

AWS Marketplace Seller Onboarding Guide

The purpose of this guide is to walk Channel Partners and ISVs through the steps to sign up as a seller in AWS Marketplace. This is the first stage to joining the AWS Marketplace Channel. After you have completed signing up as a seller, you are eligible to join AWS Marketplace Channel Programs.

Steps for Signing Up as a Seller in AWS Marketplace

Follow the steps below to get set up as a Seller in AWS Marketplace.

It is a best practice to assign the account to a dedicated alias for the program (e.g. AWSMarketplaceSales@company.com) rather than an individual's email address. This can prevent account lockouts and will allow more than one individual to access program information.

Once the account is set up, you can set up IAM (Individual Access Management) permissions for specific individuals. More information can be found [here](#).

Step 1: Create AWS account

Important Note: New sellers are now required to register for AWS Marketplace through an existing or new AWS Partner Network (APN) account. You must complete [Partner Central registration](#) before proceeding with the AWS Marketplace seller registration setup.

1. Navigate to <https://aws.amazon.com/partners/marketplace/> and click [Register Now](#).
2. Sign in to the AWS account that you want to register with AWS Marketplace.
3. You will be redirected to the [AWS Partner Central](#) service homepage. Click [Get Started](#).
4. Follow the [Partner Central registration process](#).
5. Complete [identity verification and business verification](#).
6. Complete the [registration form](#) with alliance lead information (Step 2).

TO LEARN MORE ABOUT AWS MARKETPLACE

aws.amazon.com/marketplace/partners/seller-journey

aws.amazon.com/marketplace/partners/channel-journey

CONNECT WITH US

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youtube.com/user/amazonwebservices

aws.amazon.com/blogs/marketplace

aws.amazon.com/blogs/apn

Sign In

Access your AWS account by user type.

User type [\(not sure?\)](#)

☒ Root user

Account owner that performs tasks requiring unrestricted access.

☐ IAM user

User within an account that performs daily tasks.

Email address

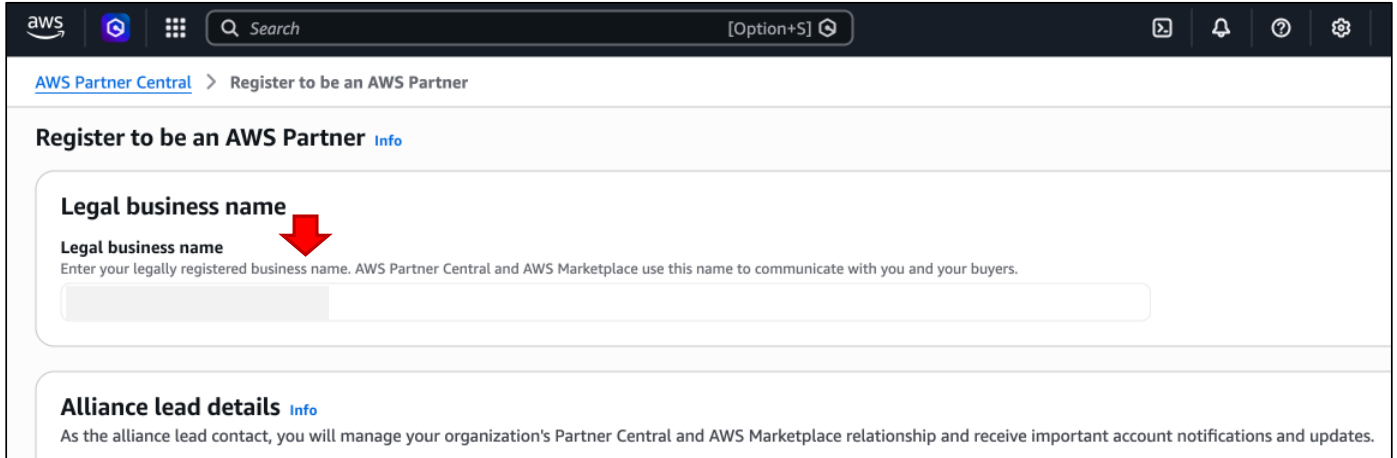
Next

OR

New to AWS? Sign up

Step 2: Complete Register to be an AWS Partner form

Note: Your legal business name must be unique.



