AWS re:Invent

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MKT203

Supercharge your reseller pipeline

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What will we cover today?

Introduction to Channel business

Why should I focus on Channel?

What are reseller opportunities?

Channel Partner private offers (CPPOs)

Reporting, revenue recognition and billing

Next steps

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AWS Marketplace

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

Over **12,000** transactable listings

Deployed in **25** regions

2,000+ ISVs
260+ data providers
1,000+ consulting partners

**65+** categories (monitoring, security, databases, business apps, etc.)

2,000,000+ active subscriptions

More than **325,000** active subscribers

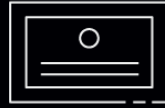- Maintain direct relationships with ISVs while consolidating billing and management with AWS

- Software spend can apply to AWS commitments

- Curated storefronts to find relevant solutions by category or industry

- Easy and secure deployment, almost instantly

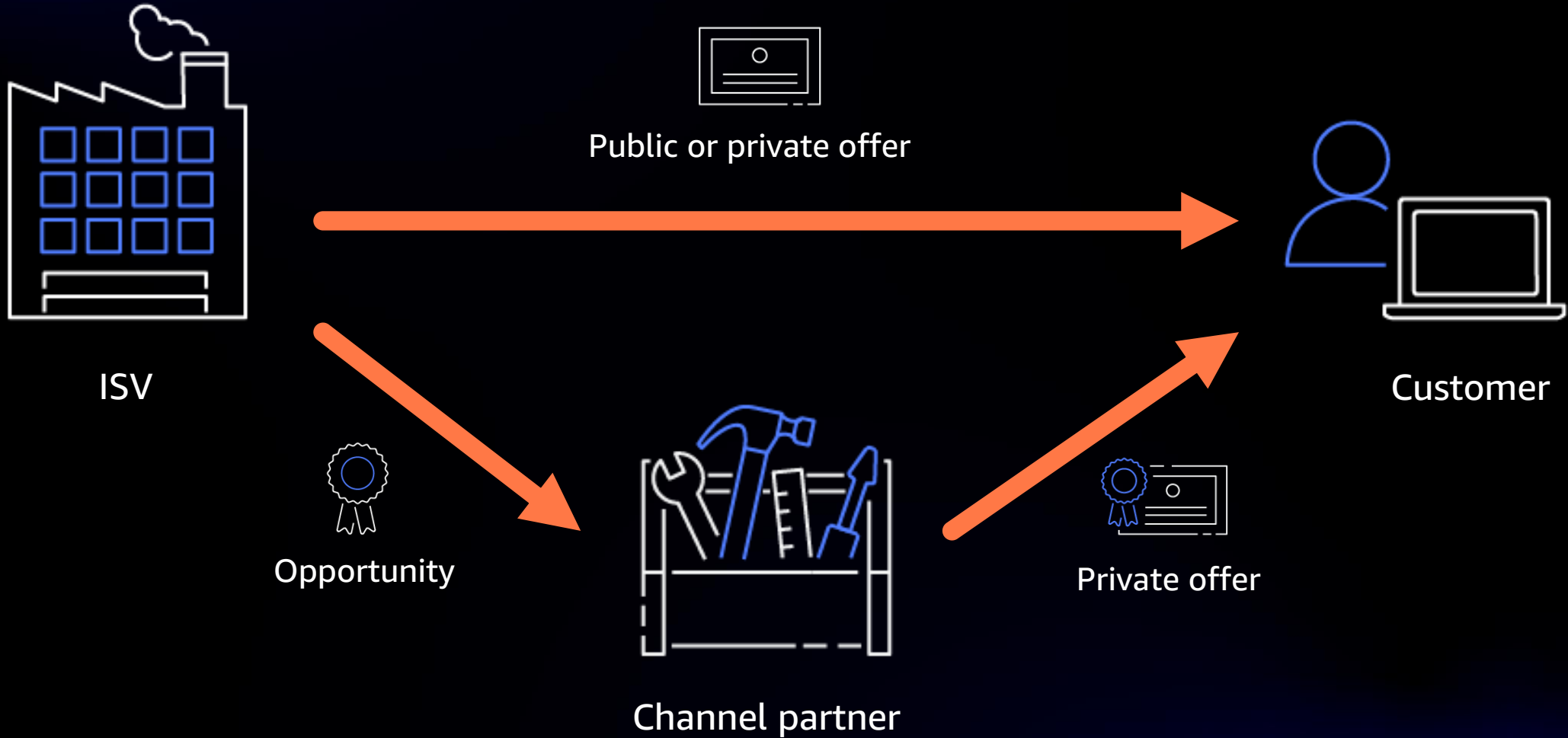# Introduction to Channel business

Public or private offer

ISV
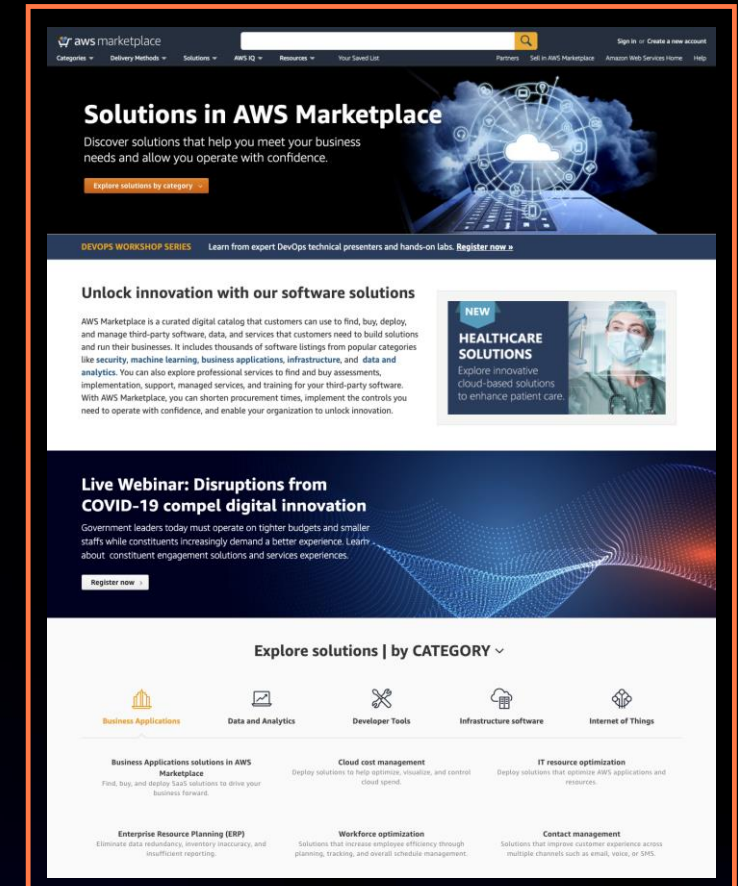
Customer

Introduction to Channel business

ISV

Public or private offer

Opportunity

Channel partner

Private offer

Customer

Why should I focus on Channel with AWS Marketplace?

Resell software in AWS Marketplace

AWS Marketplace provides an easy and automated way to grow sales revenue and acquire AWS customers

ISVs control which Channel Partners can resell their software to AWS customers

AWS Marketplace introduces new partnerships with Cloud channel partners and traditional resellers

AWS Marketplace Channel Partner private offer

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AWS Marketplace Channel benefits

Customer PPA retirement

Through AWS Marketplace, customers can retire spend against their AWS PPAs

AWS salesforce

AWS sales retire quota and earn incentives when co-selling partner solutions through AWS Marketplace

Ease of use

Automated tools enable you to quickly and efficiently extend resale opportunities to Channel Partners

Global reach

Partner with Channel Partners from around the world

What our customers are saying . . .

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"**The AWS Marketplace partner program is growing fast and Presidio is leveraging AWS Marketplace utilizing CPPO for our client's procurement transformation, ease of use, consolidated billing, and visibility.**"

Chris Cagnazzi

SVP & GM Cloud and Managed Services

Presidio

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"**[CPPO] really streamlines the procurement process. You don't need wet signatures or even a DocuSign. It's a click-through process.**"

Matthew Polly

VP Worldwide Alliances

CrowdStrike

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Participating Channel Partners

What are reseller opportunities?

