ISV Self-Service Authorization Guide

The purpose of this guide is to walk Independent Software Vendors (ISVs) through the steps to extend a resale authorization to their consulting partners.

Prerequisites

- ISV must have a paid listing in AWS Marketplace

- Channel Partner must be registered as a Seller in AWS Marketplace and have completed their public profile and the tax and banking wizard.

To view a full list of Channel Partners registered to resell on AWS Marketplace, please see our partner list here.

TO LEARN MORE ABOUT AWS MARKETPLACE

Visit our Selling in AWS Marketplace website

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youtube.com/user/amazonwebservices

aws.amazon.com/blogs/marketplace

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Steps

By following the steps below, ISVs can authorize consulting partners with custom discounts to extend 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.

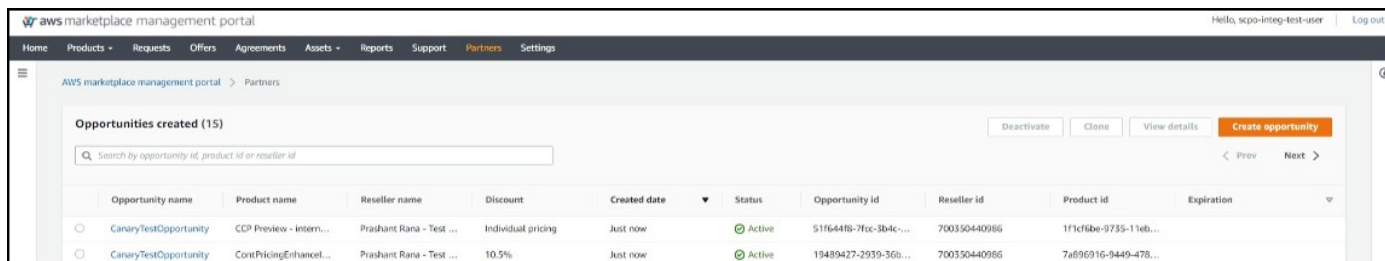Tip: Ensure that you are logged out from another account before logging in with your AWS Marketplace Seller account.

Step 2

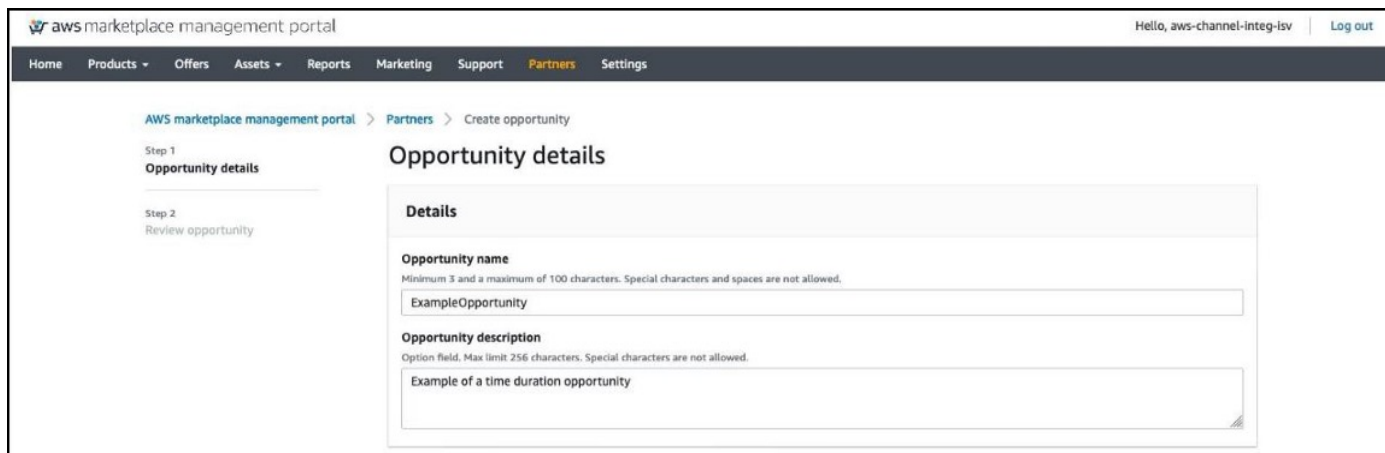From the AMMP landing page, choose the **PARTNERS** tab.