Legal business name

Legal business name

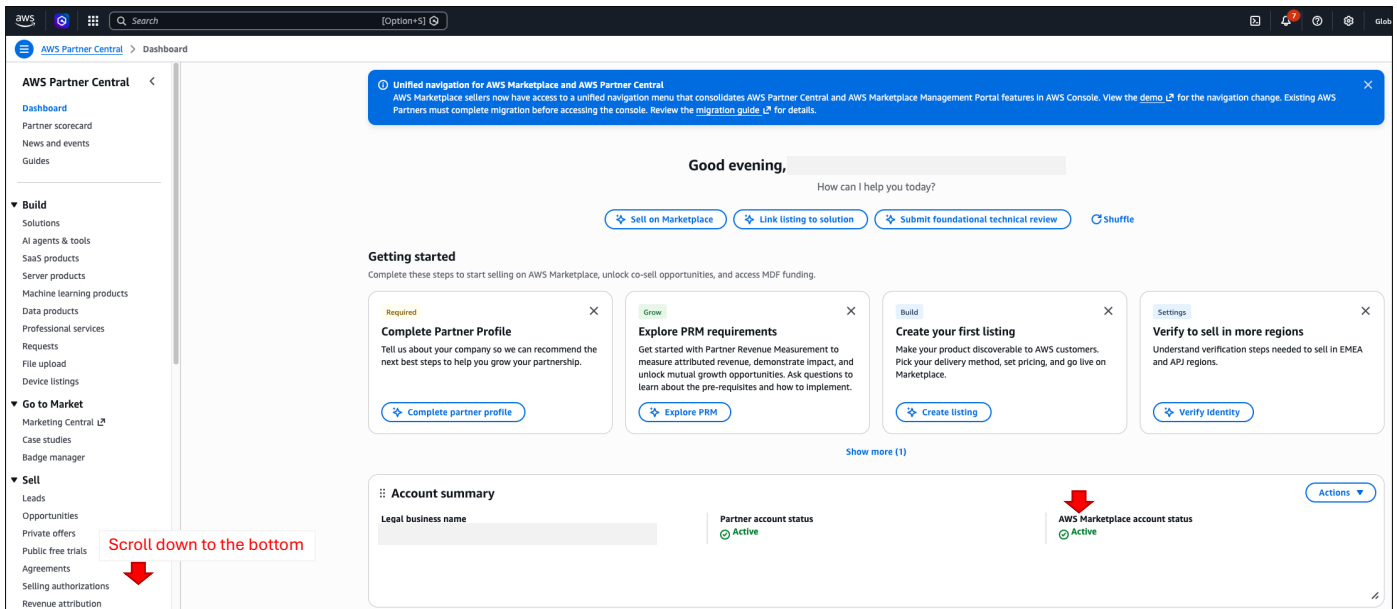
Enter your legally registered business name. AWS Partner Central and AWS Marketplace use this name to communicate with you and your buyers.

Alliance lead details [Info](#)

As the alliance lead contact, you will manage your organization's Partner Central and AWS Marketplace relationship and receive important account notifications and updates.

Upon successful submission, you would be redirected to the [AWS Partner Central dashboard](#) page.

In the left navigation pane, scroll down to **Marketplace settings** to start your AWS Marketplace seller registration process.



Good evening,

How can I help you today?

[Sell on Marketplace](#) [Link listing to solution](#) [Submit foundational technical review](#) [Shuffle](#)

Getting started

Complete these steps to start selling on AWS Marketplace, unlock co-sell opportunities, and access MDF funding.

Complete Partner Profile (Required)

Tell us about your company so we can recommend the next best steps to help you grow your partnership.

[Complete partner profile](#)

Explore PRM requirements (Grow)

Get started with Partner Revenue Measurement to measure attributed revenue, demonstrate impact, and unlock mutual growth opportunities. Ask questions to learn about the pre-requisites and how to implement.

[Explore PRM](#)

Create your first listing (Build)

Make your product discoverable to AWS customers. Pick your delivery method, set pricing, and go live on Marketplace.

[Create listing](#)

Verify to sell in more regions (Settings)

Understand verification steps needed to sell in EMEA and API regions.

[Verify identity](#)

Account summary

Legal business name

Partner account status: [Active](#)

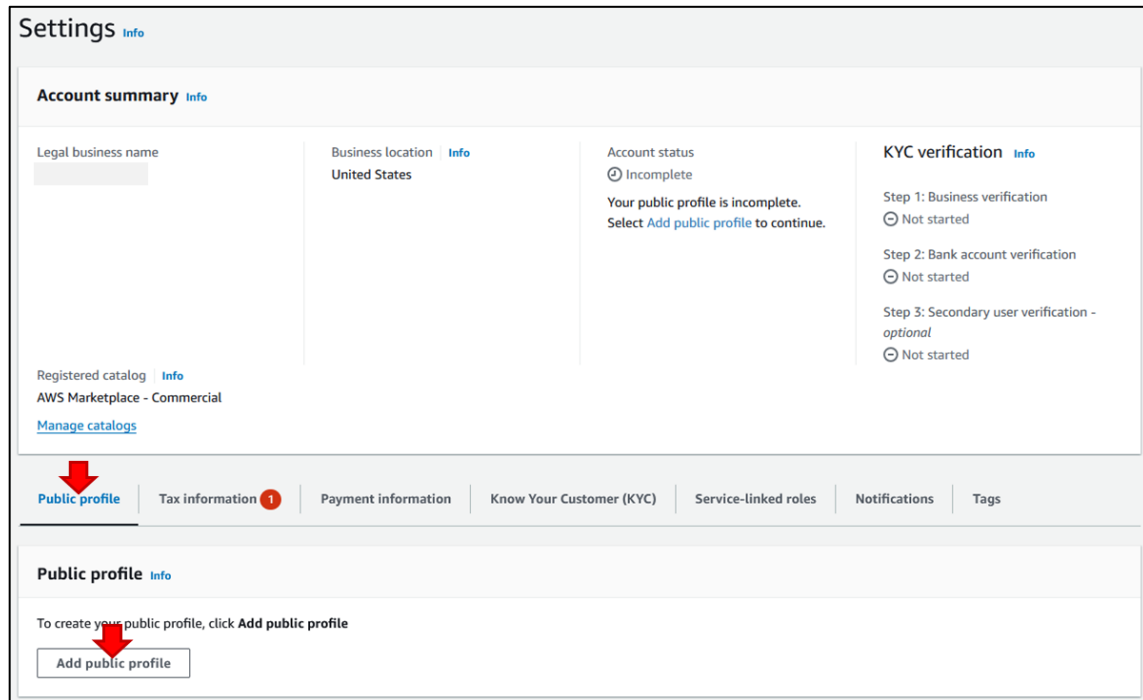
AWS Marketplace account status: [Active](#)

