

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. Please refer to the latest version of this guide available on the AWS Marketplace Seller Guide [here](#), as the guide is regularly updated to reflect the most current information and best practices.

Prerequisites

- CP must be registered as a [Seller on AWS Marketplace \(AWSMP\)](#) 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
- ISV and CP must have a Service-linked-role setup in order to share and accept resale authorizations. Click [here](#) to learn more.

If you are unsure if you meet all prerequisites, contact your channel account manager or [contact our team for support](#) and someone from the AWS Marketplace Channel Team will contact you.

Important Renewals Note

If this CPPO is not a renewal, please skip to the “Steps” section below. If this is a renewal opportunity, please note the following:

- For an AMI renewal, if the existing offer isn’t cancelled prior to the acceptance of the renewal offer, the customer may be exposed to double billing.
- For a SaaS renewal, you may modify the existing offer by following the steps provided in the [SaaS ABO Renewal Guide](#). If you intend not to modify the existing offer, please note that if the existing offer isn’t cancelled prior to receiving the new renewal offer, the customer will not be able to accept.
- For ProServ renewals, if the existing offer isn’t cancelled prior to receiving the new renewal offer, the customer will not be able to accept.

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.

TO LEARN MORE ABOUT AWS MARKETPLACE

Contact our team for [support with Channel Partner Private Offers \(CPPO\)](#)

CONNECT WITH US

facebook.com/amazonwebservices

twitter.com/awsmarketplace

youtube.com/user/amazonwebservices

aws.amazon.com/blogs/marketplace

aws.amazon.com/blogs/apn

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 “Selling Authorizations” tab. Choose/ highlight the authorization you want to use to resell under the “Selling authorizations received” tab, and click “Create Offer” button in top right.

Authorization name	Authorization ID	Status	Product name	Product ID	Manufacturer name	Manufacturer ID	Created date	Expiration date
Test authorization FDA	resaleauth-jh7pdmg45ry6	Authorized	SaaS Contract with Consumption	prod-6pffh63f5542	TestSellerForPearl	054037102888	12 days ago	13 days from now
OXVA & Varonis - 5yr SaaS Offer ...	resaleauth-ha7n5ogcghua	Deactivated	Varonis	prod-tuxva362hcy	Varonis	511790159579	2 months ago	2 months ago
OXVA & Varonis - 5yr SaaS Offer ...	resaleauth-ckrhbjg77h7c	Deactivated	Varonis	prod-tuxva362hcy	Varonis	511790159579	2 months ago	2 months ago

Step 3

If the resale authorization 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](#)

Create offer Info

To create an offer in AWS Marketplace, you'll start by creating the offer entity, and then proceed through a 5-step offer creation wizard.

Resale authorization details

ISV ID [icon] [REDACTED]	ISV Name Test Seller Registration for [REDACTED]
Product ID [icon] prod-[REDACTED]	Product Name SaaS Contract Product
Resale authorization ID [icon] resaleauth-o5hic-[REDACTED]	Resale authorization name LongTermOpportunity

Reseller contract

To create the channel partner private offer, you must accept the reseller contract.

Reseller contract

I accept the reseller contract for AWS Marketplace (RCMP). [View](#)

This contract is between you and the ISV. Buyers will not see this.

Cancel
Continue to offer details

Step 4

Add **Offer information** such as offer name and offer description.

Offer information

✔
Successfully generated offer ID. You can continue to build your offer.
✕

Offer ID
offer-x2qjv7p247gum

Offer name
The offer name is visible to buyers. We recommend including the buyer ID, company name, and a high-level description (such as upgrade, renewal). Avoid including any personally identifiable information (such as first/last name, phone number, address).

Offer for Buyer X by CP Y for Product Z

Offer name can have up to 150 characters. Invalid characters are (<), (>), (\)

Offer description - optional
The offer description isn't visible to buyers. Describe your offer in 2-3 sentences.

This field allows you to enter any supplementary information or notes that you wish to keep for your own reference. These details will be visible only to you and will not be shared or displayed to the buyer.

Offer description can have up to 255 characters.

