

Professional Services Resell- Create Offer

The purpose of this guide is to walk AWS Marketplace Sellers through the steps of reselling a professional services product and extending a Private Offer to their customer.

Prerequisites

- Reseller must be registered as a [Seller on AWS Marketplace](#) (AWSMP) and have completed your public profile and the tax and banking wizard
- Reseller must be authorized, by the professional services seller to resell the product(s) they have listed on AWS Marketplace

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.

TO LEARN MORE ABOUT AWS MARKETPLACE

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

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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 professional services reseller 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.

Step 1

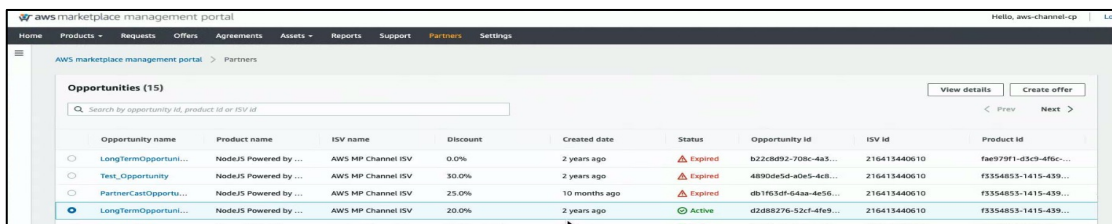
Log into [AWS Marketplace Management Portal](#) (AMMP) with the AWS Account you used to register as Seller in AWS Marketplace.

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. Choose/ highlight the opportunity you want to resell, and click "Create Offer" button in top right.

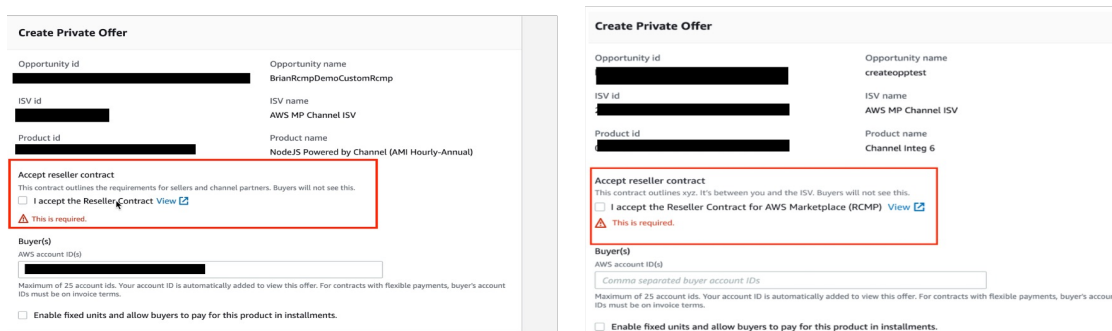
- The amount shown in the discount column for each opportunity will be automatically populated in the offer creation screen.



Step 3

If the opportunity 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](#)

Add your Buyer's AWS Account ID(s) to the Create Private Offer screen. If your scenario is Flexible Payment Schedule (FPS), please check "Enable fixed units and allow buyers to pay for this product in installments" checkbox.



Step 4

Adjust the price to the customer. There are different steps depending on product type. Select MARKUP to increase the customer price from the wholesale cost or select FIXED PRICE for a flexible payment schedule that has been scheduled in the resale authorization.

Note: DISCOUNT is not an option for professional services resell.



Step 5

If you selected the option for flexible payments, enter the amount and invoice date for each payment the customer will make. The amounts for Flexible Payment Schedule and any additional information will auto-populate.

Product dimensions			
Display name	Description	Quantity	
Pricing dimension 1	Pricing dimension 1	1	

Payment schedule			
Payment	Payment to ISV (USD)	Payment from Buyer (USD)	Invoice date
1	0.50	0.55	January 17, 2024
2	0.50	0.55	January 18, 2024
Total due to ISV (USD)		Total due from buyer (USD)	Total due to CP (USD)
1.00		1.10	0.10

Step 6

Next, you can view the Seller's specified EULA and have the option to amend your own legal terms and documentation with agreement (must be in PDF format). It is required for the Private Offer to have 1 EULA at minimum.

ISV legal terms and documentation

EULA is provided by ISV as part of product authorization. It will be presented to the customer. Contact ISV if you need a different EULA.

Document

[EULA](#)

Legal terms and other documents

At the point of purchase, buyers must agree to the terms and conditions outlined in your end-user license agreement (EULA).

Additional legal terms and other offer documents

Upload additional legal terms and other offer documents. Example for document types: Statement of work, Bill of materials, pricing sheet, etc.

Upload up to 5 files, use plain text .txt or .pdf formats only. The maximum file size is 10 Mb. Once uploaded, all files will be combined into a single PDF with the ISV EULA documentation. The files will be presented to buyers in the order they are uploaded.

Step 7

Set EXPIRATION INFORMATION.

- Input Offer expiration date, which is the date the private offer will expire. Your customer can subscribe to your private offer at any time from the date the offer is created to midnight GMT on the expiration date.

Offer expiration date

Offer expiration date

Date this offer expires

Note: Offer expires at 23:59:59PM UTC on the date indicated.

Step 8

Select REVIEW OFFER.

- Verify the offer information was correctly entered, and review the PDF EULA.
- If the offer needs to be adjusted, select REVISE OFFER. If the offer is correct, select EXTEND OFFER.

Step 9

Once you've extended the offer, it will be published to the customer account.

Note: This may take up to 45 minutes to complete.

Your private offer is being created

You've successfully created an offer for Channel Integ 28 for account(s) [REDACTED]. The publishing process for this offer can take up to 45 minutes to complete. **Once complete, the offer will be visible on the Manage Offers page.** Please return to the Manage Offers page to view this offer. From there, you can view or copy the URL and share it with the buyer account directly.

[Return to Manage Offers](#)

Step 10

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 the AWS Marketplace Console.

Private offers View details Copy offer url Cancel offer Create an offer						
Offer ID	Custom Offer Name	Product Name & ID	Buyer IDs	Offer Created	Offer Expires	
<input checked="" type="radio"/> offer-gen3xseo3tfgz	Offer - 713384441954 - Channel Integ 28	Channel Integ 28 ProductId: f2a79680-451b-44c4-938a-9fedAcc400a5	713384441954	Wed Sep 8, 2021	Wed Sep 22, 2021	
<input type="radio"/> offer-gfid7z7yd3v4	Offer - 480189533676 - SaaS Test For Free Trial Upgrade - Quantity	SaaS Test For Free Trial Upgrade - Quantity ProductId: 0099237a-3223-4772-9b5c-74c4ab91db0f	480189533676	Tue Aug 31, 2021	Thu Sep 30, 2021	

Step 11

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. All EULAs will show as a single document.

Frequently Asked Questions

How does the customer receive the offer after it has been created?

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.

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. Please note it can take up to 24 hours after the customer accepts to populate in this 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 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. AWS Marketplace Sellers 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=WOWxsCm3Hy4>

- [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