

# Channel Partner Private Offer Test Transaction Guide

Now that you have registered your AWS Marketplace Seller account and received your first authorization, you are now ready to create your first offer. This purpose of this guide is to familiarize yourself with the transaction process.

We have a set up a test account for you to extend a test offer to, as outlined in the steps below. Please note that this offer will not be accepted.

If you need additional help, please contact your channel account manager or e-mail [aws-mp-channel@amazon.com](mailto:aws-mp-channel@amazon.com) and someone from the AWS Marketplace Channel Team will contact you.

*Please refresh this page to ensure you are viewing the latest document.*

## Steps

### Step 1

Log into [AWS Marketplace Management Portal](#) (AMMP) with the AWS Account you used to register as Seller on 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. Choose/ highlight the opportunity you want to resell, and click **"Create Offer"** button in top right.

- The amount shown in the discount column for each opportunity will be automatically populated in the offer creation screen.

#### TO LEARN MORE ABOUT AWS MARKETPLACE

Contact us: [aws-mp-channel@amazon.com](mailto:aws-mp-channel@amazon.com)

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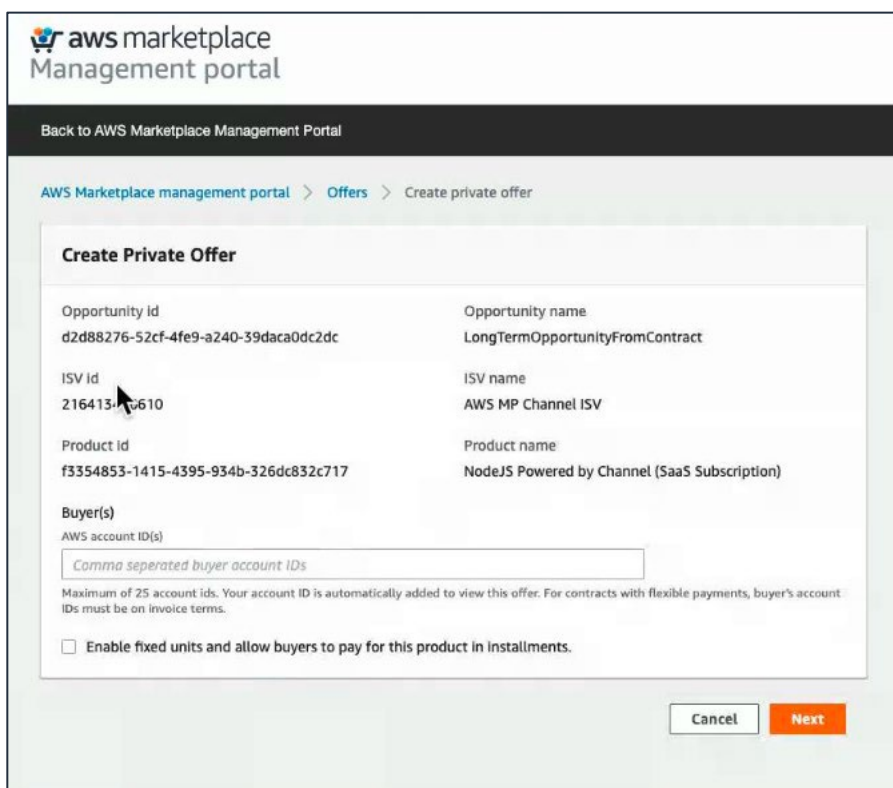
[aws.amazon.com/blogs/apn](https://aws.amazon.com/blogs/apn)

