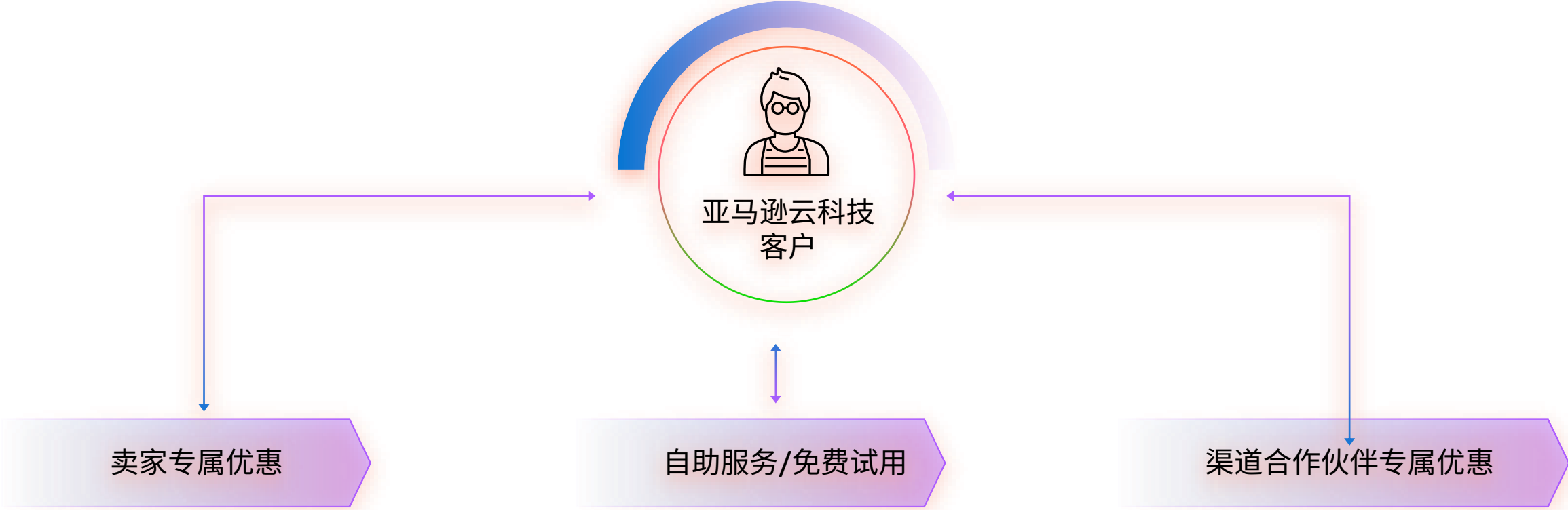


亚马逊云科技 Marketplace 专属优惠



亚马逊云科技 Marketplace 业务模式



亚马逊云科技 marketplace



