

AWS Marketplace Channel Program Guide



For Independent Software Vendor (ISV) Sales, Business Development, & Operations Managers

The AWS Marketplace channel simplifies how ISVs and 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 ISVs aiming to expand adoption of AWS Marketplace Channel programs within their organization.

AWS Marketplace Training Academy Tracks (Partner Central Login Required)

Learning Resource

Link

Introduction to Channel Programs

[Online Course](#)

Channel Programs for ISV Sales

[Online Course](#)

Channel Programs for ISV Operations

[Online Course](#)

Channel Programs for ISV Marketing and Alliances

[Online Course](#)

Introduction to Channel Programs

Learning Resource

Link

AWS Marketplace Channel Website

[Webpage](#)

AWS Marketplace Channel Programs Overview

[PDF](#)

Channel Partner Private Offers (CPPO)

[Webpage](#)

Introduction to AWS Marketplace Channel

[Online Course](#)

Seller Guide

[Webpage](#)

Professional Services

[Webpage](#)

Operational Channel Training Resources

Learning Resource

Link

Channel Partner Private Offers (CPPO) Overview

[Webinar](#)

Using AMMP to Manage Authorizations

[Webinar](#)

Using AMMP to Create One-Time Authorizations

[Webinar](#)

Using AMMP to Create Recurring Authorizations

[Webinar](#)

Creating a PO for SaaS Contract Products

[Webinar](#)

Creating Seller Private Offers for SaaS Pay-as-you-go (PAYG) Products

[Webinar](#)

Creating Seller Private Offers for AMI Annual Products

[Webinar](#)

CHANNEL PARTNER GETTING STARTED RESOURCES



For Independent Software Vendor (ISV) Sales, Business Development, & Operations Managers

Operational Channel Training Resources (continued)

Learning Resource

Link

Creating Seller 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](#)

Authorization Management Guides

Learning Resource

Link

ISV Self-Service Authorization Instructions

[PDF](#)

ISV Self-Service Authorization FPS Support Instructions

[PDF](#)

Active Channel Partner Lists

Learning Resource

Link

CPPO Participating Partner List

[PDF](#)

SPPO Enrolled Solution Providers

[PDF](#)

Quick Reference & Program Guides

Learning Resource

Link

Channel Partner Private Offers ISV Quick Reference

[PDF](#)

AWS Marketplace Channel Programs Overview

[PDF](#)

SPPO ISV Overview

[PDF](#)

SPPO Program Guide

[PDF](#)

Professional Services Quick Reference

[PDF](#)

Professional Services – Self-Service Listing Guide

[PDF](#)

Customer Finance Briefing

[PDF](#)

Seller Guide

[Webpage](#)

Channel Seller Renewal Playbook

[PDF](#)

CHANNEL PARTNER GETTING STARTED RESOURCES

For Independent Software Vendor (ISV) Sales, Business Development, & Operations Managers



Channel Partner Support

Learning Resource

Link

Channel Partner Seller Sign Up Guide

[PDF](#)

Channel Partner Creates Instructions

[PDF](#)

Channel Partner Creates Demo

[Demo](#)

Seller Private Offers – Understand Direct Offers – No Partner Involved

Learning Resource

Link

Seller Private Offers Overview

[Webinar](#)