

# Channel Partner Journey Guide

The AWS Marketplace Channel Partner Journey is a scalable framework for partner success which introduces phased milestones paired with relevant incentives, providing best practice guidance to help partners activate and grow their business through AWS Marketplace. All AWS Marketplace Channel Partners are included in the Journey, and they move through the Journey by growing their business in key ways that have been proven to support partner success.

The purpose of this AWS Marketplace Channel Partner Journey guide is to help partners meet their goals such as faster growth; providing a better experience to their customers; de-risking investment; achieving tighter collaboration with AWS to co-sell; and, maximizing usage of AWS Marketplace features to innovate.

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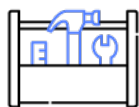
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## Your Channel Partner Journey



### Get Started

Sign up to co-sell with the AWS Marketplace channel team.



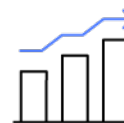
### Activate

Access training and resources to learn best practices for transacting in AWS Marketplace.



### Differentiate

Grow your presence and differentiate your business in AWS Marketplace.



### Scale

Unlock financial incentives and dedicated support to scale your business.

## How to make the most of this guide

Each phase in the AWS Marketplace Channel Partner Journey includes measurable milestones paired with relevant resources and incentives. Used in conjunction with best practice guidance, partners will enjoy a premium experience to activate and grow their AWS Marketplace business.



## Your Channel Partner Journey: Get Started

Your first step as an AWS Marketplace Channel Partner is to learn how to enroll in AWS Marketplace and to get ready to transact.

### Complete Seller registration to gain access to AWS Marketplace Management Portal (AMMP)

- [Let us know you are interested](#) in the AWS Marketplace Channel
- Sign into your AWS Console with [an existing AWS account](#) or [create a new AWS account](#).
- [Register](#) to sell software to customers in AWS Marketplace.
- Create a public profile and confirm the notification contact on the Account Settings tab in your AWS Marketplace Management Portal (AMMP).
- Review your banking and tax information on the Account Settings tab in your AMMP.
- Log into the AWS Marketplace Management Portal (AMMP) and [create a test transaction](#).

### Tips for Success

#### Build awareness of AWS Marketplace with your company's leaders

- [Read the Forrester Consulting TEI study](#) to examine the potential business opportunity and return on investment (ROI) that Channel Partners can realize by building and scaling an AWS Marketplace practice.
- Share this [AWS Marketplace Channel Programs overview](#) with your company's leaders.

#### Get ready to sell by incorporating AWS Marketplace into your operational and sales processes

- [Use this guide](#) to identify stakeholders and processes at your company to get ready to transact in AWS Marketplace.
- Determine if you will list [Professional Services offerings](#) in AWS Marketplace.

## Helpful Resources for this phase of your Journey

### Features Enablement

### AWS Marketplace Management

[AWS Marketplace Seller registration](#)

[AWS Marketplace Channel webpages](#)

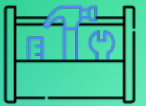
[Seller guide](#)

[Self-serve resources](#)

[AWS Marketplace Seller Operations for listing support](#)

### Next >>

Once you are onboarded as an AWS Marketplace Channel partner, Activate the next phase in your AWS Marketplace Channel Partner Journey.



## Your Channel Partner Journey: Activate

Once you are signed up and ready to transact, access training resources to learn operational and sales best practices. Gain skill and experience with AWS Marketplace by placing your first transactions.

### Tips for Success

Develop operational skills and sales flows that include AWS Marketplace.

- Take the [AWS Marketplace Channel trainings](#) to learn role-specific best practices in engaging with AWS Marketplace.
- Ensure your operations and sales flows include AWS Marketplace.
- Log into the AWS Marketplace Management Portal (AMMP) and [create a test transaction](#).

Expand sales team skills to include AWS Marketplace.

- Ensure your sales team and sales leaders take the [AWS Marketplace Channel trainings](#) to learn role-specific best practices in engaging with AWS Marketplace.
- [Check out the Independent Software Vendors](#) that have authorized their products to transact.