[Actions](#)

Scroll down to the bottom

Step 3: Create public profile

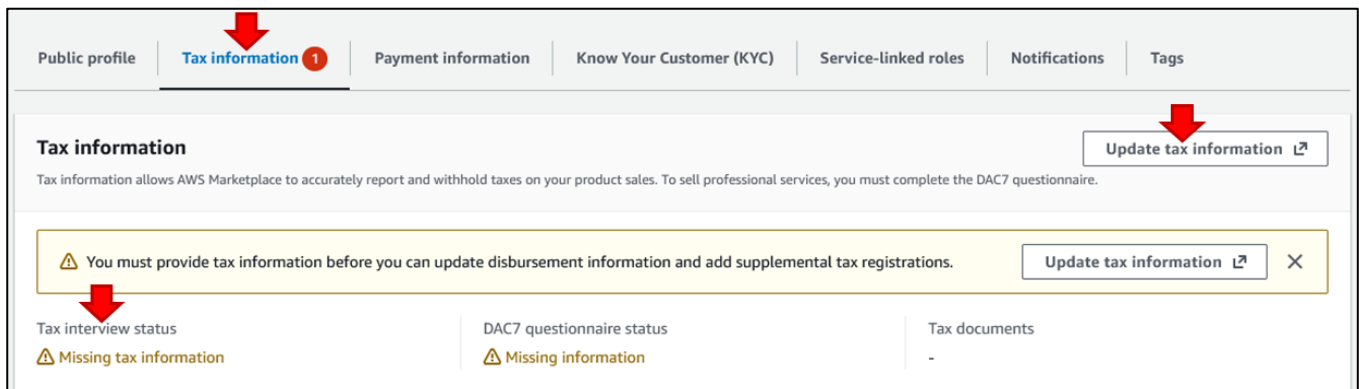
On the Account Settings page, create a public profile by clicking on the **Add public profile** button in the Public profile tab.



Step 4: Provide tax information

Sellers will need to provide tax information when registering on AWS Marketplace. To submit your Tax Interview electronically, click on **Update tax information** button. You must be registered in one of the [eligible seller jurisdictions](#). Please also update your Tax Registration under [Tax Settings](#) in AWS Console.

Note: Your Tax Interview location must match the business location.



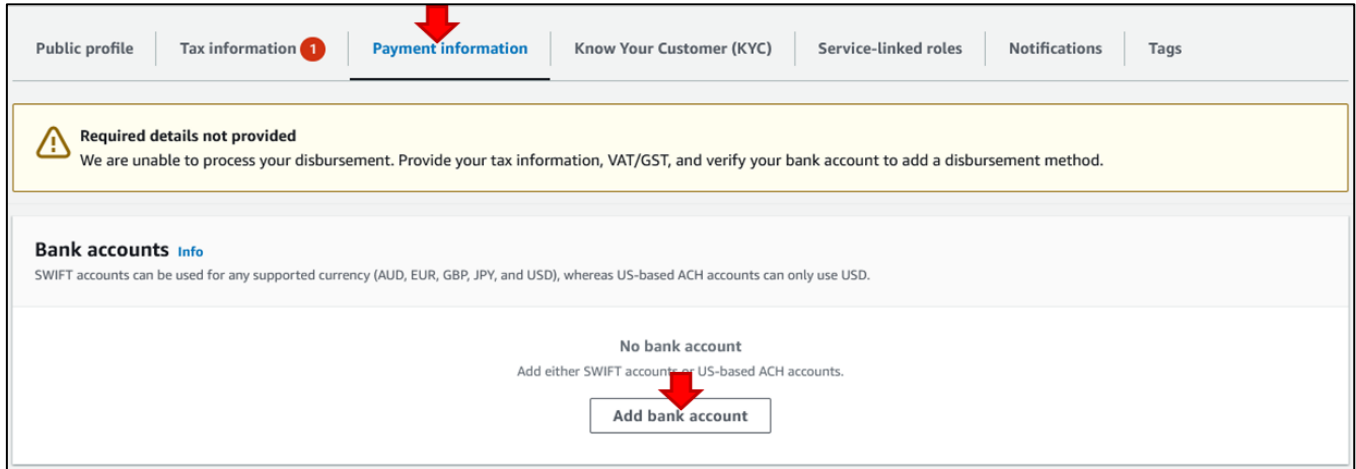
Important Note: You must complete **DAC7** questionnaire if you want to sell/ resell **Professional Services**.

Step 5: Provide bank account information

Sellers can use US-based ACH bank account or SWIFT bank accounts in [eligible seller jurisdictions](#).

Under Payment information tab, click on **Add bank account** button.

- You can use one bank account or multiple accounts to receive disbursements. Please check with your bank directly on the currencies that can be disbursed into your bank account.



Public profile | Tax information ¹ | **Payment information** | Know Your Customer (KYC) | Service-linked roles | Notifications | Tags

 **Required details not provided**
We are unable to process your disbursement. Provide your tax information, VAT/GST, and verify your bank account to add a disbursement method.

Bank accounts [Info](#)
SWIFT accounts can be used for any supported currency (AUD, EUR, GBP, JPY, and USD), whereas US-based ACH accounts can only use USD.