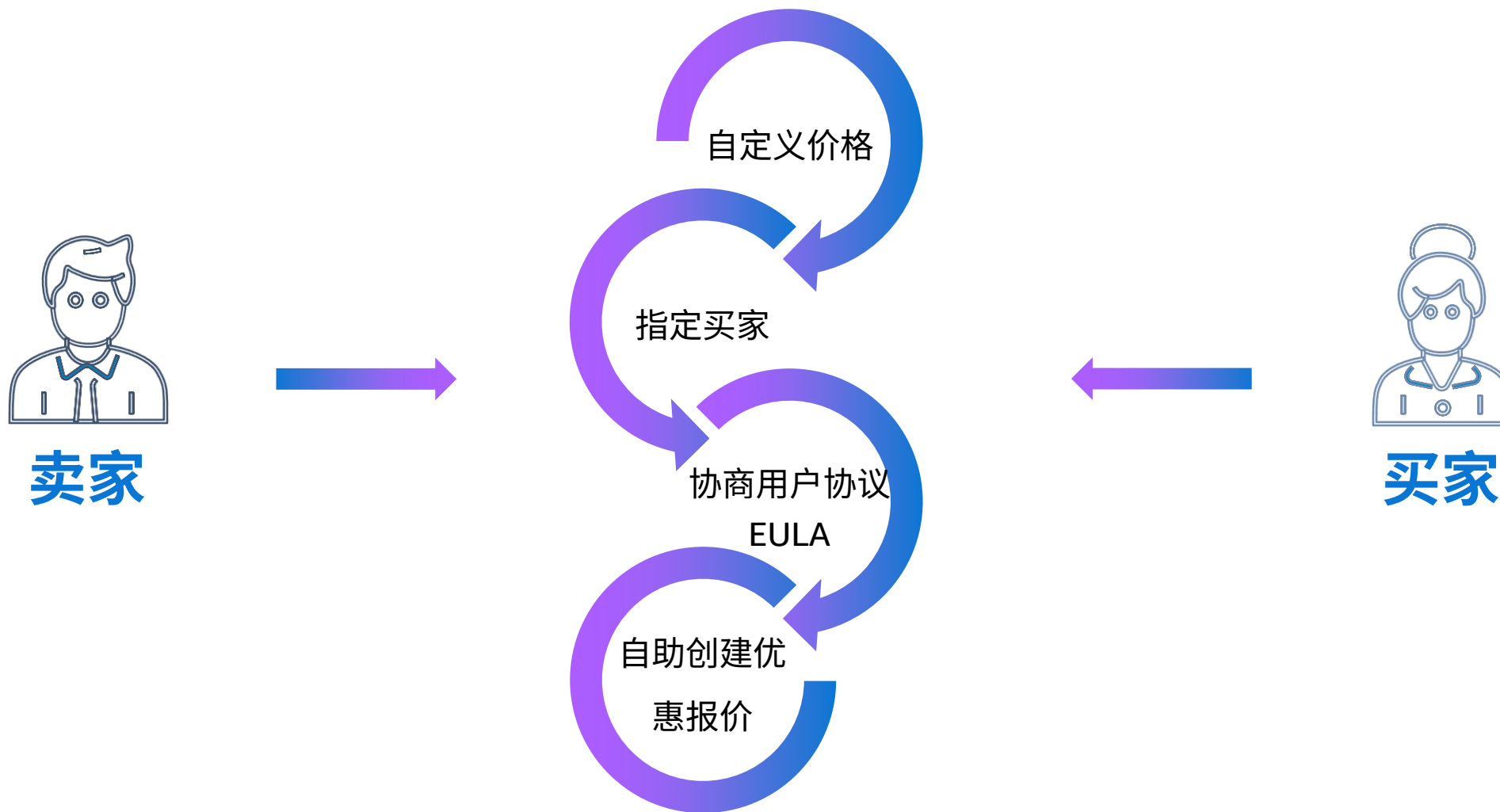
专属优惠
(Private Offer)



**渠道合作伙伴
专属优惠**
(CPPO)

专属优惠 (Private Offer) 介绍

专属优惠 (Private Offer)



