

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.

TO LEARN MORE ABOUT AWS MARKETPLACE:
 Contact your Partner Development Manager (PDM), or email us @ aws-mp-channel@amazon.com

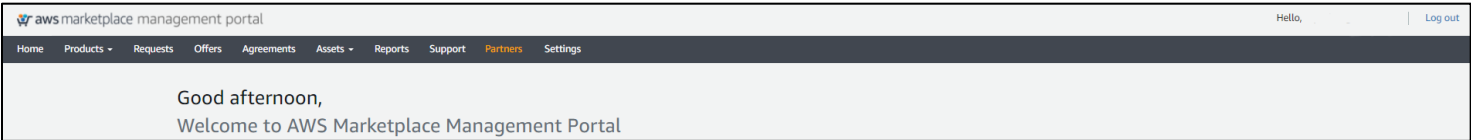
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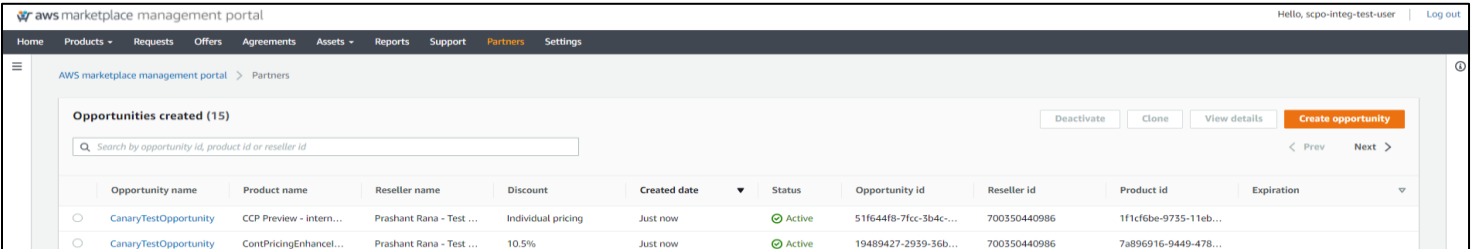
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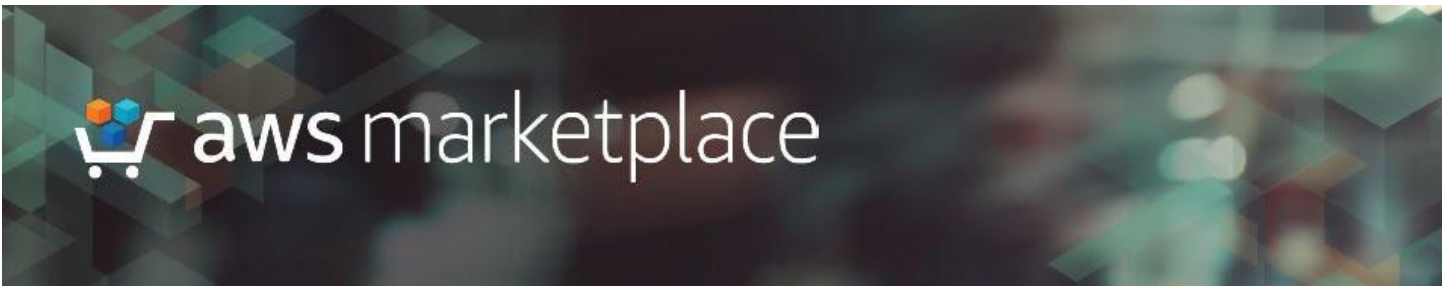
By following the steps below, ISVs can authorize consulting partners with custom discounts to extend Private Offer for a customer and direct their customer to subscribe to it, or log into their customer account and subscribe on their behalf.

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**.

