aws marketplace

Professional Services Resell – Create Resale Authorization

The purpose of this guide is to walk AWS Marketplace Professional Services Sellers through the steps to extend a resale authorization to resellers.

Prerequisites

- Seller must have a paid listing in AWS Marketplace
- Reseller must be registered as a <u>Seller in AWS Marketplace</u> and have completed their public profile and the tax and banking wizard.

To view a full list of Channel Partners registered to resell on AWS Marketplace, please see our partner list <u>here</u>.

About Professional Services Resell

TO LEARN MORE ABOUT AWS MARKETPLACE

Check out our <u>Bi-Weekly AWS</u> <u>Marketplace Overview Webinar</u>

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Professional Services resell uses the <u>Channel Partner Private Offer (CPPO)</u> process to resell professional services. These services can include implementation, assessments, managed services, training, and premium support.

For professional services resell, an ISV or Channel Partner can resell professional services. Below are the scenarios for professional services resell.

- ISVs to resell another ISV's professional services.
- Channel partners to resell another ISV's professional services.
- ISVs to resell another channel partner's professional services.
- Channel partners to resell another channel partner's professional services.

Steps

By following the steps below, an AWS Marketplace Seller can authorize a reseller with custom discounts to extend Private Offer for a customer and direct their customer to subscribe to it, or log into their customer account and subscribe on their behalf.

Step 1

Log into <u>AWS Marketplace Management Portal (AMMP)</u> with the AWS Account you used to register as Seller in 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. Select **create opportunity**.

aw aw	s marke	tplace management	portal									Hello, scpo-integ-test-user	Log out
Home	Product	ts - Requests Offers	Agreements Assets +	Reports Support F	Partners Settings								
=	AWS mar	rketplace management porta	I > Partners										٩
	Opp	ortunities created (15)							Deactivate	Clone View deta	Create opportunity	
	Q	Search by opportunity id, proc	luct id or reseller id									< Prev Next >	
		Opportunity name	Product name	Reseller name	Discount	Created date	•	Status	Opportunity id	Reseller id	Product id	Expiration	~
		CanaryTestOpportunity	CCP Preview - Intern	Prashant Rana - Test	Individual pricing	Just now		O Active	S1f644f8-7fcc-3b4c	700350440986	1f1cf6be-9735-11eb		
	0	CanaryTestOpportunity	ContPricingEnhancel	Prashant Rana - Test	10.5%	Just now		O Active	19489427-2939-36b	700350440986	7a896916-9449-478		

Step 3

Add **Opportunity details** including opportunity name and description. This can be added to each authorization for easier tracking in the AMMP and in Seller Reports.

ils unity name	
unity name	
n 3 and a maximum of 100 characters. Special characters and spaces are not allowed.	
ple	
unity description	
ïeld. Max limit 256 characters. Special characters are not allowed.	
pportunity creation	

Step 4

Select if this is for a Renewal. By default, this selection will be No.

Re	enewal
ву • •	choosing Yes to publish this renewal opportunity, you acknowledge the following: This opportunity is to renew an existing customer's paid subscription for the same underlying product. You understand that proofs of concept, \$0 subscriptions, and free trials are not considered paid subscriptions. You understand that AWS may conduct an audit to verify that this is a renewal opportunity. If AWS is unable to verify the renewal, the opportunity and the customer's entitlements may be revoked. Yes No

Step 5

Select the Reseller from the drop down menu.

Reseller account Choose a reseller to attach to this opportunity.	
Choose a reseller to attach to this opportunity.	
AWSMP CP Test Account	•

Step 6

Discount types can be issued in multiple ways:

- Individual Pricing: Applies specific discounts to specific products
- Flexible Payment Schedule (FPS): Set a flexible payment schedule for a CP opportunity

Note: Percentage discount is not an option for professional services reselling.

You can **select specific products** to apply the discount authorization. Hold down the Ctrl key to select multiple products at one time.

Discount type		
Discount on the product price that the reselle	r can offer	
Percentage discount Apply a single discount rate to all selected products	 Individual pricing Apply specific discounts to a specific product 	 Flexible payment schedule Set a flexible payment schedule
Your product(s) Info		
Choose one of your products to authorize for	resellers to sell on your behalf.	
Displace in the second		

Step 7

If you select Flexible Payment Schedule, select the contract duration and payment schedule.