| Opportunity name      | Product name            | ISV name                 | Discount           | Created date  | Status  | Opportunity id        | ISV id       | Product id            |
|-----------------------|-------------------------|--------------------------|--------------------|---------------|---------|-----------------------|--------------|-----------------------|
| LongTermOpportuni...  | NodeJS Powered by ...   | AWS MP Channel ISV       | 0.0%               | 2 years ago   | Expired | b22c8d92-708c-4a3...  | 216413440610 | fae979f1-d5c9-4f6c... |
| Test_Opportunity      | NodeJS Powered by ...   | AWS MP Channel ISV       | 30.0%              | 2 years ago   | Expired | 4890de5d-a0e5-4c8...  | 216413440610 | f3354853-1415-439...  |
| PartnerCastOpportu... | NodeJS Powered by ...   | AWS MP Channel ISV       | 25.0%              | 10 months ago | Expired | db1f63df-64aa-4e56... | 216413440610 | f3354853-1415-439...  |
| LongTermOpportuni...  | NodeJS Powered by ...   | AWS MP Channel ISV       | 20.0%              | 2 years ago   | Active  | d2d88276-52cf-4fe9... | 216413440610 | f3354853-1415-439...  |
| onemoretime           | Channel Integ 28        | Prashant Rana - Test ... | Individual pricing | 1 months ago  | Active  | 0d6f4c61-c2f2-4e21... | 423536963462 | f2a79680-451b-44c...  |
| LongTermOpportuni...  | NodeJS Powered by ...   | AWS MP Channel ISV       | 20.0%              | 2 years ago   | Active  | d4f5701a-9a99-436...  | 216413440610 | ed016b3a-e960-4ba...  |
| FinalBugBashOffer     | Channel Integ 18        | Prashant Rana - Test ... | 40.0%              | 12 months ago | Expired | c96acb15-0b12-493...  | 423536963462 | e159c293-6235-4bd...  |
| CS.CPPO.Test          | VMware Carbon Blac...   | VMware, Inc.             | 99.99999%          | 3 months ago  | Expired | be24e3af-e7a0-30af... | 565670289524 | d4ee1225-60f6-438...  |
| Test_VMware_Carbo...  | VMware Carbon Blac...   | VMware, Inc.             | 1.0%               | 3 months ago  | Expired | 57170d2d-10b5-332...  | 565670289524 | d4ee1225-60f6-438...  |
| Test_VMware_Carbo...  | VMware Carbon Blac...   | VMware, Inc.             | 1.0%               | 3 months ago  | Expired | 9d0c1ad5-292a-377...  | 565670289524 | d4ee1225-60f6-438...  |
| Test_ZIA_Raghu_Opp... | Zscaler Private Offer 1 | Zscaler, Inc.            | Individual pricing | 2 months ago  | Expired | 49d44da4-23ae-5d6...  | 003944187227 | d25ac6fc-096a-4129... |

### Step 3

Add your Buyer's AWS Account ID(s) to the Create Private Offer screen.

- For the purposes of this test offer, you will use account ID: 757383625524.
- This is the test account for you to extend a test offer to, please note that this offer will not be accepted.



**aws marketplace Management portal**

Back to AWS Marketplace Management Portal

AWS Marketplace management portal > Offers > Create private offer

**Create Private Offer**

|  |   |
|--|---|
| Opportunity id<br>d2d88276-52cf-4fe9-a240-39daca0dc2dc | Opportunity name<br>LongTermOpportunityFromContract           |
| ISV id<br>216413-12610                                 | ISV name<br>AWS MP Channel ISV                                |
| Product id<br>f3354853-1415-4395-934b-326dc832c717     | Product name<br>NodeJS Powered by Channel (SaaS Subscription) |

**Buyer(s)**  
AWS account ID(s)

Maximum of 25 account ids. Your account ID is automatically added to view this offer. For contracts with flexible payments, buyer's account IDs must be on invoice terms.

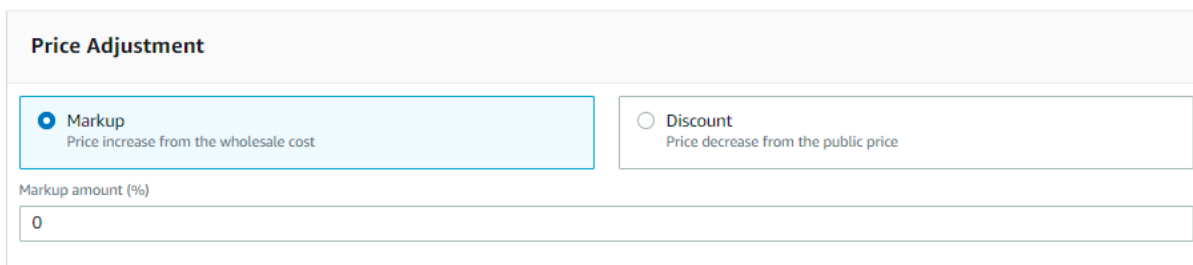
☐ Enable fixed units and allow buyers to pay for this product in installments.

Cancel Next

### Step 4

Adjust the price to the customer. There are different steps depending on product type. Select **MARKUP** to increase the customer price from the wholesale cost or select **DISCOUNT** to decrease the customer price from the public price of the software.

- AMI, SaaS CONTRACTS with CONSUMPTION:** Prices are expressed as a markup from the wholesale price, or a discount off the list price.
- User and customer pricing information below will automatically update with the markup or discount amounts inputted.



