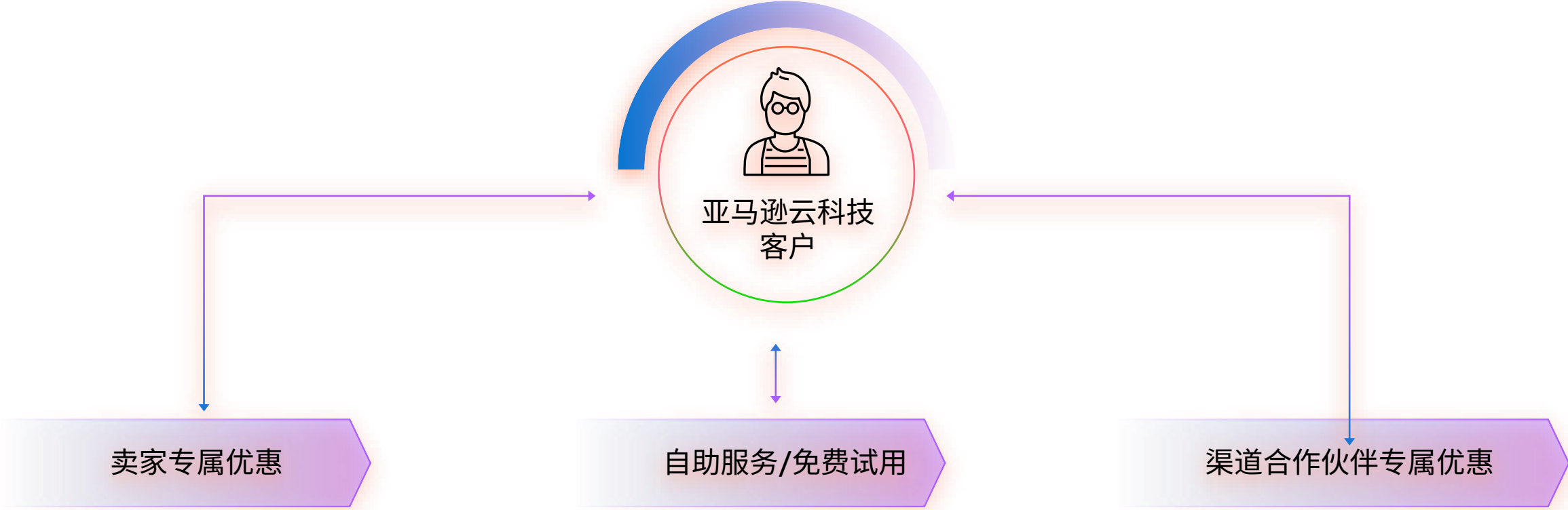


# 亚马逊云科技 Marketplace 渠道合作伙伴专属优惠



# 亚马逊云科技 Marketplace 业务模式



亚马逊云科技 marketplace



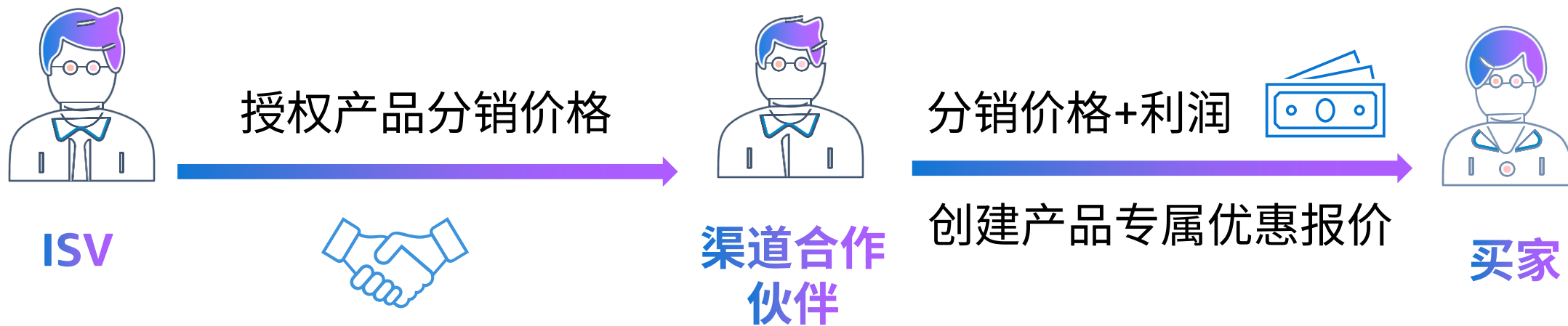
**专属优惠**  
(Private Offer)