Step 5

Enter the “Offer expiration date” and click “Next”. This date dictates how long the buyer has to subscribe to this private offer. After 23:59:59 UTC on this date, the buyer will no longer be able to access the private offer.

Offer expiration date

Offer expiration date
The buyer must respond to your offer by the provided date before 23:59 (UTC), otherwise the offer will expire.

📅

Save and exit
Cancel
Next

Step 6

The pricing options available to Channel Partners are determined by the discount type set by the ISV on the resale authorization. These options may vary based on the product type and specific terms established by the ISV.

For **SaaS, AMI, Container Pay-As-You-Go (PAYG)** products, ISVs can choose from the following discount types when building the resale authorization:

- Percentage Discount
- Individual Pricing

In both cases, this section is does not require CPs input.

For **SaaS Contract, SaaS Contract with Consumption, AMI/Container Contract, and AMI/Container Hourly with Annual** product types, ISVs can choose from the following discount types when building the resale authorization:

- Percentage Discount
- Individual Pricing
- Flexible Payment Schedule

If the ISV chooses Percentage Discount or Individual Pricing, CP can build the private offer using

1. Contract pricing with installment plan
2. Contract pricing with upfront payment

If the ISV chooses Flexible Payment Schedule, CP can build the private offer using only “Contract pricing with installment plan.

For **Professional Services** product types, ISVs can choose from the following discount types when building the resale authorization.

- Individual Pricing
- Flexible Payment Schedule

If the ISV chooses Individual Pricing, CP can build the private offer using:

1. Contract pricing with installment plan
2. Contract pricing with upfront payment

If the ISV chooses Flexible Payment Schedule, CP can build the private offer using only “Contract pricing with installment plan.

PAYG product type experience

Product pricing
Pricing models is set by the ISV.

Pricing model
Usage Pricing

All other products types experience

Product pricing

Pricing model
Choose a pricing model for the offer.

Contract pricing with installment plan
You specify a fixed quantity for each contract dimension, a unit price for each usage dimension and an installment plan. For contract dimensions, buyers are billed using the installment plan you specified. For usage dimensions, buyers are billed separately based on the unit price.

Contract pricing with upfront payment
You specify a contract price for each contract dimension and a unit price for each usage dimension. For contract dimensions, buyers have the option to select the quantity to commit at the contract price and get invoiced before the contract begins. For usage dimensions, buyers are billed separately based on the unit price.

Step 7

For SaaS Contracts and SaaS Contracts with Consumption, Channel Partners have the flexibility to choose the contract start date. They can either set the contract to begin immediately upon the buyer's acceptance or schedule it for a future date. However, the maximum allowed future start date is determined by the ISVs selection of the maximum service start date on the resale authorization.

Before proceeding with the setup of a future-dated private offer, it is recommended to consult with your ISV partner. Confirm with them whether the specific offer you intend to create should be configured as a future-dated agreement or not. This step ensures alignment with the ISV's preferences and guidelines, preventing any potential misalignment or issues.

Contract duration
Buyers are charged using the contract price for each dimension in this duration.

Contract start date
Select how you want the contract to start.

Start upon buyer acceptance

Start at a future date

Contract duration
Set by Independent Software Vendor (ISV) for 12 months

Step 8

The dimensions and quantities included in the offer depend on the product type, discount type set on the authorization, and pricing options selected previously. For authorizations with a Flexible Payment Schedule, these details are auto-populated, requiring no action from the Channel Partner.

Step 9

To set the customer price, either enter a "Markup percentage" or use "Custom payments". With Custom payments, you can enter a Contract total to generate a payment schedule and/or directly edit the payment line items. Please note that the custom payments option is available only in certain eligible scenarios, as determined by the product type and pricing options chosen.

Markup
The markup will be applied to the wholesale pricing to generate the contract pricing.

Total due to ISV (USD)
\$1.50

Markup options
Choose how you'd like to input the price increase. This markup percentage will be applied to both the contract total and the average pricing.

Custom payments (USD)
Enter a marked-up amount for each payment in the buyer installment plan, or provide the contract total to automatically generate payments from the buyer.

Markup percentage (%)
Enter a markup percentage to see the contract total, partner margin, and payments from the buyer.