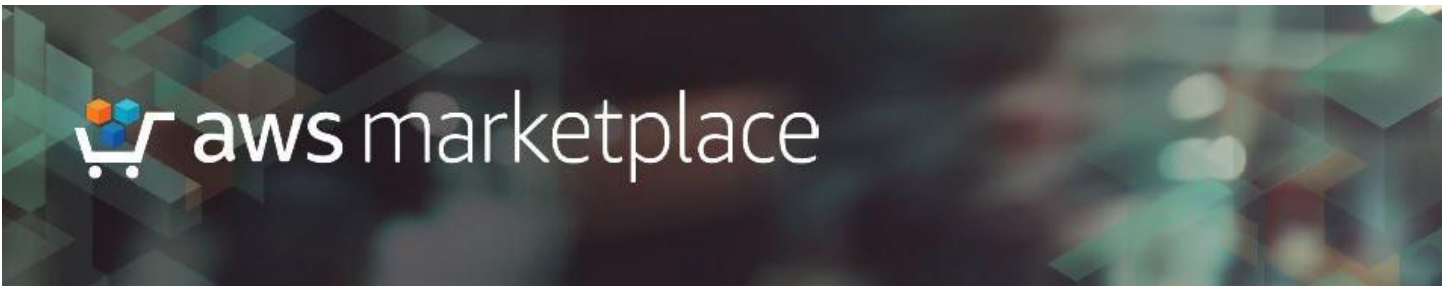




4. **Opportunity details** can be added to each authorization for easier tracking in the AMMP and in Seller Reports.

5. **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.

- 6. **Discount types** can be issued in multiple ways
 - a. **Percentage Discount:** Applies a single % discount rate to all selected products
 - b. **Individual Pricing:** Applies specific discounts to specific products
 - c. **Flexible payment schedule:** Set a flexible payment schedule for a CP opportunity



7. 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.

8. 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

Duration

Opportunity time length
Define how long the specified resellers are authorized to create offers using the specified discounts

Single use
Allows for a single offer to be created per product specified

Specific time duration
Opportunity expires after the date specified below

No set time duration
Lasts until you manually deactivate the opportunity

End date
2022/01/01

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 or Add EULA

End User License Agreement

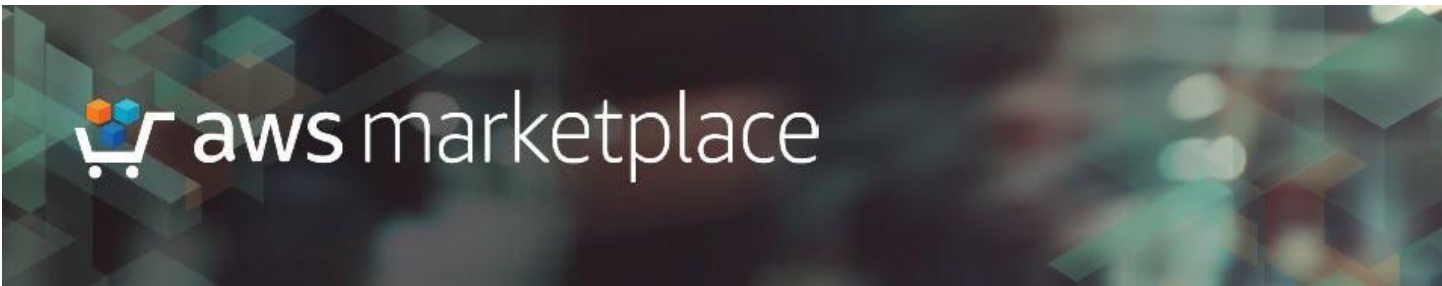
EULA Version
Choose from the Public EULA, AWS Marketplace Standard EULA, AWS Marketplace Enterprise EULA, or upload Custom EULA documents. This choice will be applied to all Opportunities created.

Public EULA

AWS Marketplace Standard EULA [EULA](#) [Learn More](#)

AWS Marketplace Enterprise EULA [EULA](#) [Learn More](#)