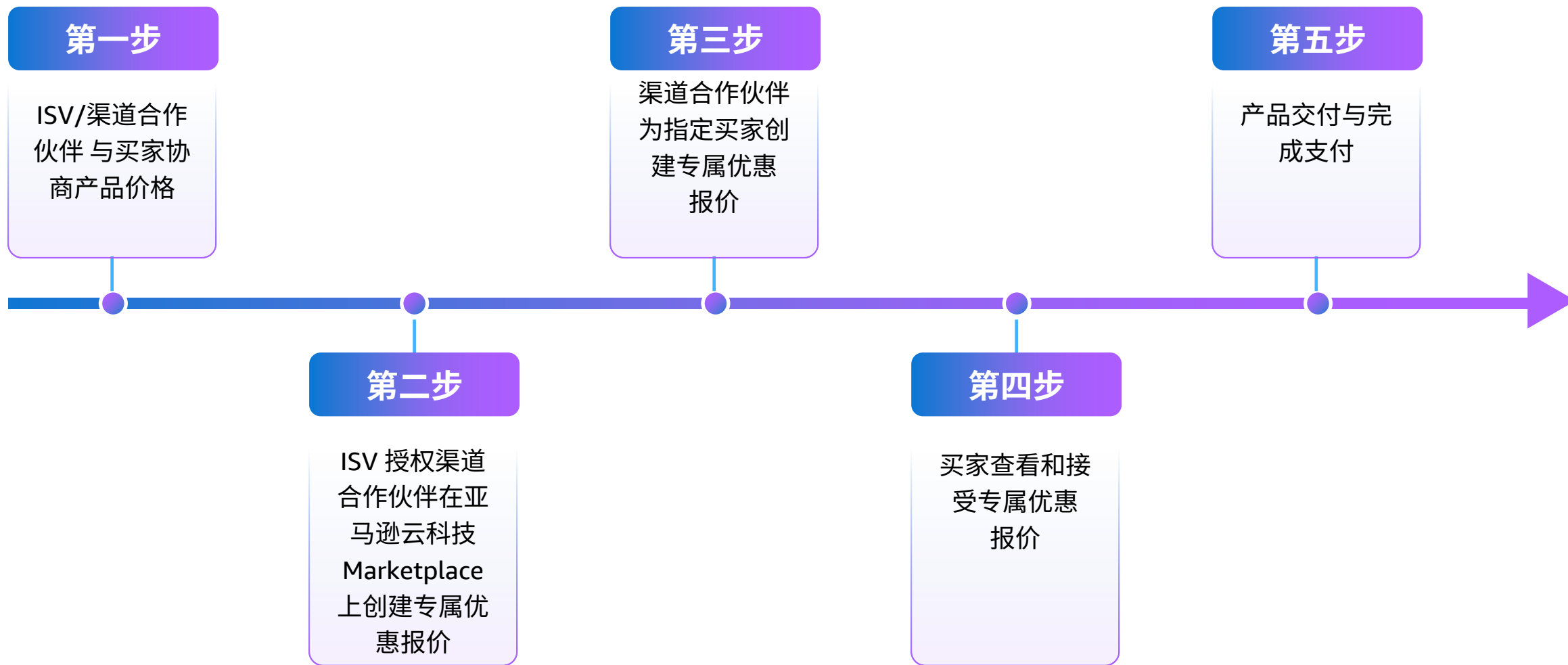
**渠道合作伙伴  
专属优惠**  
(CPPO)

# 渠道合作伙伴专属优惠 (CPPPO)介绍

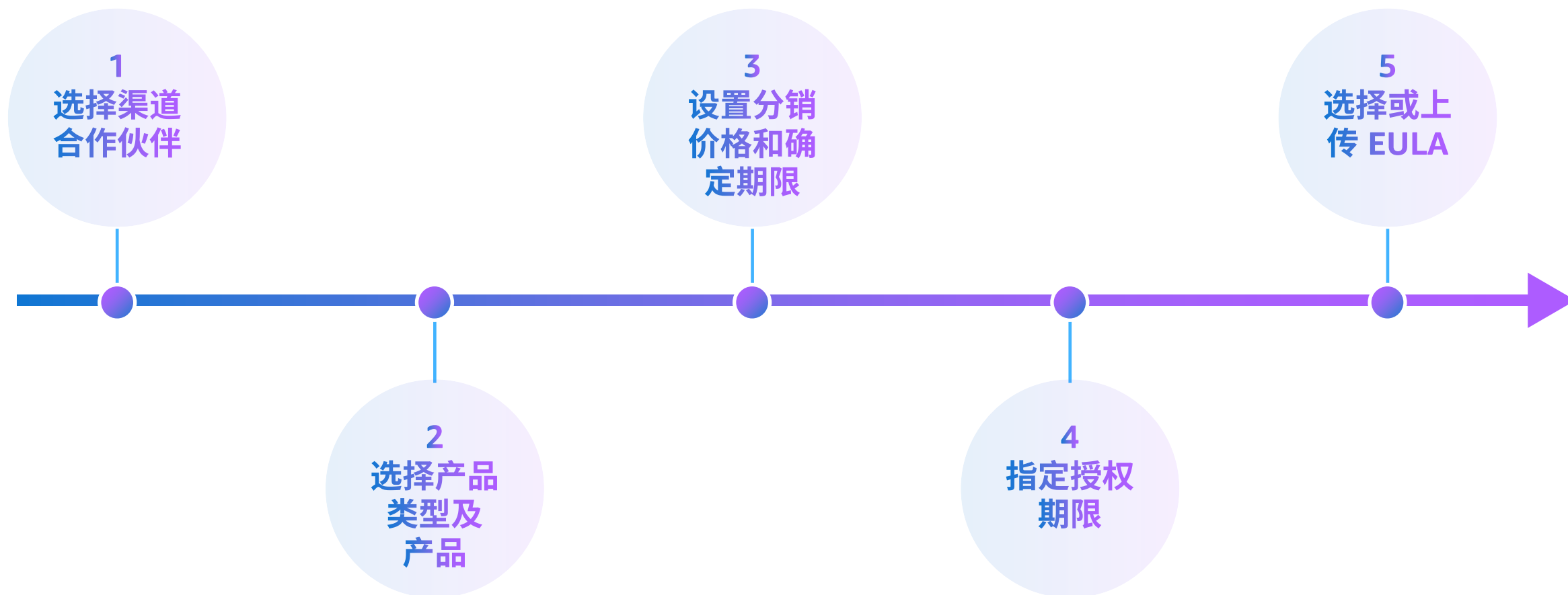
# 渠道合作伙伴专属优惠 (CPPO)