No bank account
Add either SWIFT accounts or US-based ACH accounts.

Add bank account

Step 5 continued...

Select the payment method and enter the required information and billing address. If you choose to use SWIFT account, you will need to provide bank account details and billing address.

- Business Identifier Code (BIC), also known as SWIFT code: This is a code with 8 to 11 characters that identifies banks and financial institutions globally. You can find your BIC in several ways, including running a search in your browser or asking your bank directly.
- Billing address: The billing contact information is used to verify the billing address associated with your payment method. This contact is also used for any billing or payment-related communication.
- Using SWIFT accounts may incur costs for incoming disbursements. Please reach out to your bank directly for more information.

Add bank account Info

To add a bank account, add a unique bank account name, choose the type of payment method and then provide the bank account details.

Payment Method Info

The payment method can be a US-based ACH account, SWIFT account or Hyperwallet account. SWIFT accounts can be used for any supported currency (AUD, EUR, GBP, JPY, and USD), whereas US-based ACH and Hyperwallet accounts can only use USD.

Payment method

☐ US-based ACH account
An electronic payment delivery system that allows bank and credit union account holders in the United States to transfer funds across the Automated Clearing House (ACH) network. This option is available for USD.

☒ SWIFT account
An electronic payment delivery system that allows bank account holders to transfer funds internationally. This option can be used for the following currencies: AUD, EUR, GBP, JPY, and USD.

SWIFT account Info

The SWIFT account details include basic account information.

Bank account holder name
Enter the bank account holder's full name.

The bank account holder name must use standard English letters (A-Z, a-z) and can't include any special characters or accents.

BIC (SWIFT code) Info
BIC stands for Bank Identifier Code. It identifies the bank where the funds are to be sent.

BIC (SWIFT code) is typically 8 or 11 characters long.

Account number
Your account number is usually provided by your bank and is specific to your individual account.

Adding a SWIFT account may incur charges for incoming wire transfers. Contact your bank for more information.

Note: After you add a bank account, you will not be able to edit it. You can choose to delete outdated bank account information as needed.

Bank accounts (1) Info

View details
Edit tags
Delete
Add bank account

SWIFT accounts can be used for any supported currency, whereas US-based ACH accounts can only use USD.

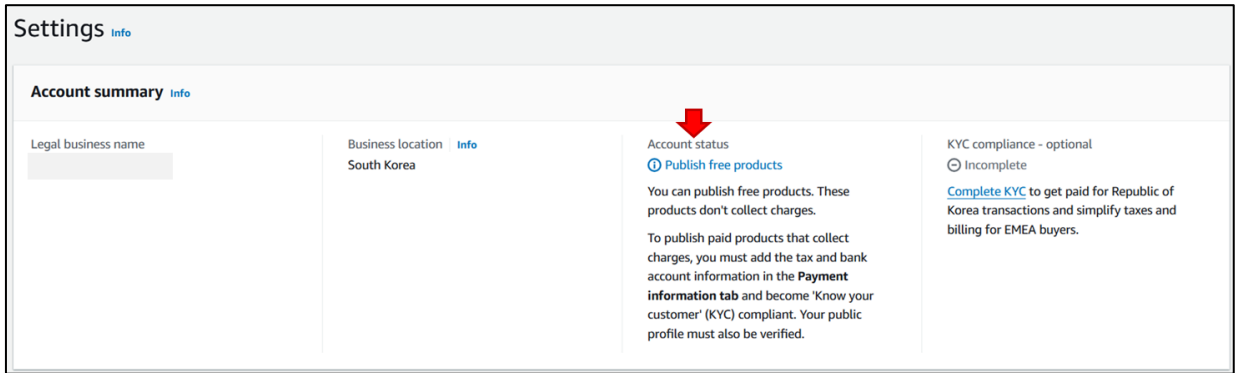
Account number	Verification status	Payment method	Last updated
☐ **** *356	☐ Not required	US-based ACH account	10 Jun 2026, 08:03:18 pm

For further assistance, please reach out via [Contact Us form](#). Select Commercial Marketplace -> Seller Account -> Banking; and provide details about your request.

Pre-requisites to Step 6: Add disbursement method

On the Account Settings page, check your Account Summary for the **Account status**. Your public profile must be approved to add disbursements.

- Verify your Account status = **Publish free products**

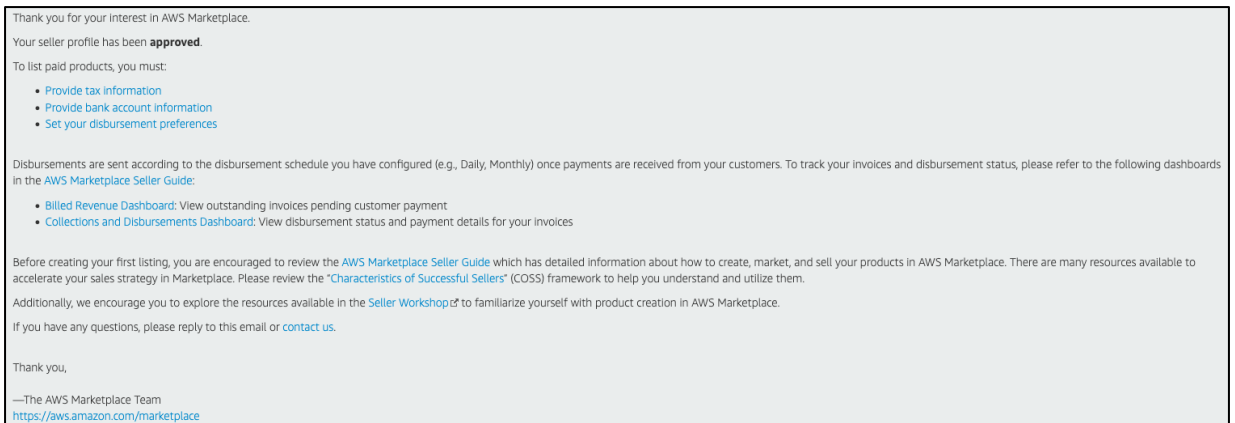


Settings [Info](#)

