The purpose of this guide is to walk AWS Marketplace Professional Services Sellers through the steps to extend a resale authorization to resellers.

Prerequisites

- Seller must have a paid listing in AWS Marketplace
- Reseller 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.

About Professional Services Resell

Professional Services resell uses the Channel Partner Private Offer (CPPO) process to resell professional services. These services can include implementation, assessments, managed services, training, and premium support.

For professional services resell, an ISV or Channel Partner can resell professional services. Below are the scenarios for professional services resell.

- ISVs to resell another ISV's professional services.
- Channel partners to resell another ISV's professional services.
- ISVs to resell another channel partner's professional services.
- Channel partners to resell another channel partner's professional services.

Steps

By following the steps below, an AWS Marketplace Seller can authorize a reseller 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. Select create opportunity.

Step 3

Add Opportunity details including opportunity name and description. This can be added to each authorization for easier tracking in the AMMP and in Seller Reports.

Step 4

Select if this is for a Renewal. By default, this selection will be No.

Step 5

Select the Reseller from the drop down menu.
Step 6

Discount types can be issued in multiple ways:

- **Individual Pricing**: Applies specific discounts to specific products
- **Flexible Payment Schedule (FPS)**: Set a flexible payment schedule for a CP opportunity

**Note**: Percentage discount is not an option for professional services reselling.

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

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Step 7

If you select **Flexible Payment Schedule**, select the contract duration and payment schedule.
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.

Note: For flexible payment schedule opportunities, only single use opportunities are supported.

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](#)

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**Step 11**

Select **Review opportunity** to review authorization details
**Step 12**

Select **Create opportunities** to view opportunity in opportunity table.
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](https://aws.amazon.com/marketplace/cds/) for help with special deal requirements.

Reference Links & Videos

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