aws marketplace

Seller Private Offers Program

*** For Amazon Web Services Marketplace Sellers and Licensors only***
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This document is an addendum to the AWS Marketplace Seller Guide for AWS Marketplace sellers who are participating in the AWS Marketplace Seller Private Offers program.[1] The document provides guidance for creating private offers, custom private offers, and private offers for the AWS Marketplace channel. It also includes information to help you identify private offers in the standard reports you receive from AWS Marketplace.

Contents

1. Introduction

AWS Marketplace Seller Private Offers is a purchasing program that allows an AWS Marketplace customer and an AWS Marketplace seller to negotiate custom price and End User Licensing Agreement (EULA) terms for a software purchase. Many private offers can be handled directly by the seller by using the **Private Offer** tab in the AWS Marketplace Management Portal (AMMP).

Some private offers require the assistance of the AWS Marketplace Customer Desk (mpcustdesk@amzon.com). These offers might include custom private offers that can't be defined using the AMMP or private offers that involve multiple parties, such as a consulting partner (Seller Private Offers for AWS Marketplace Channel).

As the seller, you use the AWS Marketplace Management Portal (AMMP) on the **Private Offer** tab to create the private offer. You specify the product for which the offer is being made and the customer ID for the customer to whom the offer is being made. AMMP generates a unique ID and URL for the offer. You can provide the link to the customer, or the customer can navigate to your product through AWS Marketplace. On your product page, the customer will see a banner that indicates a private offer is available. After the customer accepts the offer, they are invoiced for the purchase using the same portal tools used for all AWS Marketplace transactions.

You can also manage private offers on the **Private Offer** tab of the AMMP. After the offer is processed (in approximately 45 minutes), it appears on the **Manage Private Offer** page. When the customer navigates to your product page, they will see a banner that indicates a private offer is available. Each offer has a unique offer ID, the product number of the product, the date the offer was created, and the option to open or copy the URL for the fulfillment page of the offer.

In AWS Marketplace reports, there are two columns that help you identify private offer transactions. The **Offer ID** column contains the identifier for the offer signed by the customer. The **Offer Visibility** column indicates whether the offer is public or private.

2. Offer Submission Process

Note: If you are creating a private offer that includes AMI Monthly, Bring Your Own License (BYOL), SaaS redirect, or multi-payment SaaS contracts, you must use the process described in **Section 3. Custom Private Offers**.

To create a private offer:

1. From the AMMP landing page, choose the **Private Offer** tab.

2. On the **Manage Private Offer** page, choose **CREATE AN OFFER**.

3. On the **Create Private Offer** page, use the drop-down list to select the product, type the AWS account ID of the AWS Marketplace customer, and then choose **NEXT**.

Create Private Offer

1. Which product is getting a private offer?

Tetra Data Enterprise ▾

2. Who are you going to send offer to?

Buyer Account Ids

NEXT

4. On the **Create an Offer** page, verify the product name and buyer ID are correct. Under **Step 1: Input Offer price**, enter the pricing information you negotiated with the customer.

Step 1: Input Offer price

Product Name		
Unit	Hourly Price	Annual Price
t2.large		
t2.nano		
t2.small		
t2.micro		

5. Under **Step 2: Upload End User License Agreement**, drag and drop or upload the EULA PDF file.

Step 2: Upload End User License Agreement

Drag your file here or   UPLOAD

6. Under **Step 3: Offer Expiration and Acceptance Date**, in **This offer switches back to public offer after _____ Days**, enter the number of days for which the offer is valid.
   Note: This is the number of days after the customer accepts the offer that the terms of the agreement are active. After the number of days has lapsed, the price and EULA revert to the terms listed in the public offering.

7. Under **Step 3: Offer Expiration and Acceptance Date**, in **Buyer needs to accept the offer by**, enter the date the offer will no longer be available if not accepted.
   Note: This is the date that the offer will become null and void, and the customer is no longer be able to accept the offer under the custom terms you've specified.

8. On the **Create an Offer** page, choose **REVIEW OFFER**.

9. On the **Review Offer** page, verify the offer information was correctly entered, and review the PDF file.

Step 3: Offer Expiration and Acceptance Date

This offer switches back to public offer after [   ] Days

Buyer needs to accept the offer by : [mm/dd/yyyy]

   a. If the offer is correct, choose **EXTEND OFFER**.

   b. If the offer is incorrect, choose **EDIT OFFER**, and then make any required changes.

Note: After the offer is extended, it cannot be edited or deleted. If the offer must be changed, you will need to create a new offer. If multiple offers have been created, the customer will see only the latest offer.

