

Channel Partner Private Offer Test Transaction Guide

Now that you have registered your AWS Marketplace Seller account and received your first authorization, you are now ready to create your first offer. This purpose of this guide is to familiarize yourself with the transaction process.

We have a set up a test account for you to extend a test offer to, as outlined in the steps below. Please note that this offer will not be accepted.

If you need additional help, please contact your channel account manager or e-mail aws-mp-channel@amazon.com and someone from the AWS Marketplace Channel Team will contact you.

Please refresh this page to ensure you are viewing the latest document.

Steps

Step 1

Log into [AWS Marketplace Management Portal](#) (AMMP) with the AWS Account you used to register as Seller on 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. Choose/ highlight the opportunity you want to resell, and click **"Create Offer"** button in top right.

- The amount shown in the discount column for each opportunity will be automatically populated in the offer creation screen.

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Opportunity name	Product name	ISV name	Discount	Created date	Status	Opportunity id	ISV id	Product id
LongTermOpportuni...	NodeJS Powered by ...	AWS MP Channel ISV	0.0%	2 years ago	Expired	b22c8d92-708c-4a3...	216413440610	fae979f1-d5c9-4f6c...
Test_Opportunity	NodeJS Powered by ...	AWS MP Channel ISV	30.0%	2 years ago	Expired	4890de5d-a0e5-4c8...	216413440610	f3554853-1415-439...
PartnerCastOpportu...	NodeJS Powered by ...	AWS MP Channel ISV	25.0%	10 months ago	Expired	db1f63df-64aa-4e56...	216413440610	f3554853-1415-439...
LongTermOpportuni...	NodeJS Powered by ...	AWS MP Channel ISV	20.0%	2 years ago	Active	d2d88276-52cf-4fe9...	216413440610	f3554853-1415-439...
onemoretime	Channel Integ 28	Prashant Rana - Test ...	Individual pricing	1 months ago	Active	0d6f4c61-c2f2-4e21...	423536963462	f2a79680-451b-44c...
LongTermOpportuni...	NodeJS Powered by ...	AWS MP Channel ISV	20.0%	2 years ago	Active	d4f5701a-9a99-436...	216413440610	ed016b3a-e960-4ba...
FinalBugBashOffer	Channel Integ 18	Prashant Rana - Test ...	40.0%	12 months ago	Expired	c96acb15-0b12-493...	423536963462	e159c293-6235-4bd...
CB.CPPO.Test	VMware Carbon Blac...	VMware, Inc.	99.999999%	3 months ago	Expired	be24e3af-e7a0-30af...	565670289524	d4ee1225-60f6-438...
Test_VNwWare_Carbo...	VMware Carbon Blac...	VMware, Inc.	1.0%	3 months ago	Expired	57170d2d-10b5-532...	565670289524	d4ee1225-60f6-438...
Test_VNwWare_Carbo...	VMware Carbon Blac...	VMware, Inc.	1.0%	3 months ago	Expired	9d0c1ad5-292a-377...	565670289524	d4ee1225-60f6-438...
Test_ZIA_Raghu_Opp...	Zscaler Private Offer 1	Zscaler, Inc.	Individual pricing	2 months ago	Expired	49d44da4-23ae-5d6...	003944187227	d25ac6fc-096a-4129...

Step 3

Add your Buyer's AWS Account ID(s) to the Create Private Offer screen.

- For the purposes of this test offer, you will use account ID: 757383625524.
- This is the test account for you to extend a test offer to, please note that this offer will not be accepted.

aws marketplace Management portal

Back to AWS Marketplace Management Portal

AWS Marketplace management portal > Offers > Create private offer

Create Private Offer

Opportunity Id d2d88276-52cf-4fe9-a240-39daca0dc2dc	Opportunity name LongTermOpportunityFromContract
ISV Id 216413-10610	ISV name AWS MP Channel ISV
Product Id f3354853-1415-4395-934b-326dc832c717	Product name NodeJS Powered by Channel (SaaS Subscription)

Buyer(s)
AWS account ID(s)

Maximum of 25 account ids. Your account ID is automatically added to view this offer. For contracts with flexible payments, buyer's account IDs must be on invoice terms.

Enable fixed units and allow buyers to pay for this product in installments.

Step 4

Adjust the price to the customer. There are different steps depending on product type. Select **MARKUP** to increase the customer price from the wholesale cost or select **DISCOUNT** to decrease the customer price from the public price of the software.

- AMI, SaaS CONTRACTS with CONSUMPTION:** Prices are expressed as a markup from the wholesale price, or a discount off the list price.
- User and customer pricing information below will automatically update with the markup or discount amounts inputted.

