

Grow Your Business with AWS Marketplace

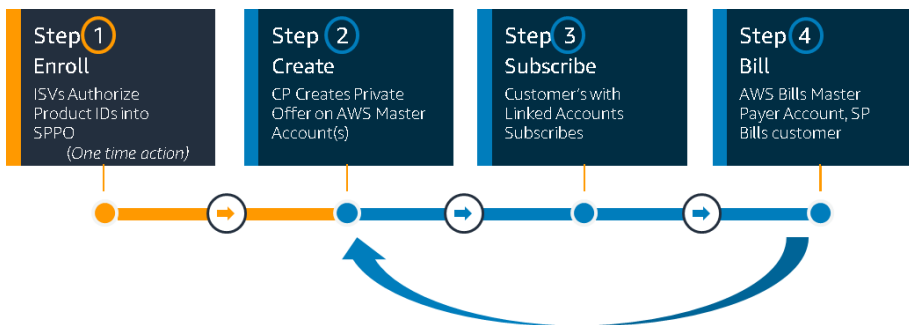
The AWS Marketplace Solution Provider Private Offers Program (SPPO) expands your customer reach by leveraging verified AWS Solution Providers to resell your AWS Marketplace listings with just a few clicks. AWS Solution Providers have deep customer engagements because they manage, service, support, and bill Amazon Web Services (AWS) accounts for end customers.

SPPO PROGRAM BENEFITS

- ✓ ISVs benefit from AWS Solution Providers extending Private Offers of ISV solutions to their customers, driving awareness of ISV solutions through targeted campaigns, and enabling quick closing of opportunities
- ✓ Customers benefit from easy access to Private Offers, simplified procurement and consolidated invoicing through their existing AWS Solution Provider relationship
- ✓ AWS Solution Providers benefit from a simplified resell model that enables them to serve their customers and grow their business

How it Works

ISVs with AWS Marketplace listings provide a recurring discount authorization on their AWS Marketplace listings to qualified AWS Solution Providers. Once a recurring authorization is initiated, AWS Solution Providers can leverage their discount to extend Private Offers to select or all of their customers using automated tools available through AWS Marketplace. Additional non-recurring discounts are also available to assist with closing unique customer opportunities. AWS manages the disbursement to the ISV, with no additional purchase orders or invoicing required.



ISV Partner Eligibility Requirements

- Have public paid listings on AWS Marketplace
- Nomination by the AWS Marketplace Channel Programs team
- Agree to extend a recurring discount authorization to all current and future AWS Solution Providers participating in the SPPO program

TO LEARN MORE ABOUT THE AWS MARKETPLACE SPPO PROGRAM:

Visit the dedicated landing page: [Solution Provider Private Offers](#)

Contact your Partner Development Manager (PDM)

Email AWS Marketplace : aws-mp-channel@amazon.com

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AWS Marketplace Channel Features

- Channel Programs
- Professional Services
- Private Marketplace APIs
- Customer Financing