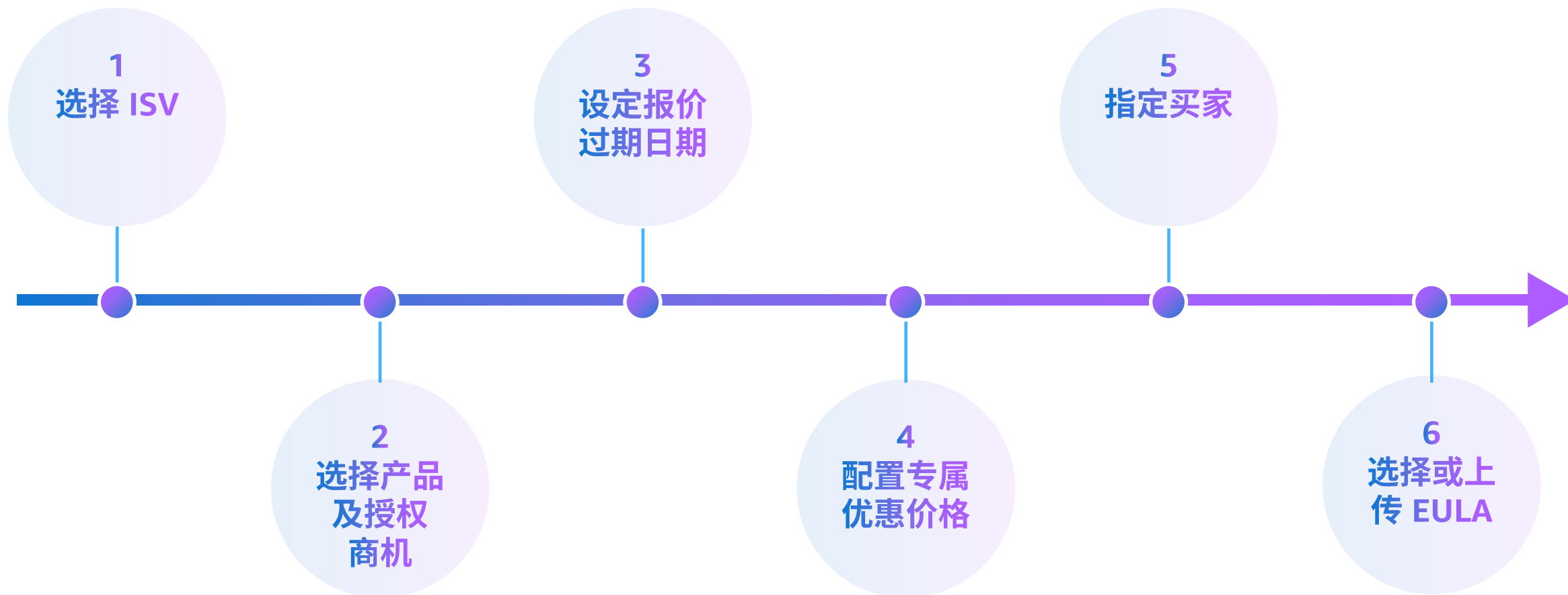
# 渠道合作伙伴专属优惠运作模式



# ISV创建销售授权



# 渠道合作伙伴创建专属优惠





# Demo – 渠道合作伙伴专属优惠（CPPPO）

# Demo – ISV 创建销售授权 – SaaS 订阅

亚马逊科技 marketplace management portal

Hello, [redacted] [Sign out](#)

[Home](#) [Products](#) [Requests](#) [Offers](#) [Agreements](#) [Assets](#) [Insights](#) [Support](#) [Selling authorizations](#) [Settings](#)

[AWS marketplace management portal](#) > [Selling authorizations](#)

## Selling authorizations [Info](#)

Switch back to legacy experience

### Selling authorizations summary

Summary of selling authorizations you have created

Expiring in 30 days

0

Active

9

[Selling authorizations created](#)

[Selling authorizations received](#)

### Selling authorizations created (14) [Info](#)

Manage and track authorizations. The Status column shows authorization and availability for use.

[Refresh](#) [Deactivate](#) [Clone](#) [Details](#) [Create selling authorization](#)

	Authorization name	Authorization ID	Status	Product name	Product ID	Partner legal name	Partner ID	Created
<input type="radio"/>	<a href="#">test CNMP</a>	resaleauthz-fkxollwr3tjts	<span>⚠ Expired</span>	[redacted]	[redacted]	MYWAN TECHNOLOGY...	[redacted]	5 month
<input type="radio"/>	<a href="#">test</a>	resaleauthz-eluc3l7bhwykc	<span>⚠ Expired</span>	[redacted]	[redacted]	Test Seller Registration...	[redacted]	6 month

## 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 buyers.

Test CPPO Demo

Authorization name can have up to 150 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

Search and choose a reseller to attach to this selling authorization.

Seller Test Account test ▼

#### Product type

SaaS product ▼

#### Product selection

Authorize a product for resellers to sell on your behalf.

AWS Marketplace SaaS Product Demo ▼



#### 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

Step 1  
Specify details

Step 2  
Select duration and pricing

Step 3  
Configure legal terms

Step 4  
Review and create

## Specify details [Info](#)

### Selling authorization details

#### Selling authorization description - *optional*

Describe your selling authorization in 2-3 sentences. This is visible to buyers.

for demo

Selling authorization description can have up to 1,000 characters.

#### Renewal

Indicate whether this authorization is intended to renew an existing paid subscriptions with an existing customer for the same product.

- ☐ Yes, this is a renewal authorization
- ☒ No, this isn't a renewal authorization

### Buyer's AWS account ID - *optional* [Info](#)

Add the buyer's AWS account ID.

#### AWS account ID

123456789012

AWS account ID is 12 digits

Add another buyer

You can add up to 24 buyers.

Save and exit

Cancel

Next

## 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.

Step 1

[Specify details](#)

Step 2

**Select duration and pricing**

Step 3

Configure legal terms

Step 4

Review and create

### Select duration and pricing [Info](#)

#### Selling authorization pricing

##### Pricing model

Select from the available pricing models for the selling authorization.



**Contract pricing with installment plan**  
You specify a fixed quantity for each dimension type, an hourly rate for overages, and an installment plan. Overages are charged at the hourly rate and billed separately.



**Contract pricing with upfront payments**  
You specify a contract price for each dimension type and an hourly rate for additional usage. Buyers have the option to select the quantity to commit at the contract price for each dimension type and get invoiced for the full amount upon acceptance. Additional usage is charged at the hourly rate and billed separately.



**Usage pricing**  
You specify hourly rate for each dimension type. Buyers are charged based on the hourly rate for their usage.

##### Currency [Info](#)

Choose a currency that resellers are authorized to create offers with.

US dollar | USD (\$)

[To enable a specific currency, set your disbursement methods in Settings](#).

#### Pricing tool - *optional*

This tool helps you to apply one discount or value to all dimensions.



Apply a discount to public pricing



Apply a value to all inputs

Price/hr (USD)

Enter price



Apply to all

Once you've applied a value to all, you can still edit each input individually if needed.

