



2023 – INVITE ONLY

Accelerate your ISV's Distribution Business in AWS Marketplace

AWS Marketplace Channel Expansion Team

Agenda

- What is AWS Marketplace?
- Overview of Designated Seller of Record (DSOR)
- Benefits of Designated Seller of Record (DSOR)
- DSOR Process
- Eligible DSOR Partners
- DSOR Partner Requirements
- DSOR Best Practices
- Reporting



What Is AWS Marketplace?

Transformation, modernization, and governance

A curated digital catalog helping customers **find, subscribe to, deploy,** and **govern** third-party software, data, and services



Over **13,000** transactable listings



Deployed in **25** Regions



3,000+ ISVs
250+ data providers
1300+ Channel Partners



70+ categories (monitoring, security, databases, etc.)

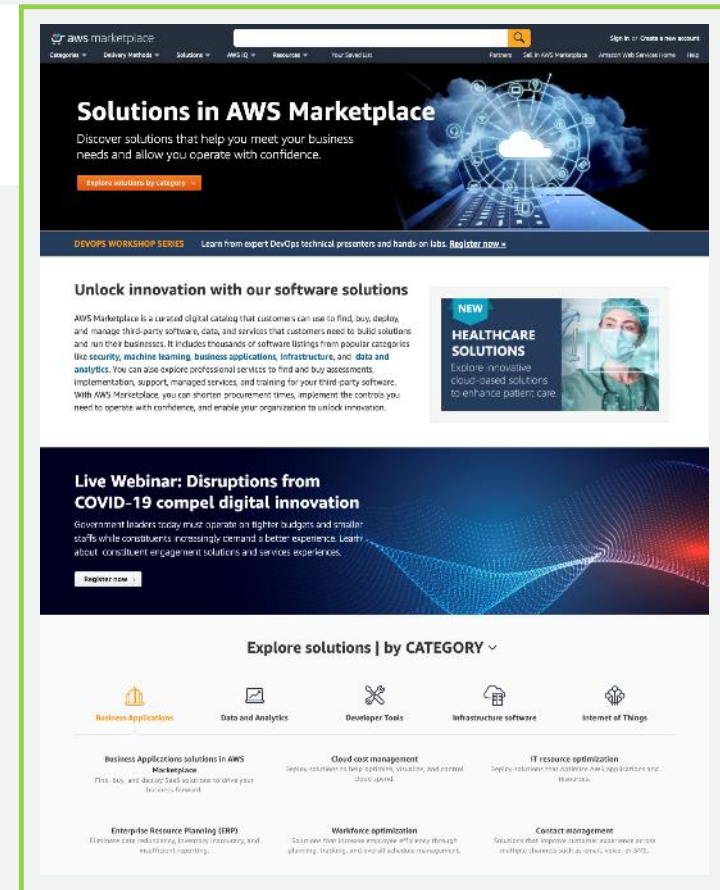


