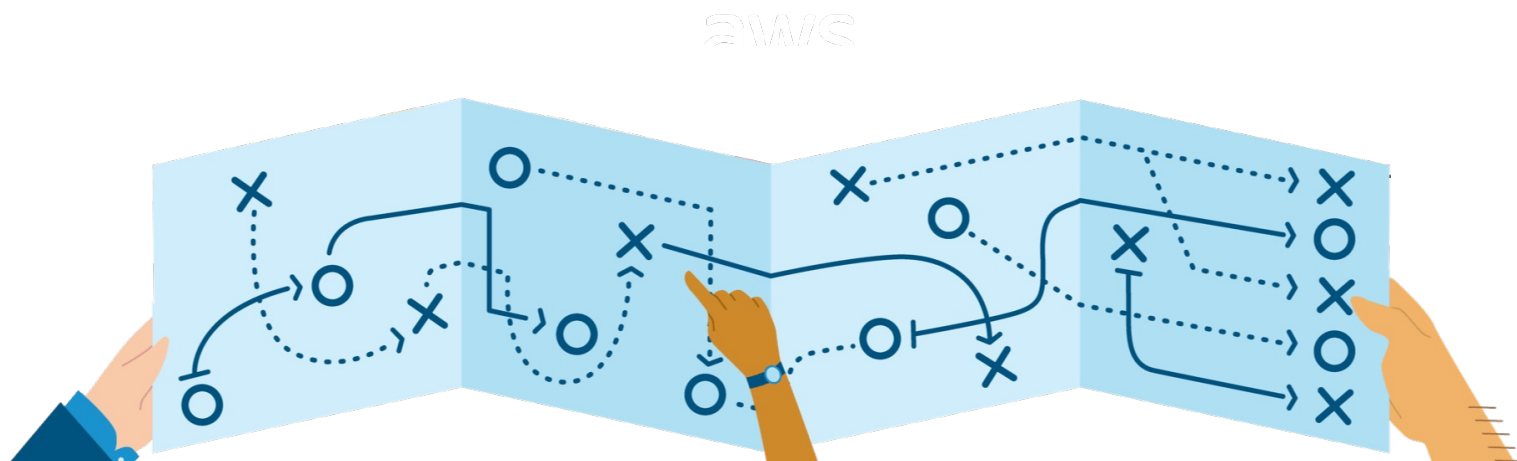




AWS MARKETPLACE

# Seller Renewal Playbook

ISV and Channel



## Scale faster and grow your AWS Marketplace renewal practice

The AWS Marketplace Seller Renewal Playbook outlines the operational workflow and provides recommended best practices, tools, and resources to help you successfully manage and grow your AWS Marketplace Private Offer (PO) and Channel Partner Private Offer (CPPO) renewals. Use these resources as a guide to develop and optimize your AWS Marketplace renewals practice.

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### TO LEARN MORE ABOUT AWS MARKETPLACE RENEWALS

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

#### QUICK LINKS

[AWS Marketplace Seller Guide](#)

[AWS Marketplace Training Academy \(Channel Partner\)](#)

[AWS Marketplace Training Academy \(ISV\)](#)

[AWS Marketplace Private Offer Page](#)

[AWS Marketplace Popular Resources](#)



# Best Practices

The following are recommended best practices that enable AWS Marketplace Sellers to kick-start, maintain, and scale their renewals business. This is not intended to be a start to finish methodology but rather a continuous process that provides the necessary foundation to establish and grow with renewals.



## Start the Process Early

### Plan and Manage

### Dedicated Resources and Coverage

### Communication

### CRM Tools, Calendar, and Reporting

### Call Scripts, Needs Analysis, and Templates

### Notifications

### ACE Hygiene

### Value Add Offerings



## Start the Process Early!

Establish an internal, operational workflow and engage with relevant stakeholders and customers as early as 120, 90, and 60 days out from a PO or CPPO renewal expiration date. Use each milestone as an opportunity to maintain customer relationships, quality assurance, customer satisfaction, and identify opportunities to grow and expand renewal deals.



## Plan and Manage

Make renewals part of your rhythm of business for goal setting, quarterly reviews, strategic account planning, forecasting and pipeline management. **KNOW** your business, so you can **GROW** your business!



