
AWS
re:Invent
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PEX311-R

# List your products in AWS Marketplace

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# Agenda

- What is AWS Marketplace?
- Becoming a seller
- Publishing products
- Best practices
- Discussion and Q&A

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# What is AWS Marketplace?

A curated digital catalog helping customers **find**, **subscribe to**, **deploy**, and **govern** third-party software, data, and services

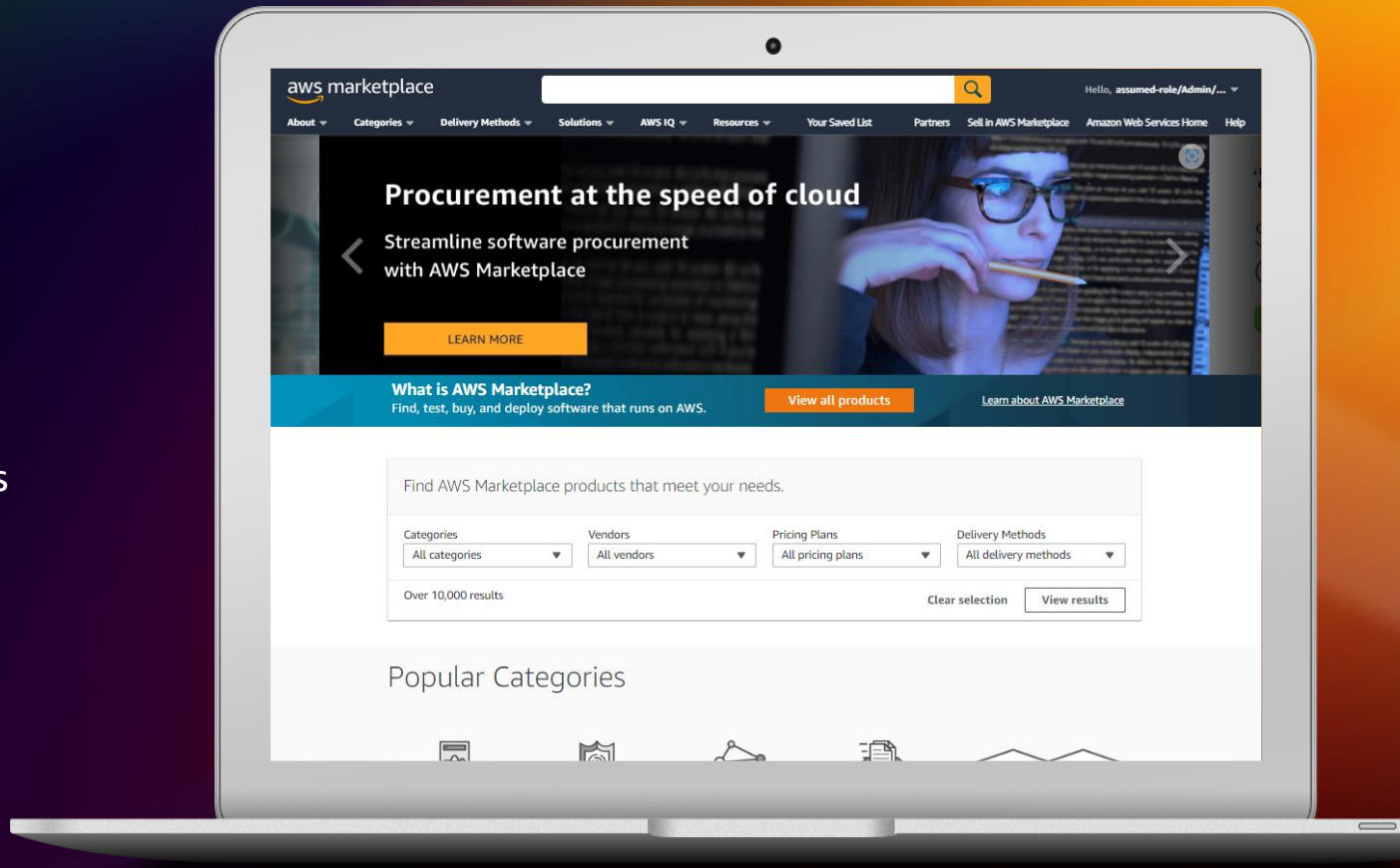
+330,000 active customers

+3,000 software vendors

Self-serve transactions

+13,000 software listings

70 software categories




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# Benefit from speed



Decision makers **cut their time in half** using AWS Marketplace compared to other sources