You have now completed the offer submission process. The offer should appear on the **Manage Private Offer** page in approximately 45 minutes. To view the offer, from AMMP, choose the **Private Offer** tab. This will open the **Manage Private Offer** landing page.

3. Custom Private Offers

Custom Private Offers are offers that are manually published by the AWS Marketplace Business Development (BD) Operations team. This process must be used to create private offers for AMI Monthly, AWS CloudFormation launched, BYOL, SaaS redirect, or multi-payment SaaS contracts. The steps for each private offer type are different. The BD team will contact you if they need information specific to your private offer request.

To initiate a custom private offer, email the [AWS Marketplace Customer Desk](#) team, or work with your Customer Advisor or Business Development contact to request a custom private offer. The team will email you instructions, including forms that you must complete and return. After you have returned the completed forms, the team will complete the publication of your private offer. The process takes from 5-7 business days from first contact with AWS Marketplace. When your private offer is published on AWS Marketplace, the AWS Marketplace Customer Desk team will email you a link to the private offer and the offer will be visible to the buyer in their AWS Marketplace portal.

These are the process milestones:

1. **Determine the product listing that will be used to publish the private offer** If the listing is not public, then the AWS Managed Catalog Operations (MCO) team will create a new listing from which the offer is built. You need to complete the Product Load Form and submit it to AWS Marketplace Customer Desk. The listing will be published using the standard publishing process. This adds another 3-5 business days to build the offer.
2. **Agree to offer details with your customer** You and the customer must agree to new pricing dimensions or the EULA that constitutes the private offer. For custom private offers that are manually published by AWS, a custom transaction request form (TRF) is required to delineate the details of the offer. If the customer uses the normal subscription invoicing process, you must sign the TRF but the customer does not. If the customer uses non-standard invoicing, you and the customer must sign the TRF. To get the TRF, or to submit the completed TRF, email the AWS Marketplace Customer Desk or contact your Customer Advisor or Business Development contact.
3. **Private offer is published after your completed TRF is received** Your private offer will be published based on the listing in milestone 1 and the subscription detail in the TRF. The offer will appear on the customer's **AWS Marketplace Manage Private Offer** page.
4. **Customer subscribes to private offer** The customer will see a banner that indicates a private offer available is available. After the customer accepts the offer, they are invoiced for the purchase using the same tools used for all AWS Marketplace transactions. If the offer used non-standard invoicing, then AWS will bill the customer directly and the customer will be granted access to the product in their library.

Custom private offers that go through this process will appear in reports just like other private offers.

4.Seller Private Offers for AWS Marketplace Channel

Seller Private Offers for AWS Marketplace Channel allows you (as a consulting partner) to negotiate contract terms with an AWS Marketplace seller, and bill their customers using the negotiated terms.

To create a private offer for AWS MP Channel:

1. Contact your AWS Marketplace Channel account manager (awsmp-cam@amazon.com) or the AWS Marketplace Customer Desk (mpcustdesk@amazon.com) to initiate your request.

2. Negotiate the private offer directly with the seller. Your account manager can support these conversations, but the negotiations must be directly agreed upon between you and the seller.

3. Provide the following information to your account manager:
    a. Customer name
    b. AWS Marketplace product
    c. Private offer size ($)
    d. Private offer conditions (if applicable)
    e. Private offer payment terms

4. The AWS Marketplace business team will review and determine if the offer is suitable for this type of private offer. If so, continue to step 5. If not, the team will attempt to provide you with alternative options.

5. The seller requests a TRF from the AWS Marketplace Customer Desk mpcustdesk@amazon.com.

6. The seller fills out the TRF and includes the following information:
   a. Seller and consulting partner company name
   b. Customer company name
   c. Private offer product information (for example, public URL, product code)
   d. Pricing for all product dimensions
   e. Offer expiration (the amount of time the private offer is available for purchase)
   f. Pricing expiration date (the amount of time the purchased private offer remains in effect)
   g. AWS account IDs that requires access to the private listing (consulting partner, seller, and customer, if applicable)
   h. Email addresses of those receiving the private offer URL or subscription confirmation
   i. EULA (Public EULA or Custom EULA)

7. The seller will send the completed and signed TRF to the AWS Marketplace Customer Desk (mpcustdesk@amazon.com). The TRF must be signed by both the consulting partner and the seller unless otherwise agreed to by AWS Marketplace.

8. The AWS Marketplace Customer Desk will create the private offer and provide a unique URL to the email addresses listed on the transaction request form.
   a. A unique private offer is created to the AWS account structure specified on the TRF.
   b. The seller may ask to receive the URL first, for testing purposes, and to confirm that the private offer includes all details agreed to in the TRF.

   Note: The consulting partner must log into their master payer account and subscribe to the private offer URL from the master payer account before deploying the product from any linked accounts.