## Dedicated Resources and Coverage

Scale your PO or CPPO renewal practice using dedicated operations resources and renewal specialists with training and expertise to guide your sales teams and customers through the renewal process (see AWS Marketplace Training Academy resource links below). Establishing these trusted advisors will help scale and streamline the process to ensure a smooth transaction for your customer.



# Best Practices (continued)



## Communication

AWS, ISV, and/or Channel Partner opportunity stakeholders should communicate early and often to help ensure all parties are aligned. Setting expectations upfront around the roles and responsibilities of the PO or CPPO renewal motion and opportunity workflow will help to avoid confusion and help improve the customer experience.



## CRM Tools, Calendar, and Reporting

AWS Marketplace Sellers find success using proprietary CRM tools and calendar reminders to track PO and CPPO renewal opportunities. Using automation (when possible) to create future dated opportunities and reminders at the onset of a transaction helps ensure preparedness in advance of PO and CPPO expiration dates.

Track and manage your upcoming, ending PO and CPPO deals easily in the AWS Marketplace [Agreements and Renewals Dashboard](#). You can access additional information in the Offers and/or Agreements sections of the AWS Marketplace Management Portal (AMMP) or using the AWS Marketplace Catalog API. For example, prioritizing by Company, Product Title or ID, Start Date and End Date will assist in avoiding missed opportunities to renew. Data feeds are also available to incorporate into your own CRM tools.



## Call Scripts, Needs Analysis, and Templates

Standardize your PO and CPPO renewal messaging to ensure quality assurance, customer experience and value proposition are consistent with your organization.



## Notifications

AWS Marketplace provides visibility into a PO and CPPO lifecycle through a series of email [notifications](#): opportunity published, opportunity updated and acceptance. Opportunity and Acceptance notifications provide visibility into a PO and CPPO transaction and help keep you up to date on the status of your renewal offers. Add up to 10 unique email addresses to help ensure your team stays informed. Creating group email alias' is a great way to ensure the right teams of individuals have awareness, even if they change roles or leave the organization.



## ACE Hygiene

Eligible [APN Customer Engagements Program \(ACE\)](#) partners can drive visibility and awareness through ACE by highlighting the impact in an account and/or areas (geos, segments, workloads). **IMPORTANT:** PO and CPPO renewals qualify as "validated" ACE opportunities if they show incremental growth, expansion and project is not yet completed. Establish a tactical process with increased rigor around renewals and pipeline management, including weekly pipeline review, audit, entry, update, "launched" validation, account alignment and regular partner leadership reporting. Maintaining ACE hygiene helps to establish relationships and earn trust with AWS Sales communities in support of co-sell motions. It also helps unlock support (technical or sales) from AWS to accelerate opportunities, potential funding and AWS referred opportunities downstream.



## Value Add Offerings

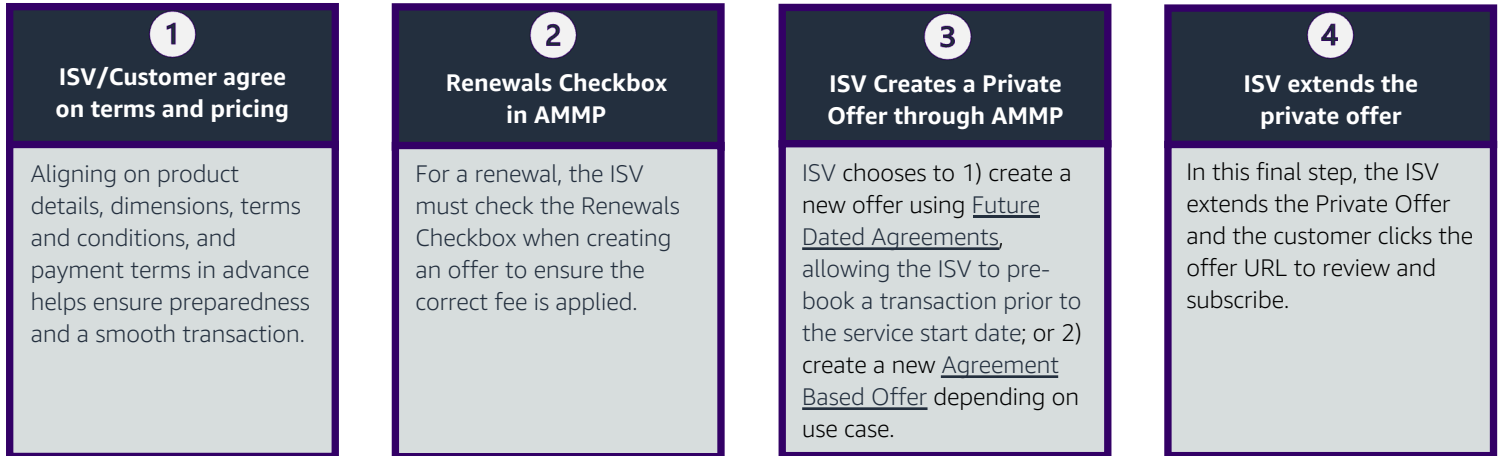
Develop joint offerings that combine software, services and support that drive better customer outcomes. Having a value-add strategy that combines best of breed products and services will differentiate your organization and provide a complete, compelling solution for customers to renew their PO and CPPO.