*See Enterprise Strategy Group (ESG) report

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# Benefits for sellers

- Products are scanned for vulnerabilities
- Increase your product visibility
- Simpler sales tax for international sales*
- Multiple pricing options
- Usage reports
- Available for US governments

*See tax info for sellers

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# Benefits for your buyers

- Consolidated billing
- Standardized terms
- Private offers and custom terms
- Control purchases and share licenses

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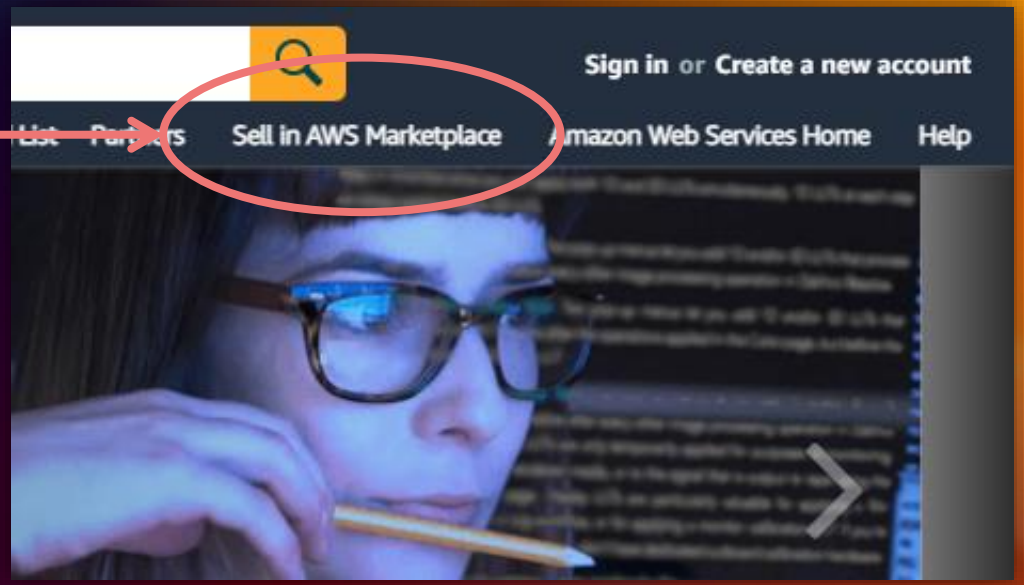
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# Becoming a seller

