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.

Please see the full list of Consulting Partners registered to resell on AWS Marketplace. If you have further questions or a new partner interested in registering for CPPO please contact your channel account manager or channel-adoption@amazon.com and someone from the AWS Marketplace Channel Adoption 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.

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 PARTNERS tab.
Step 3

Chose CREATE OPPORTUNITY

Step 4

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

Step 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.
Step 6

Discount types can be issued in multiple ways:

- **Percentage Discount**: Applies a single % discount rate to all selected products
- **Individual Pricing**: Applies specific discounts to specific products
- **Flexible Payment Schedule (FPS)**: Set a flexible payment schedule for a CP opportunity

![Discounts & Products](image)

Step 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 (%)](image)

Step 8

A CPPO authorization can be issued using one of the three options below:

- **Single Use**: Applies to one opportunity and is no longer applicable once the consulting partner creates the private offer
- **Specific Time Duration**: Lasts for a specific time duration that is no longer applicable after a date selected by the ISV
- **No Set Time Duration**: Lasts until ended by one of the involved parties

![Duration](image)
Step 9
Buyer account ID can be optionally added to constrain opportunities to a specific buyer account.

Step 10
- Select and add EULA
- Optional add Reseller Contract for AWS Marketplace (RCMP) or upload your custom contract for Channel partner. Learn more about RCMP here: RCMP Guide

Step 11
Select Review opportunity to review authorization details
Step 12

Select **Create opportunities** to view opportunity in opportunity table.

---

Step 13

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

---

Step 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
Step 15

You can also **clone an opportunity** by selecting the opportunity and clicking “Clone.” This will prepopulate everything and fields can be edited.

![Step 15 Image]

Step 16

Sellers can add up to 10 email addresses to **receive notifications** when a channel partner uses a resell authorization 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.

![Step 16 Image]
Frequently Asked Questions

What happens after I create my opportunity authorization?

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

![Opportunity Table Image]

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

Are private listings supported?

Yes. Contact the [AWS Marketplace Customer Desk](https://aws.amazon.com/marketplace/contact/) 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](https://aws.amazon.com/marketplace/partner-network/custom-dimension-support/) for help.

For AMI custom dimensions, contact the [AWS Marketplace Customer Desk](https://aws.amazon.com/marketplace/contact/) for help with special deal requirements.

Reference Links & Videos

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 One-time Authorization Recurring Authorization
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.

- ISV selects the preferred EULA when creating Reseller Opportunity
- Using the opportunity created, CPs can view ISVs specified EULA and have the option to amend with a CP agreement