2M+ active subscriptions

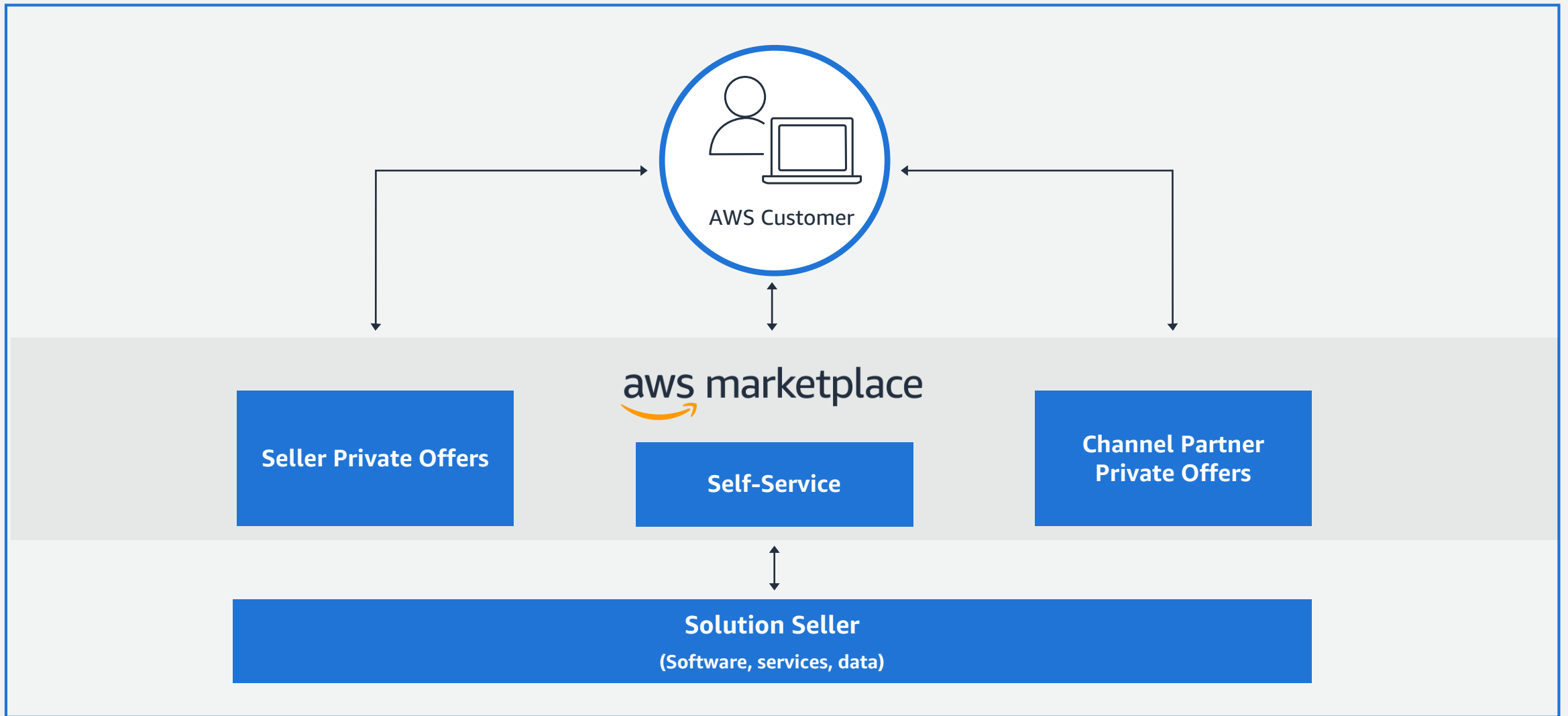


330,000+ active subscribers

- Offer customized pricing, terms, and added features to your customers with **Channel Partner Private Offers**
- Software spend can apply to **AWS commitments**
- **Easy and secure deployment**, almost instantly
- Ability to **manage customer licenses** in a comprehensive portfolio view for all AWS environments



How AWS Marketplace works



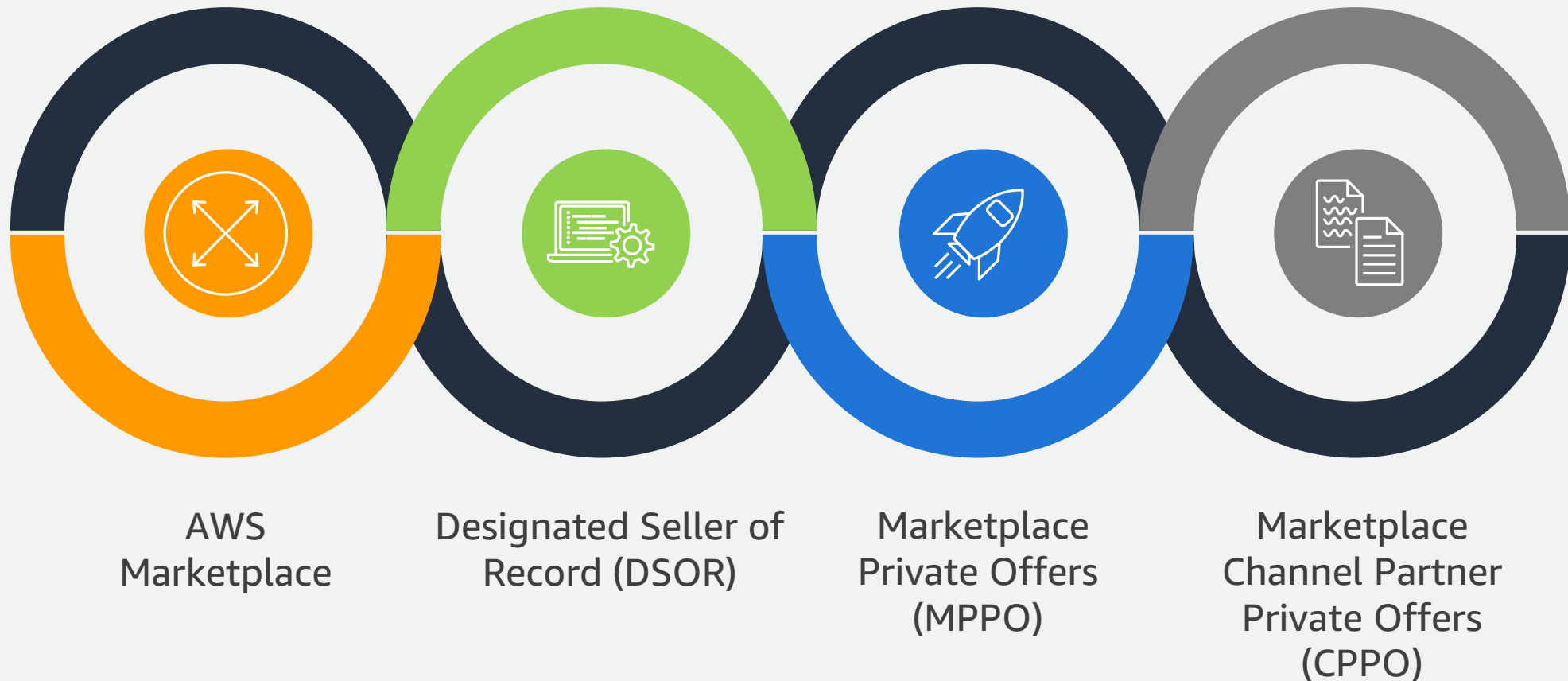


Overview of Designated Seller of Record (DSOR)



Designated Seller of Record (DSOR)

AWS Marketplace provides ISVs with the choice to authorize an AWS Partner as a **Designated Seller of Record (DSOR)** to create a SaaS limited listing on their behalf to sell on AWS Marketplace.



