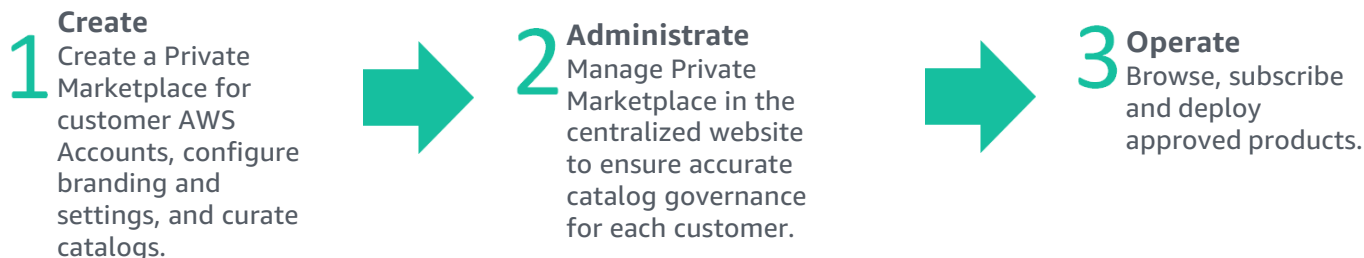# aws marketplace

What is Private Marketplace?

It is a feature available in AWS Marketplace to create custom, pre-approved listings of software products for your managed customer accounts. Establish unique Private Marketplace governance controls and permissions to adhere to each customer's procurement policies, manage administrative permissions, and customize the look and feel to align with your company's branding.

INTRODUCING MULTIPLE PRIVATE MARKETPLACE CATALOGS

Scale your custom AWS Marketplace experiences with multiple Private Marketplace catalogs. Create an experience for each of your managed customers' accounts including a catalog of pre-approved products, and a tailored end-to-end procurement solution. Consolidate the management of your Private Marketplaces within the AWS Marketplace website. Use API's to incorporate into your existing processes and systems.

How multiple Private Marketplace catalogs Work

Manage the end-to-end procurement process for your customers individually, or delegate aspects of management to your customer.

TO LEARN MORE ABOUT MULTIPLE PRIVATE MARKETPLACE CATALOGS: Contact us here

CONNECT WITH US
- AWS Marketplace Channel Website
- AWS Marketplace Twitter
- AWS Marketplace Blog
- APN Blog
- AWS Facebook
- AWS YouTube

Get Started:
- Visit our Private Marketplace overview page
- Read the AWS Blog Post
- Get the multiple Private Marketplace catalog documentation here

1 Create
Create a Private Marketplace for customer AWS Accounts, configure branding and settings, and curate catalogs.

2 Administrate
Manage Private Marketplace in the centralized website to ensure accurate catalog governance for each customer.

3 Operate
Browse, subscribe and deploy approved products.

Benefits

- **Customize for each customer:** Create a separate Private Marketplace for each of your customers, customizing the available curated listings and procurement to align to each customers' needs
- **Procurement Governance:** Offer products that align to each customer's procurement policies.
- **Streamline Processes:** Connect to your existing ticketing and procurement systems, such as ServiceNow or Jira, to reduce approval time.
- **Simplify Procurement**: Conduct bulk operations and programmatic management.
- **Feature Compatibility**: Continue to use other AWS Marketplace features, such as Seller Private Offers, Flexible Payment Scheduler and Enterprise Contract for AWS Marketplace.
- **Consistent Experience**: Incorporate your branding, colors, and messaging.