotiated terms. ISVs can specify a new dimension name with corresponding prices, and remove dimensions as needed to match the negotiated offer. SaaS Metering Product type is not supported. Refer to the Custom Dimension Support for CPPO guide for help.

For AMI custom dimensions, contact the AWS Marketplace Customer Desk for help with special deal requirements.

Are custom EULA terms supported?
Yes. An ISV can choose from three options of EULA’s (public, Standard, Enterprise) for the end buyers while creating an Opportunity. ISVs can upload a custom EULA for end buyer while creating an Opportunity. CPs can then view EULA attached to an opportunity by an ISV and attach/amend the ISVs provided EULA.

  a. ISV selects the preferred EULA when creating Reseller Opportunity.

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<thead>
<tr>
<th>End User License Agreement</th>
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<tbody>
<tr>
<td><strong>EULA version</strong></td>
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<td>Select or upload a EULA</td>
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<td>○ Public Offer EULA EULA</td>
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<td>○ Standard Contract for AWS Marketplace EULA Learn More</td>
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<td>○ Custom EULA</td>
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**End user license agreement documents**
Upload up to five documents to amend the ISV EULA. Files will be combined into a single pdf.

Choose files
Use plain text .txt or .pdf files only. Max file size 10 Mb
b. Using the opportunity created, CPs can view ISVs specified EULA and have the option to amend with a CP agreement

End User License Agreement

Public Offer EULA  EULA

EULA is provided by ISV as part of product authorization. Contact ISV if you need a different EULA.

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Reference links

- ISV Self Service Reseller Authorization Demo
- ISV Self Service Authorization FPS Support Instructions
- ISV Self Service Authorization Custom Dimension Support for CPPO
- Consulting Partner Creates