Step 3

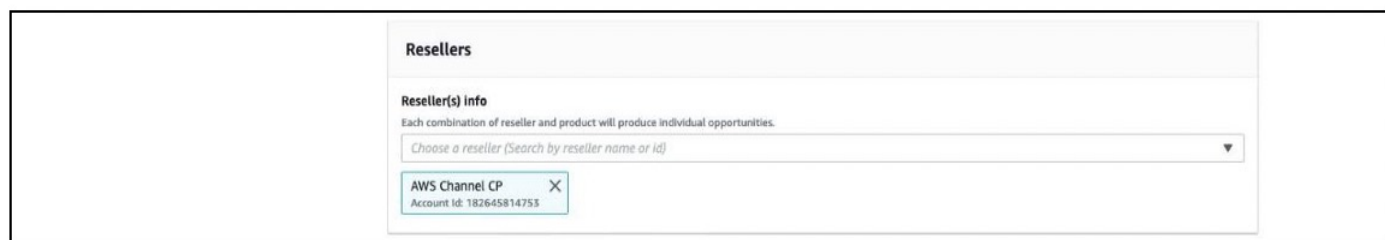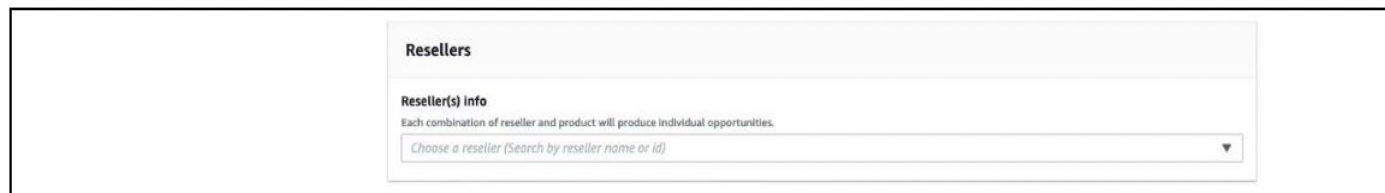Chose **Create opportunity**

Step 4

Opportunity details can be added to each authorization for easier tracking in the AMMP and in Seller Reports.

Step 5

Select the Channel Partner (reseller) to authorize from the Reseller Info drop down. Hold down the Ctrl key to select multiple resellers at one time.

Step 6

Discount types can be issued in multiple ways:

- **Percentage Discount:** Applies a single % discount rate to all selected products
- **Individual Pricing:** Applies specific discounts to specific products
- **Flexible Payment Schedule (FPS):** Set a flexible payment schedule for a CP opportunity

Step 7

You can **select specific products** to apply the discount authorization. Hold down the Ctrl key to select multiple products at one time.

Step 8

A CPPO authorization can be issued using one of the three options below:

- **Single Use:** Applies to one opportunity and is no longer applicable once the consulting partner creates the private offer
- **Specific Time Duration:** Lasts for a specific time duration that is no longer applicable after a date selected by the ISV
- **No Set Time Duration:** Lasts until ended by one of the involved parties

Step 9

Buyer account ID can be **optionally added** to constrain opportunities to a specific buyer account.

Step 10

- Select and add **EULA**

- *Optional* *add Reseller Contract for AWS Marketplace (RCMP) or upload your custom contract for Channel partner. Learn more about RCMP here:* RCMP Guide

