

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 <u>Seller on AWS Marketplace</u> (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 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 <u>AWS Marketplace Management Portal (AMMP)</u> 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.

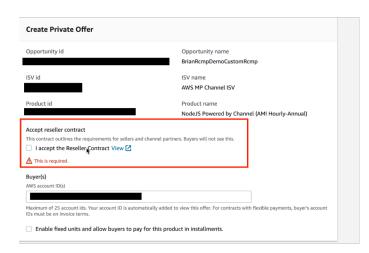
• The amount shown in the discount column for each opportunity will be automatically populated in the offer creation screen.

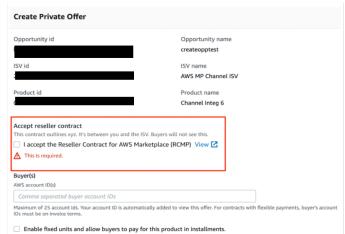




If the opportunity has an attached reseller contract, an Accept reseller contract section displays. View the contract and then select I accept the reseller contract or I accept the Reseller Contract for AWS Marketplace (RCMP), depending on the contract. Learn more about RCMP here: RCMP Guide

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.

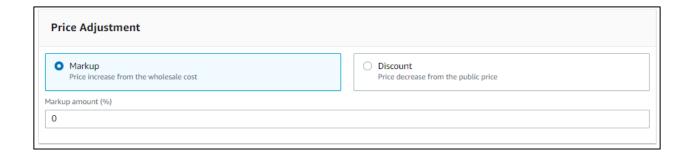




Step 4

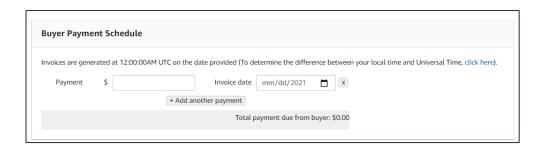
Adjust the price to the customer. There are different steps depending on product type. Select MARKUP to increase the customer price from the wholesale cost or select DISCOUNT to decrease the customer price from the public price of the software.

- 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.





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.



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.



Step 7

Set EXPIRATION INFORMATION.

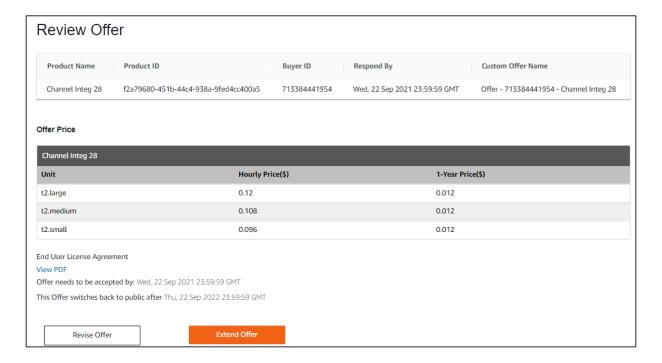
- Input Offer Expiry Date, which is the date the private offer will expire. Your customer can subscribe to your private offer at any time from the date the offer is created to midnight GMT on the expiration date.
- Confirm the Subscription End Date, which is the date the private offer subscription will 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.





Select REVIEW OFFER.

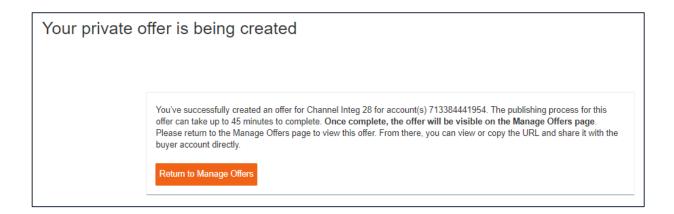
- Verify the offer information was correctly entered, and review the PDF EULA.
- If the offer needs to be adjusted, select REVISE OFFER. If the offer is correct, select EXTEND OFFER.



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.





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.

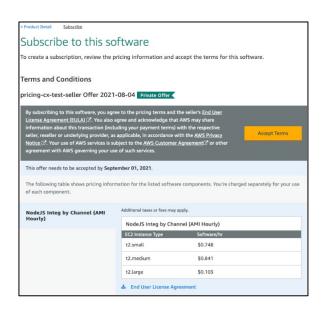


Step 11

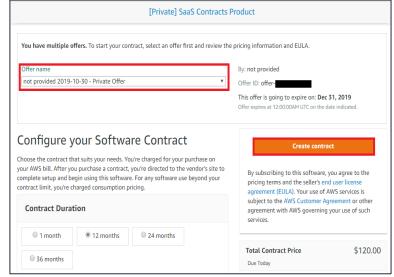
Your customer will log into their AWS Account, the account to which you extended the Private Offer and navigate to the offer URL (copied in the step above). Customers can view and download the EULA when accepting their Private Offer. All EULAs will show as a single document.

There are different steps for AMI and SaaS products.

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



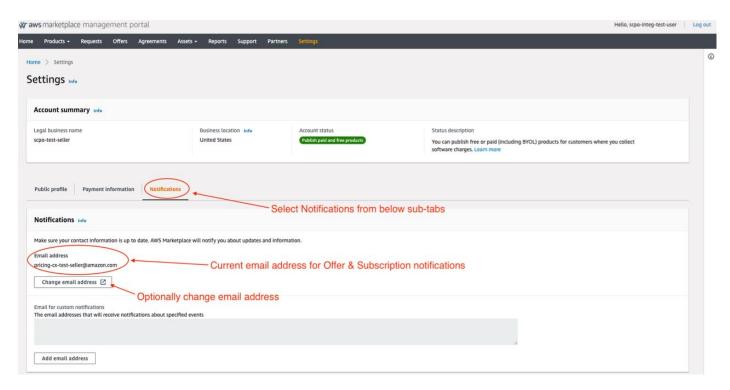
FOR SAAS: Edit the CONTRACT DURATION and CONTRACT OPTIONS, then CREATE CONTRACT.





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.





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 form AWS Marketplace on the 19th of each month.
- 1/19/2022 1st 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?vs

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

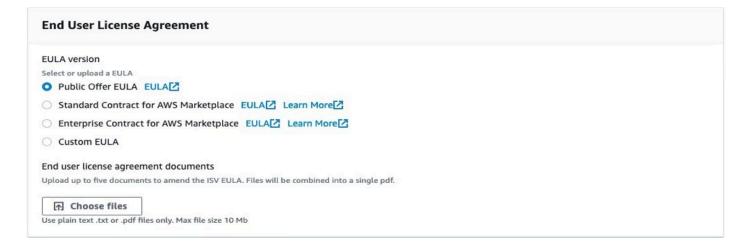
- <u>13:30</u>: Percentage Discount off List Price Example
- 19:15: Percentage discount opportunity with Flexible Payment Scheduler Example
- <u>24:15</u>: Custom Pricing with Discount off Listing Price Example
- <u>26:55</u>: Custom Pricing Opportunity with Flexible Payment Scheduler
- <u>28:45</u>: 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	
Public Offer EULA EULA Z	
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.	
ি Choose files	
Use plain text .txt or .pdf files only. Max file size 10 Mb	

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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