#### Pricing per usage dimension (1)

Dimension name	Dimension description	API name	Price/hr (USD) <a href="#">Info</a>
USER	USER	USER	1.0

#### Selling authorization availability

##### Selling authorization availability

Limit the availability of how many private offers are created or until what specific time private offers can be created.



**Single use**

Allows for a single offer to be created using this selling authorization.



**Specific time duration**

Allows for multiple offers to be created until the specified end date.



**No set time duration**

Allows for multiple offers to be created until the selling authorization is manually deactivated.

##### Selling authorization expiry

YYYY/MM/DD



Use YYYY/MM/DD format.

Save and exit

Cancel

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## 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.

Step 1

[Specify details](#)

Step 2

[Select duration and pricing](#)

Step 3

**Configure legal terms**

Step 4

Review and create

## Configure legal terms [Info](#)

### End user license agreement [Info](#)

#### End user license agreement for the buyer

This EULA will be visible to the buyer. Choose a EULA or upload a custom one. This section will be applied to all selling authorizations created.

- ☒ **Public EULA**  
This product EULA can be found on the product detail page.
- ☐ **Standard Contract for AWS Marketplace (SCMP)** New  
The new version of the Standard Contract for AWS Marketplace (SCMP) offers an improved set of standardized license terms intended to support a broader range of transactions.
- ☐ **Custom EULA**  
Upload custom legal terms.

### Reseller agreement - *optional* [Info](#)

#### Reseller agreement

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.

- ☒ **No reseller agreement**  
You do not establish reseller contracts with channel partners for this product.
- ☐ **Reseller Contract for AWS Marketplace (RCMP)**  
Use the standard template to define contractual terms between you and channel partners for this selling authorizations.
- ☐ **Custom Reseller Contract**  
Upload your own agreement to define contractual terms for this selling authorizations.

Save and exit

Cancel

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## 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.

Step 1

[Specify details](#)

Step 2

[Select duration and pricing](#)

Step 3

[Configure legal terms](#)

Step 4

**Review and create**

## Review and create [Info](#)

### Selling authorization creation

#### Selling authorization entity

Selling authorization name

Test SaaS CPPO Demo

Reseller ID

[REDACTED]

Product type

SaaSProduct

Product ID

[REDACTED]

### Step 1: Details

[Edit](#)

#### Selling authorization details

Selling authorization ID

-

Selling authorization description

-

Renewal

No

#### Buyer's AWS account ID

Buyer(s)

All buyers

### Step 2: Duration and discounts

[Edit](#)

#### Selling authorization availability

Selling authorization time length

Single use

Expiration date

October 31, 2025

### Step 2: Duration and discounts

[Edit](#)

#### Selling authorization availability

Selling authorization time length

No set time duration

Expiration date

-

#### Product pricing

Pricing model

Usage pricing

Currency

US dollar | USD (\$)

#### Pricing per usage dimension

API name	Dimension name	Dimension description	1 day contract price/hr (USD)
USER	USER	USER	\$1.00

### Step 3: Legal terms

[Edit](#)

#### Legal terms

End User License Agreement for buyer

Public EULA

Reseller agreement- optional

-

[Save and exit](#)

[Cancel](#)

[Previous](#)

[Create selling authorization](#)

### Step 2: Duration and discounts

[Edit](#)

#### Selling authorization availability

Selling authorization time length

Specific time duration

Expiration date

November 30, 2025

# Demo – ISV 创建销售授权– SaaS 合同

[AWS marketplace management portal](#) > [Selling authorizations](#) > Create selling authorization

## 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.

Step 1  
[Specify details](#)

**Step 2**  
**Select duration and pricing**

Step 3  
Configure legal terms

Step 4  
Review and create

### Select duration and pricing [Info](#)

#### Selling authorization pricing

**Pricing model**  
Select from the available pricing models for the selling authorization.

☐ Contract pricing with installment plan  
You specify a fixed quantity for each dimension type, an hourly rate for overages, and an installment plan. Overages are charged at the hourly rate and billed separately.

☒ **Contract pricing with upfront payments**  
You specify a contract price for each dimension type and an hourly rate for additional usage. Buyers have the option to select the quantity to commit at the contract price for each dimension type and get invoiced for the full amount upon acceptance. Additional usage is charged at the hourly rate and billed separately.

☐ Usage pricing  
You specify hourly rate for each dimension type. Buyers are charged based on the hourly rate for their usage.

**Currency** [Info](#)  
Choose a currency that resellers are authorized to create offers with.  
US dollar | USD (\$) ▼

[To enable a specific currency, set your disbursement methods in \*\*Settings\*\*.](#)

#### Contract duration

Specify the length of the contract. The price will switch back to public price after this duration.

**Maximum allowed service start date - optional**  
Service start date for future dates agreements cannot exceed the below date.  
YYYY/MM/DD

**Duration type** **Duration number**

Months ▼ 36

The maximum contract duration for SaaS products is 3 years.

Estimated contract duration [Info](#)  
36 months

#### Pricing tool - optional

This tool helps you to apply one discount or value to all dimensions.

☐ Apply a discount to public pricing

☒ **Apply a value to all inputs**

Contract price (USD)

Enter price **Apply to all**

Once you've applied a value to all, you can still edit each input individually if needed.

### Product dimensions (4)

[Manage custom dimensions](#) [Deselect all](#)

Select existing dimensions to include in the private offer or add custom dimensions. New custom dimensions added will become available in this product for future private offers once this offer is published.

	Dimension name	Dimension description	API name
<input checked="" type="checkbox"/>	contract-tier1	contract-tier1	tier1
<input checked="" type="checkbox"/>	contract-tier2	contract-tier2	tier2
<input type="checkbox"/>	contract-tier3	contract-tier3	tier3
<input type="checkbox"/>	test	test	test

### Pricing per contract dimension (2)

Specify the contract price for each selected dimension. To remove a dimension, deselect it from the table above.