Step 11

Select **Review opportunity** to review authorization details

Step 12

Select **Create opportunities** to view opportunity in opportunity table.
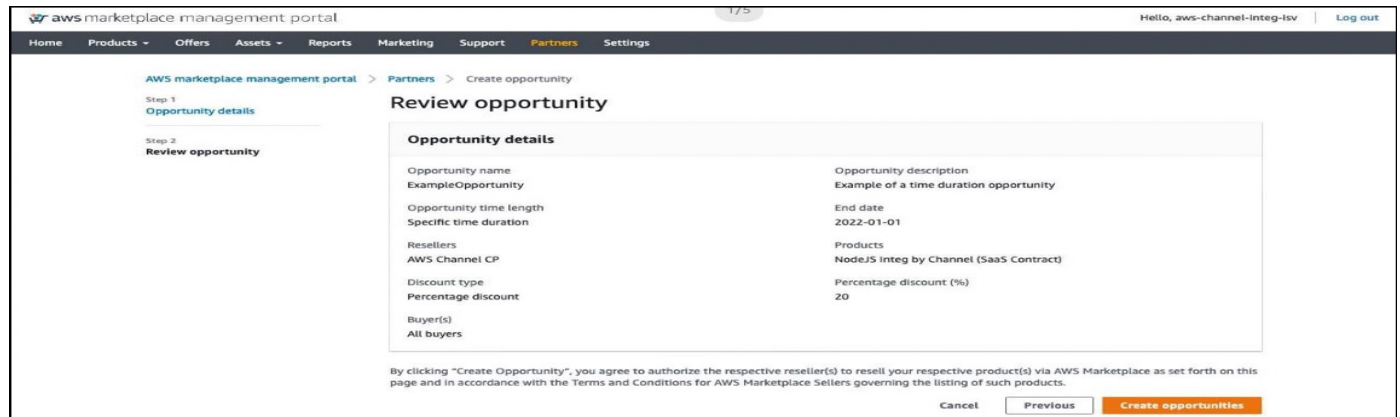
Step 13

The opportunity table is enhanced to display relevant opportunity details including Opportunity Name, Product name, Reseller name, Discount, Created date, and Status.

Step 14

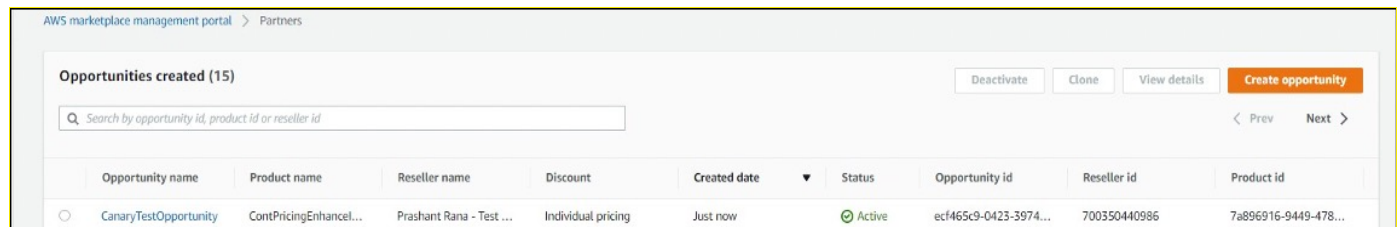The left Navigation panel will navigate to various opportunity types:

- **Opportunities Created:** Opportunities ISVs have created for CPs

- **Opportunities Received:** Authorizations received from ISVs

- **Bulk Opportunity Requests:** when authorizing several CPs at once you can view the status of individual opportunities in this tab

Step 15

You can also **clone an opportunity** by selecting the opportunity and clicking "Clone." This will prepopulate everything and fields can be edited.