Visit
aws.amazon.com/marketplace

Click Sell in AWS Marketplace



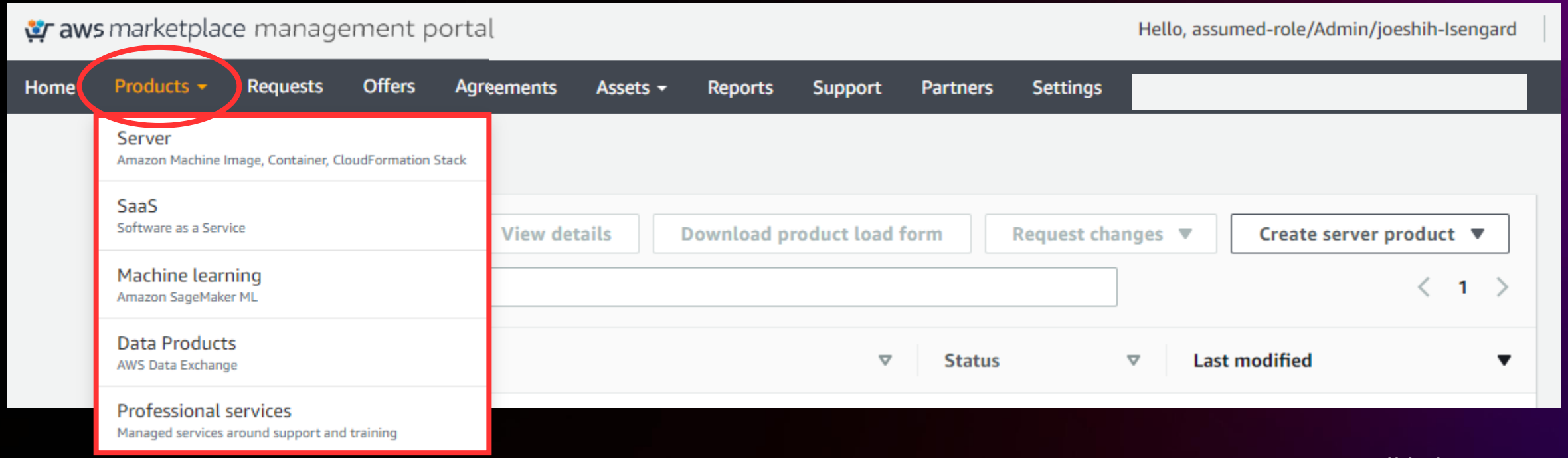

- Log in to AWS account
- Pick a seller name
- Agree to seller terms
- Set up profile, tax, bank

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# AWS Marketplace Management Portal for sellers