Start selling in AWS Marketplace to grow your revenue and build operational proficiency.

- Create AWS Marketplace Channel Partner Private Offers (CPPO) using the [Channel Partner Creates guide](#).
- Reference the [Getting Started Resource Guide](#) if you have questions along the way.
- If you have listed Professional Services, follow this [guide to place a Professional Services order](#).

## Helpful Resources for this phase of your Journey

<b>Features</b>	<a href="#">All AWS Marketplace features</a> (including <a href="#">APIs</a> , <a href="#">CRM integration</a> ) <a href="#">AWS Marketplace seller reporting</a> <a href="#">AWS customer financing</a>
<b>Enablement</b>	<a href="#">Channel Partner Newsletters</a> Emailed Quarterly Journey statement <a href="#">AWS Marketplace Training Academy</a>
<b>Marketing</b>	<a href="#">Channel Partner Activation kit</a> <a href="#">AWS Marketplace GTM Academy</a> <a href="#">Inclusion on CPPO list</a> (Partner listed automatically)
<b>AWS Marketplace Management</b>	Pooled AWS Channel Account Manager (CAM) <a href="#">Support</a> <a href="#">AWS Marketplace Transaction support</a>
<b>Incentives</b>	<a href="#">AWS Marketplace Channel Partner JumpStart Program</a> (subject to additional eligibility requirements)

### Move to the next phase once you meet these AWS Marketplace milestones > >

Once you have trained 2 employees and developed a growing business with sales in AWS Marketplace with multiple ISVs, [Differentiate](#) your business in the next phase of your AWS Marketplace Channel Partner journey.



## Your Channel Partner Journey: Differentiate

Once you have grown your skills and experience with AWS Marketplace, expand your capabilities to differentiate your business.

### Tips for Success

Leverage AWS Marketplace to increase customer reach and visibility.

- Differentiate your business by becoming an [AWS Marketplace Skilled Channel Partner \(MSCP\)](#).
- Increase visibility to new customers by qualifying for [AWS Partner Program designations](#) and showcase your experience by promoting existing AWS partner designations on your AWS Marketplace Seller page.

Adopt best practices to increase selection for your customers.

- Offer [customer financing](#) to your customers to add value and help increase deal sizes.
- If you are a Systems Integrator with your own solutions, [consider listing them](#) on AWS Marketplace.
- Engage in [Solution Provider Private Offers \(SPPO\)](#) to establish a sales relationship with a new ISV. Gain immediate access to pre-negotiated rates for participating ISV solutions, eliminating the need to reach out for quotes.

Increase engagement and support from AWS to grow your business.

- Increase procurement options for your customers by including [AWS Marketplace in customer communications](#).
- Use [AWS Customer Engagements](#) to ensure you have support when you need it from AWS.
- Access more benefits and resources by engaging with [AWS Partner Organization](#).

## Helpful Resources for this phase of your Journey

<b>Features</b>	Invitation to test new AWS Marketplace features (subject to eligibility) <a href="#">AWS Private Marketplace</a> , and <a href="#">Private Marketplace APIs</a>
<b>Enablement</b>	<a href="#">Channel Partner Newsletters</a>
<b>Marketing</b>	Emailed Quarterly Journey statement Inclusion on program specific <a href="#">AWS webpages</a> and <a href="#">Partner Finder Enhanced listing on CPPO list</a> (MSCP program)
<b>AWS Marketplace Management</b>	Build an AWS Marketplace <a href="#">landing page</a> , <a href="#">Sales Battlecard</a> Named AWS Channel Account Manager (CAM) Support <a href="#">ISV introductions</a> and pre-negotiated ISV discounts ( <a href="#">SPPO</a> ) <a href="#">Co-sell support</a> (eligibility)
<b>Incentives</b>	<a href="#">Annual business planning</a> with your CAM and Partner Development Rep. Funded Resource Program ( <a href="#">subject to eligibility</a> )

### Move to the next phase once you meet these AWS Marketplace milestones >>

Once you have differentiated your business with a program qualification to increase buyer visibility and completed at least 50 sales on AWS Marketplace with 3 or more ISVs, you may be ready to scale your AWS Marketplace business in the next phase of your AWS Marketplace Channel Partner journey.



