

CHANNEL PARTNER GETTING STARTED RESOURCES

For Channel Partner Sales, Business Development, & Operations Managers



The AWS Marketplace channel simplifies how ISVs & channel partners work together to sell software. Both ISV and channel partners can leverage AWS Marketplace Channel Programs to expand reach, accelerate deal closure, optimize cost, and extend value to AWS Customers. The following guide is for Channel Partners aiming to expand adoption of AWS Marketplace Channel programs within their organization.

Introduction to Channel Programs

Learning Resource

Link

AWS Marketplace Channel Website

[Webpage](#)

AWS Marketplace Channel Programs Overview

[PDF](#)

Channel Partner Private Offers (CPPO)

[Webpage](#)

AWS Marketplace CPPO Program (login required)

[Webinar](#)

Seller Guide

[Webpage](#)

Professional Services

[Webpage](#)

AWS Marketplace Channel Courses

Learning Resource

Link

Introduction to Channel Programs

[Online Course](#)

Channel Programs for Channel Partner Sales

[Online Course](#)

Channel Programs for Channel Partner Operations

[Online Course](#)

Channel Programs for Channel Partner Marketing and Alliances

[Online Course](#)

Operational Channel Training Resources

Learning Resource

Link

Operations Quick Reference Card

[PDF](#)

Channel Partners Private Offer Overview

[Webinar](#)

How to Create a Private Offer

[Webinar](#)

Channel Partner – Private Offer Creation

[PDF](#)

Channel Partner – Private Offer Creation with ISV Authorization

[PDF](#)

Creating Private Offers for SaaS Contract Products

[Webinar](#)

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Operational Channel Training Resources (cont.)

Learning Resource	Link
Creating Private Offers for SaaS Contract Products	Webinar
Creating Private Offers for SaaS Pay-as-you-go (PAYG) Products	Webinar
Creating Private Offers for AMI Annual Products	Webinar
Creating Private Offers for AMI Hourly Products	Webinar
Upgrading SaaS Contract Private Offers	Webinar
Upgrading AMI Annual Private Offers	Webinar
Upgrading Hourly Subscriptions	Webinar
Manage Professional Services Products in AWS Marketplace	Demo

Professional Services Resources

Learning Resource	Link
Professional Services Quick Reference	PDF
Professional Services – Self Service Listing Guide	PDF

Go To Market Resources

Learning Resource	Link
Channel Partner Activation Toolkit	PDF
Sales Quick Reference Card	PDF
CPPO Customizable One-Pager	Editable Doc
CPPO Customizable One-Pager Instructions	PDF
Product and Event Promotion Guide	PDF