

Professional Services Resell – Create Resale Authorization

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.

TO LEARN MORE ABOUT AWS MARKETPLACE

Check out our [Bi-Weekly AWS Marketplace Overview Webinar](#)

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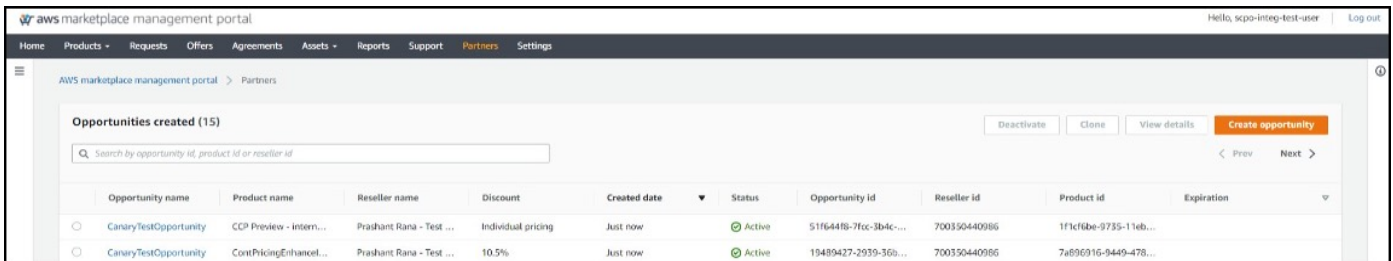
youtube.com/user/amazonwebservices

aws.amazon.com/blogs/marketplace

aws.amazon.com/blogs/apn

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.

Opportunity details

Details

Opportunity name
Minimum 3 and a maximum of 100 characters. Special characters and spaces are not allowed.

Opportunity description
Option field. Max limit 256 characters. Special characters are not allowed.

Step 4

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

Renewal

By choosing **Yes** to publish this renewal opportunity, you acknowledge the following:

- This opportunity is to renew an existing customer's paid subscription for the same underlying product.
- You understand that proofs of concept, \$0 subscriptions, and free trials are not considered paid subscriptions.
- You understand that AWS may conduct an audit to verify that this is a renewal opportunity. If AWS is unable to verify the renewal, the opportunity and the customer's entitlements may be revoked.

Yes
 No

Step 5

Select the Reseller from the drop down menu.

Reseller

Reseller account
Choose a reseller to attach to this opportunity.

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.

Discounts & Products

Discount type

Discount on the product price that the reseller can offer

Percentage discount
Apply a single discount rate to all selected products

Individual pricing
Apply specific discounts to a specific product

Flexible payment schedule
Set a flexible payment schedule

Your product(s) info

Choose one of your products to authorize for resellers to sell on your behalf.

ProfessionalServicesFPSProduct0117

Step 7

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

Contract duration

Select the contract duration

12-Month Custom Price

Custom duration (in months)

Units per dimension

Enter units for 1 dimension.

Product dimension

AWSMP_SBWMRXISAAMRSEFSBP5OEIYXWGBCR_PricingDimension

Units

1

Payment schedule

Payment (USD)	Invoice Date		
1000	2024/02/29	📅	
1000	2024/05/31	📅	Remove
<input type="button" value="Add payment"/>			

Total payment due to ISV: \$2000

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](#)

Legal terms

End-user license agreement (EULA)
The EULA you provide will be visible to the buyer and applied to all opportunities you create for this product.

The files must be .pdf or .txt. Up to 5 files will be compiled into a single PDF.

Amazon Connect EULA.pdf

File size: 108.93 KB
Last date modified: 10/16/2023

Reseller agreement - optional
You may choose to upload the reseller agreement between you and the channel partner. This will not be visible to the buyer. This step is optional.

Reseller Contract for AWS Marketplace (RCMP) [View](#) [Learn More](#)
Use the standard template to define contractual terms between you and channel partners for this Opportunity

Custom contract
Upload your own agreement to define contractual terms for this Opportunity.

Step 11

Select **Review opportunity** to review authorization details

Step 12

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

AWS marketplace management portal > Partners > Create opportunity

Step 1
Opportunity details

Step 2
Review opportunity

Review opportunity

Opportunity details

Opportunity name	Opportunity description
ResellingOpportunityforProfessionalServicesFPS0117	This opportunity support FPS pricing
Opportunity time length	End date
Single use	2024-02-01
Reseller	Products
Mps Reseller	ProfessionalServicesFPSProduct0117
Discount type	Contract duration
Flexible payment schedule	12-Months Rate
Buyer(s)	Renewal offer
All buyers	No
End User License Agreement for buyer	Reseller agreement
Custom EULA View	No reseller agreement

Units per dimension

Dimension	Units
Pricing dimension 1	1

Payment schedule

Invoice date	Payment amount (USD)
1 month from now	\$1000
4 months from now	\$1000

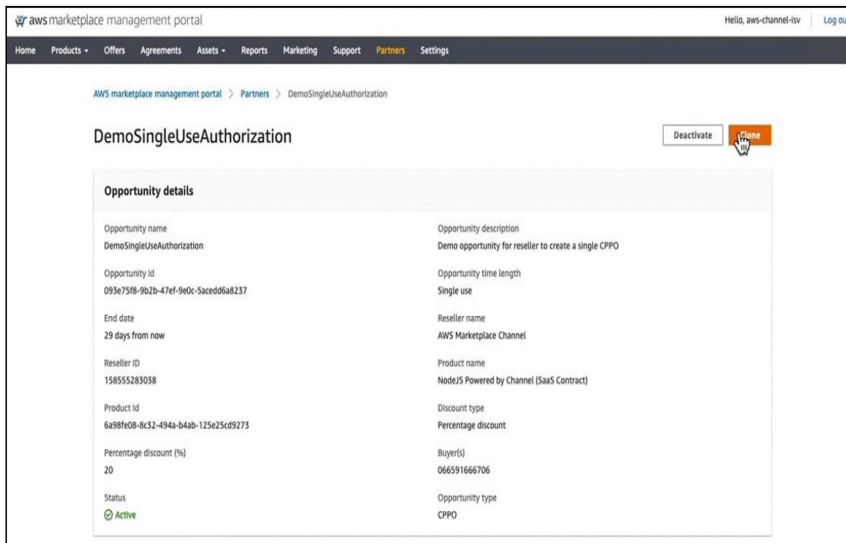
By clicking "Create Opportunity", you agree to authorize the respective reseller(s) to resell your respective product(s) via AWS Marketplace as set forth on this page and in accordance with the Terms and Conditions for AWS Marketplace Sellers governing the listing of such products.

Cancel [Previous](#) [Create opportunities](#)

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.

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](#)