

Reseller Contract for AWS Marketplace (RCMP)

Last updated: July 2022

This document describes the requirements for Reseller Contract for AWS Marketplace(RCMP), providing necessary steps for both ISVs and Channel Partners.

This feature allows Independent Software Vendors (ISVs) to add reseller contract for AWS marketplace (RCMP) when authorizing channel partners to resell ISVs' products to AWS MP buyers. This reduces redundancy in legal contract reviews when the two parties (ISVs and channel partners) onboard with each other. ISVs and channel partners can now further optimize their resell operations with this self-service feature of reseller contract that defines a Consulting Partner Private Offer (CPPO) transaction.

ISVs can optionally attach RCMP or their own customized contract when creating a reseller Opportunity. Channel partners can then view and accept an RCMP when using a reseller Opportunity to create a CPPO. Reseller contracts on marketplace are strictly between channel partners and ISVs and will not be visible to the final buyer of a CPPO.

DISCOVER ON DEMAND DEMO VIDEOS AND TRAINING WITH AWS MARKETPLACE TRAINING ACADEMY

aws.amazon.com/marketplace/partners/training-academy

CONNECT WITH US

Email: aws-mp-channel@amazon.com

twitter.com/awsmarketplace

aws.amazon.com/blogs/marketplace

aws.amazon.com/blogs/apn

Steps for ISV Opportunity Creation

Step 1

ISV signs in to AMMP and chooses Partners tab to **Create opportunity**.

The screenshot shows the AWS Marketplace Management Portal interface. At the top, the header includes the AWS Marketplace logo, the text 'aws marketplace management portal', and a user greeting 'Hello, aws-channel-integ-isv' with a 'Log out' link. Below the header is a navigation bar with tabs: Home, Products, Requests, Offers, Agreements, Assets, Reports, Support, Partners (highlighted with a red box), and Settings. The main content area is titled 'Partners' and contains a sidebar on the left with links: 'Opportunities created' (highlighted in orange), 'Opportunities received', and 'Bulk Opportunity Requests'. The main content area has a breadcrumb 'AWS marketplace management portal > Partners' and a 'Summary' section with the text 'Summary of opportunities you created'. Below this, there are two statistics: 'Expiring in 30 days' with a large blue '0' and 'Active' with a large blue '202'. At the bottom, there is a section titled 'Opportunities created (15)' with buttons for 'Deactivate', 'Clone', 'View details', and 'Create opportunity' (highlighted with a red box). Below the buttons is a search bar with the placeholder text 'Type to search or filter resources by property or value' and navigation links '< Prev' and 'Next >'.

Step 2

ISV then fills up the below **Opportunity details** page.

aws marketplace management portal

HomeProductsRequestsOffersAgreementsAssetsReportsSupportPartnersSettings

Partners

Opportunities createdOpportunities receivedBulk Opportunity Requests

AWS marketplace management portal

Partners

Create opportunity

Step 1

Opportunity details

Step 2

Review opportunity

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.

Resellers

Reseller(s) info

Each combination of reseller and product will produce individual opportunities.

Choose a reseller (Search by reseller name or id)

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

Percentage discount (%)

Set the wholesale price with a % discount from the public price

Your product(s) info

Choose up to ten of your products to authorize resale by the selected resellers.

Choose a product (Search by product name or id)

Opportunity duration

Opportunity time length

Define how long the specified resellers are authorized to create offers using the specified discounts

☐ Single use

Allows for a single offer to be created per product specified

☐ Specific time duration

Opportunity expires after the date specified below

☒ No set time duration

Lasts until you manually deactivate the opportunity

Buyer(s)

Buyer account ID (optional)

By default the opportunity works for all buyers. To restrict access to specific buyers, specify up to 25 buyer AWS account IDs.

Step 3

At the bottom of **Opportunity details** page, the sections are updated to include **RCMP** as shown in red highlight.

Opportunity duration

Opportunity time length
Define how long the specified resellers are authorized to create offers using the specified discounts

☐ **Single use**
Allows for a single offer to be created per product specified

☐ **Specific time duration**
Opportunity expires after the date specified below

☒ **No set time duration**
Lasts until you manually deactivate the opportunity

Buyer(s)

Buyer account ID (optional)
By default the opportunity works for all buyers. To constrain resale to specific buyers, specify up to 25 buyer AWS account IDs

Legal terms

End User License Agreement for the buyer
This EULA will be visible to the buyer. Choose a EULA or upload a custom one. This selection will be applied to all Opportunities created.

☒ **Public EULA** [View](#) [View](#)
This product EULA can be found on the product detail page.

☐ **Standard Contract for AWS Marketplace (SCMP)** [View](#) [Learn More](#)
This contract addresses basic requirements for buyers and sellers. You can amend this to support specific buyer requirements.

☐ **Enterprise Contract for AWS Marketplace (ECMP)** [View](#) [Learn More](#)
This contract addresses more stringent requirements for sellers and enterprise buyers. You can amend this to support specific buyer requirements.

☐ **Custom EULA**
Upload your own.

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 4

Once ISV clicks on **Review opportunity**, ISV can review the opportunity as below.