Contract total (USD) - optional
Use this option to set a contract total value and generate the payments from buyer automatically, you can edit each payment individually. Or you can enter the payment from buyer manually.

Buyer installment plan
Number of payments and invoice dates are set by the ISV.

Number of payments	Total due to ISV (USD)	Total due from buyer (USD)
2	\$1.50	\$10,000.00
Total partner margin (USD)	Markup percentage (%)	
🟢 \$9,998.50	🟢 666566.67%	

The installment plan applies to the contract total. For products with usage-based pricing, any additional usage beyond the contract terms will be billed separately based on the unit price.

Invoice date	Payment to ISV (USD)	Payment from buyer (USD)
2025-02-05	\$1.00	<input type="text" value="2500"/>
2025-02-08	\$0.50	<input type="text" value="7500"/>

Step 10

If a buyer installment plan is applicable, please validate the payment schedule generated.

Step 11

Enter the buyer's AWS account ID. If you want to target the private offer to multiple buyers, you can click "Add another buyer" to include additional AWS account IDs.

Buyer's AWS account ID [Info](#)
Add the buyer's AWS account ID.

AWS account ID

AWS Account ID is 12 digits.

You can add up to 23 buyers. Your AWS account ID can also view this offer.

Step 12

Select the Legal terms applicable for this private offer. Any documents attached by the ISV for the end customer will be available here. CPs also have the option to upload up to 5 files. Once uploaded, all files will be combined into a single PDF.

ISV document
The ISV has provided an End-User License Agreement (EULA) for this resale authorization. It will be presented to buyers alongside your legal terms and offer documents. Contact the ISV if you require a different EULA.

Documentation

[EULA](#)

Legal terms and offer documents - optional
Before confirming the purchase, buyers must agree to your legal terms.

Custom legal terms and other offer documents
Upload at least 1 custom legal terms document. Upload supporting documents to amend the custom legal terms, for example, a statement of work, bill of materials, or pricing sheet. Once uploaded, all files will be combined into a single PDF. The files will be presented to buyers in the order they are uploaded.

Upload up to 5 files, using only plain text (.txt) or PDF (.pdf) formats. The maximum file size is 10 Mb.

Step 13

Carefully review all the details you have entered for the private offer. If you are satisfied with the information and ready to proceed, click the 'Submit' button.

Step 14

Upon submission, you will be directed to the 'Offer Overview' page. Please note that the offer processing to completion may take up to 45 minutes. Once the processing is complete, an 'Active' offer status indicates that the offer was successfully created.

Step 15

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 their AWS Marketplace Console.

Private offers								
Offer ID	Offer name	Offer status	Buyer AWS IDs	Created on	Expires on	Product information	Authorization information	
offer-yl44u2c5342zw	Private Offer for Buyer Z by CP Y for Product X	Active	757383625524	2024-05-01	2024-05-04	SaaS Contract Product Product ID: prod-l6bzb5elwnkcu	LongTermOpportuni Opportunity ID: resalea	
offer-yigh3tgbjovgm	TestAuthAMIHourlyPercentageDiscount	Draft	-	-	-	AMI Usage (Pay-as-you-go) Product Product ID: prod-fcrifjkhwh6gi	TestAuthAMIHourlyP Opportunity ID: resalea	
offer-ubduusryu2luo	TestAuthProServPercentageDiscount	Draft	-	-	-	Emerald UAT-Proserv Product Product ID: prod-ve7tvgr77tdy	TestAuthProServPer Opportunity ID: resalea	

Step 16

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.

The process for accepting private offers may vary depending on the specific product type involved. To ensure you follow the correct steps and procedures, please refer to the detailed guidelines available [here](#). These guidelines provide comprehensive instructions tailored to each product type, ensuring a smooth and compliant offer acceptance process.

Step 17

Channel partners can add up to 10 email addresses to receive notifications for events such as availability of a new resale authorization from an ISV, creation of private offers and acceptance. Details of events supported by these notifications can be found [here](#). To receive email notifications:

- Log into AMMP and click on the "Settings" tab and then navigate to the "Notifications" sub-tab. You can add up to 10 email addresses to receive these custom email notifications.

