AWS Marketplace Private Offers:
Quick Reference Guide

This guide gives insight to commonly asked questions regarding capabilities, best practices, and insight on all product types from the partner and customer perspective. These tips and tricks are applicable for both standard and channel private offers.

If you are looking for more information regarding the reseller authorization process, or Consulting Partners’ % discount on opportunities, please visit the corresponding links.

Guide navigation:

- Private Offer Capabilities & Definitions
- Best Practices
- Product type overview, including functionality, customer experience, limitation and user experience screenshots for:
  - SaaS Metered
  - SaaS Contracts
  - SaaS Contracts with Consumption (CCP)
  - AMI Hourly
  - AMI Hourly/ Annual
- Troubleshooting for SaaS Private Offers
Private Offer Capabilities and Definitions

Product Type:

<table>
<thead>
<tr>
<th></th>
<th>SaaS</th>
<th>AMI / CloudFormation Template</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Metered</td>
<td>Contracts</td>
</tr>
<tr>
<td>Custom EULA</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Custom Pricing</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Custom Term Length</td>
<td>X</td>
<td>-</td>
</tr>
<tr>
<td>Upfront or Flexible Payments (FPS)</td>
<td>-</td>
<td>X</td>
</tr>
<tr>
<td>Custom Dimensions*</td>
<td>-</td>
<td>X</td>
</tr>
</tbody>
</table>

*Custom Dimension feature is not available in CP Creates at this time but can be done via MPCustdesk@amazon.com manually creating the offer for CPPO

Flexible Payment Scheduler (FPS):
- Customized payment plan:
  - Upfront or Delayed Billing
  - Any number of payments (up to 36)
  - Set invoice dates
- Set quantity for each dimension (custom dimensions available)
- Immutable contract – customer cannot change/upgrade contract mid-term.

Auto-Renewal:
- Currently only available for public SaaS Contract or SaaS CCP subscriptions.
- Hourly/metered subscriptions stay active until cancelled by the customer.
- AMI Annual licenses must be repurchased for either public or private offer subscriptions.

Early Renewals:
- AMI Hourly: A new private offer can be accepted over a current private offer.
- AMI Hourly/Annual: A new private offer can be accepted over a current private offer. However, any remaining active annual licenses will convert to the new hourly pricing if a different license type is purchased. Example:
  - Previous purchase (offer-abc): 1 annual license m5.large, active from 1/1/19-1/1/20.
  - New purchase (offer-xyz): 1 annual license t2.large 6/1/19-6/1/20. Previous m5.large, license will convert to hourly billing until end date (1/1/20).
- SaaS Metered: A new private offer can be accepted over a current private offer.
- SaaS Contracts/CCP: The Seller just needs to extend an amendment offer to the customer for them to accept.

Cancellation:
- Hourly/metered subscriptions (public or private) will remain active until cancelled.
- Annual Licenses and SaaS Contracts/CCP cannot be cancelled without both buyer/seller confirmation and customer service assistance.
Best Practices for Private Offers

What details do you need to create a private offer?

- Customers AWS Account ID
  - The customer will need to be able to log in to this account and accept the private offer.
  - The account must have proper IAM permissions for purchasing.
  - If master payer is targeted in a private offer, all linked accounts may view and subscribe.
  - If a linked account is targeted, only that linked account will be able to view and subscribe.
- Define term length
- What is the total contract value?
  - Does the customer want a payment plan? If so, what are the terms?
  - AWS Marketplace supports flexible financing for customers, learn more here.
- Custom EULA, if applicable.
- Set expiration date (How long does the customer have to accept?)

What is the process?

Step 1: Gather all customer details
Step 2: Private offer is created by Seller
Step 3: Seller extends private offer to the customer
Step 4: Customer accepts private offer

AWS Marketplace Blog:
How to subscribe to AWS Marketplace Private offers

After the customer accepts?

The customer will be able to view the subscription by navigating to AWS Marketplace, clicking on their account name, and clicking ‘Your Marketplace Software’.

After the customer pays their invoice, AWS will disburse funds in the next disbursement cycle.

Specify Offer Details

<table>
<thead>
<tr>
<th>Contract price</th>
<th>Description</th>
<th>1 mo. ($)</th>
<th>12 mo. ($)</th>
<th>24 mo. ($)</th>
<th>36 mo. ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Plan</td>
<td>10,000 credits for Starter plus Database connectors, API access</td>
<td>--</td>
<td>15 ($)</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>Enterprise Plan</td>
<td>10,000 credits for Standard plus Delivery SLA, 1hr Support Response</td>
<td>--</td>
<td>20 ($)</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>Free Trial</td>
<td>Free Trial: Access to Fivetran Services for 14 days</td>
<td>--</td>
<td>0 ($)</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>Starter Plan</td>
<td>10,000 credits for access to Fivetran Services and Transformations</td>
<td>--</td>
<td>10 ($)</td>
<td>--</td>
<td>--</td>
</tr>
</tbody>
</table>

Add new dimension

I want to enable zero dollar prices.