Consulting Partner	Seller	AWS Marketplace
Step 1: CP and Seller agree on Private Offer price and EULA		
	Step 2: Seller fills out TRF	
Step 3: CP invoices Customer for purchase		
	Step 4: Seller and CP signs TRF and sends to mpcustdesk@amazon.com	
		Step 5: Private Offer URL is sent to Seller for approval
	Step 6: Seller approves URL and sends to CP	
Step 7: CP subscribes to the Private Offer through their AWS Master Payer Account		
		Step 8: AWS invoices CP
Step 9: CP pays AWS invoice per negotiated terms with AWS		
		Step 10: AWS passes payment from CP to Seller

Consulting partner (CP) subscribes workflow

Consulting Partner	Seller	AWS Marketplace
Step 1: CP and Seller agree on Private Offer price and EULA		
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Step 3: CP invoices Customer for purchase		
	Step 4: Seller and CP signs TRF and sends to mpcustdesk@amazon.com	
		Step 5: Private Offer URL is sent to Seller for approval
	Step 6: Seller approves URL and sends to CP	
Step 7: CP provides URL to Customer, and Customer subscribes to the Private Offer through their AWS Master Payer Account		
		Step 8: AWS invoices CP
Step 9: CP pays AWS invoice per negotiated terms with AWS		
		Step 10: AWS passes payment from CP to Seller

Consulting partner (CP) customer subscriber workflow

5. Experience for the Buyer of a Seller Private Offer

As you create and execute a private offer, you and the customer will have steps to complete. The experience for the customer is:

1. A customer with a private offer can access the offer directly by the link provided by the AWS Customer Desk or through the banner at the top of the page for the product the private offer is for. The link takes the customer to the product fulfillment page, which requires the customer to authenticate with credentials (root IAM user) for the AWS account the offer was extended to. Private offers must be accessed from the AWS Marketplace page. Customers can also find the most recent private offer by visiting the public product detail page and clicking Continue to access the product fulfillment page. After authenticating with the account's credentials, the customer will see a blue banner indicating they have a private offer. Follow the link in the banner to access the most recently created private offer for that product.

2. When the customer is ready to accept the private offer, the customer chooses **Accept Offer** in the pricing box. From that point until the expiration date noted in the pricing box, any running instances, annual software purchases, metering records, or contract purchases, will be charged at the rates shown in the private offer. Customer use of the software does not change from customer usage of a product with a public offer. Whether a deployed instance or a new instance, customer usage will be charged at the new private offer price once the offer is accepted.

Subscribing to the private offer does not require launching a new instance of the software. Accepting the private offer will modify the price of existing instances to correspond to the private offer price. If a product offers 1-click launch, the customer can deploy a new instance of the software. If a product defaults to 1-click launch, the customer can accept a private offer without launching a new instance by choosing **Manual Launch** on the fulfillment page. As with all AWS Marketplace products, the customer can use the EC2 console to deploy more instances.

6. Reporting for Seller Private Offers

AWS Marketplace Seller Private Offers appear on the existing seller reports available to you, and are listed in the reports relevant to the offer. The **Offer ID** and **Offer Visibility** fields contain information about the offers.

O	P	Q	R
U.S. Sales	U.S. Sales	Offer ID	Offer Visibility
0	0		Public
0	0		Public
2.46	0		Private

Example of report for private offers

The **Offer ID** field contains the unique offer ID generated for the private offer in step 4 of the offer submission process. It is blank unless the report entry is for a private offer. The **Offer Visibility** field indicates whether the report entry is a public or private offer. For all AWS Marketplace Seller Private Offers, the entry is marked private.

7. Frequently Asked Questions

7.1.   Product Listings

Q. Which product types are not supported by the Custom Private Offer program?
AMI Monthly, CAR, 2P.

Q. How do I know which product listing to use? Can the product listing I want to use support a custom private offer?
Contact the [AWS Marketplace Customer Desk](#), your business development contact, or your customer advisor.

7.2.   Forms and Buyer Information

Q. Can I use only the customer's AWS account on the TRF?
Yes. AWS Marketplace can find all linked AWS accounts from just an AWS account that is a payer account. Some customers have multiple payer accounts, so confirm the account structure with the customer early in your discussions.

Q. What does the customer need to know about master payer accounts and how to subscribe to a custom private offer?
The master payer account must subscribe to the private offer first. This ensures that the private pricing stays in sync across AWS Marketplace systems and the linked accounts.

7.3.   Private Offer Publishing

Q. How long will it take to publish my custom private offer?
Depending on the offer requirements, expect between five and seven business days.