Accelerate AWS Marketplace Growth

- New AWS Marketplace **channel sales motion** for partners and customers
- Choice for ISVs to **resell AWS Marketplace solutions** through an authorized designated seller of record
- Easy to use **private offer process**
- Real-time **offer notifications** help accelerate sales



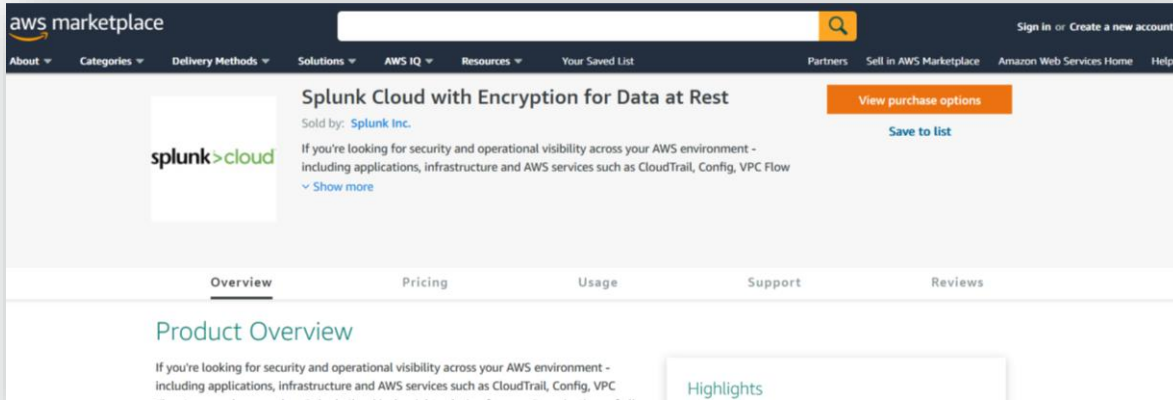
AWS Customer Value

- Customized pricing, payment schedules, and contract terms with **DSOR**
- DSOR listings qualify for AWS **programs** and **incentives**
- Software spend can apply to customer **AWS commitments**
- AWS sales professionals retire quota when they **co-sell** with DSOR



How does DSOR work?

ISV Standard AWS Marketplace Listing

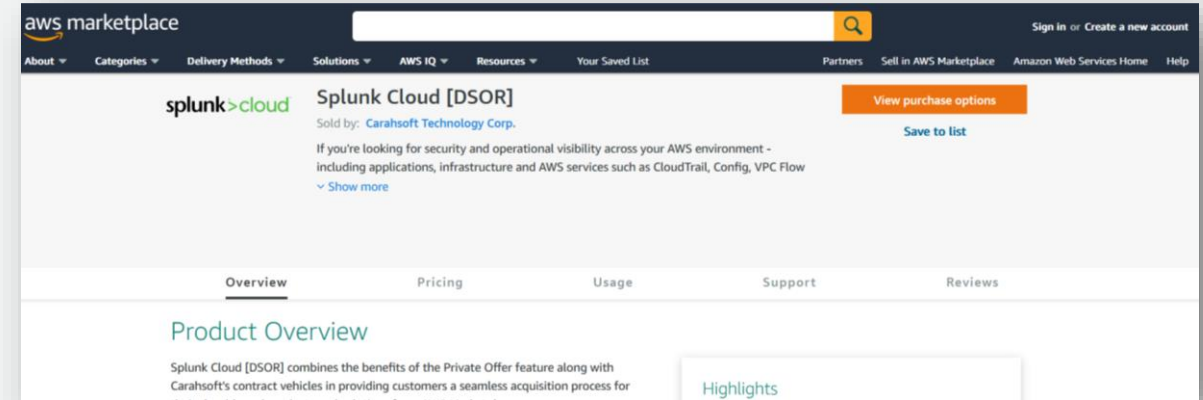


Transaction Workflow

- ISV is **Seller of Record**
- ISV uses AWS Marketplace Management Portal (AMMP) for MPPO and CPPO Self-Authorization
- ISV/CP creates private offer and sends to customer
- AWS invoices Customer
- Customer pays AWS
- AWS disburses payment to ISV and CP (CPPO)
- ISV pays the Tier Listing Fee (TLF)



DSOR Limited AWS Marketplace Listing



Transaction Workflow

- DSOR Partner is **Seller of Record**
- DSOR Partner builds and manages the ISV's limited listing
- DSOR Partner uses AMMP for MPPO and CPPO
- DSOR Partners/CP (CPPO) creates and sends PO to customer
- AWS invoices Customer
- Customer invoice is paid to AWS
- AWS disburses payment to DSOR and CP (CPPO)
- DSOR pays the Tier Listing Fee (TLF) based on the ISV
- DSOR disburses payment to ISV (outside of AWS Marketplace)



Benefits of Designated Seller of Record (DSOR)

DSOR advantages for AWS Marketplace Sellers

Simplifying the transaction and procurement process for ISVs and CPs



Expand Channel Growth with AWS Marketplace DSOR

SIMPLIFIED CHANNEL GROWTH



Channel partners maintain AWS customer relationships



Scale and accelerate cloud growth for channel partners



Management of broad range of pricing models, quoting and billing for ISVs

MODERNIZED ISV PARTNERSHIPS



Existing automated billing and quoting, low investment and risk



Offer ISVs a choice for AWS Marketplace channel initiatives.