Account summary [Info](#)

Legal business name 	Business location Info South Korea	Account status Publish free products You can publish free products. These products don't collect charges. To publish paid products that collect charges, you must add the tax and bank account information in the Payment information tab and become 'Know your customer' (KYC) compliant. Your public profile must also be verified.	KYC compliance - optional ☐ Incomplete Complete KYC to get paid for Republic of Korea transactions and simplify taxes and billing for EMEA buyers.
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- Check your root email account for the **profile review outcome email**
 - Email Subject: Regarding Your AWS Marketplace Seller Registration



Thank you for your interest in AWS Marketplace.

Your seller profile has been **approved**.

To list paid products, you must:

- [Provide tax information](#)
- [Provide bank account information](#)
- [Set your disbursement preferences](#)

Disbursements are sent according to the disbursement schedule you have configured (e.g., Daily, Monthly) once payments are received from your customers. To track your invoices and disbursement status, please refer to the following dashboards in the [AWS Marketplace Seller Guide](#):

- **Billed Revenue Dashboard:** View outstanding invoices pending customer payment
- **Collections and Disbursements Dashboard:** View disbursement status and payment details for your invoices

Before creating your first listing, you are encouraged to review the [AWS Marketplace Seller Guide](#) which has detailed information about how to create, market, and sell your products in AWS Marketplace. There are many resources available to accelerate your sales strategy in Marketplace. Please review the "[Characteristics of Successful Sellers](#)" (COSS) framework to help you understand and utilize them.

Additionally, we encourage you to explore the resources available in the [Seller Workshop](#) to familiarize yourself with product creation in AWS Marketplace.

If you have any questions, please reply to this email or [contact us](#).