The screenshot shows the AWS Marketplace Management Portal interface. The 'Settings' page is active, with the 'Notifications' sub-tab selected. The 'Account summary' section displays the legal business name 'scpo-test-seller', business location 'United States', and account status 'Publish paid and free products'. The 'Notifications' section includes a message about contact information and a list of email addresses. The current email address 'pricing-cx-test-seller@amazon.com' is circled in red, with an annotation pointing to it: 'Current email address for Offer & Subscription notifications'. Below it, the 'Change email address' button is also circled in red, with an annotation: 'Optionally change email address'. A red arrow points to the 'Notifications' sub-tab with the annotation: 'Select Notifications from below sub-tabs'.

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 15 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.

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?

The default setting is to receive payments monthly on a specific day in the month after the customer has paid the bill to AWS. Channel Partners can update their disbursement preferences to daily, receiving their disbursements the day after customers pay their bill. [Learn how to do that here.](#)

Reference Links & Videos

Creating a CPPO in AMMP (13:30 Mark)
<https://www.youtube.com/watch?v=WQWxsCm3Hy4>

- [13:30](#): Percentage Discount off List Price Example
- [19:15](#): Percentage discount opportunity with Flexible Payment Scheduler Example
- [24:15](#): Custom Pricing with Discount off Listing Price Example
- [26:55](#): Custom Pricing Opportunity with Flexible Payment Scheduler
- [28:45](#): Flexible Payment Schedule opportunity Example

Are Custom EULA Terms Supported?

Yes. An ISV can choose from three options of EULA's (Public, Standard Contract for AWS Marketplace - SCMP) for the end buyers while creating a resale authorization. ISVs can also upload a custom EULA for end buyer. Channel Partners can then view the EULA attached to a resale authorization by an ISV and attach additional documents.

ISV's options on resale authorization

Legal terms and offer documents
Before confirming the purchase, buyers must agree to your legal terms.

Legal terms

Public offer end user license agreement (EULA) [View](#)

Standard Contract for AWS Marketplace (SCMP) [View](#) [Learn more](#)

Use the SCMP for a standardized set of license terms intended to support a broad range of transactions.

Custom legal terms
Upload custom legal terms for this offer.

Custom legal terms and other offer documents
Upload supporting documents to amend the legal terms. For example, a statement of work, bill of materials, or pricing sheet. Once uploaded, all files will be combined into a single PDF. The files will be presented to buyers in the order they are uploaded.

Upload up to 5 files, using only plain text (.txt) or PDF (.pdf) formats. The maximum file size is 10 Mb.

Channel Partner's options on resale authorization

ISV document
The ISV has provided an End-User License Agreement (EULA) for this resale authorization. It will be presented to buyers alongside your legal terms and offer documents. Contact the ISV if you require a different EULA.

Documentation
[EULA](#)

Legal terms and offer documents - optional
Before confirming the purchase, buyers must agree to your legal terms.

Custom legal terms and other offer documents
Upload at least 1 custom legal terms document. Upload supporting documents to amend the custom legal terms, for example, a statement of work, bill of materials, or pricing sheet. Once uploaded, all files will be combined into a single PDF. The files will be presented to buyers in the order they are uploaded.

Upload up to 5 files, using only plain text (.txt) or PDF (.pdf) formats. The maximum file size is 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 URL from AMMP and sending directly to the buyer.

Does an ISV see the end invoice the buyer receives?

No, in a CPPO transaction, the ISV first authorizes the CP to resell their product and includes a wholesale cost. The CP will create the actual private offer to the end customer by adding a mark up. The ISV can review their wholesale cost by reviewing the resale authorization they extended in their "Opportunities Created" section of their Partners tab. The same information is also available for CPs on the "Opportunities Received" section of their Partners tab. However, the end customer price is only available to the Channel Partner. If both ISV and CP are setup for email notifications, the email to the CP will show the total contract value but the email to the ISV will only show the wholesale cost. AWS does not disclose the end customer price and expose the CP's markup to the ISVs on the portal or other means such as emails. If the ISVs wishes to know the markup, they will need to work with the CP directly.