专属优惠适用产品类型

AMI 产品

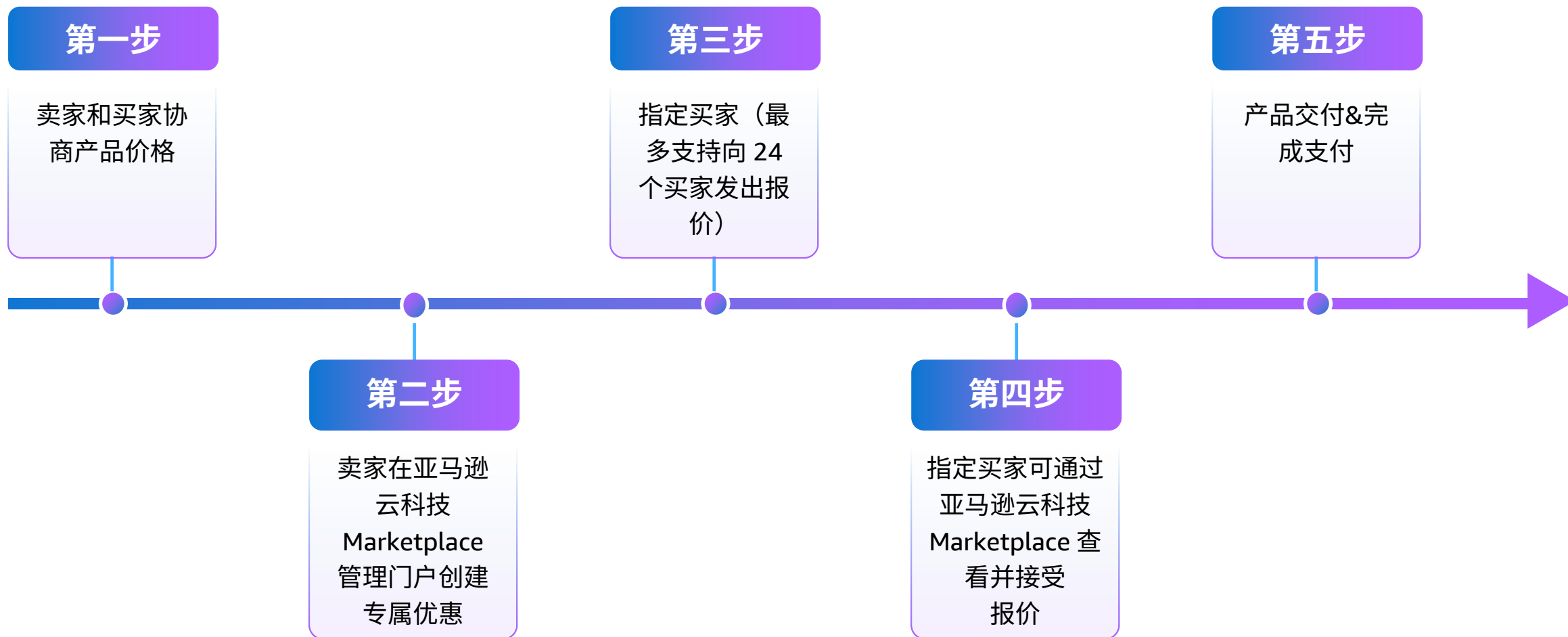
容器产品

SaaS 产品

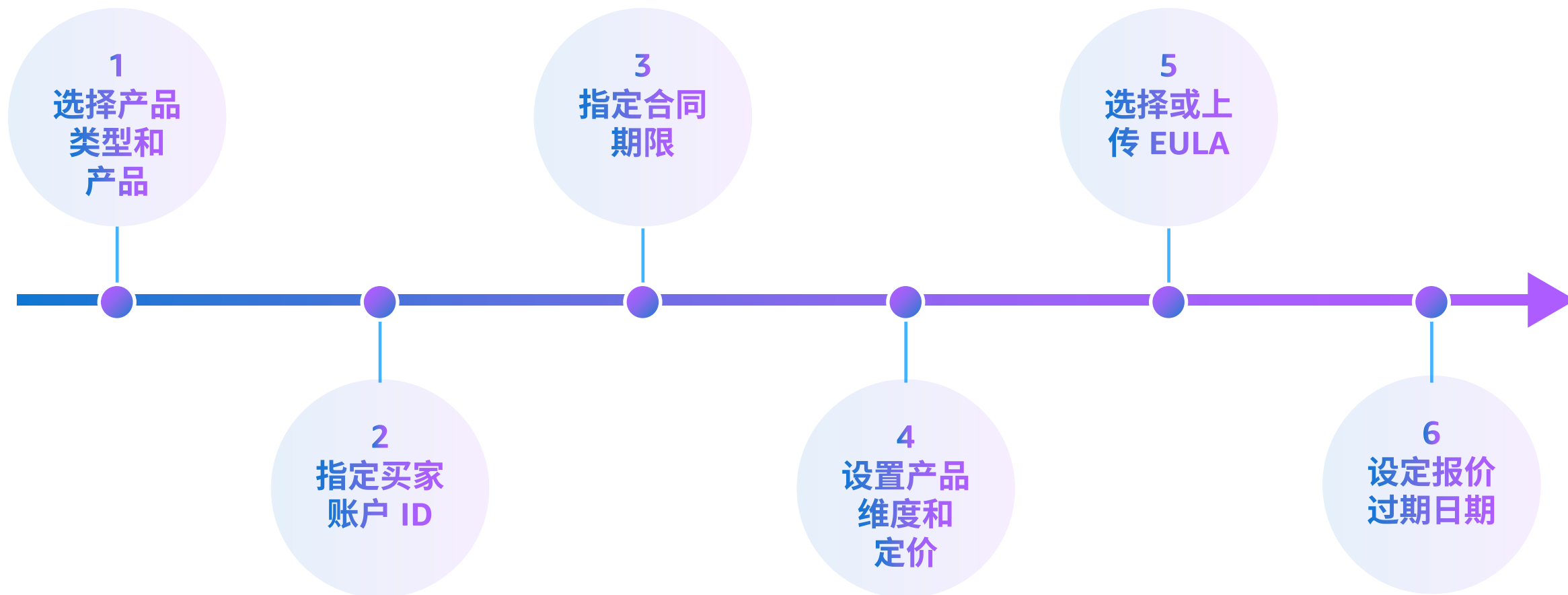
机器学习产品

专业服务产品

专属优惠运作模式

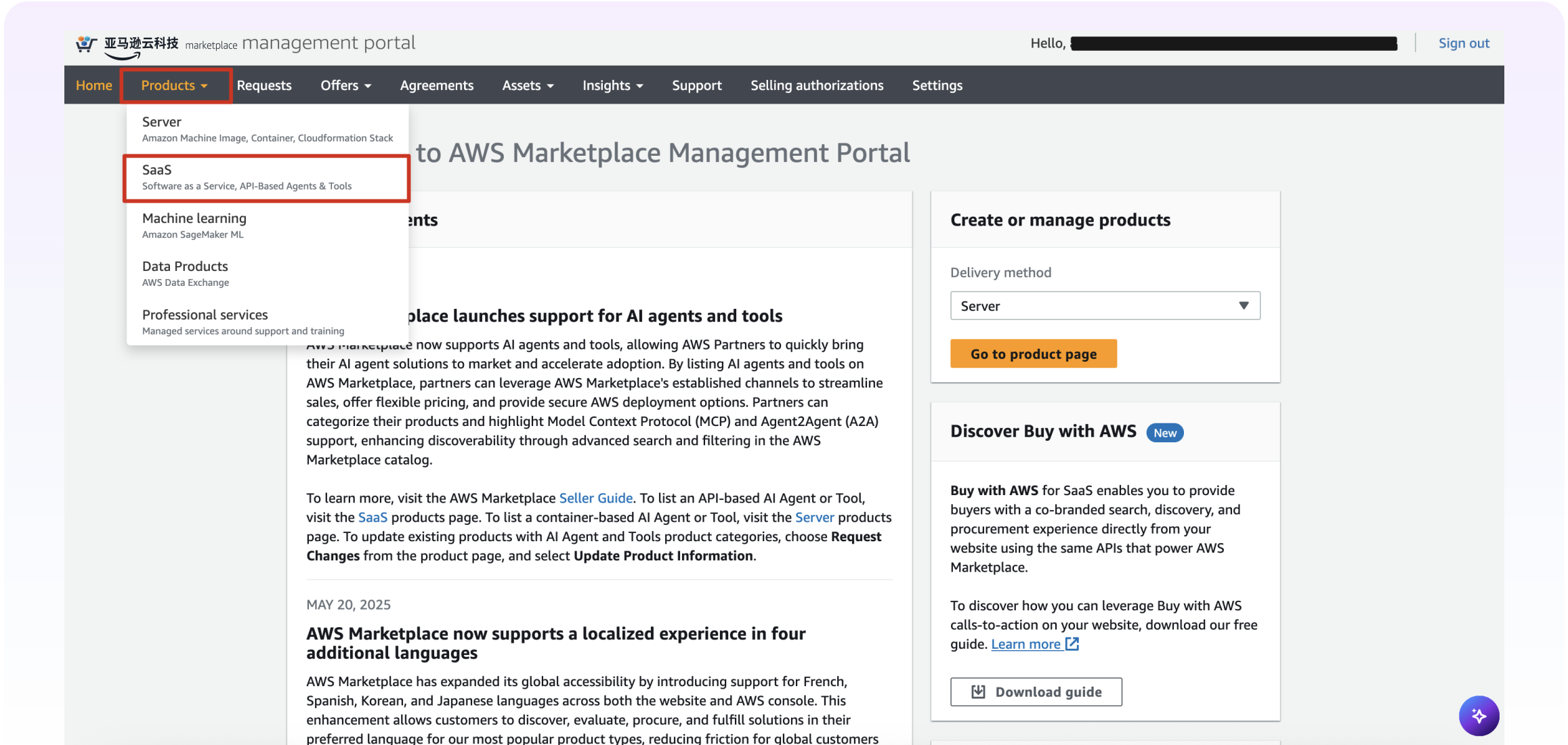


卖家创建专属优惠步骤



Demo – 创建专属优惠 (Private Offer)

Demo – SaaS 订阅（专属优惠）



- Private offers
- Public free trials

AWS Marketplace Management Portal

Announcements

JUL 16, 2025

AWS Marketplace launches support for AI agents and tools

AWS Marketplace now supports AI agents and tools, allowing AWS Partners to quickly bring their AI agent solutions to market and accelerate adoption. By listing AI agents and tools on AWS Marketplace, partners can leverage AWS Marketplace's established channels to streamline sales, offer flexible pricing, and provide secure AWS deployment options. Partners can categorize their products and highlight Model Context Protocol (MCP) and Agent2Agent (A2A) support, enhancing discoverability through advanced search and filtering in the AWS Marketplace catalog.

To learn more, visit the AWS Marketplace [Seller Guide](#). To list an API-based AI Agent or Tool, visit the [SaaS](#) products page. To list a container-based AI Agent or Tool, visit the [Server](#) products page. To update existing products with AI Agent and Tools product categories, choose **Request Changes** from the product page, and select **Update Product Information**.