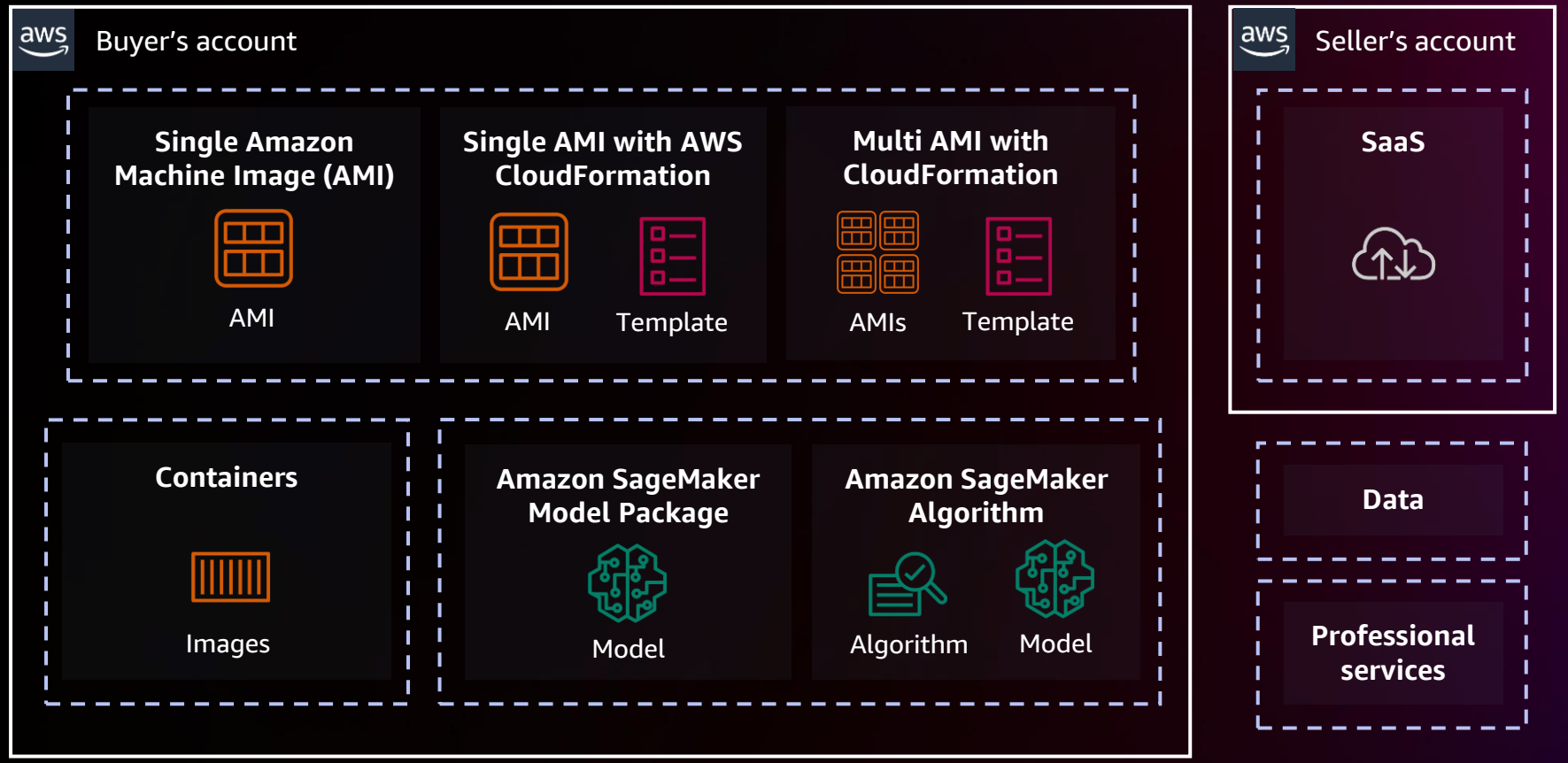



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