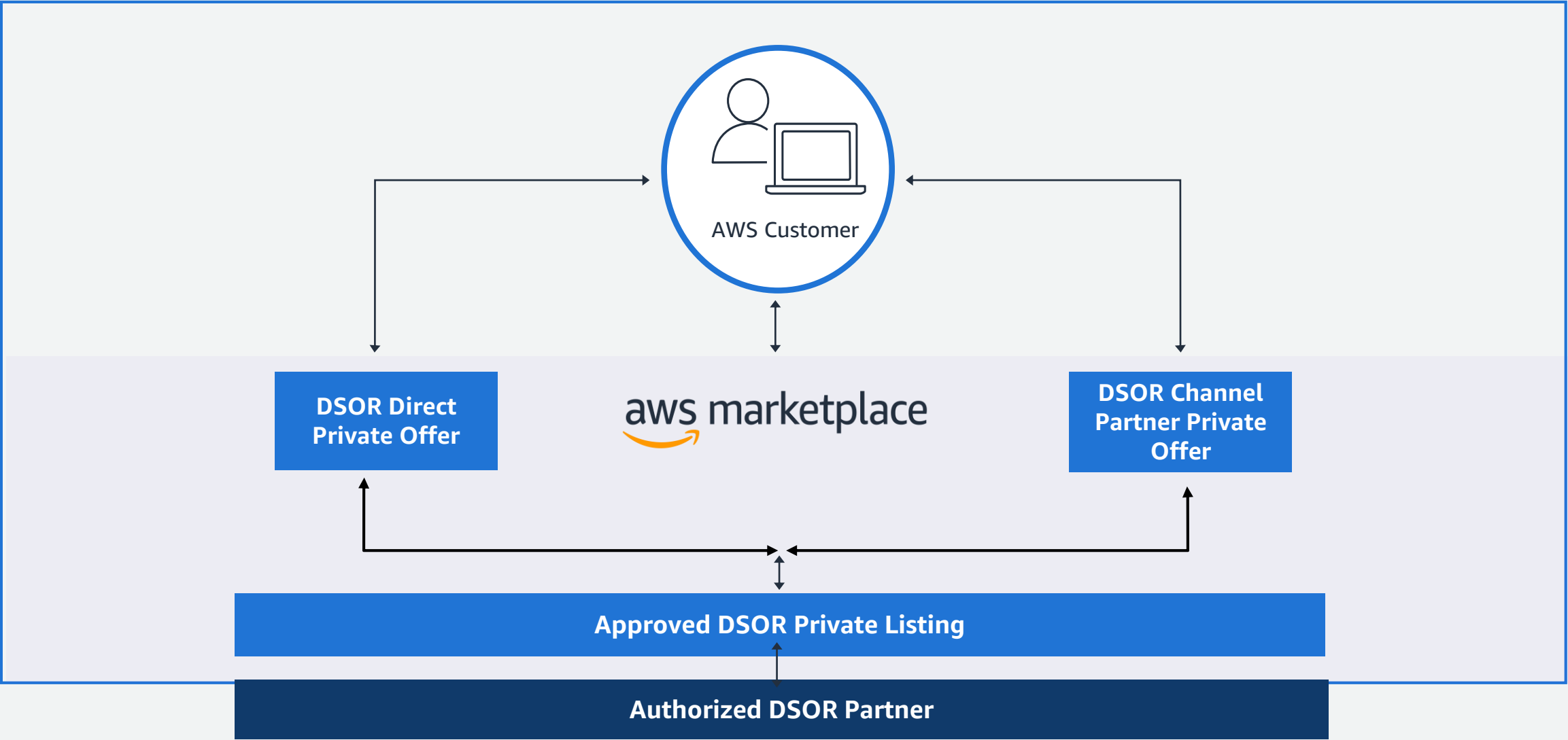


Build new programs and services for accelerating ISVs cloud adoption



DSOR Process

How AWS Marketplace works with DSOR



DSOR Channel Private Offer Model



ISV and DSOR Partner work with preferred channel partner to resell discount software using CPPO



CPPO channel partner receives customized pricing and licensing terms from the DSOR Partner



Channel Partner owns and maintains contractual and financial relationship with the customer from start to finish



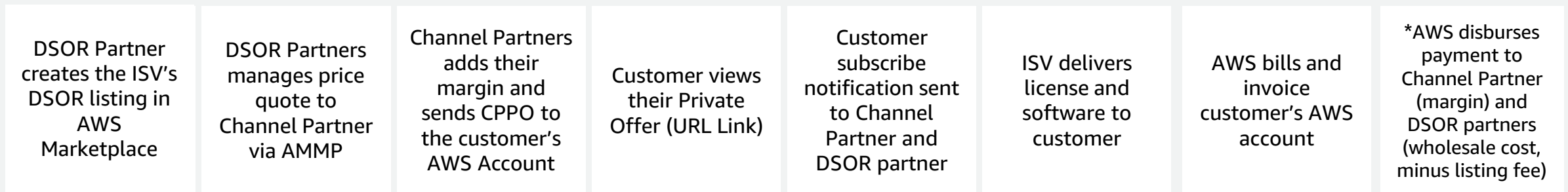
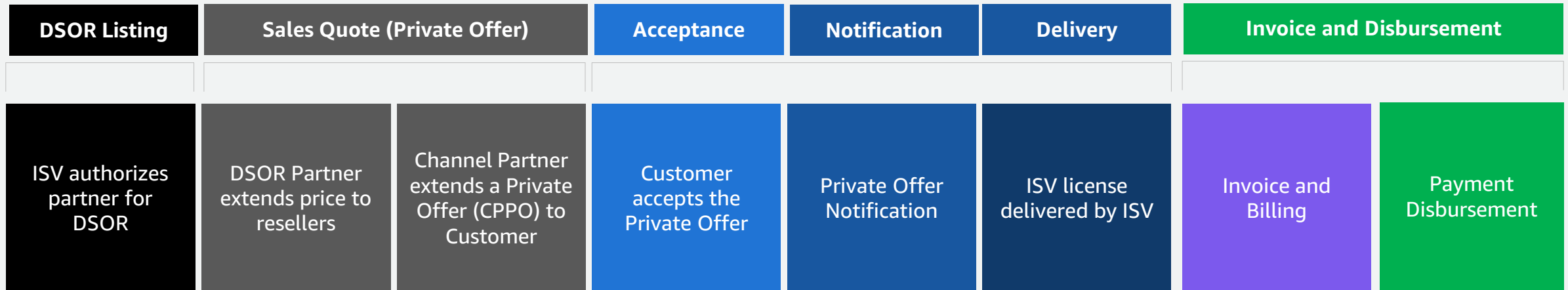
AWS customer receives all the benefits of AWS Marketplace and can apply to AWS commitments



DSOR Channel Private Offer Model

DSOR Channel Private Offer Process

AWS PARTNER - CHANNEL CO-SELL FOR ISV



*DSOR Partner pays the ISV outside of AWS.

