

# Channel Partner Private Offer – Create Offer

The purpose of this guide is to walk Channel Partners (CPs) through the steps to extend a Private Offer to their customer.

## Prerequisites

- CP must be registered as a [Seller on AWS Marketplace](#) (AWSMP) and have completed your public profile and the tax and banking wizard
- CP must be authorized, by the Independent Software Vendor (ISV), to resell the product(s) they have listed on AWS Marketplace

If you are unsure if you meet all prerequisites, contact your channel account manager or e-mail [aws-mp-channel@amazon.com](mailto:aws-mp-channel@amazon.com) and someone from the AWS Marketplace Channel Team will contact you.

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## Steps

By following the steps below, Consulting Partners can create a 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 [AWS Marketplace Management Portal](#) (AMMP) 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. 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.

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	b22c8f92-708c-4a3...	216413440610	fae979f1-d5c9-4f6c...
Test_Opportunity	NodeJS Powered by ...	AWS MP Channel ISV	30.0%	2 years ago	Expired	4890de5d-a0e5-4c8...	216413440610	f3354853-1415-439...
PartnerCastOpportu...	NodeJS Powered by ...	AWS MP Channel ISV	25.0%	10 months ago	Expired	db1f63df-64aa-4e56...	216413440610	f3354853-1415-439...
LongTermOpportuni...	NodeJS Powered by ...	AWS MP Channel ISV	20.0%	2 years ago	Active	d2d88276-52cf-4fe9...	216413440610	f3354853-1415-439...

### Step 3

If the opportunity has an attached reseller contract, an Accept reseller contract section displays. View the contract and then select I accept the reseller contract or I accept the Reseller Contract for AWS Marketplace (RCMP), depending on the contract. Learn more about RCMP here: [RCMP Guide](#)

Add your Buyer's AWS Account ID(s) to the Create Private Offer screen. If your scenario is Flexible Payment Schedule (FPS), please check "Enable fixed units and allow buyers to pay for this product in installments" checkbox.

### 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.

## 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.

- Input Offer Expiry Date, which is the date the private offer will expire. 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.
- Confirm the Subscription End Date, which is the date the private offer subscription will end and revert back to public pricing. If your screen does not show the Subscription end date, it is not required to create your offer.

### Set Expiration Information

**Offer expiry date**

Buyer needs to accept the offer by the provided date

**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

## Step 8

Select REVIEW OFFER.

- Verify the offer information was correctly entered, and review the PDF EULA.
- 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.

*Note: 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, the buyer will receive a notification with the relevant offer details and a link to accept the offer. The notification will be sent to the email address associated with the buyer's AWS Account ID. Buyers will also be able to view the offer extended to them in the Private Offers page in the AWS Marketplace Console.

Offer ID	Custom Offer Name	Product Name & ID	Buyer IDs	Offer Created	Offer Expires
<input checked="" type="radio"/> offer-gen3xse03tfgz	Offer - 713384441954 - Channel Integ 28	Channel Integ 28 ProductId: f2a79f80-451b-44c4-938a-9fed4cc400a5	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 ProductId: 0099237a-3223-47f2-9b5c-74c4ab91eb0f	480189533676	Tue Aug 31, 2021	Thu Sep 30, 2021

## Step 11

Your customer will log into their AWS Account, the account to which you extended the Private Offer and navigate to the offer URL (copied in the step above). Customers can view and download the EULA when accepting their Private Offer. All EULAs will show as a single document.

There are different steps for AMI and SaaS products.

FOR AMI PRODUCTS: click ACCEPT TERMS, then CONTINUE TO CONFIGURATION.

FOR SAAS: Edit the CONTRACT DURATION and CONTRACT OPTIONS, then CREATE CONTRACT.

**Subscribe to this software**

To create a subscription, review the pricing information and accept the terms for this software.

**Terms and Conditions**

pricing-cx-test-seller Offer 2021-08-04 **Private Offer**

By subscribing to this software, you agree to the pricing terms and the seller's End User License Agreement (EULA). You also agree and acknowledge that AWS may share information about this transaction (including your payment terms) with the respective seller, reseller or underlying provider, as applicable, in accordance with the AWS Privacy Notice. Your use of AWS services is subject to the AWS Customer Agreement or other agreement with AWS governing your use of such services.

This offer needs to be accepted by **September 01, 2021**.

The following table shows pricing information for the listed software components. You're charged separately for your use of each component.

NodeJS Integ by Channel (AMI Hourly)	Additional taxes or fees may apply.
NodeJS Integ by Channel (AMI Hourly)	
EC2 Instance Type	Software/hr
t2.small	\$0.748
t2.medium	\$0.841
t2.large	\$0.105

[End User License Agreement](#)

**[Private] SaaS Contracts Product**

You have multiple offers. To start your contract, select an offer first and review the pricing information and EULA.

Offer name:

By: not provided

Offer ID: offer-██████████

This offer is going to expire on: **Dec 31, 2019**

Offer expires at 12:00:00AM UTC on the date indicated.