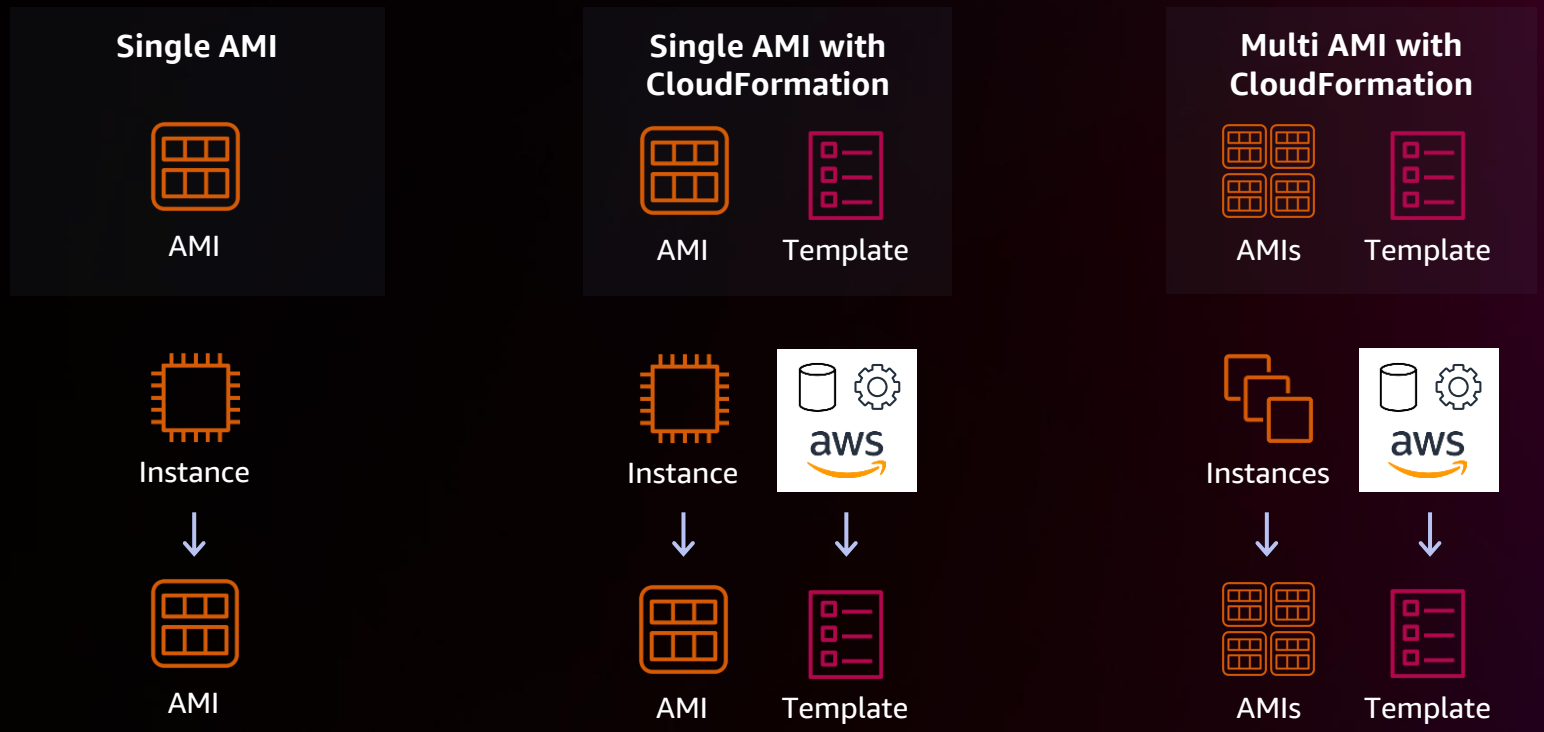
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# Product types