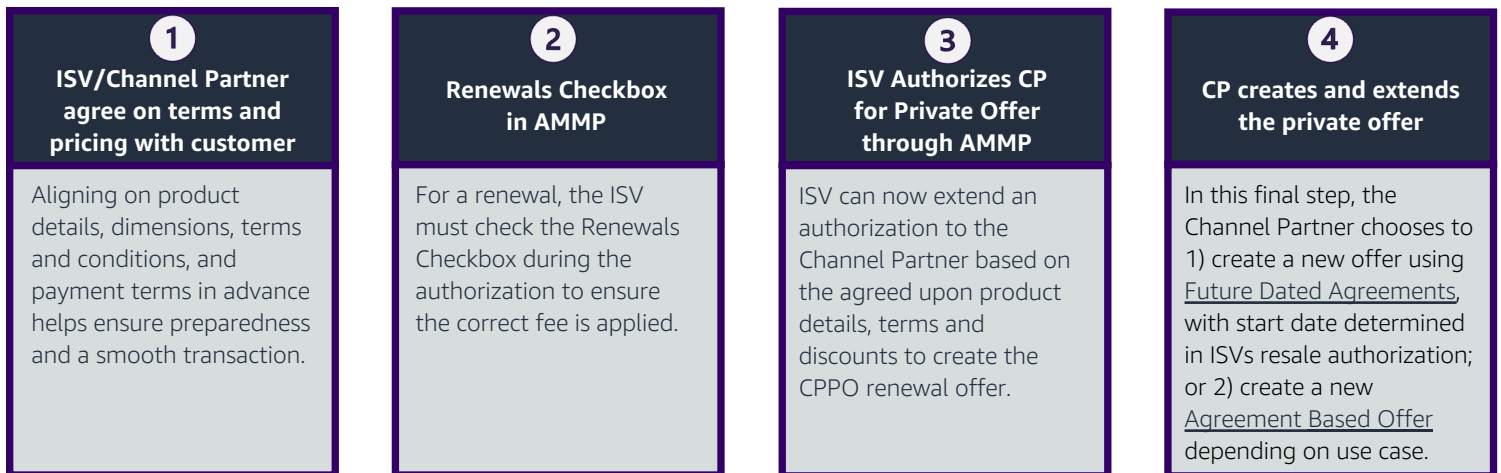
# Operational Workflow

The Operational Workflow section of this playbook gives a brief overview of the workflow process for PO and CPPO renewals in AMMP. Included are key steps in the process and available resources to support the AWS Marketplace Seller in successfully executing the end-to-end process of renewals.