- Agreement between an ISV and a reseller

- Outlines the terms, wholesale price, and optional targeting

- Can be single-use, time-bound, or perpetual

- Can optionally specify payment schedule

- SaaS products can specify additional custom dimensions

- Can specify custom EULA

Reseller opportunity demo

ISV

Public or private offer

Customer

Opportunity

Channel partner
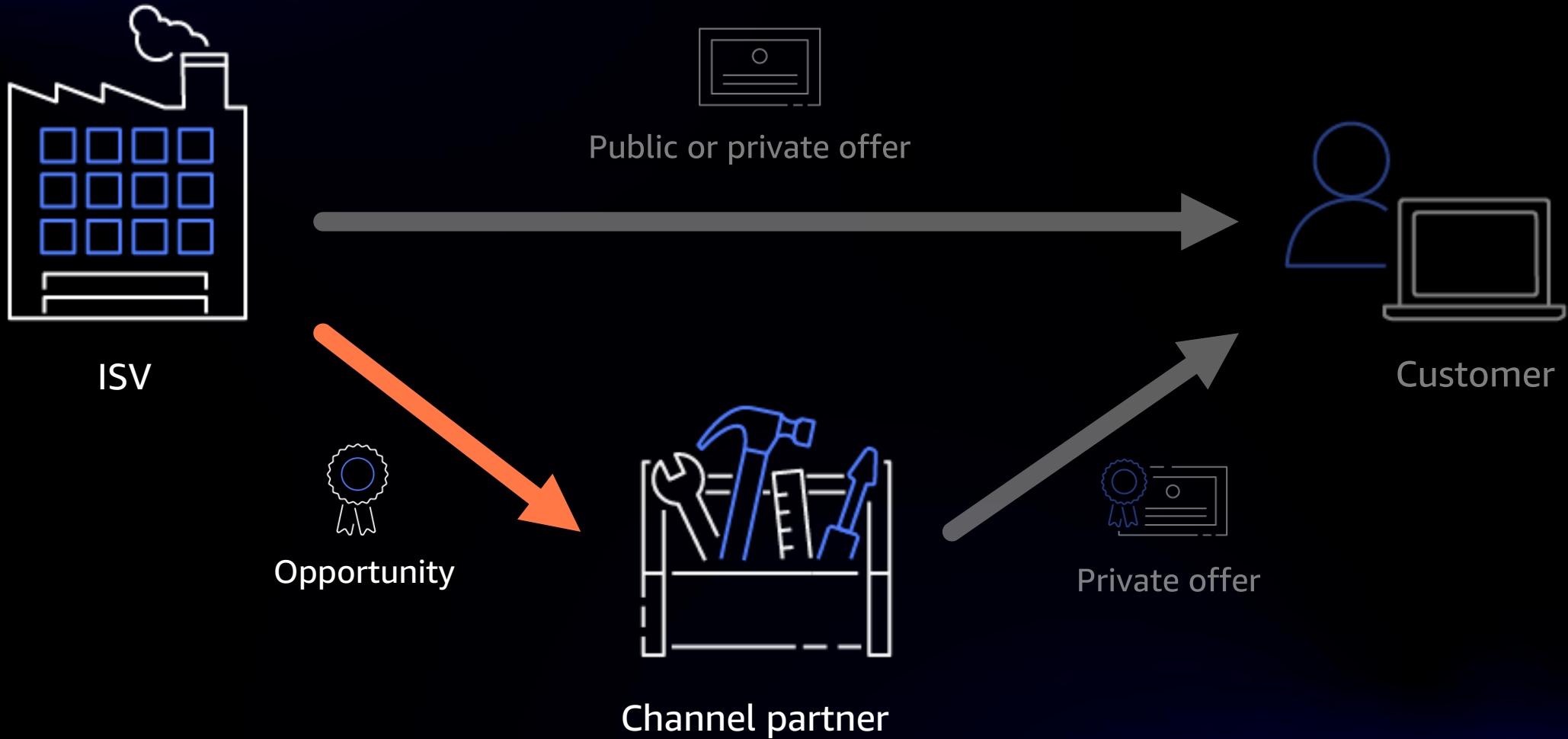
Private offer

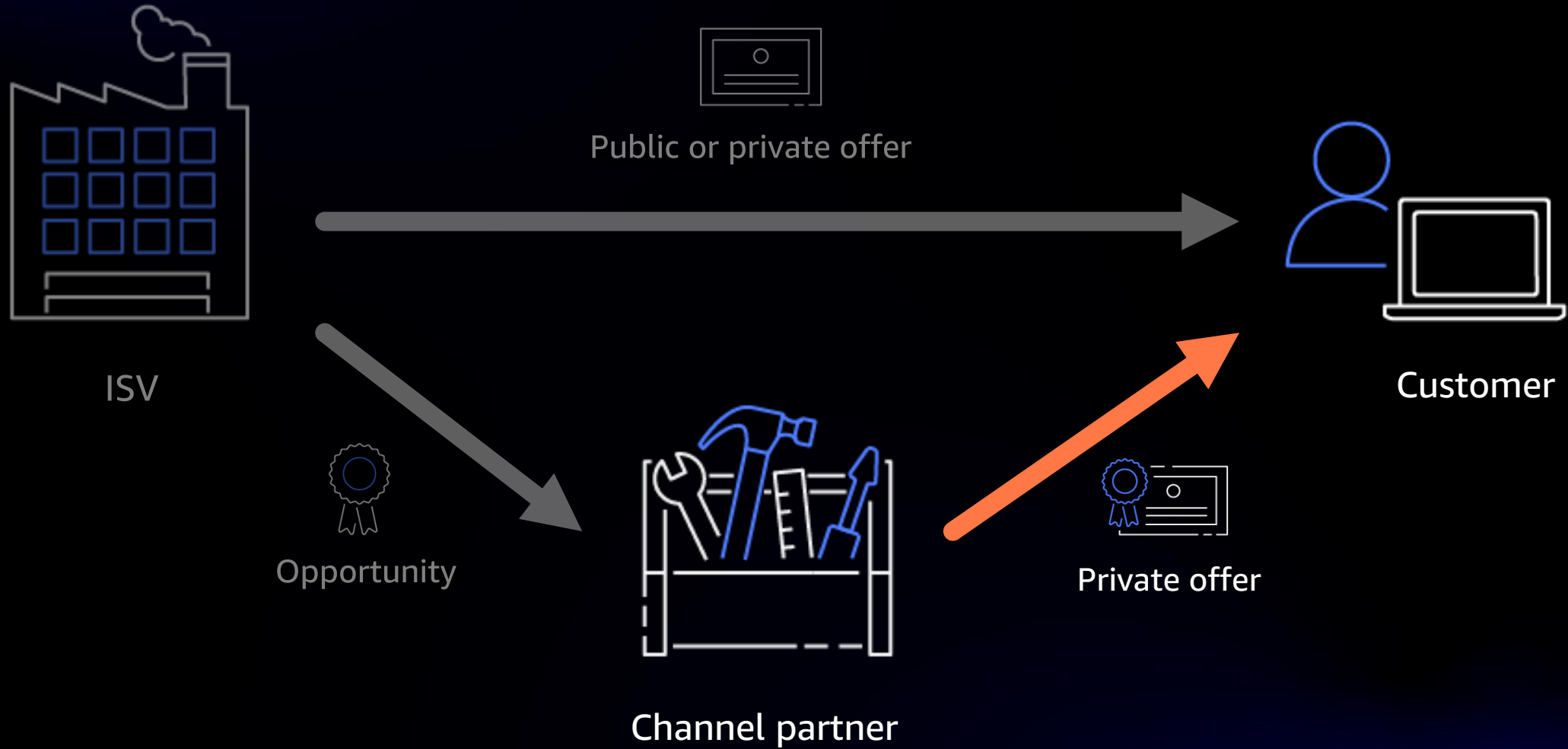# Consulting partner private offers – CPPO

- Personalized offers for your customer

- Can be targeted to up to 25 specific buyers

- Customize price, duration, and optional payment schedule

- Channel Partners can append their own terms and EULA

CPPO demo

Public or private offer

ISV

Opportunity

Channel partner

Private offer

Customer

CPPO: Authorization to billing

ISV authorizes consulting partner		Consulting partner creates private offer		Customer subscribes to private offer		Customer is billed	
$100	List price	**$70**	Wholesale $ to CP	**$84**	Price to customer	**AWS bill**	$84 charge for seller private offer is itemized on customer's AWS invoice
30%	Example discount % (ISV discount to CP)	**20%**	Example markup % (CP markup to customer)				
$70	Wholesale to CP (list price * discount %)	**$84**	Price to customer (wholesale * markup %)				

ISV authorizes → **CP creates private offer** → **Customer subscribes** → **AWS invoices**

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CPPO: Disbursement

Customer pays AWS invoice	AWS disbursement to consulting partner		AWS disbursement to ISV	
	$84.00	Gross revenue	$70.00	Wholesale price
	($70.00)	Wholesale price	($1.75)	Example[1] AWS listing fee (% * wholesale value)
	($0.00)	0% AWS reseller fee!	$68.25	Net revenue to ISV
	$14.00	Net revenue to CP		

[1] Actual listing fee may vary

Customer pays → **AWS distributes**

Reporting, revenue recognition, and billing

- Daily business report
- Daily subscriber report
- Monthly revenue report
- Monthly distribution report
- Seller data delivery service (SDDS)

What next?