7.4. General Questions

Q. I created an AWS Marketplace Seller Private Offer listing, but my customer is not getting the terms and conditions I provided in the offer. Why?
To receive the terms of the offer, the customer must accept the offer. You can provide a URL to the fulfillment page for the offer, or the customer can navigate to your product page on AWS Marketplace and choose the page banner that indicates there is a private offer available.

Q. Are instance sizes in the same order on the Private Offer page as they are on the product details page?
Not necessarily. The order of instance size may be different than they appear on the product detail page. As you enter prices for instance size, verify the pricing you set if for it.

Q. I created an offer but cannot view the fulfillment page. Why?
By default, only the customer can see the fulfillment page for the private offer. To view the fulfillment page, you must include your account when you create the offer.

Q. Is there a limit to the number of AWS accounts I can add to an offer?
Yes. You can add 10 AWS accounts that are payer accounts to an offer.

Q. Does an AWS Marketplace Seller Private Offer listing enforce service limits?
No. A buyer (customer) can use or deploy as much of a service at the negotiated rate unless the ISV limits the service in some way, such as by limiting usage based on the reported entitlements for SaaS contracts products.

Q. Can an AWS Marketplace Seller Private Offer listing update tiered pricing levels for SaaS metering automatically?
No. AWS Marketplace Seller Private Offer listings cannot change the pricing level for a given pricing tier based on timing. For example, an offer cannot charge $0.80/hour for three months and then change pricing to $0.60/hour thereafter for the same pricing tier.

Q. Can an AWS Marketplace Seller Private Offer listing upgrade contracts for SaaS Contracts products automatically?
For SaaS contracts, Private Offer listings do not monitor usage. Buyers are able to manually upgrade to new contracts levels at any time, but it is up to the ISV to define contract tiers, enforce service limitations, and advise customers to manually upgrade to higher contract tiers when needed.

Q. What is the difference between Seller Private Offers and Seller Private Offers for AWS MP Channel?

Seller Private Offers are self-service. They can be created by the seller without AWS Marketplace involvement. Seller Private Offers for AWS MP Channel is a custom Seller Private Offer that requires AWS Marketplace engagement and support.

Q. What does the release of Seller Private Offers for AWS MP Channel mean for consulting partners?

Seller Private Offers for AWS MP Channel enables consulting partners to receive custom pricing and EULA terms through AWS Marketplace. Through the use of Private Offer for MP Channel, consulting partners may consolidate more of their purchase on their AWS bill, take advantage of consolidated billing, cost analytics, and renewal management. Consulting partners can lower their software costs while buying through AWS Marketplace. If desired, consulting partners can also receive a specific EULA to cover any required custom terms.

Q. Do I need to make any changes to billing settings of my account?

Yes. You must set your billing preferences to invoicing, not credit card billing.

Q. **How do I get set up on Net Invoicing Terms?**

Contact your AWS Marketplace Channel Account Manager at awsmp-cam@amazon.com or mpcustdesk@amazon.com.

Q. Can I use Seller Private Offers for AWS MP Channel from the EC2 Console?

No, all Seller Private Offers for AWS MP Channel must start on the AWS Marketplace site to review specific terms. After you subscribe to an AMI-based product, you can use the AMI ID to deploy the product from the EC2 console. After a private offer is accepted, any products initially deployed through the EC2 console will receive the new price.

Q. How do I check my usage of products purchased with a Seller Private Offers for AWS MP Channel?

Products with a private offer show up like any other AWS Marketplace product on your monthly bill. You can also use detailed billing to view your usage. Each will have a line item corresponding to each type of usage. The product title will be appended with "- Private Offer."

Q. Does a Seller Private Offers for AWS MP Channel listing enforce service limits?

Seller Private Offers for AWS MP Channel listings do not enforce a service limit. A consulting partner can use or deploy as much of a service at the negotiated rate unless the seller limits the service in some way, such as by limiting usage based on the reported entitlements for SaaS contracts products.

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contract tiers, enforce service limitations, and advise customers to manually upgrade to higher contract tiers when needed.

Q. I am having trouble with creating my offer. How do I get support?
Contact the AWS Marketplace Customer Desk team at mpcustdesk@amazon.com.

Q. I want to create an offer and cannot figure out how to do it through the AMMP. How do I get support?
Contact the AWS Marketplace Customer Desk team.

Q. **I am having trouble or have questions with my offer. How do I get support?**
Contact the AWS Marketplace Customer Desk team at mpcustdesk@amazon.com or an AWS Marketplace Channel Account Manager at awsmp-cam@amazon.com.

Notes

[1] http://awsmp-loadforms.s3.amazonaws.com/AWS_Marketplace_-_Seller_Guide.pdf