Step 16

Sellers can add up to 10 email addresses to **receive notifications** when a channel partner uses a resell authorization, when an offer is published, and when an offer is accepted or updated. To receive email notifications: Click on the **Settings** tab and then navigate to the **Notifications** sub-tab and add up-to 10 email addresses
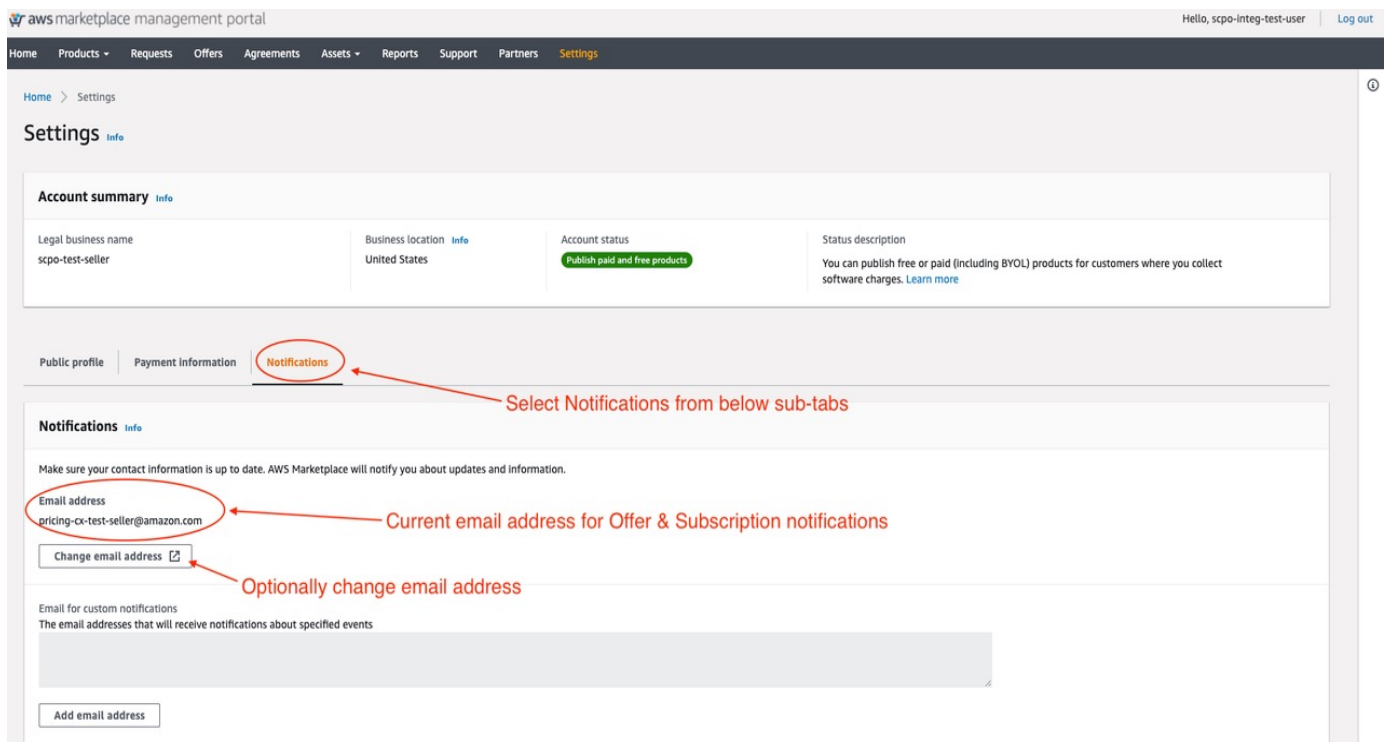
Frequently Asked Questions

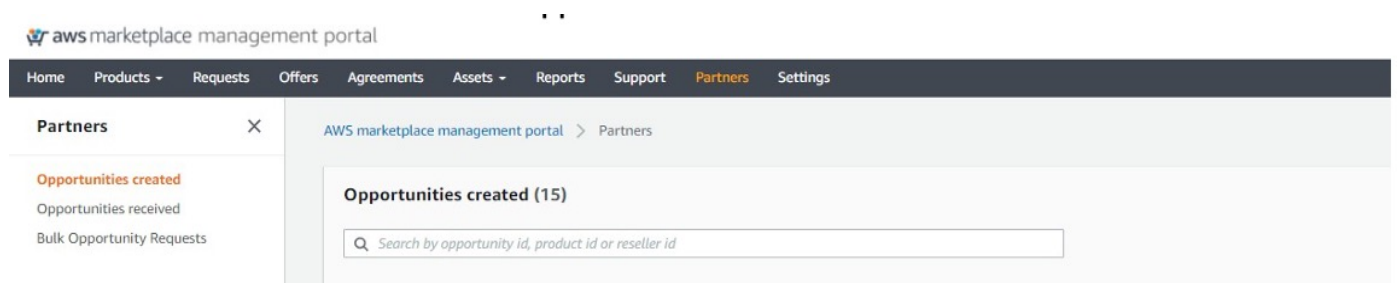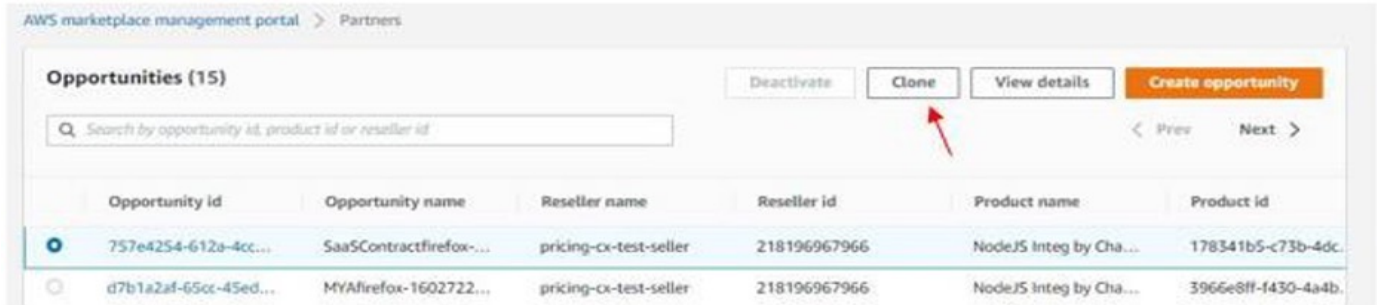### What happens after I create my authorization (opportunity)?