[AWS marketplace management portal](#) > [Partners](#) > Create opportunity

Step 1
[Opportunity details](#)

Step 2
Review opportunity

Review opportunity

Opportunity details

Opportunity name createopptest	Opportunity description test
Opportunity ID b62cea1-c157-31db-9e3d-1e4e376e5d28	Opportunity time length No set time duration
Reseller name AWS Channel CP	Reseller ID 182645814753
Product name Channel Integ 6	Product Id 0f579857-2a09-4649-ae04-565434eac5c1
Product type server	Discount type Percentage discount
Percentage discount (%) 0	Buyer(s) All buyers
Buyer's names All buyers	Opportunity type CPPO
End User License Agreement for buyer Standard Contract for AWS Marketplace (SCMP) View	Reseller agreement Reseller Contract for AWS Marketplace (RCMP) View

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

Step 5

After clicking on **Create opportunities**, ISV can view the final details of the opportunity as below.

[aws marketplace management portal](#)

Hello, i
Log out

Home
Products
Requests
Offers
Agreements
Assets
Reports
Support
Partners
Settings

AWS marketplace management portal > Partners > createopptest

createopptest

Deactivate
Clone

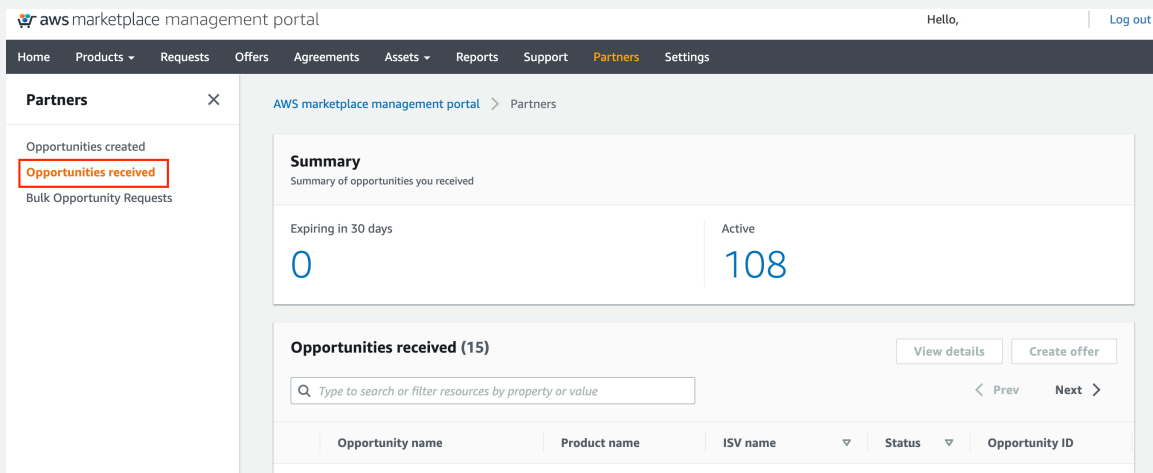
Opportunity details

Opportunity name createopptest	Opportunity description test
Opportunity ID [REDACTED]	Opportunity time length No set time duration
Reseller name AWS Channel CP	Reseller ID [REDACTED]
Product name Channel Integ 6	Product Id [REDACTED]
Product type server	Discount type Percentage discount
Percentage discount (%) 0	Buyer(s) All buyers
Buyer's names All buyers	Opportunity type CPPO
End User License Agreement for buyer Standard Contract for AWS Marketplace (SCMP) View	Reseller agreement Reseller Contract for AWS Marketplace (RCMP) View

Steps for Channel Partner Opportunity Creation

Step 1

Channel Partner (CP) signs into AMMP, chooses **Partners** tab and clicks on **Opportunities received** to view the Opportunities created by ISV for the CP.



Step 2


Once Channel Partner (CP) selects an Opportunity and clicks on **Create offer**, CP can view the Opportunity details including the highlighted **RCMP** section if ISV attached the same else this section will not be there. If RCMP is attached here, then it will be a required checkbox. (**Note: This RCMP will not be visible for MP Buyer as RCMP is strictly between ISV and CP**)

Create Private Offer

Opportunity id b62ccea1-c157-31db-9e3d-1e4e376e5d28	Opportunity name createopptest
ISV id 216413440610	ISV name AWS MP Channel ISV
Product id 0f579857-2aa9-4649-aeb4-565434eac5c1	Product name Channel Integ 6

Accept reseller contract
This contract outlines xyz. It's between you and the ISV. Buyers will not see this.

☐ I accept the Reseller Contract for AWS Marketplace (RCMP) [View](#)

 This is required.


Buyer(s)
AWS account ID(s)

Maximum of 25 account ids. Your account ID is automatically added to view this offer. For contracts with flexible payments, buyer's account IDs must be on invoice terms.

☐ Enable fixed units and allow buyers to pay for this product in installments.

Step 3

Once the above is done, Channel Partner (CP) then clicks **Create offer** which brings to the below page. Here, CP selects the newly created offer and clicks **Copy offer url**. This will copy the deep URL of the offer, which CP sends to MP Buyer via email.


Hello, scp0-integ-test-user
[Log out](#)

Back to AWS Marketplace Management Portal

Private offers

Public free trials

Private offers [Info](#)

View details

Copy offer url

Cancel offer

Create an offer

Find offer based on exact Offer Id, Product Id or Buyer Id

offer-3tckok7qlapz2

Offer - 203447875403 - Test_Proserv_PricingCX_Product_1

Test_Proserv_PricingCX_Product_1
ProductId:prod-vm5yplvbrshdm

203447875403

Fri Jul 1, 2022

Sun Oct 30, 2022

offer-fbbtpk664sfv4

Offer - 710805157493 - Test_Proserv_PricingCX_Product_1

Test_Proserv_PricingCX_Product_1
ProductId:prod-vm5yplvbrshdm

710805157493

Fri Jul 1, 2022

Sun Oct 30, 2022