Price Adjustment

Markup
Price increase from the wholesale cost

Discount
Price decrease from the public price

Markup amount (%)

Step 5

If you selected the option for flexible payments, enter the amount and invoice date for each payment the customer will make. The amounts for ISV Payment Schedule and any additional information will auto-populate.

Buyer Payment Schedule

Invoices are generated at 12:00:00AM UTC on the date provided (To determine the difference between your local time and Universal Time, [click here](#)).

Payment \$ Invoice date

Total payment due from buyer: \$0.00

Step 6

View the ISV's specified EULA, and have the option to amend with CP agreement (must be in PDF format). It is required for the Private Offer to have 1 EULA at minimum.

End User License Agreement

Public Offer EULA [EULA](#)
 EULA is provided by ISV as part of product authorization. Contact ISV if you need a different EULA.

End user license agreement documents
 Upload up to five documents to amend the ISV EULA. Files will be combined into a single pdf.

Use plain text .txt or .pdf files only. Max file size 10 Mb

Step 7

Set EXPIRATION INFORMATION.

- a) Input Offer Expiry Date, which is the date the private offer will expire.
 - i. *Your customer can subscribe to your private offer at any time from the date the offer is created to midnight GMT on the expiration date.*
- b) Confirm the Subscription End Date, which is the date the private offer subscription will end and revert back to public pricing.
 - i. *If your screen does not show the Subscription end date, it is not required to create your offer.*

Set Expiration Information

<p>Offer expiry date Buyer needs to accept the offer by the provided date</p> <p><input type="text" value="YYYY/MM/DD"/> <input type="button" value="📅"/></p>	<p>Subscription end date The date the private offer subscription will end. This value must be greater than the number of days between offer creation (today) and offer expiration, added to the total contract duration. This offer switches back to the public offer after the specified number of days</p> <p><input type="text" value="2021/05/04"/> <input type="button" value="📅"/></p>
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Step 8

Select REVIEW OFFER.

- a) Verify the offer information was correctly entered, and review the PDF EULA.
- b) If the offer needs to be adjusted, select REVISE OFFER. If the offer is correct, select EXTEND OFFER.

Review Offer

Product Name	Product ID	Buyer ID	Respond By	Custom Offer Name
Channel Integ 28	f2a79680-451b-44c4-938a-9fed4cc400a5	713384441954	Wed, 22 Sep 2021 23:59:59 GMT	Offer - 713384441954 - Channel Integ 28

Offer Price

Channel Integ 28		
Unit	Hourly Price(\$)	1-Year Price(\$)
t2.large	0.12	0.012
t2.medium	0.108	0.012
t2.small	0.096	0.012

End User License Agreement
[View PDF](#)
 Offer needs to be accepted by: Wed, 22 Sep 2021 23:59:59 GMT
 This Offer switches back to public after Thu, 22 Sep 2022 23:59:59 GMT

Revise Offer
Extend Offer

Step 9

Once you've extended the offer, it will be published to the customer account.

- *This may take up to 45 minutes to complete.*

Your private offer is being created

You've successfully created an offer for Channel Integ 28 for account(s) 713384441954. The publishing process for this offer can take up to 45 minutes to complete. **Once complete, the offer will be visible on the Manage Offers page.** Please return to the Manage Offers page to view this offer. From there, you can view or copy the URL and share it with the buyer account directly.

Return to Manage Offers

Step 10

Once the Offer has been created, it will appear in the **OFFERS** tab. To send to your customer, highlight the offer you created, and click Copy Offer URL, then send to your customer.

- *Note it may take a few minutes for the new offer to populate in the Offers tab. If it is not visible, you may need to refresh the screen until it is listed.*

Private offers [Info](#)

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Offer ID	Custom Offer Name	Product Name & ID	Buyer IDs	Offer Created	Offer Expires
<input checked="" type="radio"/> offer-gen5xseo3tfzg	Offer - 713384441954 - Channel Integ 28	Channel Integ 28 <small>ProductId: f2a79680-451b-44c4-938a-9fed4cc400a5</small>	713384441954	Wed Sep 8, 2021	Wed Sep 22, 2021
<input type="radio"/> offer-gful7z17yd3v4	Offer - 480189533676 - SaaS Test For Free Trial Upgrade - Quantity	SaaS Test For Free Trial Upgrade - Quantity <small>ProductId: 0099237a-3223-47f2-9b5c-74c4ab91db0f</small>	480189533676	Tue Aug 31, 2021	Thu Sep 30, 2021
		<small>CFD Product: Internal Test For Cloud</small>			Wed Sep 1, 2021