**Price Adjustment**

☒ **Markup**  
Price increase from the wholesale cost

☐ **Discount**  
Price decrease from the public price

Markup amount (%)

## Step 5

If you selected the option for flexible payments, enter the amount and invoice date for each payment the customer will make. The amounts for ISV Payment Schedule and any additional information will auto-populate.

### Buyer Payment Schedule

Invoices are generated at 12:00:00AM UTC on the date provided (To determine the difference between your local time and Universal Time, [click here](#)).

|         |    |                      |              |            |  |  |
|---------|----|----------------------|--------------|------------|--|--|
| Payment | \$ | <input type="text"/> | Invoice date | mm/dd/2021 |  |  |
|---------|----|----------------------|--------------|------------|--|--|

[+ Add another payment](#)

Total payment due from buyer: \$0.00

## Step 6

View the ISV's specified EULA, and have the option to amend with CP agreement (must be in PDF format). It is required for the Private Offer to have 1 EULA at minimum.

### 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

## Step 7

Set EXPIRATION INFORMATION.

- Input Offer Expiry Date, which is the date the private offer will expire.
  - Your customer can subscribe to your private offer at any time from the date the offer is created to midnight GMT on the expiration date.
- Confirm the Subscription End Date, which is the date the private offer subscription will end and revert back to public pricing.
  - If your screen does not show the Subscription end date, it is not required to create your offer.

### Set Expiration Information

#### Offer expiry date

Buyer needs to accept the offer by the provided date

#### Subscription end date

The date the private offer subscription will end. 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

## Step 8

Select **REVIEW OFFER**.

- Verify the offer information was correctly entered, and review the **PDF EULA**.
- If the offer needs to be adjusted, select **REVISE OFFER**. If the offer is correct, select **EXTEND OFFER**.

### Review Offer

| Product Name     | Product ID                           | Buyer ID     | Respond By                    | Custom Offer Name                       |
|------------------|--------------------------------------|--------------|-------------------------------|---|
| Channel Integ 28 | f2a79680-451b-44c4-938a-9fed4cc400a5 | 713384441954 | Wed, 22 Sep 2021 23:59:59 GMT | Offer - 713384441954 - Channel Integ 28 |

**Offer Price**

| Channel Integ 28 |                  |                  |
|------------------|------------------|------------------|
| Unit             | Hourly Price(\$) | 1-Year Price(\$) |
| t2.large         | 0.12             | 0.012            |
| t2.medium        | 0.108            | 0.012            |
| t2.small         | 0.096            | 0.012            |

End User License Agreement  
[View PDF](#)  
 Offer needs to be accepted by: Wed, 22 Sep 2021 23:59:59 GMT  
 This Offer switches back to public after Thu, 22 Sep 2022 23:59:59 GMT

Revise Offer

Extend Offer

## Step 9

Once you've extended the offer, it will be published to the customer account.

- This may take up to 45 minutes to complete.*

### Your private offer is being created

You've successfully created an offer for Channel Integ 28 for account(s) 713384441954. The publishing process for this offer can take up to 45 minutes to complete. **Once complete, the offer will be visible on the Manage Offers page.** Please return to the Manage Offers page to view this offer. From there, you can view or copy the URL and share it with the buyer account directly.

Return to Manage Offers

## Step 10

Once the Offer has been created, it will appear in the **OFFERS** tab. To send to your customer, highlight the offer you created, and click Copy Offer URL, then send to your customer.

- *Note it may take a few minutes for the new offer to populate in the Offers tab. If it is not visible, you may need to refresh the screen until it is listed.*

Private offers [Info](#)

[View details](#)
[Copy offer url](#)
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Find offer based on exact Offer Id, Product Id or Buyer Id

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| Offer ID   | Custom Offer Name  | Product Name & ID  | Buyer IDs    | Offer Created    | Offer Expires    |
|--|--|--|--------------|------------------|------------------|
| <input checked="" type="radio"/> offer-gen3xseo3tfzg | Offer - 713384441954 - Channel Integ 28                            | Channel Integ 28<br>ProductId: f2a79680-451b-44c4-938a-9fed4cc400a5                            | 713384441954 | Wed Sep 8, 2021  | Wed Sep 22, 2021 |
| <input type="radio"/> offer-gful7zi7yd3v4            | Offer - 480189533676 - SaaS Test For Free Trial Upgrade - Quantity | SaaS Test For Free Trial Upgrade - Quantity<br>ProductId: 0099237a-3223-47f2-9b5c-74c4ab91db0f | 480189533676 | Tue Aug 31, 2021 | Thu Sep 30, 2021 |
|  |  | CFD Product: Internal Review For Amazon  |              |                  | Wed Sep 1, 2021  |