End User License Agreement

Drag your file here or UPLOAD

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SaaS Metered

Private Offers for this product type will allow you to:

- Upload a custom EULA (PDF format)
- Set custom pricing for each dimension
- Customize contract duration from 1 day to 36 months

Customer Experience

- The customer only needs to click "Subscribe" to accept the Private Offer
- After the set duration, the offer will convert to a public subscription
- The customer can cancel or accept a new private offer (for the same product) at any time

This product type will not allow you to:

- Set an upfront payment (without MP Operations team assistance)
- Set up a payment plan (Flexible Payment Scheduler)
- Create custom dimensions
- Create a contract that will ensure a certain commitment from customer
- Set a separate price for overages

Manufacturer Public Price

<table>
<thead>
<tr>
<th>Name</th>
<th>Description</th>
<th>Rate($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Test</td>
<td>Testing</td>
<td>3</td>
</tr>
</tbody>
</table>

I want to enable zero dollar prices.

Offer Expiry Date: 06/24/2020

Offer Duration (in days): 450
SaaS Contracts

Private Offers for this **product type** will allow you to:

- Upload a custom EULA (PDF format)
- Set a custom price for each dimension
- Create custom dimensions and hide your public dimensions
- Create a payment plan using [Flexible-Payment-Scheduler (FPS)](Flexible-Payment-Scheduler)

Customer Experience

- If the product has tiers, the customer can upgrade at any time and charges will pro-rate and co-term (offers with FPS restrict mid-term upgrades).
- After the duration, the contract will terminate unless a new offer is accepted.
- As this is a contract-based listing, the customer cannot cancel early but they can accept a new amended private offer at any time.

This product type will not allow you to:

- Set a custom contract duration (without [MP Operations team](https://aws.amazon.com/operations) assistance)
- Allow metering records to be submitted & Set a separate price for overages

**Private Offer Creation**

<table>
<thead>
<tr>
<th>Display Name</th>
<th>Description</th>
<th>1 Mo($)</th>
<th>12 Mo($)</th>
<th>24 Mo($)</th>
<th>36 Mo($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Test Dimension</td>
<td>This is a test dimension.</td>
<td>32</td>
<td>32</td>
<td>32</td>
<td>--</td>
</tr>
<tr>
<td>Custom Dimension</td>
<td>Custom Dimension</td>
<td>25</td>
<td>25</td>
<td>25</td>
<td>--</td>
</tr>
</tbody>
</table>

New dimensions can be added to the private offer which will be in addition to the dimensions offered publicly.

[Enable zero dollar prices]

**Offer Expiry Date** 06 / 12 / 2020

*Buyer needs to accept the offer by the provided date*
SaaS Contracts with Consumption (CCP)

Private Offers for this **product type** will allow you to:

- Upload a custom EULA (PDF format)
- Set a custom price for each dimension & create custom dimensions
- Hide your public dimensions
- Create a payment plan using **Flexible-Payment-Scheduler (FPS)**
- Set a custom price for overages and submit metering records

**Customer Experience**

- If the product has tiers, the customer can upgrade at any time and charges will pro-rate and co-term (offers with FPS restrict mid-term upgrades).
- After the duration, the contract will terminate unless a new offer is accepted.
- As this is a contract-based listing, the customer cannot cancel early but they can accept a new amended private offer at any time.

This product type will not allow you to:

- Set a custom contract duration (without **MP Operations team** assistance)

**Public View**

Below are the total costs for these different subscription durations. Additional taxes or fees may apply.

<table>
<thead>
<tr>
<th>[Private] mpcustdesk SaaS Contracts Test</th>
</tr>
</thead>
<tbody>
<tr>
<td>Users</td>
</tr>
<tr>
<td>-------</td>
</tr>
<tr>
<td>Test</td>
</tr>
</tbody>
</table>

**Additional usage fees**

You will be billed monthly for additional usage costs if your usage exceeds your contract. Your additional usage costs will be determined by the number of units you use above your contract.

<table>
<thead>
<tr>
<th>Description</th>
<th>Fees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overtages billed at .03 per GB per day</td>
<td>$0.03/unit</td>
</tr>
</tbody>
</table>

**Flexible Payment Scheduler**

Payment Schedule

Invoices are generated at 12:00:00AM UTC on the date provided

<table>
<thead>
<tr>
<th>Payment</th>
<th>$500</th>
<th>Invoice date 06/15/2020</th>
</tr>
</thead>
</table>

**Private Offer Creation**

**Manufacturer Public Price**

<table>
<thead>
<tr>
<th>Display Name</th>
<th>Description</th>
<th>1 Mo($)</th>
<th>12 Mo($)</th>
<th>24 Mo($)</th>
<th>36 Mo($)</th>
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<tr>
<td>Test Dimension</td>
<td>This is a test dimension.</td>
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<td>32</td>
<td>32</td>
<td>--</td>
</tr>
<tr>
<td>Custom Dimension</td>
<td>Custom Dimension</td>
<td>--</td>
<td>25</td>
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<td>--</td>
</tr>
</tbody>
</table>