MAY 20, 2025

AWS Marketplace now supports a localized experience in four additional languages

AWS Marketplace has expanded its global accessibility by introducing support for French, Spanish, Korean, and Japanese languages across both the website and AWS console. This enhancement allows customers to discover, evaluate, procure, and fulfill solutions in their preferred language for our most popular product types, reducing friction for global customers

Create or manage products

Delivery method

Server ▾

[Go to product page](#)

Discover Buy with AWS New

Buy with AWS for SaaS enables you to provide buyers with a co-branded search, discovery, and procurement experience directly from your website using the same APIs that power AWS Marketplace.

To discover how you can leverage Buy with AWS calls-to-action on your website, download our free guide. [Learn more](#)

[Download guide](#)

① Discover Buy with AWS for SaaS products

Buy with AWS is now available for SaaS products. Meet your customers where they are by leveraging AWS Marketplace APIs and calls-to-action on your website. Get started by downloading our free guide. [Learn More](#)

Download guide

Offers [Info](#)

Private offers

Public free trials

Private offers

Actions ▾

View details

Edit

Clone offer

Resume offer creation

Create private offer

Find offers

< 1 2 ... >

	Offer ID	Offer name	Offer status	Buyer AWS IDs	Created on ▾	Expires on ▾	Product information
<input type="radio"/>	offer-w52ypk7zmg6rm	Mia CPPO	✔ Active	-	2025-09-12	2025-11-30	FortiAnalyzer Centralized Logging/Reporting (100 managed devices) Product ID: [redacted]
<input type="radio"/>	offer-ac5xs6bhb6gqy	NewPrivateOffer	⋮ Draft	-	-	-	Mia SaaS Product - Contract Product ID: [redacted]
<input type="radio"/>	offer-ynaychr7fo5wu	Mia's Offer	✔ Active	-	2025-09-12	2025-10-31	Mia SaaS Product - Contract Product ID: [redacted]

Discover Buy with AWS for SaaS products

Buy with AWS is now available for SaaS products. Meet your customers where they are by leveraging AWS Marketplace APIs and calls-to-action on your website. Get started by downloading our free guide. [Learn More](#)

[Download guide](#)

[AWS Marketplace Management Portal](#) > [Offers](#) > Create offer

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

Product type

SaaS product ▾

Product

Select a product type to load products.