Dimension name	Dimension description	API name	Contract duration	Contract price (USD) <a href="#">Info</a>
contract-tier1	contract-tier1	tier1	36 months	10
contract-tier2	contract-tier2	tier2	36 months	20

### Selling authorization availability

**Selling authorization availability**  
Limit the availability of how many private offers are created or until what specific time private offers can be created.

☐ Single use  
Allows for a single offer to be created using this selling authorization.

☒ **Specific time duration**  
Allows for multiple offers to be created until the specified end date.

☐ No set time duration  
Allows for multiple offers to be created until the selling authorization is manually deactivated.

**Selling authorization expiry**

2025/11/30

Use YYYY/MM/DD format.

[Save and exit](#) [Cancel](#) [Previous](#) [Next](#)



# Demo – ISV 创建销售授权-SaaS 合同 (分期付款)

[AWS marketplace management portal](#) > [Selling authorizations](#) > Create selling authorization

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.

Step 1  
[Specify details](#)

Step 2  
**Select duration and pricing**

Step 3  
Configure legal terms

Step 4  
Review and create

Select duration and pricing [info](#)

**Selling authorization pricing**

**Pricing model**  
Select from the available pricing models for this selling authorization.

☒ **Contract pricing with installment plan**  
You specify a fixed quantity for each dimension type, an hourly rate for overages, and an installment plan. Overages are charged at the hourly rate and billed separately.

☐ **Contract pricing with upfront payments**  
You specify a contract price for each dimension type and an hourly rate for additional usage. Buyers have the option to select the quantity to commit at the contract price for each dimension type and get invoiced for the full amount upon acceptance. Additional usage is charged at the hourly rate and billed separately.

☐ **Usage pricing**  
You specify hourly rate for each dimension type. Buyers are charged based on the hourly rate for their usage.

**Currency** [info](#)  
Choose a currency that resellers are authorized to create offers with.

US dollar | USD (\$) ▼

[To enable a specific currency, set your disbursement methods in \[Settings\]\(#\).](#)

**Contract duration**  
Specify the length of the contract. The price will switch back to public price after this duration.

**Maximum allowed service start date - optional**  
Service start date for future dates agreements cannot exceed the below date.

YYYY/MM/DD

**Duration type**

Months ▼

**Duration number**

12

The maximum contract duration for SaaS products is 3 years.

**Estimated contract duration** [info](#)

12 months

**Pricing tool - optional**  
This tool helps you to apply one discount or value to all dimensions.

**Pricing tool - optional**  
This tool helps you to apply one value to all dimensions.

**Contract quantity**

Enter quantity

Apply to all

Once you've applied a value to all, you can still edit each input individually if needed.

**Quantity per contract dimension <sup>(1)</sup>**  
Specify the contract quantity for each selected dimension. To remove a dimension, deselect it from the table above.

Dimension name ▼	Dimension description ▼	API name ▼	Contract duration	Contract quantity <a href="#">info</a>
contract-tier1	contract-tier1	tier1	12 months	10

**Buyer installment plan** [info](#)  
Enter the contract total, frequency, and first invoice dates to generate an installment plan. Your invoices will be generated following the specified frequency on the set invoice dates.

[i](#) The installment plan applies to the contract total. Usage dimensions will be billed separately based on the unit price.

**Contract total (USD)**

120

**Initial payment (USD) - optional**

Enter amount

**Frequency**

Custom ▼

**First invoice date**

2025/09/30

**Number of installments**

2

Add up to 60 installments.

Generate installment plan

Clear all

**Payment amount (USD)**

60.00

**Invoice date**

2025/09/30

Remove

**60.00**

2026/03/25

Remove

Add installment

You can add up to 58 more payment amounts. Invoice dates don't need to be in chronological order.

Number of installments	Outstanding amount	Total amount in plan	Total amount due
2	\$0.00	\$120.00	\$120.00

**Selling authorization availability**

**Selling authorization availability**  
Limit the availability of how many private offers are created or until what specific time private offers can be created.

☒ **Single use**  
Allows for a single offer to be created using this selling authorization.

☐ **Specific time duration**  
Allows for multiple offers to be created until the specified end date.

☐ **No set time duration**  
Allows for multiple offers to be created until the selling authorization is manually deactivated.

**Selling authorization expiry**

2025/10/31

Use YYYY/MM/DD format.

Save and exit

Cancel

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Selling authorizations [Info](#)

Switch back to legacy experience

Selling authorizations summary

Summary of selling authorizations you have created

Expiring in 30 days

0

Active

10

Selling authorizations created

Selling authorizations received

Selling authorizations created (15) [Info](#)

Manage and track authorizations. The Status column shows authorization and availability for use.



Deactivate

Clone

Details

Create selling authorization

Find selling authorizations

< 1 2 ... > ⚙

	Authorization name ▾	Authorization ID ▾	Status	Product name ▾	Product ID ▾	Partner legal name ▾	Partner ID ▾	Created date ▾	Expiration date ▾
	Test CPPO Demo	resaleauthz-njnrgblnrdv6	Authorized					9 minutes ago	1 month from now

# Demo – 渠道合作伙伴创建专属优惠

[AWS marketplace management portal](#) > Selling authorizations

Selling authorizations [Info](#)

Switch back to legacy experience

Selling authorizations summary

Summary of selling authorizations you have received

Expiring in 30 days

0

Active

100+

Selling authorizations created

Selling authorizations received

Selling authorizations received (100+) [Info](#)

Manage and track authorizations. The Status column shows authorization and availability for use.