DSOR Direct Private Offer Model



DSOR Partner receives wholesale custom pricing and terms for channel partner from the ISV



Channel partner maintains the financial relationship with customer and final pricing proposal



DSOR Partner sends a direct private offer to AWS account linked to their payer and pays the monthly AWS bill



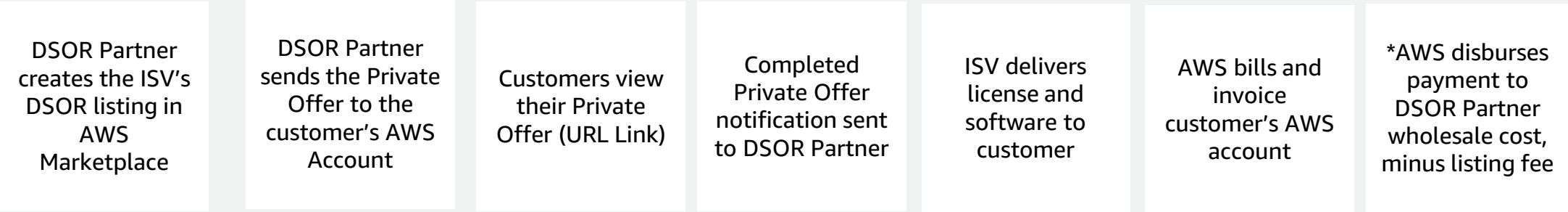
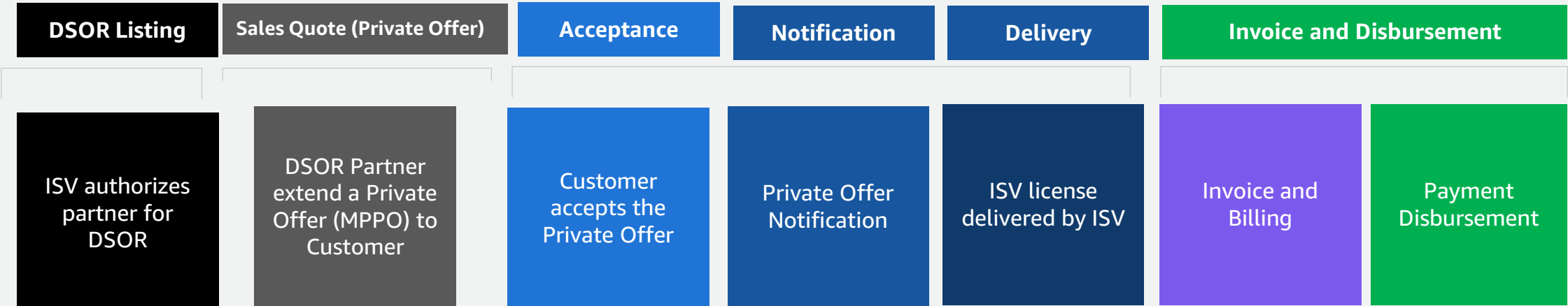
Channel Partner sends the end customer the monthly AWS billing and summary for compensation