AWS Marketplace SaaS Product Demo ▾

Product ID: [redacted]

[Cancel](#)

[Continue to offer details](#)

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 [Info](#)

Offer information

✔ Successfully generated offer ID. You can continue to build your offer. [✕](#)

Offer ID

 offer-6s4yhickti7lu

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 Demo

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.

Renewal

Specify if this offer will renew a paid subscription with an existing customer for the same product.

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

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.

2025/10/31



Save and exit

Cancel

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

Configure offer pricing and duration [Info](#)

Usage duration

Usage end date

Buyers are charged using the unit price per dimension during the usage duration.

2026/12/31 

Pricing per usage dimension (1)

For each usage dimension, provide pricing rate per dimension. If you activated additional usage dimensions for any contract dimension, this rate will be applied in addition to the contract price.

Dimension name
USER

API identifier
USER

Description
USER

Hourly price/user (USD)

1.0 

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

[redacted]

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](#)

[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

Configure legal terms and offer documents [Info](#)

Legal terms and offer documents

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

Legal terms

- ☐ Public offer end user license agreement (EULA) [View](#)
- ☒ Standard Contract for AWS Marketplace (SCMP) [View](#) [Learn more](#)
Use the SCMP for a standardized set of license terms intended to support a broad range of transactions.
- ☐ Custom legal terms
Upload custom legal terms for this offer.

Custom legal terms and other offer documents

Upload supporting documents to amend the 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.

Save and exit

Cancel

Previous

Next

HomeProductsRequestsOffersAgreementsAssetsInsightsSupportSelling authorizationsSettings

Home / Requests / Create product 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

Review and create

Step 1: Offer information

Offer information

Offer name
Test SaaS Demo

Offer description
-

Offer expiration date

Offer expiration date
2025-10-31

Step 2: Offer pricing and duration

Usage duration

Estimated usage duration
469 days

Product pricing

Pricing model
Usage pricing

Pricing per usage dimension (1)

API Identifier	Dimension name	Description	Price/unit (USD)
USER			\$1.00

Step 3: Buyers

Buyer's AWS account ID

Buyer AWS account ID
[REDACTED]

Step 4: Legal terms and offer documents

Specify which end-user license agreement (EULA) will manage the use of your product. You can use the standard contract that AWS Marketplace provides or you can provide a custom EULA. For more information, see [Standard Contract for AWS Marketplace](#).

End-user license agreement (EULA)

At the point of purchase, buyers must agree to the terms and conditions outlined in your product's end-user license agreement (EULA).

EULA configuration options
Standard Contract for AWS Marketplace (SCMP)

Save and exit

Cancel

Previous

Create offer

亚马逊科技 marketplace

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Demo – SaaS 订阅 (专属优惠)

亚马逊科技 marketplace

management portal

HomeProductsRequestsOffersAgreementsAssetsInsightsSupportSelling authorizationsSettings

Home > Requests > Create 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-w5x7fw4svxttk

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 Contract PO Demo

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.

Renewal
Specify if this offer will renew a paid subscription with an existing customer for the same product.

Yes, this is a renewal offer.

No, this isn't a renewal offer.

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.
2025/10/31

Save and exit

CancelNext

亚马逊科技 marketplace

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Demo – SaaS 合同-预付款模式

Home

Products

Requests

Offers

Agreements

Assets

Insights

Support

Selling authorizations

Settings

Home

Requests

Create 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

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

Contract duration

Define the length of the contract.

☒ Enter a contract duration

☐ Enter an end date

Duration unit

Month(s)

Duration

12

The maximum contract duration for SaaS products is 5 years.

Estimated contract duration

12 months

Offer currency

To enable a specific currency, set your bank disbursement methods in Settings.

Currency

Choose a transaction currency for this offer. You will receive payment in the selected currency.

US Dollar | USD (\$)

Purchasing options

Purchasing options

Specify how you want buyers to be able to purchase your product.

☐ Multiple dimensions per contract

Buyers can purchase their desired quantities of units for each pricing dimension that you define.

5

2

☒ Single dimension per contract

Buyers can choose from a list of tiered pricing dimensions to purchase their desired tier or volume of units.

☒

☐

Product dimensions (1)

Add custom dimensions

Deselect all

Choose from existing dimensions to include in the private offer or add custom dimensions. Any new custom dimensions added will be accessible in this product for future private offers once this offer is published.

