

aws marketplace

# Solution Provider Private Offers (SPPPO)

Program Guide

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## Solution Provider Private Offer (SPPO) Program Overview

AWS Solution Provider Private Offers (SPPO) is a program designed for APN Consulting Partners participating in the AWS Solution Provider Program to resell Accelerate ISV products listed on AWS Marketplace (AWSMP). Because all participating ISVs are required to be part of the AWS ISV Accelerate program, there will be no processing fees for the Solution Providers (SPs). This program is built to scale business transactions. SPs will have access to pre-negotiated discounts without the need to reach out to an AWSMP rep or the ISV for every opportunity. The SP can create a private offer for a participating ISV product and push this offer to select or all their linked accounts.

- ◆ **Customer Value:** Special pricing opportunities on eligible ISV solutions, consolidated billing experience by combining their AWS invoice, Marketplace purchases, and Solution Provider professional services, and Procure 3rd party software solutions for their AWS environment with simple, one-click deployment.
- ◆ **Solution Provider Value:** Instant access to pre-negotiated rates from participating ISV's products, eliminating the need to reach out for quotes. The ability to bundle ISV software with their value-added services, create and extend a Private Offers to all or some of their linked accounts at once.
- ◆ **ISV Value:** Scale ISV business through SPs salesforce, expedited top-line revenue recognition by removing barriers to close deals, and extend private offers directly to the end customer.

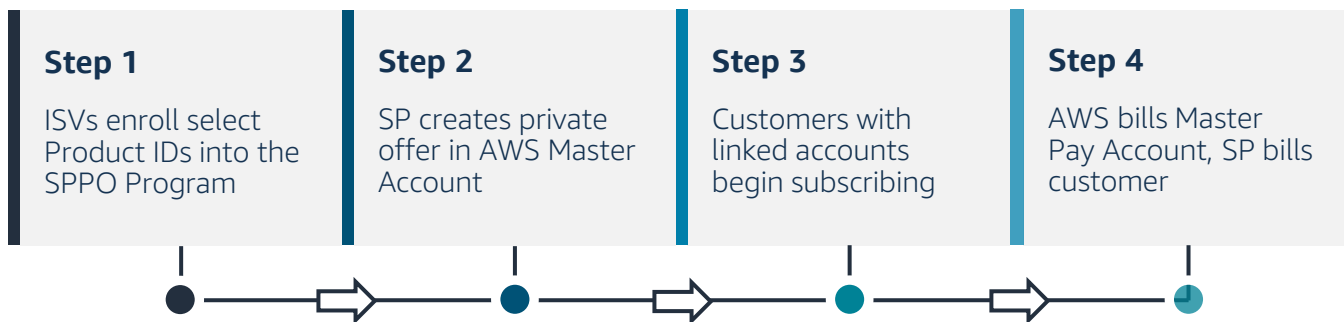
## Program Benefits

- 1 Access to pre-negotiated discounts on participating ISV's software from AWS Marketplace
- 2 Instantly extend offers to linked accounts
- 3 Provide a consolidated procurement and invoicing experience

## How it Works

ISVs with AWS Marketplace listings provide a recurring 20% discount authorization on their AWS Marketplace listings to all current and future AWS Solution Providers. Once a recurring authorization is initiated, AWS Solution providers can leverage their discount to proactively extend Private Offers to some or all of their linked accounts using automated tools available through AWS Marketplace. Additional non-recurring discounts are also available to assist with closing unique customer opportunities through the CPPO feature. AWS manages the disbursement to the ISV, no purchase orders or invoicing required.

## Operational Workflow



## Participation Requirements

The following criteria is required for ISVs and SPs to participate in SPPO. Partners will need to complete the requirements and be approved for participation prior to their initial transaction.

### ISV Participation Requirements

- Confirmed in the AWS ISV Accelerate program with public paid listings on AWS Marketplace
- Agree to extend a recurring discount authorization of 20% to all current and future AWS Solution Providers participating in the SPPO program
- Signed SPPO Addendum providing the discount to all eligible SPs partners.