DSOR Direct Private Offer Model

DSOR Direct Private Offer Process

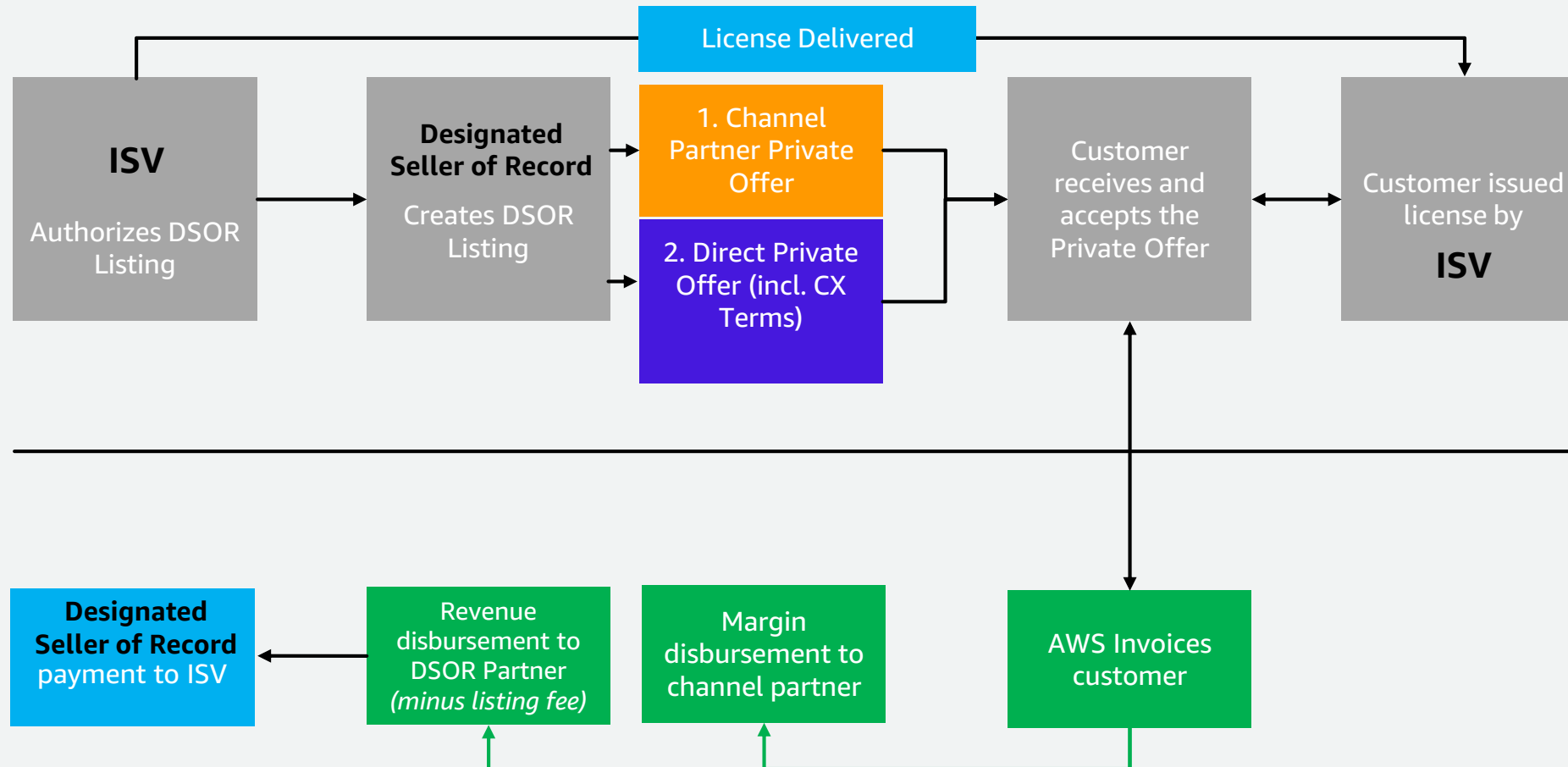
DIRECT PRIVATE OFFER TO LINKED ACCOUNT FROM DSOR PARTNER



*DSOR Partner pays the ISV outside of AWS.



DSOR Transaction Workflow Diagram

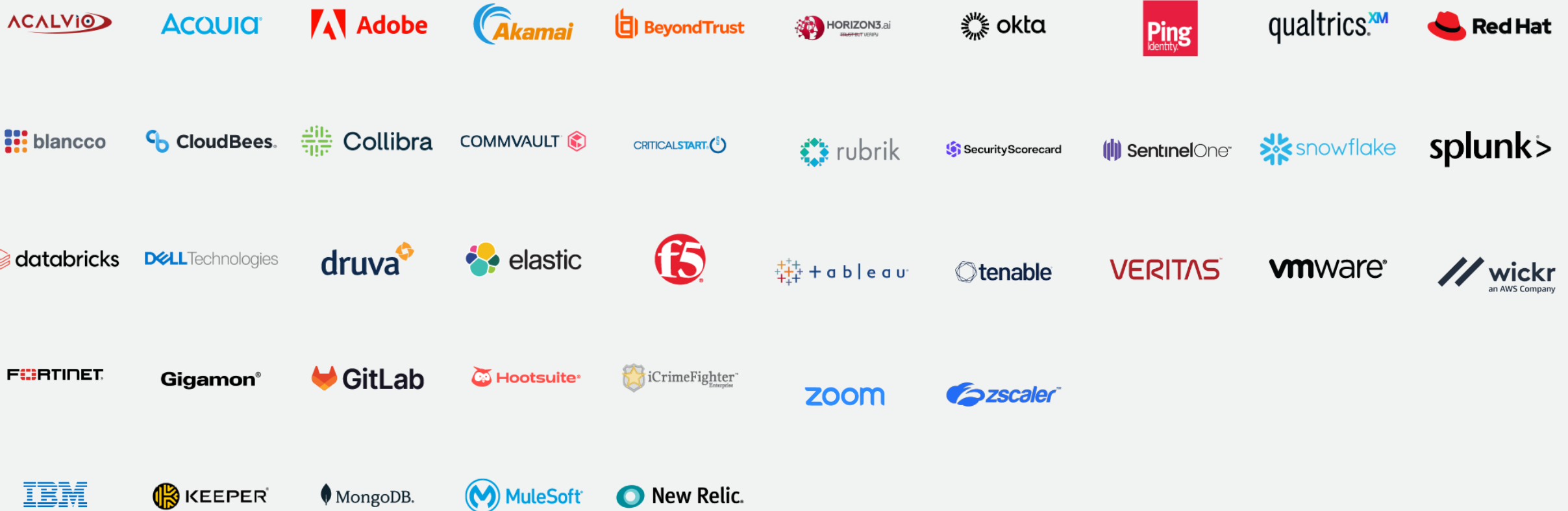




Eligible DSOR Partners

Participating ISV Partners

40+ DSOR ISVS ONBOARDED



aws marketplace

How do I get started?

DSOR partner requirements

DSOR Partner (CP,DP, etc.)