**Configure your Software Contract**

Choose the contract that suits your needs. You're charged for your purchase on your AWS bill. After you purchase a contract, you're directed to the vendor's site to complete setup and begin using this software. For any software use beyond your contract limit, you're charged consumption pricing.

**Contract Duration**

1 month  12 months  24 months  36 months

**Total Contract Price** \$120.00

Due Today

## Step 12

Channel partners can add up to 10 email addresses to receive notifications when an Independent Software Vendor extends a new resell authorization to use for a Consulting Partner Private Offer or when an existing resell authorization expires. To receive email notifications:

- Log into AMMP and click on the SETTINGS tab and then navigate to the NOTIFICATIONS sub-tab. b. Add up-to 10 email addresses.
  - Options to enable notifications for private offer updated and accepted are available.

The screenshot displays the AWS Marketplace Management Portal interface. At the top, the navigation bar includes 'Home', 'Products', 'Requests', 'Offers', 'Agreements', 'Assets', 'Reports', 'Support', 'Partners', and 'Settings'. The 'Settings' page is active, showing an 'Account summary' section with fields for 'Legal business name' (sco-test-seller), 'Business location' (United States), 'Account status' (Publish paid and free products), and 'Status description'. Below this, the 'Public profile' section has sub-tabs for 'Public profile', 'Payment Information', and 'Notifications'. The 'Notifications' sub-tab is selected and circled in red, with an annotation: 'Select Notifications from below sub-tabs'. Under the 'Notifications' sub-tab, there is a section for 'Email address' with the current address 'pricing-cx-test-seller@amazon.com' circled in red and annotated: 'Current email address for Offer & Subscription notifications'. Below the email address is a 'Change email address' button with a magnifying glass icon, annotated: 'Optionally change email address'. At the bottom, there is a section for 'Email for custom notifications' with a text area and an 'Add email address' button.

## Frequently Asked Questions

### How does the customer receive the offer after it has been created?

After the offer has been created, you will need to email the customer the link to the Private Offer (refer to step 10 in the guide).

### How does a customer subscribe to an offer that I have sent them?

The customer will open the Private Offer URL, review the details of the offer, and click to accept.

### How can I see when a customer accepts the offer?

Accepted offers can be viewed in the Agreement Tab. Please note it can take up to 24 hours after the customer accepts to populate in this tab.

### What reporting will I have access to?

Click on this link for an overview of the Reporting available to AWS Marketplace Seller:

<https://docs.aws.amazon.com/marketplace/latest/userguide/reports-and-data-feed.html>

### What is the fee for reselling software through CPPO?

There are no reseller fees for CPPO Transactions.

### What are the types of ISV authorizations?

Recurring, opportunity specific, or time-bound.

### What is the time frame for disbursement on a transaction?

Transaction example

Below is a scenario assuming the customer subscribed to the offer on 12/19/2021.

- 12/19/2021 – Consulting Partner (aka reseller) extends private offer to customer in AWS Marketplace.
- 12/19/2021 - Customer clicks the Private Offers URL to subscribe. Customer now has 30 days to pay the bill. For the next 12 months the customer will get a bill from AWS Marketplace on the 19<sup>th</sup> of each month.
- 1/19/2022 – 1<sup>st</sup> Payment is due from the customer. The customer logs into the AWS Marketplace pays the bill.
- Between 2/7/2022 & 2/10/2022 – Given that AWS has received payment from Customer, AWS will disburse applicable earnings to the ISV and CP less AWS fees\*

## Reference Links & Videos

### Creating a CPPO in AMMP (13:30 Mark)

<https://www.youtube.com/watch?v=WQWxsCm3Hy4>

- [13:30](#): Percentage Discount off List Price Example
- [19:15](#): Percentage discount opportunity with Flexible Payment Scheduler Example
- [24:15](#): Custom Pricing with Discount off Listing Price Example
- [26:55](#): Custom Pricing Opportunity with Flexible Payment Scheduler
- [28:45](#): Flexible Payment Schedule opportunity Example

## Are Custom EULA Terms Supported?

Yes. An ISV can choose from three options of EULA's (public, Standard, Enterprise) for the end buyers while creating an Opportunity. ISVs can upload a custom EULA for end buyer while creating an Opportunity. CPs can then view EULA attached to an opportunity by an ISV and attach/amend the ISVs provided EULA.

- ISV selects the preferred EULA when creating Reseller Opportunity
- Using the opportunity created, CPs can view ISVs specified EULA and have the option to amend with a CP agreement

### End User License Agreement

**EULA version**  
Select or upload a EULA

Public Offer EULA [EULA](#)

Standard Contract for AWS Marketplace [EULA](#) [Learn More](#)

Enterprise Contract for AWS Marketplace [EULA](#) [Learn More](#)

Custom EULA

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Choose files

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## How can buyers view and subscribe to Private Offers?

Buyers can view and subscribe to a Private Offer in four ways:

1. From a list of Private Offers on the Private Offers page in the AWS Marketplace Console
2. Through the Private Offer published email notification sent directly to the buyer
3. From the product detail page on the AWS Marketplace website
4. From the Seller sending the Offer ID from AMMP and sending directly to the buyer.



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