Find dimensions

< 1 >

☒

Dimension name

▼

☒

Dimension description

▼

☒

API name

▼

☒

dim1

dim1 desc

dim1

Pricing per contract dimension (1)

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

Dimension name

Dimension description

API name

12-month contract price (USD)

dim1

dim1 desc

dim1

100

Save and exit

Cancel

Previous

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Demo – SaaS 合同 - 灵活付款模式

亚马逊科技 marketplace management portal

HomeProductsRequestsOffersAgreementsAssetsInsightsSupportSelling authorizationsSettings

Home>Requests>Create 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

Product pricing

Pricing model

Choose a pricing model for the offer.

☒ Contract pricing with installment plan

☐ Contract pricing with upfront payment

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.

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

Contract duration

Define the length of the contract.

☒ Enter a contract duration

☐ Enter an end date

Duration unit

Month(s)

Duration

12

The maximum contract duration for SaaS products is 5 years.

Estimated contract duration

12 months

Offer currency

Info

To enable a specific currency, set your bank disbursement methods in Settings.

Currency

Choose a transaction currency for this offer. You will receive payment in the selected currency.

US Dollar | USD (\$)

Product dimensions (1)

Info

Add custom dimensions

Deselect all

Choose from existing dimensions to include in the private offer or add custom dimensions. Any new custom dimensions added will be accessible in this product for future private offers once this offer is published.

Find dimensions

< 1 >

☒ Dimension name

Dimension description

API name

☒ dim1

dim1 desc

dim1

Quantity per contract dimension (1)

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

Dimension name

Dimension description

API name

12-month contract quantity

dim1

dim1 desc

dim1

1

Buyer installment plan

Info

Enter the contract total, frequency, and first invoice date to generate an installment plan. Your invoices will be generated follow the specified frequency on the set invoice dates.

The installment plan applies to the contract total. For products with usage-based pricing, any additional usage beyond the contract terms will be billed separately based on the unit price.

Contract total (USD)

100

Initial payment (USD) - optional

Enter amount

Frequency

Quarterly

Contract total can include digits (0-9) and decimal points (.).

Use this to set a different amount for the 1st payment. The remaining balance will be divided equally across subsequent payments.

Invoices are sent every 3 months.

First invoice date

2025/09/18

Generate installment plan

Clear all

Payment amount (USD)

Invoice date

25

2025/09/18

Remove

25

2025/12/18

Remove

25

2026/03/18

Remove

25

2026/06/18

Remove

Add amount

You can add up to 56 more payment amounts. Invoice dates added doesn't need to be in chronological order.

Number of installments

4

Outstanding amount

\$0.00

Total amount in plan

\$100.00

Total amount due

\$100.00

Save and exit

Cancel

Previous

Next

Demo – 买家接受 PO

Dear Customer,

A Marketplace Private Offer has been published for AWS account [REDACTED].
You have until **October, 31 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: MCO China

Product Details

Product Name: [REDACTED]

Product ID: [REDACTED]