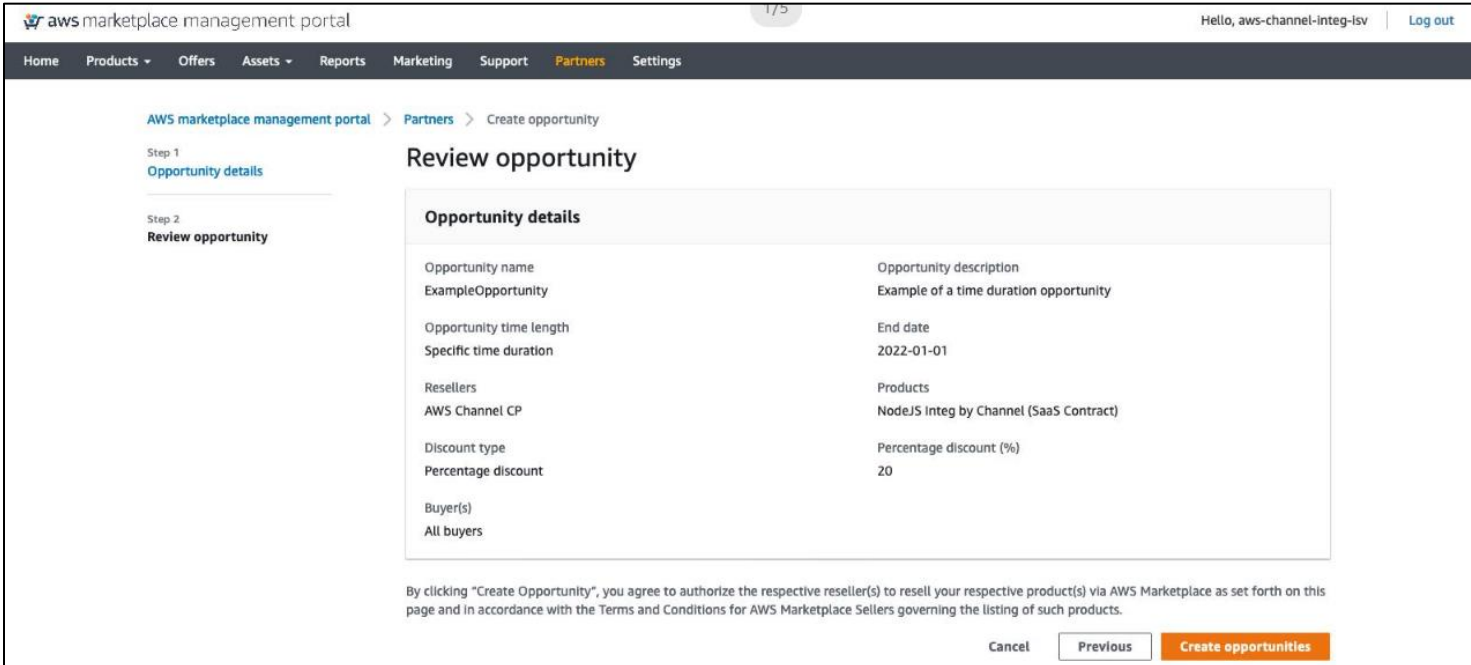
Custom EULA



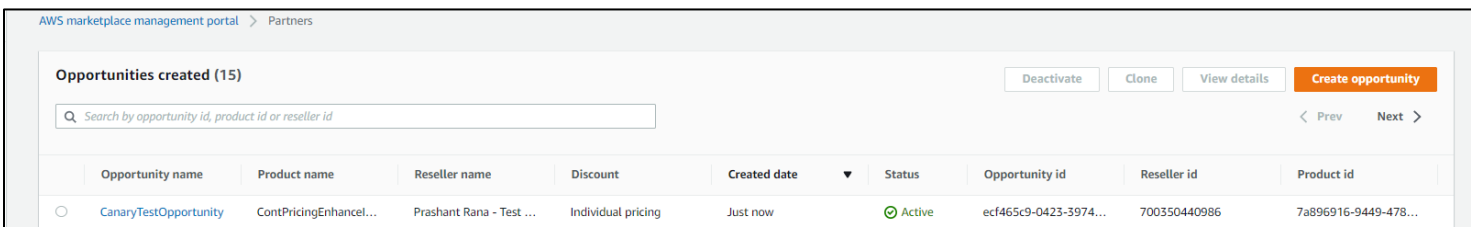
11. Select **REVIEW OPPORTUNITY** to review authorization details