- ☐ AWS authorized Distributor and/or APN partner
- ☐ Accepted AWS Marketplace Seller Terms and agreements
- ☐ Establish Sales Revenue targets
- ☐ Complete AWS Marketplace Training Academy
- ☐ Assigned AWS Marketplace operational and business development resources
- ☐ Must be invited and signed DSOR Addendum

Independent Software Vendor

- ☐ AWS Marketplace seller and product listing
- ☐ Accepted AWS Marketplace Seller Terms
- ☐ Completed the one-time ISV Authorization form
- ☐ Engage with AWS Marketplace PDM
- ☐ Completed AWS Marketplace Training Academy
- ☐ ISV Distribution team contacts

AWS Marketplace DSOR Team



DSOR Best Practices

Best Practice Checklist: Getting Started with DSOR

Operational best practices for growth with channel partners, ISVs, and distribution

Make it easy for the ISVs, channel partners, DSOR partners

- ✓ Complete AWS Marketplace Training Academy
- ✓ Create an operations guide for key stakeholders and SLAs
- ✓ Host monthly internal trainings and office hours

Sales enablement and GTM activities

- ✓ Ability to forecast and report AWS Marketplace Opportunities
- ✓ Internal and external enablement and 1-page training materials
- ✓ Host channel partner webinars with ISVs for GTM activation

AWS Marketplace = DSOR Pricing

- ✓ Same special pricing approval process
- ✓ Qualify AWS Marketplace opportunities early
- ✓ Neutral pricing

Pre-Sales Engineers

- ✓ Quote generation / BOM
- ✓ ISV Cloud Solutions training
- ✓ Knowledge of products available for AWS Marketplace DSOR