Find selling authorizations

Refresh

Details

Create offer

< 1 2 ... > ⚙

	Authorization name ▾	Authorization ID ▾	Status	Product name ▾	Product ID ▾	Manufacturer name ▾	Manufacturer ID ▾	Created date ▾	Expiration date ▾
<input type="radio"/>	<a href="#">SPPOpportunity</a>	a1d1324b-e2d5-3c0e-b52f-6688...	✔ Authorized					10 months ago	No expiration
<input type="radio"/>	<a href="#">SPPOpportunity</a>	6df02384-1dc0-3a6f-856b-2b7d...	✔ Authorized					10 months ago	No expiration

亚马逊科技 marketplace

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Offers

Private offersPublic free trials

Private offers

Find offers

ActionsView detailsEditClone offerResume offer creationCreate private offer

	Offer ID	Offer name	Offer status	Buyer AWS IDs	Created on	Expires on	Product Information	Authorization Information
	offer-kghx4snis5qnk	Test SaaS CPPO Test	Active		2025-09-22	2025-11-30	Product ID:	SPPOopportunity Opportunity ID: c130e196-1534-36f0-96eb-91f9626dfc0
	offer-t7zay5435f274	Test CPPO Demo	Active		2025-09-22	2025-10-31	Product ID:	SPPOopportunity Opportunity ID: 016acbf0-e85f-3824-aaa0-6725ab3388d6
	offer-6s4yhickti7lu	Test SaaS Demo	Active		2025-09-22	2025-10-31	Product ID:	- Opportunity ID: -

## Create offer [Info](#)

To create an offer in AWS Marketplace, you'll start by creating the offer entity, and then proceed through a 5-step offer creation wizard.

### Offer type [Info](#)

#### Offer type

- ☐ Direct private offer  
I'm creating an offer for my own products
- ☒ Channel partner private offer  
I'm creating an offer from a resale authorization

### Product and authorization

#### ISV

Choose an ISV to see products.

Account ID:

#### Product

Choose a product to see authorizations.

Product ID:

Discontinued products aren't supported for private offers.

#### Authorization

SPPOpportunity  
Authorization ID:

Cancel

Continue to offer details

HomeProductsRequestsOffersAgreementsAssetsInsightsSupportSelling authorizationsSettings

Home > Requests > Create reseller private offer

Step 1  
Provide offer information

Step 2  
Configure offer pricing and duration

Step 3  
Add buyers

Step 4  
Configure legal terms and offer documents

Step 5  
Review and create

Provide offer information

Offer information

Successfully generated offer ID. You can continue to build your offer.

Offer ID  
offer-kghx4snis5qnk

Offer name  
The offer name is visible to buyers. We recommend including the buyer ID, company name, and a high-level description (such as upgrade, renewal). Avoid including any personally identifiable information (such as first/last name, phone number, address).  
Test SaaS CPPO Test  
Offer name can have up to 150 characters. Invalid characters are (<), (>), (\).

Offer description - optional  
The offer description isn't visible to buyers. Describe your offer in 2-3 sentences.  

Offer description can have up to 255 characters.

Offer expiration date

Offer expiration date  
The buyer must respond to your offer by the provided date before 23:59 (UTC), otherwise the offer will expire.  

2025/11/30

Save and exit

CancelNext

亚马逊科技 marketplace

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HomeProducts +RequestsOffers +AgreementsAssets -Insights -SupportSelling authorizationsSettings

[Home](#) > [Requests](#) > Create reseller private offer

Step 1  
Provide offer information

**Step 2  
Configure offer pricing and duration**

Step 3  
Add buyers

Step 4  
Configure legal terms and offer documents

Step 5  
Review and create

## Configure offer pricing and duration [Info](#)

### Product pricing

Pricing model  
Choose a pricing model for the offer.

☐ Contract pricing with installment plan  
You specify a fixed quantity for each contract dimension, a unit price for each usage dimension and an installment plan. For contract dimensions, buyers are billed using the installment plan you specified. For usage dimensions, buyers are billed separately based on the unit price.

☒ Contract pricing with upfront payment  
You specify a contract price for each contract dimension and a unit price for each usage dimension. For contract dimensions, buyers have the option to select the quantity to commit at the contract price and get invoiced for the full amount upon acceptance. For usage dimension, buyers are billed separately based on the unit price.

### Contract duration

Buyers are charged using the contract price for each dimension in this duration.

**Contract start date**  
Select how you want the contract to start.

☒ Start upon buyer acceptance

☐ Start at a future date

### Offer currency [Info](#)

The offer currency is set by the ISV in the resale authorization.

Offer currency  
US dollar | USD (\$)

### Markup

The markup will be applied to the wholesale pricing to generate the contract pricing.

Markup percentage (%)  
Enter markup percentage to calculate the customer price and partner margin.

10

Apply

Successfully applied markup percentage.

### Pricing per dimension for 36-month contract [\(6\)](#) [Info](#)

Dimension	Wholesale 36-month price (USD)	Customer 36-month price (USD)	Partner margin (USD)
Servers_50	\$25,344.00	\$27,878.40	\$2,534.40
Servers_100	\$45,619.20	\$50,181.12	\$4,561.92
Servers_200	\$83,635.20	\$91,998.72	\$8,363.52
Servers_500	\$202,752.00	\$223,027.20	\$20,275.20

### Pricing per dimension for 36-month contract [\(6\)](#) [Info](#)

Dimension	Wholesale 36-month price (USD)	Customer 36-month price (USD)	Partner margin (USD)
Servers_50	\$25,344.00	\$27,878.40	\$2,534.40
Servers_100	\$45,619.20	\$50,181.12	\$4,561.92
Servers_200	\$83,635.20	\$91,998.72	\$8,363.52
Servers_500	\$202,752.00	\$223,027.20	\$20,275.20
Servers_1000	\$375,936.00	\$413,529.60	\$37,593.60
Servers_2500	\$887,040.00	\$975,744.00	\$88,704.00

### Pricing per dimension for 12-month contract [\(6\)](#) [Info](#)

Dimension	Wholesale 12-month price (USD)	Customer 12-month price (USD)	Partner margin (USD)
Servers_50	\$10,560.00	\$11,616.00	\$1,056.00
Servers_100	\$19,008.00	\$20,908.80	\$1,900.80
Servers_200	\$34,848.00	\$38,332.80	\$3,484.80
Servers_500	\$84,480.00	\$92,928.00	\$8,448.00
Servers_1000	\$157,344.00	\$173,078.40	\$15,734.40
Servers_2500	\$369,600.00	\$406,560.00	\$36,960.00