Offer Details

Offer Name: Test SaaS Demo

Offer ID: offer-6s4yhickti7lu

Offer Published Date: September, 22 2025 01:04 AM UTC

Offer Expiration Date: October, 31 2025 11:59 PM UTC

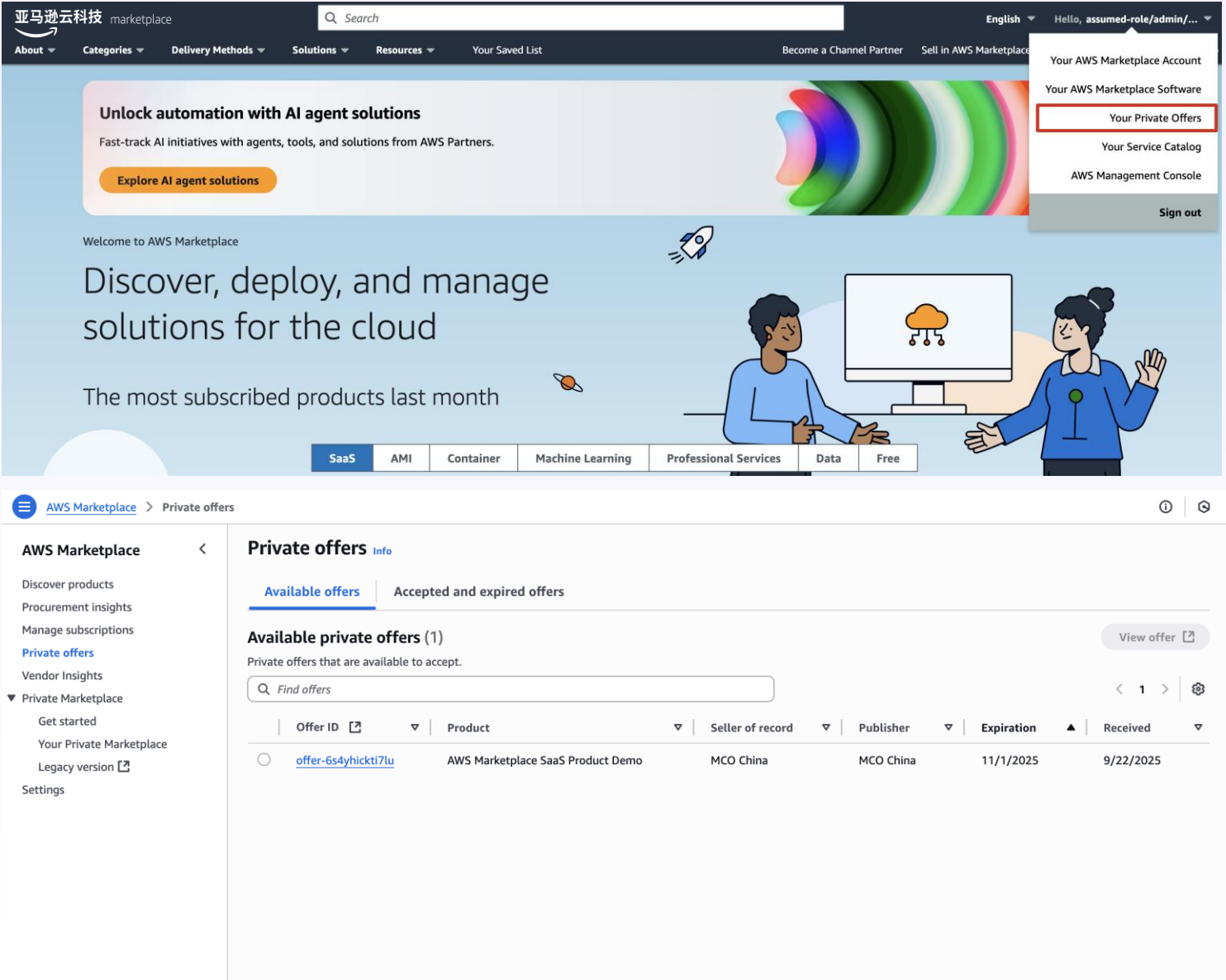
Learn more about how to subscribe to [AWS Marketplace Seller Private Offers](#).

[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

Demo – 买家接受 PO



Subscribe to AWS Marketplace SaaS Product Demo [info](#)

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

Product details

Product name AWS Marketplace SaaS Product Demo	Product ID b10768a9-779d-4364-ad51-a7b27e3d9cf4	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-664yhicki7/lu	Offer name Test SaaS Demo	Offer type Private offer
Offer extended Sep 22, 2025	Offer expires Oct 31, 2025	Offer availability Available for purchase

Pricing details

AWS Marketplace charges for the product based on your usage. Subscriptions have no end date and can be canceled at any time.

Usage cost (1) [info](#)

< 1 >

Dimension	Description	Cost/unit (USD)
USER	-	\$1.00/UserHrs

Total amount

Total cost Total charges based on usage	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 CPPD 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](#)

Offer ID offer-664yhicki7/lu	Offered by MCO China	Total cost Total charges based on usage	Offer currency US dollar USD (\$)
Tax details Additional taxes may apply	Purchase order numbers -		

[Back](#)

[Download offer](#)

[Subscribe](#)

谢谢！