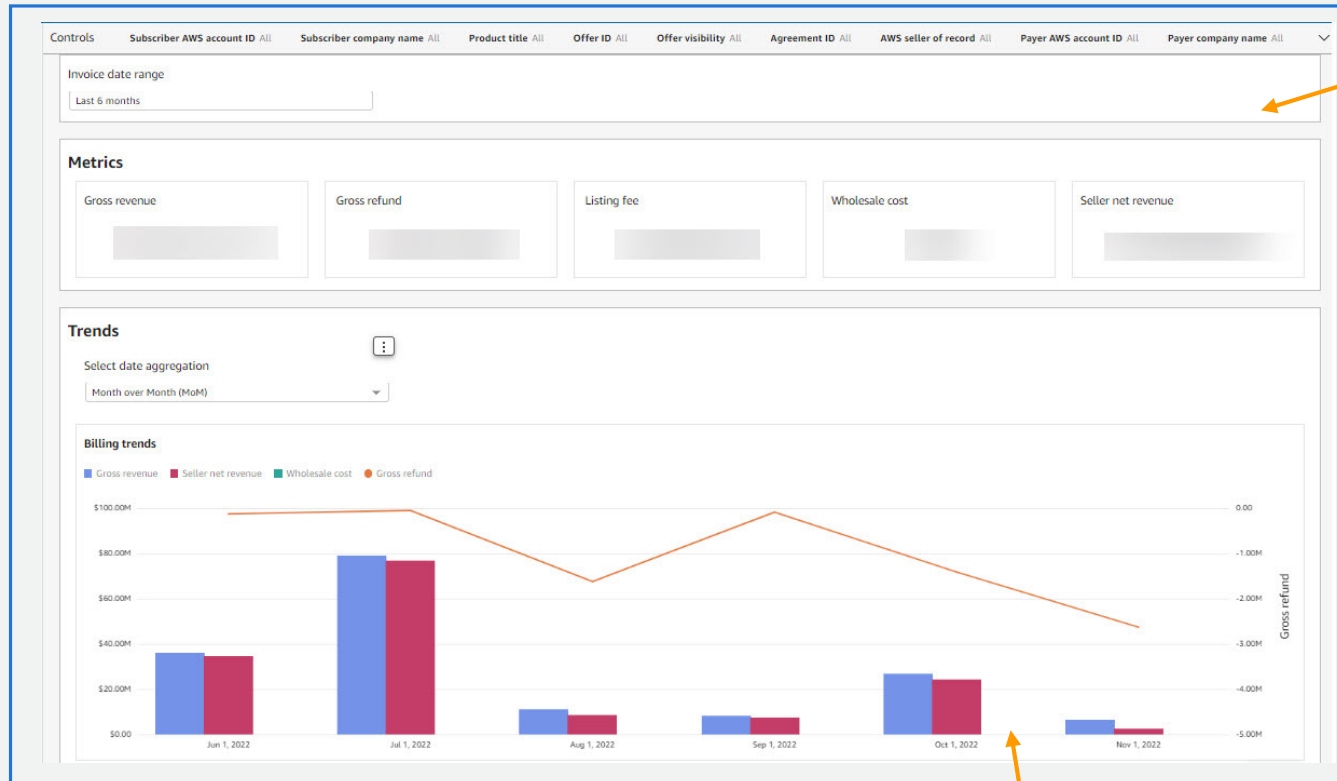




Reporting

Reporting Insights

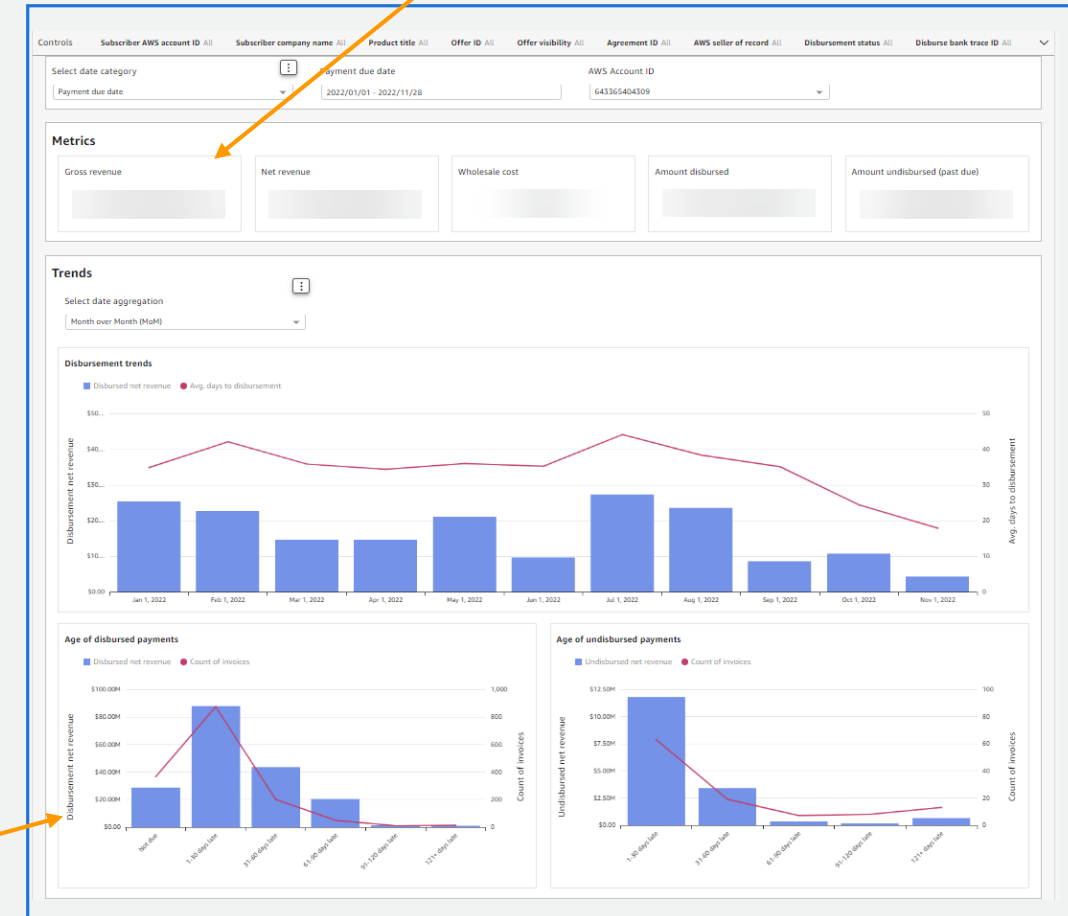
Reporting on Channel Partner Private Offer Transactions



Billed Revenue Dashboard

View trends overtime based on key metrics

Metrics include gross revenue, gross refund, listing fee, wholesale cost, and seller net revenue



Collections and Disbursements Dashboard

Offer Acceptance Resources

Tools for tracking offer acceptance and subscriptions



Automated, real-time Email Notifications



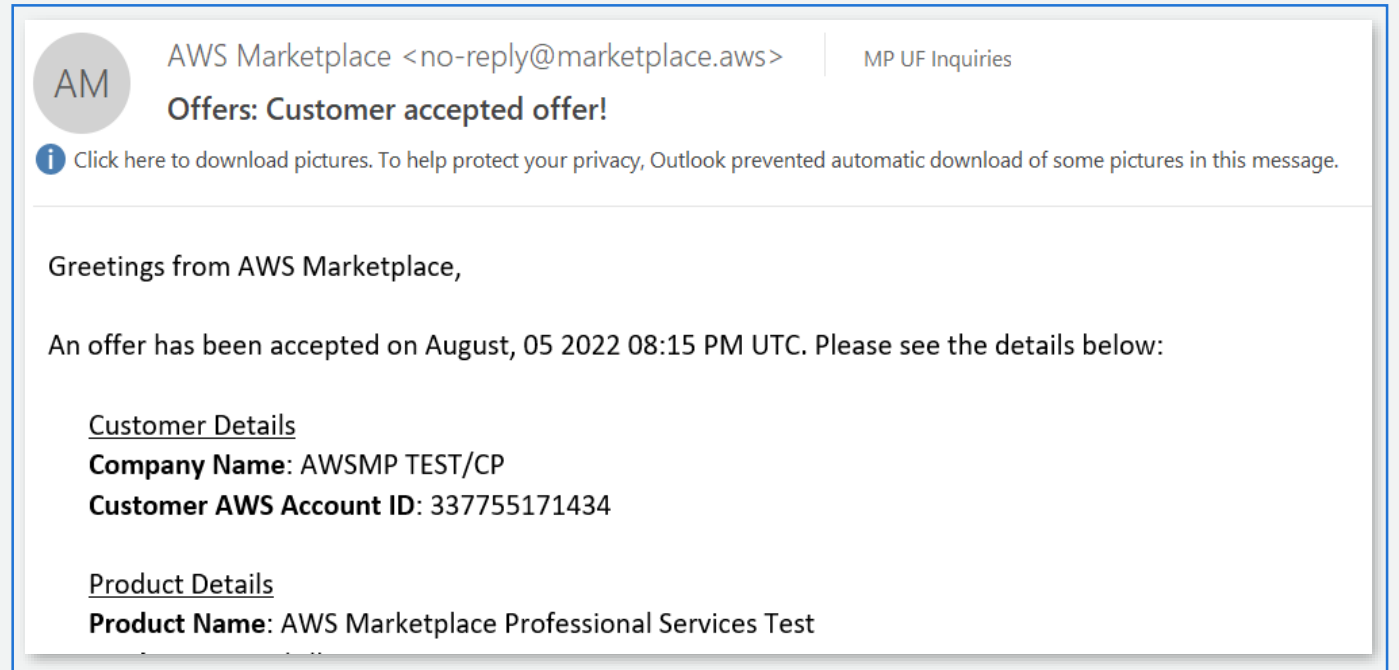
Customer Subscriber Report



SNS Notifications



Agreements Tab (SaaS only)



Sample email notification sent to seller upon offer acceptance

Tip: After you receive notification that an offer is accepted, enter the customer name, offer ID, agreement ID, customer account ID, and deal amount into your CRM



Thank you!

To learn more, visit our website at:

<https://aws.amazon.com/mp/aws-marketplace-channel/>