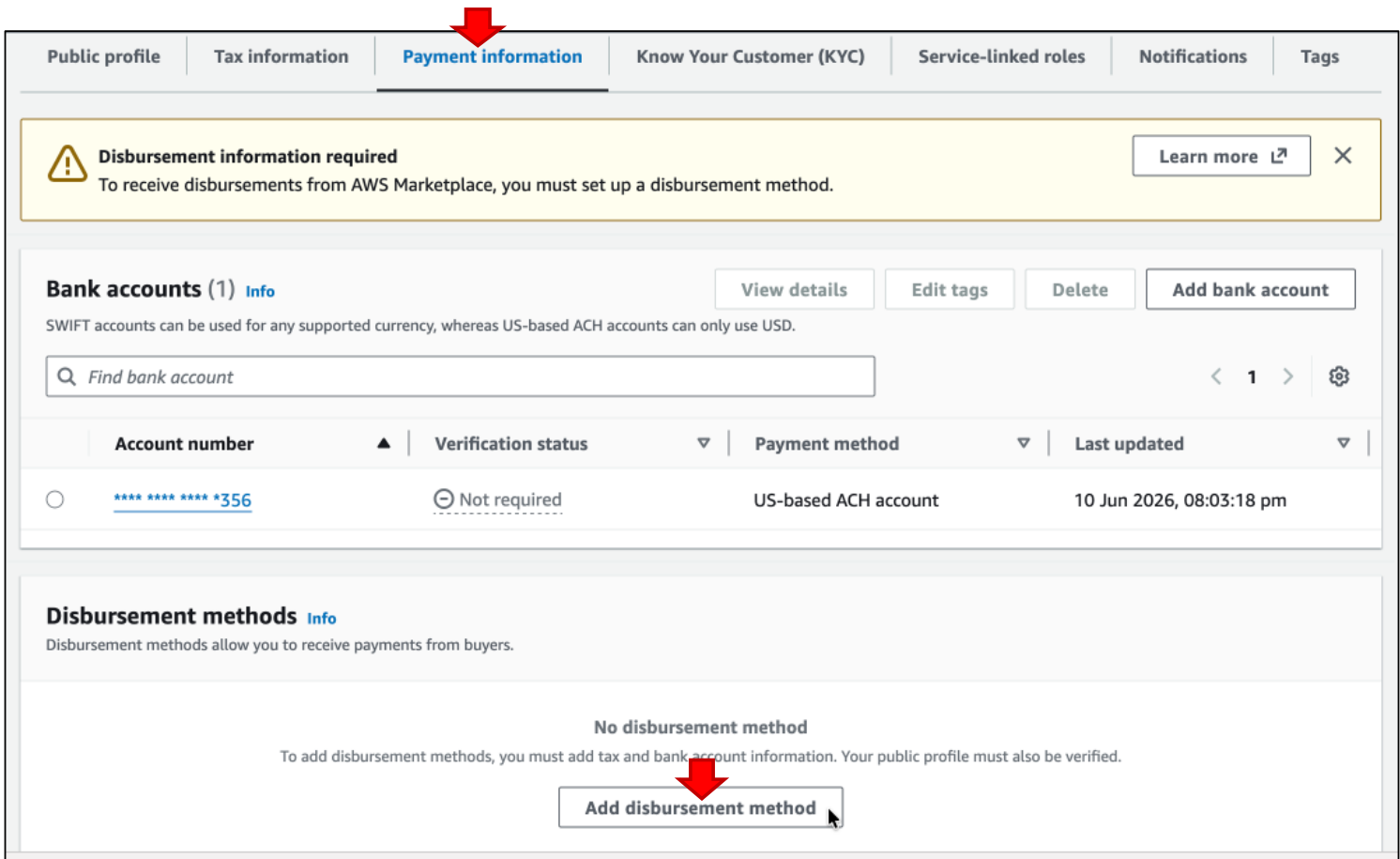
Thank you,

—The AWS Marketplace Team
<https://aws.amazon.com/marketplace>

- Once you have received the above email notification, you can proceed to add disbursement method (Step 6).

Step 6: Add disbursement method

Navigate to **Payment information** tab and click on **Add disbursement method** button.



Public profile | **Tax information** | **Payment information** | Know Your Customer (KYC) | Service-linked roles | Notifications | Tags

Disbursement information required
To receive disbursements from AWS Marketplace, you must set up a disbursement method. [Learn more](#)

Bank accounts (1) [Info](#) [View details](#) [Edit tags](#) [Delete](#) [Add bank account](#)

SWIFT accounts can be used for any supported currency, whereas US-based ACH accounts can only use USD.

Account number	Verification status	Payment method	Last updated
**** *356	Not required	US-based ACH account	10 Jun 2026, 08:03:18 pm

Disbursement methods [Info](#)
Disbursement methods allow you to receive payments from buyers.

No disbursement method
To add disbursement methods, you must add tax and bank account information. Your public profile must also be verified.

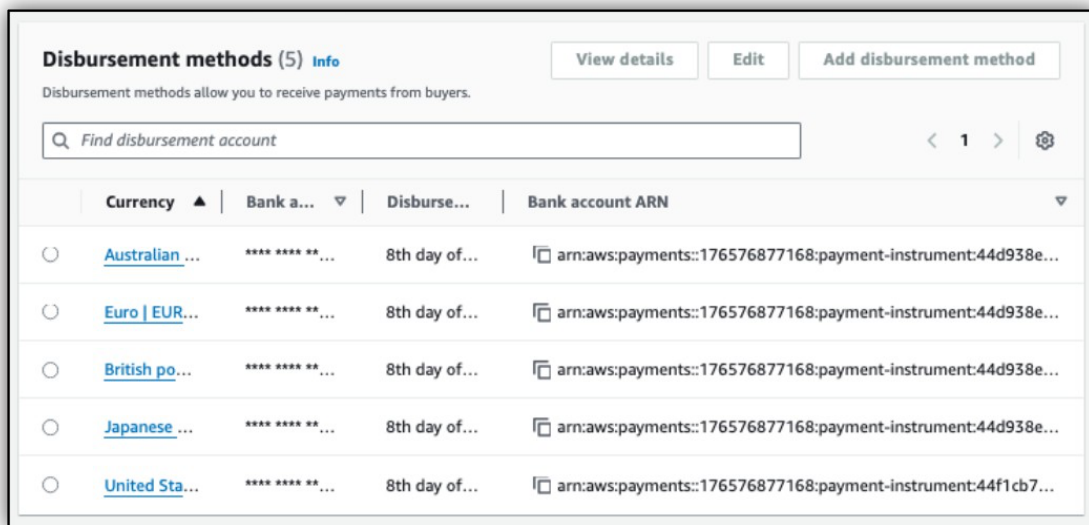
[Add disbursement method](#)

Step 6 continued...

Select the disbursement currency from **Currency** dropdown and choose the **Disbursement bank account** to be associated with that currency. Each currency can only be associated with one bank account. You can use the same bank account or separate accounts for different currencies.

- US-based ACH bank account can only receive disbursements in USD.
- All disbursements will be sent through applicable clearance and settlement systems (ACH, SWIFT transfer) to your designated bank account.

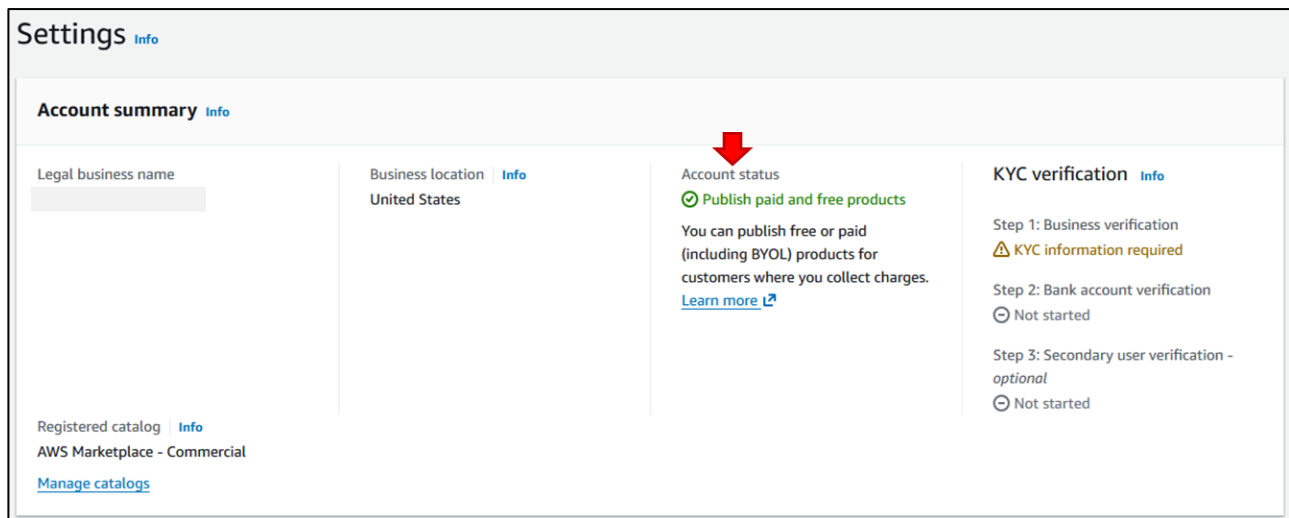
Note: Public offers are in USD only. You must add USD as one of the disbursement methods to proceed.



