



AWS Marketplace is a curated digital catalog that makes it easy for customers to find, buy, deploy, and manage third-party software they need to build solutions and run their business. To learn more, click [here](#).

Customer challenges addressed by AWS Marketplace

- Complicated on-premises portfolios and increasing data center costs
- Move from licensing to subscription-based pricing
- Consistent way to manage all applications, including purchases and migrations
- Efficient way to manage compliance and controls

Customers leverage AWS Marketplace to rapidly deploy solutions and improve operational oversight.

1. Streamlined procurement and operations

- Consolidated billing
- Custom pricing and terms
- Easy license management and renewals

2. Flexible consumption and contract models

- Free trial
- Flexible pricing
- Hourly & monthly
- Annual & multi-year
- Bring your own license (BYOL)
- Seller Private Offers
- Consulting Partner Private Offers

3. Quick and easy deployment

- Amazon machine image
- CloudFormation template
- SaaS
- API
- Containers
- Amazon SageMaker
- Procurement systems integration

AWS Marketplace value

Customers

AWS Marketplace offers **efficiency and choice** through a catalog of innovative, verified, and **ready to run software**. Through **simplified procurement and provisioning**, customers can negotiate **custom pricing** and terms, lower spend commitments, and manage costs with **consolidated billing**.

ISV sales

AWS Marketplace can help you grow your opportunity and **increase your revenue** with over 300,000 high-value, cloud-ready customers. Target prospects moving to the cloud with AWS, **leverage incentivized AWS field sales**, and **close deals faster** with customers retiring an **EDP commitment**.

Customer qualifying questions

1. What business challenges or opportunities are driving your cloud adoption strategy?
2. Where are you in your cloud journey? What’s working? What’s not working?
3. What business outcomes are you looking for? What does success look like?
4. What applications are you running in the cloud?
5. What solution(s) or workload are you focused on now?
6. Are you an AWS EDP customer?
7. What is your process for acquiring software?
8. Do you use a procurement system? Which one? (e.g., Coupa, Ariba)
9. Have you considered procuring through AWS Marketplace?

Engagement with the AWS team

AWS is incentivized and motivated to support your sale. Submit your qualified opportunities through APN Customer Engagement program (ACE) and an AWS ISV Success Manager is notified to unlock additional AWS resources.

ISV Success Manager

- Engage ISV Success Manager early to align resources
- Supports ISV go-to-market and co-selling with AWS account manager to customers

Account Manager

- Supports partner opportunity
- Customer-obsessed and incentivized to co-sell with partner
- Primary point of contact for customer opportunity engagement

Customer Advisor

- Establishes the value of AWS Marketplace with customers
- Helps with procurement and closing in AWS Marketplace when initiated through co-selling process.

ISV-led co-selling process

Qualify the customer for AWS Marketplace early by asking questions above. Then register the opportunity in ACE to engage AWS resources on ISV-led co-selling deals.

PROSPECTING		QUALIFICATION			PURSUIT	CLOSE	
Identify opportunities	ISV sales rep meets with customer and qualifies for AWS Marketplace	Register deal in ACE	Engage the right AWS resources	ISV leads customer joint meeting	Provide business and tech validations, terms, and pricing	ISV creates Seller Private Offers and extends to customer	Customer accepts offer and deploys solution
OUTCOMES							
List of target opportunities	Customer needs and AWS Marketplace opportunity identified	AWS ISV Success Manager notified	Account Manager, Customer Advisor engaged	Joint sale cycle starts	Customer negotiations completed	Customer receives email with custom offer link	AWS and ISV close sale and receive comp

Expand your reach and accelerate sales with AWS Marketplace

[ISV name here] in AWS Marketplace

- [Insert a statement about your offering in AWS Marketplace for your sale team to position with customers.]
- [Insert how AWS Marketplace fits into your overall sales priorities and sales guidance]
- [Insert a statement on how we're better together (e.g., innovation, speed, simplicity, easy to manage).]

Incentives

- [Insert details here on comp, SPIFs, or quota impacts for AWS Marketplace deals]
- [Insert other incentives like training or resources available to sales reps]

Resources

- [Insert link to your customer challenges]
- [Insert core sales material for process, engagement, role clarity]
- [Insert link after customized: AWSMP co-selling with ISVs overview deck]

AWS Marketplace information

- [Learn about AWS Marketplace](#)
- [Seller Private Offers](#)
- [Procurement System Integration](#)
- [APN Customer Engagement \(ACE\) Program](#)



Selling stages

Outcome	Guidance
Prospecting	
Engage decision makers and influencers at target companies	• Identify your highest propensity accounts • Understand customer's unique business challenges • Qualify if AWS Marketplace opportunity by asking key questions • [Insert target customer guidance here] • [Insert additional guidance here]
Qualification	
Opportunity registered in ACE	• [Insert how you want your sales reps to engage. e.g., do you have a pricing or deal desk? Who creates the private offer?] • Register the opportunity and brief AWS account manager • Introduce AWS Marketplace to customer as procurement option • Engage the AWS Customer Advisor to help sell the value of AWS Marketplace • Kick off a joint discussion with customer
Pursuit	
Solution and technical validations	• Provide proof points, private offer process guidance and SLAs • Provide pricing and terms • [Insert guidance here]
Close	
Opportunity negotiated and closed	• Negotiate final price and terms • Create and extend Seller Private Offers • Customer accepts and deploys • [Insert guidance here]



How to create Seller Private Offers

1. Sign into the [AWS Marketplace Management Portal](#), navigate to Offers, then choose **"Create An Offer"**.
2. Select the product from the drop-down list and enter the AWS customer account ID.
 - If customer is paying in installments, select allow buyers to pay for this product in installments.

SaaS or AMI pay-as-you-go subscriptions

3. Input the details negotiated with the customer including **pricing**, **EULA**, and **Offer Expiry Date**.
4. Input **Offer Duration**, the length of time the customer has access to special pricing (up to 3 years/1095 days).

SaaS or AMI monthly or annual contracts

3. Input the details negotiated with the customer including **Contract Duration**, **terms**, **EULA**, and **Offer Expiry Date**.
4. If using the Flexible Payment Scheduler, input payment installment details.

5. Choose **"Review Offer"** and verify that the offer details have been entered correctly. If correct, choose **"Extend Offer"**. (Offer will take approximately 45 minutes to appear on "Manage Private Offer" page.)
6. On the **"Manage Private Offers"** page, locate your offer and then choose **"Copy Offer URL"** under Actions and send the URL to your customer with supporting information on how to accept the offer.



Customer experience subscribing to a Seller Private Offer

Customers visit the product page with the Seller Private Offer and review contract duration, payment details, and EULA.

- If SaaS or AMI pay-as-you-go subscription, choose **"Accept Terms"**. A conformation page will open, indicating they have successfully subscribed.
- If AMI annual, select **"Accept Terms"**. Choose **"View Options"** and then indicate desired instance type and number of subscriptions. When complete, choose **"Add"**. Choose **"Purchase"** and then **"Pay Now"**.
- If SaaS contract, Indicate desired units and contract duration. If the customer has agreed to a payment schedule, review payment installment amount and dates. Choose **"Create Contract"** then select **"Pay Now"**.
- If AMI contract, choose **"Accept Terms"**. Indicate desired instance type and number of licenses. If the customer has agreed to a payment schedule, review payment installment amount and dates. Choose **"Create Contract"** then **"Confirm"**. A confirmation page will open, indicating they have successfully subscribed.

Start using the software: When the customer is ready, choose **"Continue to Configuration"** for AMI or **"Set up your account"** for SaaS.