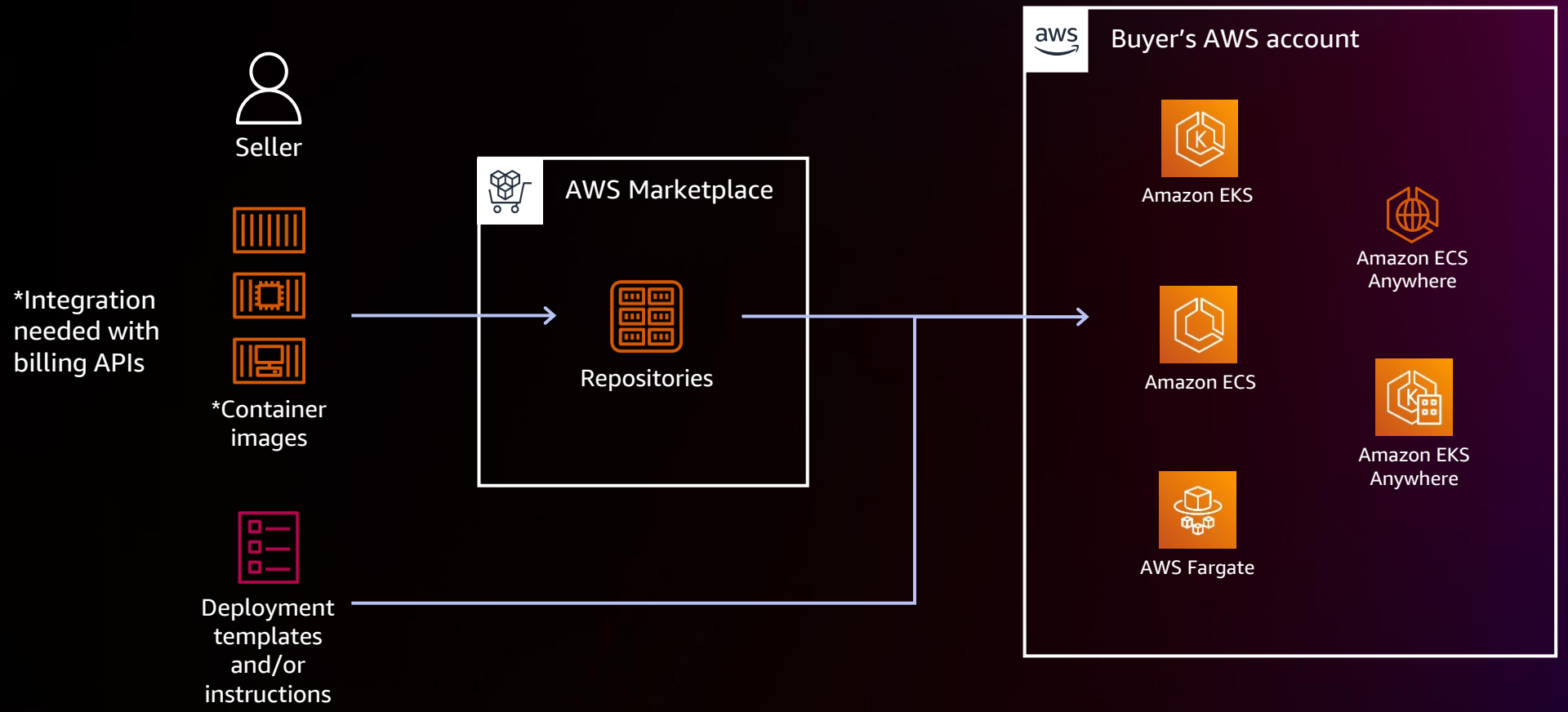

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# Publishing Amazon Machine Image (AMI) products




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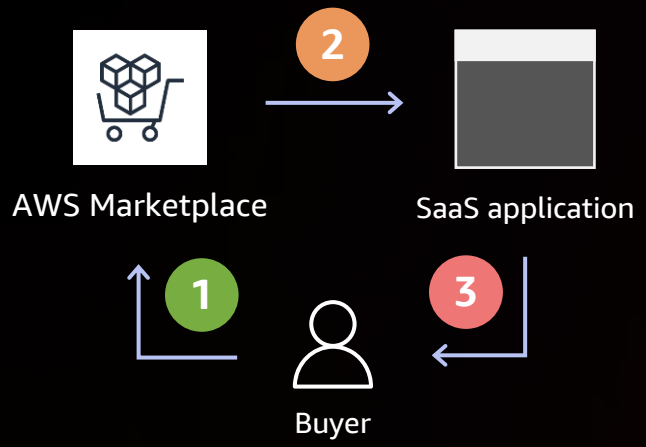
# Publishing container products