Currency	Bank a...	Disburse...	Bank account ARN
Australian ...	**** **	8th day of...	arn:aws:payments::176576877168:payment-instrument:44d938e...
Euro EUR...	**** **	8th day of...	arn:aws:payments::176576877168:payment-instrument:44d938e...
British po...	**** **	8th day of...	arn:aws:payments::176576877168:payment-instrument:44d938e...
Japanese ...	**** **	8th day of...	arn:aws:payments::176576877168:payment-instrument:44d938e...
United Sta...	**** **	8th day of...	arn:aws:payments::176576877168:payment-instrument:44f1cb7...

Navigate to the Account Settings page, check your Account Summary for the **Account status** again.

- Verify your Account status = **Publish paid and free products**



Settings

Account summary

Legal business name

Business location: United States

Account status: **Publish paid and free products**

You can publish free or paid (including BYOL) products for customers where you collect charges. [Learn more](#)

KYC verification

Step 1: Business verification: **KYC information required**

Step 2: Bank account verification: Not started

Step 3: Secondary user verification - optional: Not started

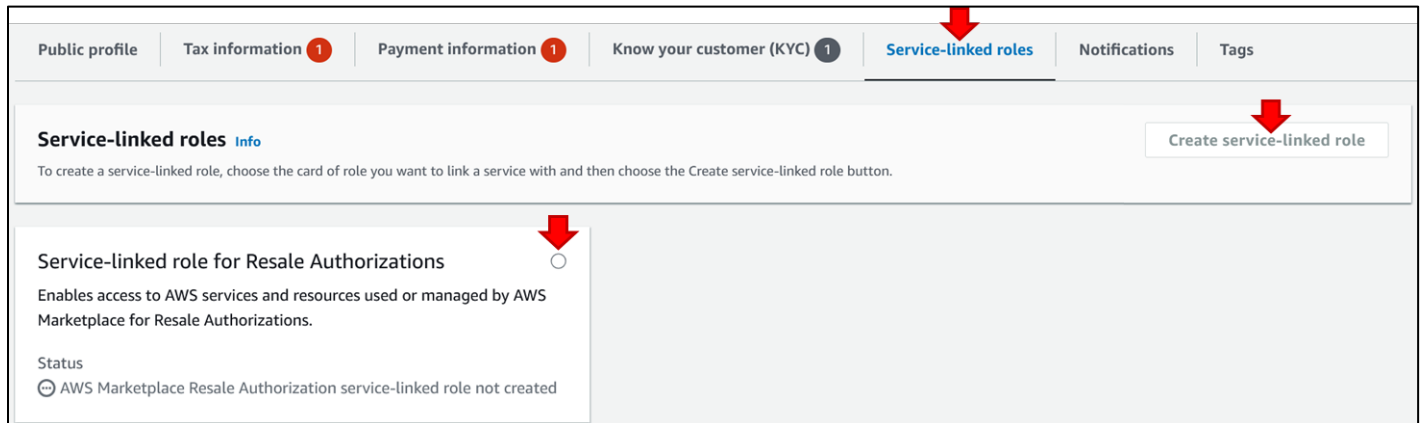
Registered catalog: AWS Marketplace - Commercial

[Manage catalogs](#)

Step 7: Create Selling Authorization Service-Linked Role (SLR)

Complete a one-time step of creating a Selling Authorization Service-Linked Role (SLR).

- Navigate to **Service-linked roles** tab, click the radio button, and click **Create service-linked role**.
- Tick the checkbox next to **AWS Marketplace Resale Authorization service-linked role for this account**.



Public profile | Tax information 1 | Payment information 1 | Know your customer (KYC) 1 | **Service-linked roles** | Notifications | Tags

Service-linked roles [Info](#)

To create a service-linked role, choose the card of role you want to link a service with and then choose the Create service-linked role button.

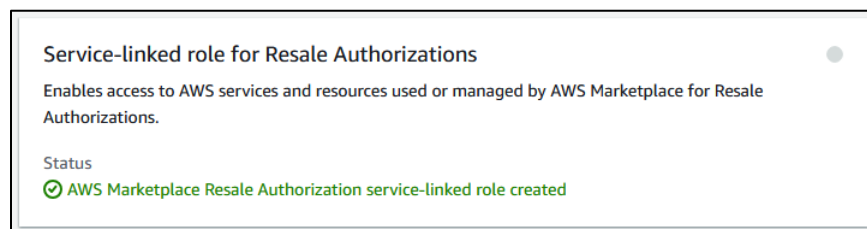
Service-linked role for Resale Authorizations ☒

Enables access to AWS services and resources used or managed by AWS Marketplace for Resale Authorizations.