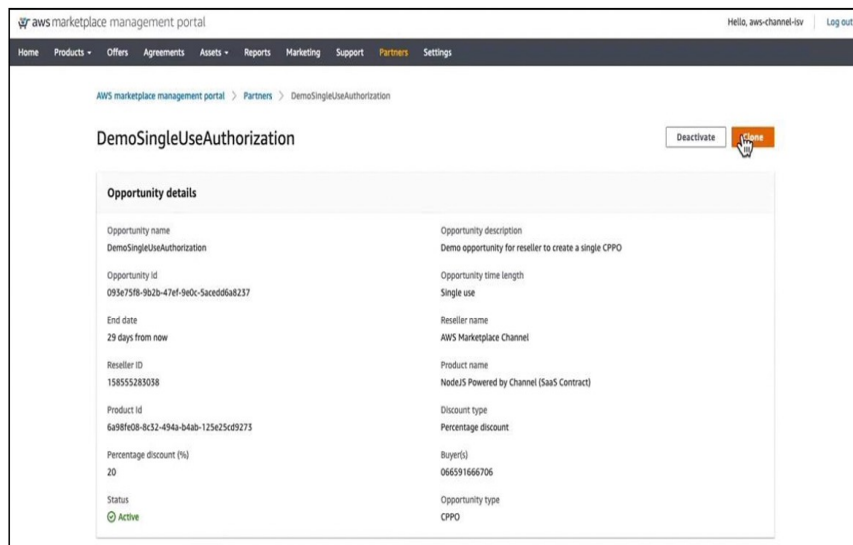The opportunity table is enhanced to display relevant opportunity details including Opportunity Name, Product name, Reseller name, Discount, Created date, and Status.

What do the different authorization (opportunity) statuses mean?

There are 4 different opportunity statuses:

- **Active:** a CP can create a CPPO using this authorization
- **Expired:** a CP can no longer create a CPPO using this authorization
- **Restricted:** Authorization has been manually deactivated by ISV
- **Complete:** A single-use authorization has been used to create a CPPO

Are private listings supported?

Yes. Contact the AWS Marketplace Customer Desk for help with special deal requirements.

Are products with custom dimensions supported?

Yes, for SaaS contracts. Custom dimensions can be quickly and easily modified on the opportunity to match the negotiated terms. ISV's can specify a new dimension name with corresponding prices, and remove dimensions as needed to match the negotiated offer. SaaS Metering Product type is not supported. Refer to the Custom Dimension Support for CPPO guide for help.

For AMI custom dimensions, contact the AWS Marketplace Customer Desk for help with special deal requirements.

Reference Links & Videos

- ISV Self Service Reseller Authorization Demo
- ISV Self Service Authorization FPS Support Instructions
- ISV Self Service Authorization Custom Dimension Support for CPPO
- Channel Partner Creates
- One-time Authorization
- Recurring Authorization

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

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.