Email us: aws-mp-channel@amazon.com

Join us at re:Invent 2021

November 29: AWS global partner summit keynote with Doug Yeum, Stephen Orban, and Sandy Carter
December 1: AWS Marketplace leadership session with Stephen Orban

Session ID	Title	Date	Time	Location	Room name
MKT301	Build secure and compliant ML and data-backed applications	Monday, Nov. 29	10:00 am–12:15 pm	Venetian	Bellini 2006
MKT303-R1	Unlock value from your AWS Control Tower landing zone using Flight Controller	Monday, Nov. 29	1:45 pm–2:45 pm	Caesars Forum	Academy 412
MKT204-R1	Learn how to drive deployment frequency through automation	Monday, Nov. 29	3:15 pm–4:15 pm	Caesars Forum	Forum 115
KYN001	Global partner summit keynote	Monday, Nov. 29	3:00 pm–5:00 pm	Venetian	Hall A
MKT302-R1	Manage approvals and distribute entitlements using AWS Marketplace	Monday, Nov. 29	7:45 pm–8:45 pm	Caesars Forum	Forum 108
GPS209	How to grow your SaaS business and drive revenue with AWS Marketplace	Monday, Nov. 29	6:15 pm–7:15 pm	Venetian	Murano 3204
MKT201	Use AWS Data Exchange to streamline data processing and analytics	Tuesday, Nov. 30	11:00 am–12:00 pm	Venetian	Lido 3004
MKT302-R2	Manage approvals and distribute entitlements using AWS Marketplace	Tuesday, Nov. 30	1:15 pm–2:15 pm	Caesars Forum	Forum 101
ANT315	Using Amazon Redshift to directly query third-party data on AWS	Tuesday, Nov. 30	2:00 pm–3:00 pm	Caesars Forum	Summit 217
MKT303-R2	Unlock value from AWS Control Tower landing zone using Flight Controller	Tuesday, Nov. 30	4:15 pm–5:15 pm	Caesars Forum	Summit 221
ANT215	Introduction to AWS Data Exchange for Amazon Redshift	Tuesday, Nov. 30	7:15 pm–8:15 pm	Venetian	Palazzo B
MKT202	Transformation, modernization, and governance with AWS Marketplace	Wednesday, Dec. 1	2:30 pm–3:30 pm	Venetian	Delfino 4104
MKT205-L	Transform your digital supply chain and procurement with AWS Marketplace	Wednesday, Dec. 1	8:30 am–9:30 am	Venetian	Venetian Theatre
MKT203	Supercharge your reseller pipeline	Wednesday, Dec. 1	6:15 pm–7:15 pm	Caesars Forum	Summit 221
MKT304	Build end-to-end data pipelines with third-party data and AWS analytics	Thursday, Dec. 2	1:00 pm–2:00 pm	Caesars Forum	Academy 417

Stop by **the** AWS Marketplace pavilion in the Sands Expo hall

Resources

AWS Marketplace Channel Programs
https://aws.amazon.com/marketplace/partners/
channel-programs
More information on the AWS Marketplace
Channel Program

Full Channel Partner list
https://s3-us-west-2.amazonaws.com/
external-mp-channel-partners/CPPO+
PartnerList.pdf

Seller reporting guide
https://docs.aws.amazon.com/
marketplace/latest/userguide/Reporting.html

How-tos for accessing and understanding
seller reports

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Thank you!

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AWS Marketplace ISV best practices for channel

Operations	Partner program	Compensation
• Approval and transaction process defined • Dedicated operations resource for AWS MP/CPPO • CRM/SFDC integration and reporting • Cloud specialist sales team • AWS MP paid listing • Document processes	• Pricing and opportunity registration • AWS MP sales counts towards partner goals • Include CPPO in GTM campaigns/branding with CPs • Consider CPPO-specific campaigns and incentives	• Process defined based on AWS disbursements • Compensation neutral AWS MP vs. distribution • Compensation drives sales behavior • Separate cloud goal, commission uplifts, DM sales goals