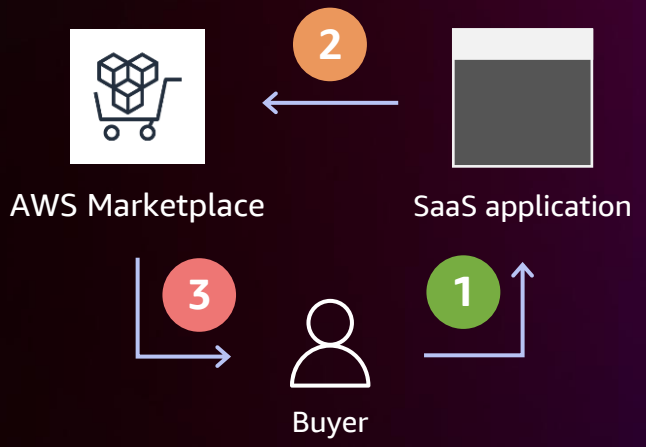

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# Publishing SaaS products

## SaaS contract (upfront payment)*




## SaaS subscriptions (pay for what you use)

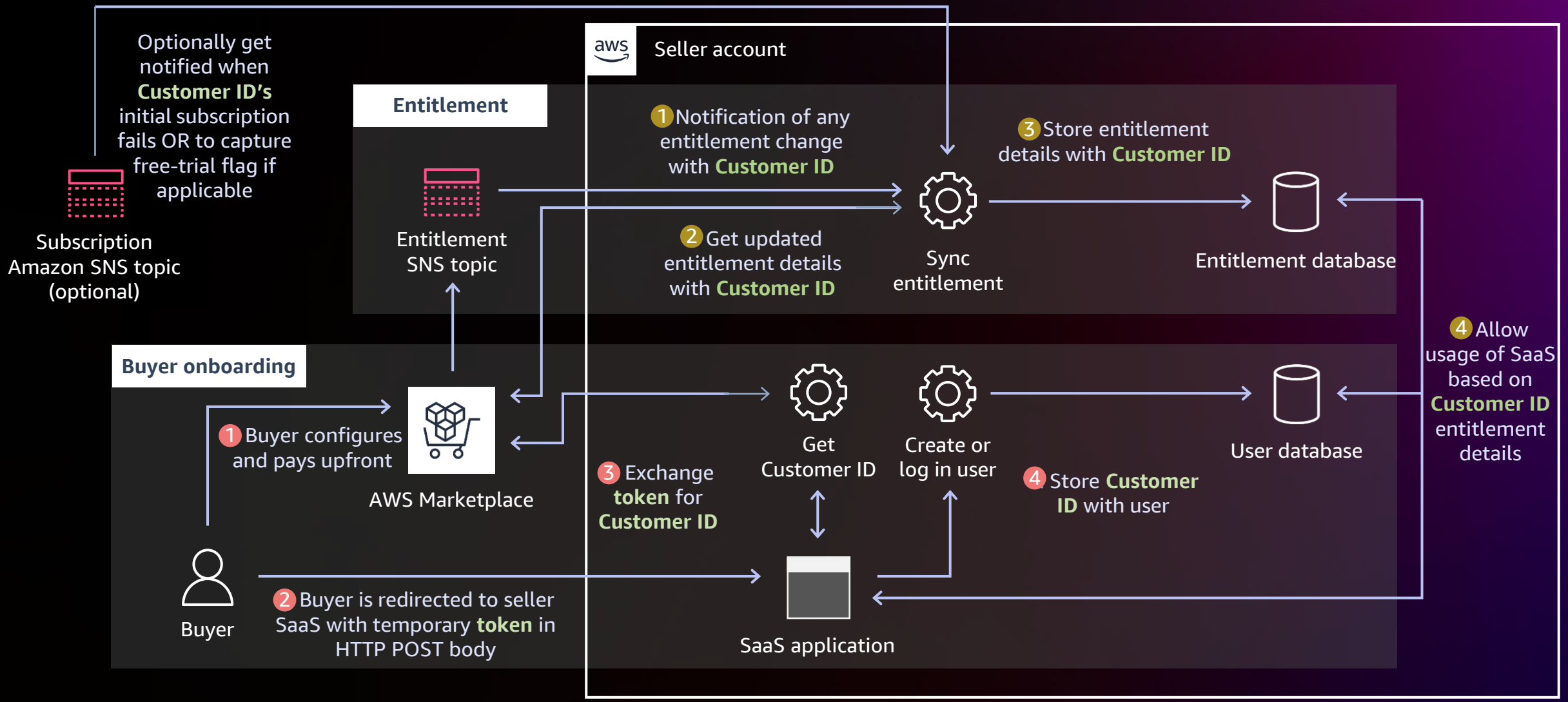



## SaaS contract with consumption (combination of both)*

*Free trial feature available

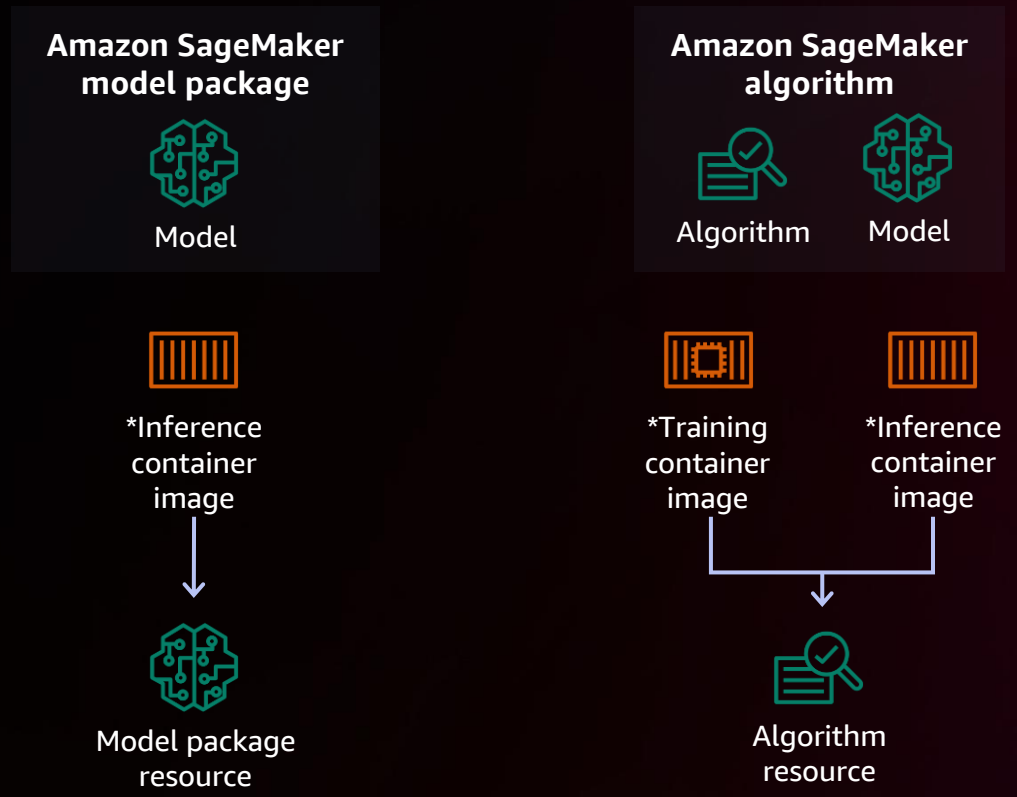
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# SaaS contract (upfront payment/auto-renew)




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# Publishing machine learning products with Amazon SageMaker




*No network access in execution

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# Best practices for sellers

- Market research
- Review the seller guide
- Use a new AWS account
- Check email of your seller AWS account
- Contact the right AWS team
- Market your listing

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Today, Nov 30 @ 4pm Mandalay Bay

MKT307 | Integrate third-party data into your data architecture and data mesh
Today, Nov 30 @ 7:45pm MGM Grand Thu, Dec 1 @ 11am MGM Grand

MKT002 | Gain visibility into AWS Marketplace costs and usage with Amazon QuickSight
Thu, Dec 1 @ 2pm Venetian

MKT206 | Innovate at speed with trusted software and data in AWS Marketplace
Thu, Dec 1 @ 2pm Mandalay Bay

PEX203 | Simplify the vendor risk assessment process with Vendor Insights
Fri, Dec 2 @ 10am Venetian

Scan QR code or visit link for more

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# FAQ

**Q:** How long does it take to publish on AWS Marketplace?

**A:** 2–4 weeks (or more)*

1. **Seller** submits
2. **Marketplace** creates listing
3. **Seller** integrates or tests
4. **Marketplace** approves to go live

*See timing and expectations in Seller Guide

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# FAQ

**Q:** Any tips on fixing issues and vulnerabilities in AMI and container products?

**A:** Check CVE details and act early*

*See AMI and container scanning in Seller Guide

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# FAQ

**Q:** What do the seller reports include?

**A:** Usage, geography, email domains, amounts*

Customer AWS Account Number
Customer Country
Customer State
Customer City
Customer ZIP Code
Customer Email Domain
. . . and more

*See seller reports and data feeds in Seller Guide

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# FAQ

**Q:** How do I publish a product to AWS GovCloud (US) Regions?

**A:** Have a AWS GovCloud (US) account*

*See blog article on AWS Marketplace in GovCloud

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# FAQ

**Q:** How do I publish a product to the US Intelligence Community Marketplace (ICMP)?

**A:** Existing non-ICMP listing and Foreign Ownership Control and Influence (FOCI) approval*

*See blog articles on AWS Marketplace for the Intelligence Community

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# FAQ

**Q:** How do I limit buyers from accessing a product listing?

**A:** Only possible with ML-based and data-based products*

*See ML and data-based products in Seller Guide

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