### Solution Providers Participation Requirements

- Confirmed in the AWS Solution Provider program
- Have a business entity in an approved area
- Signed AWS Marketplace Seller Agreement – available online

## Considerations

The following considerations need to be communicated to customers to ensure they understand the impact that discounts provided through SPPO potentially have on existing subscriptions.

- ◆ **AMI Hourly (existing subscriptions):** Customers with an existing subscription to an AMI Hourly Product will auto convert to the new private offer pricing. Customers with active subscriptions should be informed before the private offer is applied.
- ◆ **AMI Annual (existing subscriptions):** Customers with an existing subscription to an AMI Annual product will auto convert to the new private offer and forfeit any remaining months on their existing AMI Annual license. Proactive private offers for AMI products should not be created on Master Accounts with Linked Accounts that have existing AMI Annual subscriptions.
- ◆ **AMI (no subscription):** Customers without existing subscriptions simply subscribe and accept the terms of the private offer.
- ◆ **SaaS (existing or no subscription):** Customers with or without existing subscriptions simply subscribe accept the terms of the private offer.

## Getting Started: Sign-up as a Seller on Marketplace

Please refer to the [AWS Marketplace Seller Onboarding Guide](#)

## How to Create a Private Offer

Please refer to the [AWS Marketplace Private Offer Creation Guide](#)

## Completing a Test Transaction

Please refer to the [AWS Marketplace Private Offer Test Transaction Guide](#)

## Additional Resources

- [AWS Marketplace Channel Programs Website](#)
- [AWS Marketplace Solution Provider Private Offers Program Briefing Document](#)
- [AWS Marketplace Channel Seller Renewal Playbook](#)
- [Discover on Demand Demos and Trainings: AWS Marketplace Training Academy](#)

## Frequently Asked Questions

### 1 Is SPPO available to all Solution Providers (SPs)?

Yes, any APN consulting partner with confirmed status within the AWS Solution Provider Program and who meets the additional SPPO criteria is eligible to apply.

### 2 How is this program different from Channel Partner Private Offers (CPPO)?

SPPO is a program that is built on top of the CPPO feature, the intention of the program is to unlock the SP channel to ISV Accelerate partners and give them access to pre-negotiated prices so that they can quickly create and push private offers to their customers (linked accounts). SPPO is designed to serve as the scale arm for both ISVs and SP. In case the SP is under a deeper discount contract with the ISV (CPPO) the higher discount on the contract will override the SPPO program discount.

### 3 What if I want AWS Marketplace to match a competitor's discount?

The intent of SPPO is to provide a programmatic way for SPs to quickly access discounted ISV solutions, not to match competitor discounts on a 1-off basis. However, if a SP would like to negotiate additional ISV discounts for a unique opportunity then they are able to do that through the CPPO processes.

### 4 What is the SPPO process?

The SPPO is done in four simple steps:

- Accelerate ISV authorizes ALL qualified Consulting Partners (CP) who are part of the SPP program
- SP creates private offer on AWS master account(s), and pushes to all or some of their linked accounts
- Customers with linked accounts subscribes
- AWS bills the master payer account and the SP bills the customer.

### 5 Which ISVs are participating in SPPO?

ISVs in SPPO are required to be part of the AWS ISV Accelerate program. To view the current ISV participant list, please reach out to the SPPO team at [awsmp-growth-scaleteam@amazon.com](mailto:awsmp-growth-scaleteam@amazon.com).

## Frequently Asked Questions (continued)

### 6 What does it cost to participate in SPPO?

Because ISVs in SPPO are required to be part of the AWS ISV Accelerate program, there will be no processing fees for the Solution Providers (SPs). As participants in ISV Accelerate, the ISVs pay the processing fee that would have otherwise been the responsibility of the consulting partner.

### 7 Where can I find more information on renewals?

For more information on renewals, please refer to the [Channel Seller Renewal Playbook](#).

### 8 If I no longer want to participate in SPPO, how do I remove myself from the program?

If for whatever reason you no longer wish to participate in SPPO, please reach out to the AWS Marketplace Channel Programs team at [awsmp-growth-scaleteam@amazon.com](mailto:awsmp-growth-scaleteam@amazon.com).