## Private Offer Workflow



## Channel Partner Private Offer Workflow



## Renewal How To Resources

**Features to Accelerate Your Renewals Strategy** | In this post, we highlight the Agreements and Renewals Dashboard, Future Dated Agreements, and explain how they can be utilized to support and strengthen your AWS renewals strategy. We also include resources on where to go to learn more about the how-to and technical aspects of each feature. [Blog Link](#)

**Upgrading SaaS Contract Private Offers** | An overview of SaaS contract products and the process for upgrading and renewing agreement based offers with a Future Dated Agreement. [Video Link \(creating\)](#) | [Video Link \(accepting\)](#)

**Upgrading AMI Annual Private Offers** | An overview of Amazon Machine Images (AMI) annual products and the process for upgrading and renewing subscriptions both with and without a flexible payment scheduler (FPS). [Video Link](#)

**Upgrading Hourly Subscriptions** | An overview of Amazon Machine Images (AMI) hourly and software as a service (SaaS) subscription products, upgrades, and renewals, offer creation, and a review of buyer subscription instructions. [Video Link](#)

**Channel Partner Transaction Guide** | This Channel Partner Transaction Guide outlines when Channel Partners should use CPPO, FDA, or Agreement Based Offers. [Guide Link](#)



# Frequently Asked Questions

## What is an AWS Marketplace “renewal?”

Whether an upcoming contract renewal exists outside of or in AWS Marketplace, an AWS Marketplace renewal is when an ISV and/or Channel Partner and their customer decide to renew their current software license or services at the end of a contract via AWS Marketplace.

## What is an AWS Marketplace “Seller?”

An AWS Marketplace Seller is an Independent Software Vendor or Channel Partner that uses AWS Marketplace to sell and resell software, solutions, and services to end customers.

## Why should I care about AWS Marketplace renewals?

Developing a renewal strategy along with the operational excellence to support PO or CPPO renewals will drive positive customer outcomes, customer satisfaction, recurring revenue, and contribute to the long-term growth, innovation and business objectives of your organization.

## If I am an ISV why would I engage a Channel Partner in a CPPO renewal?

Expand your AWS Marketplace Channel business by engaging your Channel Partners in a CPPO renewal. Channel Partners offer a variety of services and customer financing to help your end customer optimize their software investment and increase their spend commitment.

## If I am a Channel Partner why would I engage an ISV in a CPPO renewal?

Communicating early and often with an ISV regarding a CPPO renewal can help a partner stay ahead of the reauthorization process. CPPO renewals are an opportunity to 1) build and strengthen a channel partnership with an ISV by providing professional services and other value-add offerings like support, billing and optimization services; 2) learn about new products and cloud solutions to upsell, delivering a more complete solution.

## What are some common upgrade or renewal scenarios?

When a customer is looking for new or different terms, different pricing, new or different duration, or renew contract before it expires. Some scenarios also include upsell options and true ups on the number of license already purchased.

## How can I view upcoming AWS Marketplace renewals?

Public, PO and CPPO agreements may be viewed in the [Agreements and Renewals Dashboard](#). Check out the [QuickSight Common Use Cases Guide](#) for using the Agreements and Renewals Dashboard.

## Who and when should I engage the appropriate stakeholders to help my customer renew their PO or CPPO?

Outreach to points of contact at an ISV, Channel Partner and AWS engaged in the initial PO or CPPO transaction is a great way to start! This may include a Partner Manager, Alliance Leads, Operations Specialist or Account Executive. Established points of contact across AWS Marketplace (CAMs, Channel Adoption, Category Leads), AWS Field Communities including AWS Commercial and Public Sector account teams (Sales, SA, PSM/ISM) and APO resources (PDMs, PDSAs and BDs) are also available to help guide you through the process.

## Where does the renewals “checkbox” appear when creating Private Offers?

The renewals checkbox will only be visible for ISVs. For PO, ISVs will select the renewal checkbox on the first page of the offer creation in the offer details section. For CPPO, ISVs will select the renewal checkbox during the resale authorization creation process.



# Frequently Asked Questions

## **I am a Channel Partner, do I check the renewal “checkbox” when creating Private Offers?**

No, only ISVs are prompted with the renewal checkbox during the authorization process.

## **When can I expect payment on a renewal deal?**

AWS will invoice the end customer and distribute payments to the Channel Partner and/or the ISV when the payment is received for a PO or CPPO. Please see the [Collections and Disbursement Dashboard](#) for more details. For information regarding all billed sales in AWS Marketplace, visit the [Billed Revenue Dashboard](#).