Status

⌵ AWS Marketplace Resale Authorization service-linked role not created

Once this is completed, the status will be updated to **AWS Marketplace Resale Authorization service-linked role created**.



Service-linked role for Resale Authorizations

Enables access to AWS services and resources used or managed by AWS Marketplace for Resale Authorizations.

Status

✓ AWS Marketplace Resale Authorization service-linked role created

Congratulations! You're all set-up as an AWS Marketplace paid seller!

Supplementary Information

In the left navigation pane, scroll to **Selling authorizations**:

- **Create Selling Authorization as an ISV**

Selling authorizations Info

[Selling authorizations created](#) | [Selling authorizations received](#)

Selling authorizations summary
Summary of selling authorizations you have created

Expiring in 30 days: **0** | Active: **1**

Selling authorizations created (1) Info
Manage and track authorizations. The Status column shows authorization and availability for use.

Find selling authorizations

Authorization name	Authorization ID	Status	Product name	Product ID	Partner legal name	Partner ID	Created date	Expiration date
TEST-SGsellerreg-UAT-AWSID-...	resaleauth-	Authorized	FileSafe Pro CCP-v1.0	prod-	Test Seller Corp		13 days ago	6 months from now

Create selling authorization Info

To create a selling authorization in AWS Marketplace, you'll start by creating the selling authorization entity, and then proceed through a 4-step authorization creation wizard.

Selling authorization entity

Selling authorization name
It's recommended to include the buyer's unique identifier, company name and high-level description (e.g., Upgrade, Renewal) in the selling authorization name. This is visible to seller and reseller.

Authorization name can have up to 100 characters. Don't use any personally identifiable data (e.g., first/last name, phone number, address). Example: 392012312312 - Acme Online Store - Annual Saving Offer

Reseller account ID Enter Reseller's 12-digit AWS account ID only
Enter the reseller account ID to attach to this selling authorization.

12-digit AWS account ID

Product type
SaaS product

Product selection
Authorize a product for resellers to sell on your behalf.

CP Test SaaS CCP

Authorization entity can't be modified after creation. Review your selection carefully. To change the authorization entity after proceeding, you must create a new authorization.

[Cancel](#) [Continue to authorization details](#)

Create selling authorization Info

To create a selling authorization in AWS Marketplace, you'll start by creating the selling authorization entity, and then proceed through a 4-step authorization creation wizard.

Review and create Info

Selling authorization creation

Selling authorization entity

Selling authorization name

Reseller ID

Reseller name
Salmon

Product type
SaaSProduct

Product ID
prod-

Step 4: Review and create

Supplementary Information - continued...

- Receive Selling Authorization issued by ISVs
ISVs need to create a selling authorization to you as a Reseller.

Once you receive the ISV-issued selling authorization, you can start creating Channel Partner private offers.

Note: You can only create private offers in the same currency that ISVs set in the selling authorization.

The screenshot shows the 'Selling authorizations received' section of the AWS Marketplace Management Portal. It includes a summary with '47' expiring in 30 days and '100+' active. Below is a table of selling authorizations received (100+).

Authorization name	Authorization ID	Status	Product name	Product ID	Manufacturer name	Manufacturer ID	Created date	Expiration date
ResaleAuthorization	resaleauthz-	Authorized (consumed)	Channel CAPI Integ Test Pr...		ChannelISV, Inc		5 minutes ago	9 months from now
ResaleAuthorization	resaleauthz-	Authorized (consumed)	Channel CAPI Integ Test Pr...		ChannelISV, Inc		5 minutes ago	9 months from now
ResaleAuthorization	resaleauthz-	Authorized	Channel CAPI Integ Test Pr...		ChannelISV, Inc		5 minutes ago	9 months from now
ResaleAuthorization	resaleauthz-	Authorized	Channel CAPI Integ Test Pr...		ChannelISV, Inc		5 minutes ago	No expiration

Buttons: Details, Create offer

Additional Resources

- Seller Guide: [Creation of Service-Linked Role \(SLR\) for Selling Authorization](#)
- [ISV] Seller Guide: [Understanding Selling Authorization as an ISV](#)
- [ISV] Interactive Demo: [How to locate existing CPs' AWS IDs from previous Selling Authorizations](#)
- [Reseller] Seller Guide: [Channel Partner private offers \(CPPO\)](#)
- [Reseller] Interactive Demo: [How to retrieve your 12-digit AWS ID](#)

For AWS Marketplace support matters, please raise a support ticket via [Contact Us form](#).

Note: [Contact Us link](#) can also be found in the footer of all [AWS Marketplace Management Portal](#) pages.

Footer navigation links: [Contact us](#), [Seller help](#), [Privacy](#), [AWS Marketplace Seller Terms](#), [Site terms](#)

Important Note: For Partner Central support matters, please [raise a support ticket here](#).

- Access the [Partner Central Experience Knowledge Hub](#) for Interactive Demo guidance.
- Alternatively, scroll to **Partner Central support** in the left navigation pane.

Partner Central left navigation pane:

- Partner Central settings
- Marketplace settings
- Tax details
- Partner Central support**
- Marketplace support
- Marketplace refund support