### Pricing per dimension for 24-month contract [\(6\)](#) [Info](#)

Dimension	Wholesale 24-month price (USD)	Customer 24-month price (USD)	Partner margin (USD)
Servers_50	\$17,952.00	\$19,747.20	\$1,795.20
Servers_100	\$32,313.60	\$35,544.96	\$3,231.36
Servers_200	\$59,241.60	\$65,165.76	\$5,924.16
Servers_500	\$143,616.00	\$157,977.60	\$14,361.60
Servers_1000	\$266,288.00	\$292,916.80	\$26,628.80
Servers_2500	\$628,320.00	\$691,152.00	\$62,832.00

Save and exit

Cancel

Previous

Next

Step 1

[Provide offer information](#)

Step 2

[Configure offer pricing and duration](#)

Step 3

**Add buyers**

Step 4

[Configure legal terms and offer documents](#)

Step 5

[Review and create](#)

## Add buyers [Info](#)



### Important for sellers using a UK bank account for disbursement

Sellers who are using a UK bank account as disbursement method can only target buyers located within the EMEA (Europe, Middle East, and Africa) region. Sending offers to buyers outside this region will result in subscription failure. [Learn more](#) [↗](#)

### Buyer's AWS account ID [Info](#)

Add the buyer's AWS account ID.

AWS account ID

AWS Account ID is 12 digits.

[Add another buyer](#)

You can add up to 23 more buyer account IDs. Your AWS account ID can also view this offer.

[Save and exit](#)

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HomeRequests>Create reseller private offer

Step 1  
Provide offer information

Step 2  
Configure offer pricing and duration

Step 3  
Add buyers

Step 4  
Configure legal terms and offer documents

Step 5  
Review and create

Configure legal terms and offer documents

ISV document

The ISV has provided an End-User License Agreement (EULA) for this resale authorization. It will be presented to buyers alongside your legal terms and offer documents. Contact the ISV if you require a different EULA.

Documentation

[EULA](#)

Legal terms and offer documents - optional

Before confirming the purchase, buyers must agree to your legal terms.

Custom legal terms and other offer documents

Upload at least 1 custom legal terms document. Upload supporting documents to amend the custom legal terms, for example, a statement of work, bill of materials, or pricing sheet. Once uploaded, all files will be combined into a single PDF. The files will be presented to buyers in the order they are uploaded.

Choose files

You can upload up to 5 files in plain text (.txt) or PDF (.pdf) format. Duplicate files are not allowed. Each file must be no larger than 30 MB, and the total upload size cannot exceed 30 MB. Once uploaded, all files will be combined into a single PDF and presented to buyers in the order they are uploaded.

Offer documents (1)

Review the combined PDF that will be presented to the buyers. The PDF contains the ISV legal terms, customer legal terms and other offer documents, if uploaded.

Document

[PDF](#)

Save and exit

CancelPreviousNext

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Create reseller private offer

Step 1

Provide offer information

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Step 3

Add buyers

Step 4

Configure legal terms and offer documents

Step 5

Review and create

Review and create

Step 1: Offer information

Offer information

Offer ID

offer-kghox4snis5qnk

Offer name

Test SaaS CPPO Test

Offer description

Offer expiration date

Offer expiration date

2025-11-30

Step 2: Offer pricing and duration

Product pricing

Pricing model

Contract pricing with upfront payment

Offer currency

The offer currency is set by the ISV in the resale authorization.

Offer currency

US dollar | USD (\$)

Markup

Markup percentage (%)

10%

Pricing per dimension for 36-month contract

Dimension	Wholesale 36-month price (USD)	Customer 36-month price (USD)	Partner margin (USD)
Servers_50	\$25,344.00	\$27,878.40	\$2,534.40
Servers_100	\$45,619.20	\$50,181.12	\$4,561.92
Servers_200	\$83,635.20	\$91,998.72	\$8,363.52
Servers_500	\$202,752.00	\$223,027.20	\$20,275.20
Servers_1000	\$375,936.00	\$413,529.60	\$37,593.60
Servers_2500	\$887,040.00	\$975,744.00	\$88,704.00

Pricing per dimension for 12-month contract (6) Info

Dimension	Wholesale 12-month price (USD)	Customer 12-month price (USD)	Partner margin (USD)
Servers_50	\$10,560.00	\$11,616.00	\$1,056.00
Servers_100	\$19,008.00	\$20,908.80	\$1,900.80
Servers_200	\$34,848.00	\$38,332.80	\$3,484.80
Servers_500	\$84,480.00	\$92,928.00	\$8,448.00
Servers_1000	\$157,344.00	\$173,078.40	\$15,734.40
Servers_2500	\$369,600.00	\$406,560.00	\$36,960.00

Pricing per dimension for 24-month contract (6) Info

Dimension	Wholesale 24-month price (USD)	Customer 24-month price (USD)	Partner margin (USD)
Servers_50	\$17,952.00	\$19,747.20	\$1,795.20
Servers_100	\$32,313.60	\$35,544.96	\$3,231.36
Servers_200	\$59,241.60	\$65,165.76	\$5,924.16
Servers_500	\$143,616.00	\$157,977.60	\$14,361.60
Servers_1000	\$266,288.00	\$292,916.80	\$26,628.80
Servers_2500	\$628,320.00	\$691,152.00	\$62,832.00

Step 3: Buyers

Buyer's AWS account ID

Buyer AWS account ID

Step 4: Legal terms and offer documents

Legal terms and offer documents

All files are combined into a single PDF.

Legal terms and offer documents

PDF

Save and exit

Cancel

Previous

Create offer

# Demo – 买家接受 PO

Dear Customer,

A Marketplace Private Offer has been published for AWS account [REDACTED]  
You have until **November, 30 2025 11:59 PM UTC** to accept the offer.

Please review and subscribe to the offer on [AWS Marketplace](#) using the appropriate credentials for the above AWS account.

Find more details below:

Seller Details

**Seller Name:** [REDACTED]

Product Details

**Product Name:** [REDACTED]

**Product ID:** [REDACTED]

Offer Details

**Offer Name:** Test SaaS CPPO Test

**Offer ID:** offer-kghx4snis5qnk

**Offer Published Date:** September, 22 2025 08:23 AM UTC

**Offer Expiration Date:** November, 30 2025 11:59 PM UTC

Learn more about how to subscribe to [AWS Marketplace Seller Private Offers](#).