## Your Channel Partner Journey: Scale

Once you have differentiated your AWS Marketplace practice, focus on efficiently scaling the growth of your AWS Marketplace channel business.

### Tips for Success

Develop processes to incorporate AWS Marketplace into customer retention and Go-To-Market motions.

- Build strong processes to engage with your customers early about renewing their solutions in AWS Marketplace.
- Reference the [Channel Seller Renewal Playbook](#) for the best practices, tools, and resources to successfully manage and grow your CPPO renewals.

Review your AWS Marketplace processes and policies to build operational excellence.

- Ensure your operations and sales teams keep their AWS Marketplace skills fresh with [AWS Marketplace Training Academy](#).
- [Read the Forrester Consulting TEI study](#) to learn tips, best practices, and the potential business opportunity that Channel Partners can realize by scaling an AWS Marketplace practice.

Drive the AWS flywheel by providing feedback and engaging with available resources and incentives.

- Help improve AWS Marketplace features by giving feedback or participating in feature pilots.
- Connect with your AWS Marketplace Channel Account Manager to learn about incentives and funding programs available to help you continue to scale your AWS Marketplace channel business.

## Helpful Resources for this phase of your Journey

### Features Enablement Marketing

Preferred invite AWS Marketplace feature pilots (subject to eligibility)  
[Channel Partner Newsletters](#)

Inclusion on program specific [AWS webpages](#) and [Partner Finder Featured listing on CPPO list](#) (MSCP program)

Focused AWS Channel Account Manager (CAM) Support  
[Renewals support](#)

Partner Advisory Council nomination ([subject to eligibility](#))

Funded Resource Program ([subject to eligibility](#))

Pay for Performance ([subject to eligibility](#))

### Incentives

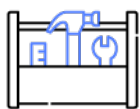
## Your Channel Partner Journey: Resources Available by Journey Phase

		Get Started	Activate	Differentiate	Scale
<b>AWS Marketplace Features</b>	AWS Marketplace registration features	○			
	All live, available Marketplace features & reporting		○	○	○
	Customer Financing			○	○
	Secondary invite to test new Marketplace features				○
	Preferred invite to test new Marketplace features				○
<b>Enablement Resources</b>	Public webinars	○	○	○	○
	AWS Marketplace webpages				
	CPPO ISV Partner List				
	AWS Marketplace Seller Guide				
	AWS Channel Partner Newsletter		○	○	○
	Channel Journey Quarterly Statement				
	Getting Started Resources				
	AWS Partner Central Resources			○	○
<b>Marketing</b>	Channel Launch Kit (PR templates, etc.)		○	○	○
	180 Day GTM Program				
	Inclusion on CPPO Partner List				
	Case study support				
	Enhanced listing on CPPO Partner List			○	○
	Program badging and promotion				
	Featured listing on CPPO Partner list				○
<b>AWS Marketplace Management</b>	Self-Serve Resources	○	○	○	○
	Onboarding support				
	AWS Marketplace Business Support: Pooled support		○	○	○
	Marketplace Transaction Support				
	AWS Marketplace Business Support: Named Support				
	ISV introductions (eligibility)			○	○
	Co-sell support (eligibility)				
	Annual Business Planning				
	AWS Marketplace Business Support: Focused Support				
	Renewals Support				
	Quarterly Business Planning				○
	Partner Advisory Council				
<b>Incentives/Funding</b>	Jump Start incentive program (eligibility)		○		
	Funded Resource Program (eligibility)			○	○
	Pay for Performance (eligibility)				○
<b>Training</b>	Marketplace Training Academy		○	○	○
<b>AWS Partner Organization</b>	Eligible to Register as AWS Partner	○	○	○	○
	Eligible to Apply to Partner Programs			○	○



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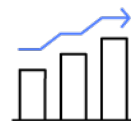
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