Contract duration	
Select the contract duration	
12-Month Custom Price	
 Custom duration (in months) 	
Units per dimension Enter units for 1 dimension.	
Product dimension	
AWSMP_SBWMRXISAAMRSEFSBP	OEIYXWGBCR_PricingDimension
Units	
1	
Payment schedule	
Payment (USD)	Invoice Date
1000	2024/02/29
1000	2024/05/31 E Remove
Add payment	
Total payment due to ISV: \$2000	

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Step 8

A CPPO authorization can be issued using one of the three options below:

- Single Use: Applies to one opportunity and is no longer applicable once the consulting partner creates the private offer
- Specific Time Duration: Lasts for a specific time duration that is no longer applicable after a date selected by the ISV
- No Set Time Duration: Lasts until ended by one of the involved parties

Duration
Opportunity time length Define how long the specified resellers are authorized to create offers using the specified discounts Single use Allows for a single offer to be created per product specified Opportunity epines after the data specified below. No set time duration Lass until you manually deactivate the opportunity. End date 2022/01/01

Note: For flexible payment schedule opportunities, only single use opportunities are supported.

Step 9

Buyer account ID can be **optionally added** to constrain opportunities to a specific buyer account.

Buyer(s)	
Buyer account ID (optional) By default the opportunity works for all buyers. To constrain resale to specific buyers, specify up to 24 buyer	r AWS account IDs
	Add
Buyers must support invoice payment method to be eligible for a Flexible Payment Schedule	



Step 10

- Select and add EULA
- **Optional** add Reseller Contract for AWS Marketplace (RCMP) or upload your custom contract for Channel partner. Learn more about RCMP here: <u>RCMP Guide</u>

Legal terms	
End-user license agreement (EULA)	
The EULA you provide will be visible to the buyer and applied to all opportunities you create for this product. Choose files	
The files must be .pdf or .txt. Up to 5 files will be compiled into a single PDF.	
Amazon Connect EULA.pdf File size: 108.93 KB Last date modified: 10/16/2023	×
Reseller agreement - <i>optional</i> You may choose to upload the reseller agreement between you and the channel partner. This will not be visible to the bu optional. Reseller Contract for AWS Marketplace (RCMP) View C Learn More C	iyer. This step is
Use the standard template to define contractual terms between you and channel partners for this Opportunity	
Custom contract Upload your own agreement to define contractual terms for this Opportunity.	

Step 11

Select Review opportunity to review authorization details



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Step 12

Select Create opportunities to view opportunity in opportunity table.

w opportunity	Opportunity details				
	Opportunity name	Opportunity descript	ion		
	ResellingOpportunityforProfessionalServicesFPS0117	This opportunity sup	port FPS pricing		
	Opportunity time length	End date			
	Single use	2024-02-01			
	Reseller	Products			
	Mps Reseller	ProfessionalServices	PSProduct0117		
	Discount type	Contract duration			
	Flexible payment schedule	12-Months Rate			
	Buver(s)	Renewal offer			
	All buyers	No			
	End User License Agreement for buyer	Reseller agreement			
	Custom EULA View 12	No reseller agreemen	t		
			11-14-		
	Dimension		Units		
	Pricing dimension 1		1		
	Payment schedule				
	Invoice date	Payment amount (USD)			
	1 month from now	\$1000			
	4 months from now	\$1000			

Frequently Asked Questions

What happens after I create my authorization (opportunity)?

The opportunity table is enhanced to display relevant opportunity details including Opportunity Name, Product name, Reseller name, Discount, Created date, and Status.



What do the different authorization (opportunity) statuses mean?

There are 4 different opportunity statuses:

- Active: a CP can create a CPPO using this authorization
- **Expired:** a CP can no longer create a CPPO using this authorization
- Restricted: Authorization has been manually deactivated by ISV
- Complete: A single-use authorization has been used to create a CPPO

Are private listings supported?

Yes. Contact the <u>AWS Marketplace Customer Desk</u> for help with special deal requirements.

Reference Links & Videos

- <u>ISV Self Service Reseller</u> <u>Authorization Demo</u>
- <u>ISV Self Service Authorization</u> <u>Custom Dimension Support for</u> <u>CPPO</u>
- Channel Partner Creates
- One-time Authorization
- <u>Recurring Authorization</u>