New dimensions can be added to the private offer which will be in addition to the dimensions offered publicly

<table>
<thead>
<tr>
<th>I want to enable zero dollar prices.</th>
<th>Add new dimension</th>
</tr>
</thead>
</table>

**Price to buyer for additional usage**

<table>
<thead>
<tr>
<th>Additional usage price outside of contract</th>
<th>Buyer's additional usage price ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overtages billed at .03 per GB per day</td>
<td>0.01</td>
</tr>
</tbody>
</table>
**Product type: AMI Hourly**

Private Offers for this **product type** will allow you to:

- Upload a custom EULA (PDF format)
- Set custom pricing for each dimension
- Set a duration for how long the customer will have custom pricing
- Set a custom duration from one day to 36 months

**Customer Experience**

- The customer only needs to click “Accept Terms” to accept the Private Offer
- After the set duration, the offer will convert to a public subscription.
- The customer can cancel or accept a new private offer at any time

**This product type will not allow you to:**

- Set an upfront payment
- Set up a payment plan (Flexible Payment Scheduler)
- Create custom dimensions
- Set a price for an annual or multi-annual license

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**Private Offer Creation**

<table>
<thead>
<tr>
<th>Unit</th>
<th>Hourly Price($)</th>
<th>Annual Price($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>t2.small</td>
<td>2.35</td>
<td>--</td>
</tr>
<tr>
<td>t2.medium</td>
<td>3.40</td>
<td>--</td>
</tr>
<tr>
<td>t2.large</td>
<td>4.62</td>
<td>--</td>
</tr>
</tbody>
</table>

I want to enable zero dollar prices.

**Offer Expiry Date**: 06 / 24 / 2020

*Buyer needs to accept the offer by the provided date*

**Offer Duration (in days)**: 450

*This value must be greater than the number of days between offer creation (today) and offer expiration, added to the total contract duration. This offer switches back to the public offer after the specified number of days*
Product type: AMI Hourly/ Annual

Private Offers for this product type will allow you to:

- Upload a custom EULA (PDF format).
- Set a custom hourly or annual/multi-annual license price for each instance.
- Set a duration for how long the customer will have custom pricing.
- Change the annual license term to a custom duration (up to 1095 days).
- Create a payment plan using FPS.

Customer Experience

✓ After the set duration and licenses expire, the offer will convert to a public hourly subscription
✓ The customer cannot cancel an annual license without Seller and MP Operations assistance
✓ The customer can accept a new private offer at any time

This product type will not allow you to:

- Create custom dimensions

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Flexible Payment Scheduler

<table>
<thead>
<tr>
<th>Payment</th>
<th>Invoice date</th>
</tr>
</thead>
<tbody>
<tr>
<td>$500</td>
<td>06/15/2020</td>
</tr>
<tr>
<td>$500</td>
<td>09/15/2020</td>
</tr>
</tbody>
</table>

Payment Schedule

Invoices are generated at 12:00:00AM UTC on the date provided

Total payment due from buyer: $1000.00

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AMI Hourly/Annual

<table>
<thead>
<tr>
<th>Unit</th>
<th>Hourly Price($)</th>
<th>450 Days Price($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>t2.small</td>
<td>2.35</td>
<td>33600</td>
</tr>
<tr>
<td>t2.medium</td>
<td>3.40</td>
<td>67100</td>
</tr>
<tr>
<td>t2.large</td>
<td>4.62</td>
<td>150000</td>
</tr>
</tbody>
</table>

Offer Expiry Date 06/24/2020

Buyer needs to accept the offer by the provided date

Offer Duration (in days) 450

This value must be greater than the number of days between offer creation (today) and offer expiration, added to the total contract duration. This offer switches back to the public offer after the specified number of days.
Troubleshooting for SaaS Private Offers

Customer Instructions:
Your Private Offer has been created and can be found at the following Private Offer URL.

Private Offer URL:
1. Sign-in to account: X1234567891011X
2. Navigate to the above URL.
3. Confirm the term in the “Contract Duration” section.
4. Review pricing to confirm the agreed upon price and payment schedule (if applicable) or select appropriate tier.
5. Click “Create Contract”
6. Click “Pay Now” & "Setup your Account" and you will arrive on a "Registration Page." Please complete all the information.

This offer URL expires on March 31, 2020.

Most common reasons for the 404 error:
- Customer is in wrong account
- Offer has expired

Reason for the contract error:
Customer currently has an active contract between this product and their AWS account ID. Contact @mpcustdesk for assistance.

IMPORTANT! Customer will need to complete registration directly on Seller's website by clicking “Setup your account” after accepting the private offer for SaaS products.