12. Select **CREATE OPPORTUNITIES** to view opportunity in opportunity table

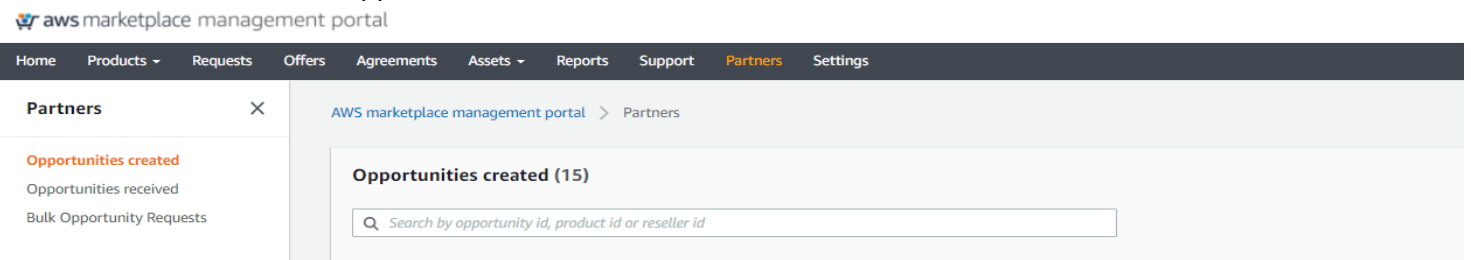


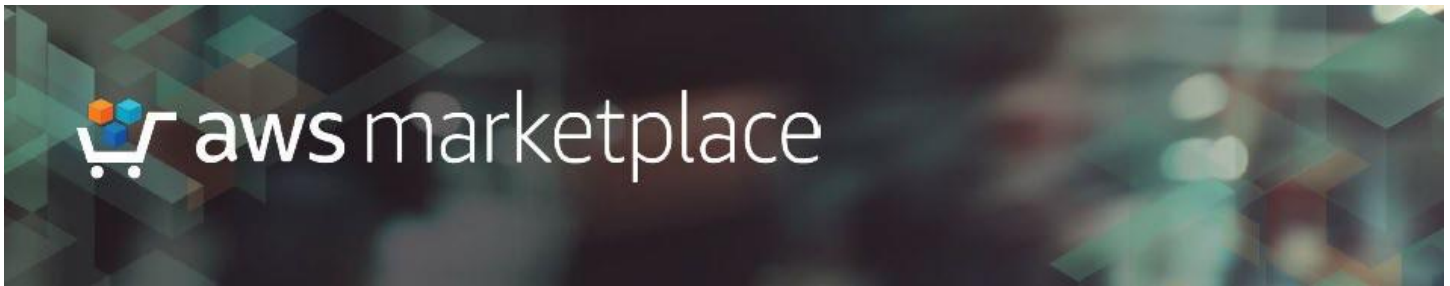
13. The opportunity table is enhanced to display relevant opportunity details including Opportunity Name, Product name, Reseller name, Discount, Created date, and Status.



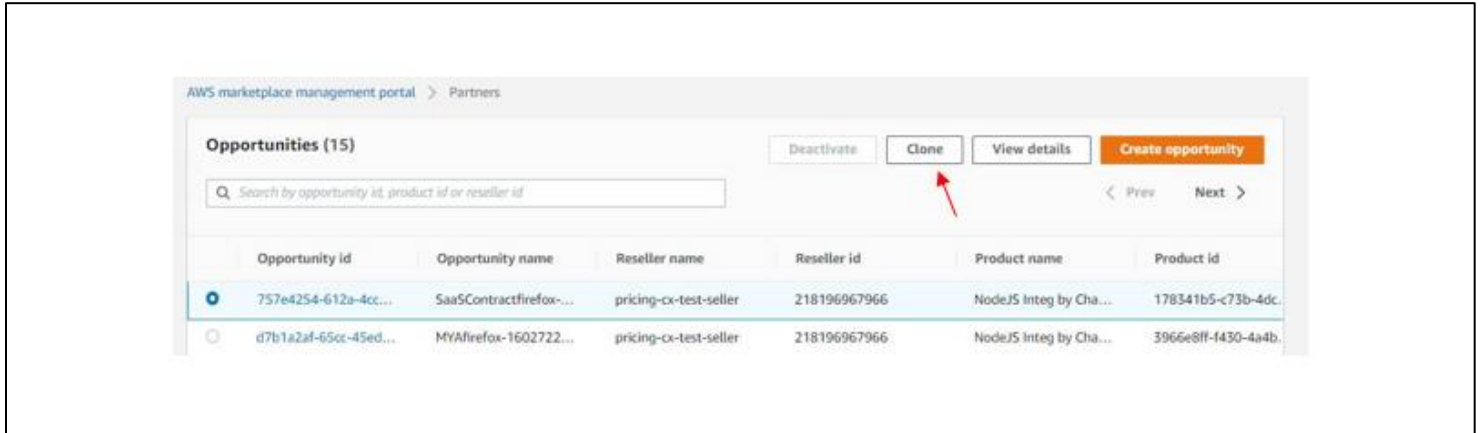
14. The left Navigation panel will navigate to various opportunity types