[Contact us](#) for any assistance or questions about this Private Offer.

To view all private offers extended to your account, sign in to your account and visit the [AWS Marketplace console private offers page](#).

Regards,  
The AWS Marketplace Team

**Private offer available**  
You have one or more private offers available for this listing.

[See private offers](#)



[AWS Marketplace](#) > [Security](#) > [Software as a Service \(SaaS\)](#) > [Redacted]



[Redacted] [Info](#)

Sold by: [Redacted]

[View purchase options](#)

Cloud Native Protector provides an agentless, cloud-native solution for comprehensive protection of AWS assets, to protect both the overall security posture of cloud environments, as well as protect individual cloud...

[Show more](#)

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## Overview

**CLOUD SECURITY IS A SHARED RESPONSIBILITY**

Public cloud providers are responsible for security of the cloud...  
...but not of workloads in the cloud

**Product video**

## Highlights

- Correlates individual events using advanced machine-learning algorithms, and places them in contextual attack storylines to detect potential attacks such as data theft, crypto mining and service violations attempts and block them as they evolve
- Detects excessive permissions of users and roles by analyzing the gap between granted and used permissions, and provides smart hardening recommendations to fortify security posture and reduce attack surface
- Provides built-in measures to automatically remediate suspicious behavior when it is detected, so no time is lost once a breach is detected

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Private offers

Available offersAccepted and expired offers

Available private offers (3)

Private offers that are available to accept.

Find offers

< 1 >

	Offer ID	Product	Seller of record	Publisher	Expiration	Received
<input type="radio"/>	<a href="#">offer-t7zay5435f274</a>	...	MCO China	Fortinet Inc.	11/1/2025	9/22/2025
<input type="radio"/>	<a href="#">offer-6s4yhickti7lu</a>	...	MCO China	MCO China	11/1/2025	9/22/2025
<input type="radio"/>	<a href="#">offer-kghx4snls5qnk</a>	...	MCO China	Radware	12/1/2025	9/22/2025

Subscribe to Cloud Protection [info](#)

To create a subscription, review the pricing information and accept the terms for this software.

Product details

Product name

████████████████████

Product ID

████████████████████

Offered by

MCO China

Offer details [info](#)

Download offer

Choose an offer you'd like to proceed with. You can download the offer, including its terms and conditions, before making a purchase. If configuration is required, configure the offer before downloading.

Offer type

☒ Private offer

Private offers are a purchasing program that allows sellers and buyers to negotiate custom prices and end-user licensing agreement (EULA) terms for software purchases in AWS Marketplace.

☐ Public offer

Public offer is an offer provided by the software vendor available to most AWS customers.

Offer summary

Offer ID

offer-kghx4snis5qnk

Offer name

Test SaaS CPPO Test

Offer type

Private offer

Offer extended

Sep 22, 2025

Offer expires

Nov 30, 2025

Offer availability

Available for purchase

Contract details

Configure your contract duration for the selected offer.

Contract duration

☒ 12 months

☐ 24 months

☐ 36 months

Contract duration

12 months

Start date

Sep 22, 2025

End date

Sep 22, 2026

Pricing details

AWS Marketplace charges an upfront cost for this offer. Accepting this offer grants entitlements to the product or service under defined contract terms for a fixed duration. Entitlements end when the contract expires unless it is renewed or replaced.

Dimensions (1/1)

Find dimensions

< 1 > ⌵

Dimension	Description	Cost/unit (USD)
<input type="radio"/> Tier 2	Up to 100 Servers (EC2)	\$20,908.80/Hosts
<input type="radio"/> Tier 3	Up to 200 Servers (EC2)	\$38,332.80/Hosts
<input type="radio"/> Tier 4	Up to 500 Servers (EC2)	\$92,928.00/Hosts
<input type="radio"/> Tier 5	Up to 1000 Servers (EC2)	\$173,078.40/Hosts
<input type="radio"/> Tier 6	Up to 2500 Servers (EC2)	\$406,560.00/Hosts
<input checked="" type="radio"/> Tier1	Up to 50 Servers (EC2)	\$11,616.00/Hosts

Total amount

Total contract cost

\$11,616.00

Offer currency

US dollar | USD (\$)

Tax details

Additional taxes may apply

Terms and conditions

[Download EULA\(s\)](#)

By subscribing to this software, you agree to the pricing terms and the seller's [End User License Agreement \(EULA\)](#). You also agree and acknowledge that AWS may, on your behalf, share information about this transaction (including your payment terms) with the respective seller, reseller or underlying provider, as applicable, in accordance with the [AWS Privacy Notice](#). AWS will issue invoices and collect payments from you on behalf of the seller through your AWS account. Your use of AWS services is subject to the [AWS Customer Agreement](#) or other agreement with AWS governing your use of such services. If you are receiving a private offer from a channel partner, you may click [here](#) (for CPPO transaction) or [here](#) (for SPPO transaction) for more information on the channel partner.

Purchase order (PO) number [Info](#)

You can assign unique purchase order (PO) numbers to charges to include them on your AWS Marketplace invoices. [Learn more](#)

Purchase order number options

- ☒ No purchase order
- ☐ Add a purchase order

Purchase details [Info](#)

<div>Offer ID</div> <div>offer-kghx4snis5qnk</div>	<div>Offered by</div> <div>MCO China</div>	<div>Total contract cost</div> <div>\$11,616.00</div>	<div>Contract duration</div> <div>12 months</div>
<div>Number of dimensions selected</div> <div>1</div>	<div>Offer currency</div> <div>US dollar   USD (\$)</div>	<div>Tax details</div> <div>Additional taxes may apply</div>	<div>Purchase order numbers</div> <div>-</div>

[Back](#)

[Download offer](#)

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## 公开发售

- SaaS – 3%
- AMI – 20%
- Data Exchange – 3%

## 专属优惠 PO

- 小于 100 万美金 – 3%
- 100 万至 1 千万美金 – 2%
- 等于或大于 1 千万美金 – 1.5%
- 所有续订 – 1.5%

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- 所有专业服务产品上架费均是  
2.5%

# 谢谢！