## **What role does AWS Marketplace play in supporting my AWS Marketplace renewals?**

When you sell or resell software or professional services in AWS Marketplace; you are the Seller of Record (SOR). AWS and AWS Marketplace teams will work with you to drive that renewal or expansion through AWS Marketplace PO or CPPO.

## **Does AWS Marketplace have resources to help support my renewals?**

Yes, AWS has several teams dedicated to partner success. Reach out to your AWS Marketplace point of contact to support you in building, educating, managing, marketing, and scaling your practice, including your AWS Marketplace renewal strategy.

## **Can I renew a PO or CPPO before it expires?**

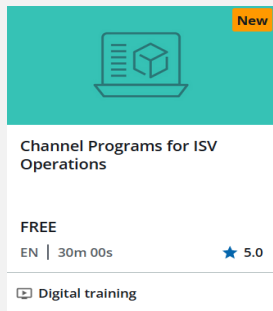
Yes, for SaaS contracts with or without Consumption Pricing, you do not need to wait until expiration of the agreement. Renewing early helps to ensure the customer has continuous access to the software. Using [Future Dated Agreements](#), you can create an offer for a future start date up to 3 years in advance to ensure continuous use of software.

## **I have more questions about how I can develop my AWS Marketplace renewal strategy. Who should I reach out to?**

Reach out to your Partner Development Manager or AWS Marketplace point of contact for support on your renewals through AWS Marketplace. For support from the AWS Marketplace team, reach out to us via the Contact Us form in the AWS Marketplace Management Portal.





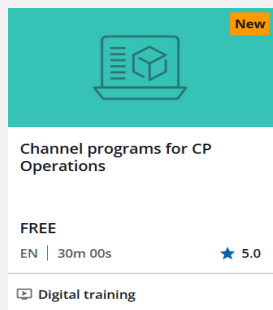


## AWS Marketplace Channel Training Academy (ISV)

The [ISV training track](#) is designed to review the operations processes related to the Channel Partner Private Offer (CPPO) feature from an ISVs perspective.

Learn about:

- AWS Marketplace Best Practices
- Seller Reports
- ISV Self-Service Authorizations
- ACE Opportunity Submission and more

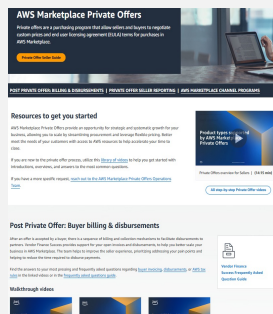


## AWS Marketplace Channel Training Academy (Channel Partner)

The [Channel training track](#) is designed review the operations processes related to the Channel Partner Private Offer (CPPO) feature from a Channel Partner perspective.

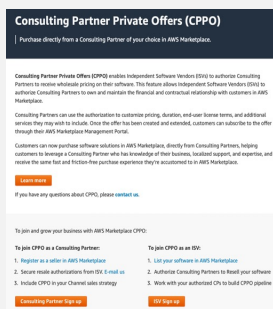
Learn about:

- AWS Marketplace Best Practices
- Seller Reports
- AWS Marketplace Skilled Channel Partner Designation and more



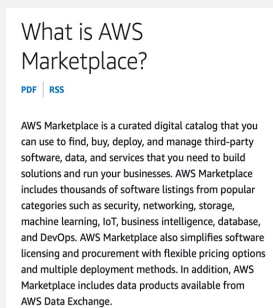
## Private Offers (PO)

[Private Offers \(PO\)](#) enables Independent Software Vendors (ISVs) or Channel Partners to offer customers customized pricing, payment schedules, and contract terms for software and professional services.



## Channel Partner Private Offers (CPPO)

[Channel Partner Private Offers \(CPPO\)](#) enables Independent Software Vendors (ISVs) to authorize Channel Partners to receive wholesale pricing on their software. This feature allows Independent Software Vendors (ISVs) to authorize Channel Partners to own and maintain the financial and contractual relationship with customers in AWS Marketplace.



## AWS Marketplace Seller Guide

[AWS Marketplace Seller Guide](#) is a resource for AWS Marketplace Sellers to access information on operations-based activities to help manage their AWS Marketplace business. The guide primarily includes details regarding the lifecycle of onboarding and managing a product listing, private offers, renewals, notifications, security, and other information data.