

AWS Marketplace Channel Programs

Channel Partner Private Offers

The AWS Marketplace Channel Partner Private Offers (CPPO) enables Independent Software Vendors (ISVs) to authorize Channel Partners (CPs) to receive wholesale pricing on their software.

CPPO PROGRAM BENEFITS

Scale with resale authorizations

ISVs can expand their reach by providing recurring or single opportunity wholesale discounts to Channel Partners.

Custom offers with added value

Channel Partners own and maintain the relationship with their customers in AWS Marketplace and can extend offers with custom pricing, terms, and payment schedules.

Added value for customers

Customers can purchase software solutions in AWS Marketplace directly from their trusted advisor Channel Partner, and continue to receive the same fast, friction-free purchase experience they're accustomed to in AWS Marketplace.

KEY FEATURES AVAILABLE

Customer Financing | AWS Marketplace supports flexible options to help your customers maximize value on their technology purchases.

Professional Services | List publicly discoverable Professional Services alongside related offerings, providing customers with a complete solution.

Private Marketplace APIs | Bring the complete Private Marketplace experience into your existing environment to create a tailored end-to-end procurement solution for your managed customers.

ELIGIBILITY REQUIREMENTS

Channel Partner | Must be a registered AWS Marketplace Seller and a business entity in an approved area

Independent Software Vendor | Must have a listed, paid product available on AWS Marketplace

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aws.amazon.com/marketplace/partners/training-academy

LEARN MORE ABOUT THE AWS MARKETPLACE CHANNEL PARTNER PRIVATE OFFER PROGRAM

Channel Partner Private Offer Website | View our website of additional information and resources

AWS Marketplace Seller Guide | Refer to the Seller Guide for a deeper dive on being a seller in AWS Marketplace

Channel Seller Onboarding Guide | This onboarding guide provides step-by-step instructions to register as a seller in AWS Marketplace

AWS Marketplace Channel Newsletter | Sign up for the AWS Marketplace Channel Newsletter to stay up to date on the latest news and resources