- Opportunities Created:** Opportunities ISVs have created for CPs
- Opportunities Received:** Authorizations received from ISVs
- Bulk Opportunity Requests:** when authorizing several CPs at once you can view the status of individual opportunities in this tab





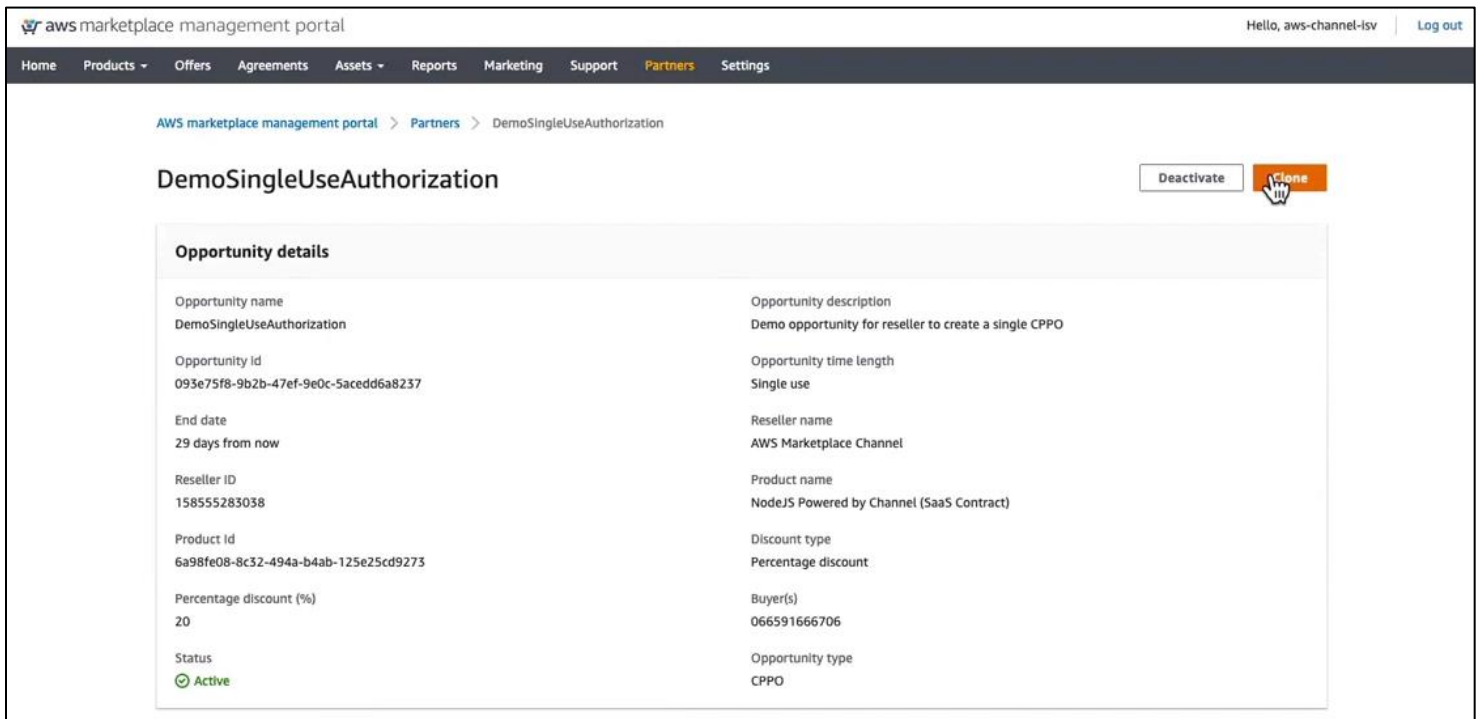
15. You can also **CLONE AN OPPORTUNITY** by selecting the opportunity and clicking “Clone.” This will prepopulate everything and fields can be edited.



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. ISV's 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.*

End User License Agreement

EULA version

Select or upload a EULA

- Public Offer EULA [EULA](#)
- Standard Contract for AWS Marketplace [EULA](#) [Learn More](#)
- Enterprise Contract for AWS Marketplace [EULA](#) [Learn More](#)
- Custom EULA

End user license agreement documents

Upload up to five documents to amend the ISV EULA. Files will be combined into a single pdf.

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.

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

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](#)