

# Add customer value with AWS Marketplace Customer Financing

## CUSTOMER FINANCING BENEFITS



### Add customer value and increase deal size

Help your customer optimize cash flow while making larger technology investments. AWS Marketplace Customer Financing is able to obtain finance options with 1-, 2-, 3- year terms.



### Accelerate your sales cycle

Eliminate lengthy internal review processes by providing your customers with AWS Marketplace financing options.



### Get paid faster

Receive upfront payment when your customer finances AWS Marketplace purchases.

## CUSTOMER FINANCING RESOURCES

[AWS Marketplace Customer Financing Desk](#) | Reach out for financing quotes and support

[AWS Marketplace Customer Financing Presentation](#) | Share this overview of available financing options and workflows with your sales team

## AWS MARKETPLACE CUSTOMER FINANCING DEAL FLOW

### Step 1



### Step 2



### Step 3



### Step 4

ISV or Channel Partner creates Private Offer with upfront payment terms.

Customer subscribes to Private Offer and forwards AWS invoice to lender.

Lender remits payment in full for the customer invoice to AWS.

AWS disburses payment to the ISV (and Channel Partner if applicable). Lender invoices customer per finance agreement terms.

# AWS Marketplace Customer Financing Frequently Asked Questions

## **How does AWS Marketplace Customer Financing work?**

Financing is available for Private Offers and Channel Partner Private Offers. Follow this simple process to include financing as a part of your next Private Offer. First, reach out to the [AWS Marketplace Customer Financing Desk](#) for financing options before your customer accepts your Private Offer. After the customer agrees to the finance terms, extend your Private Offer to your customer. Upon customer offer subscription, AWS invoices the customer, who provides the lender with the invoice. The lender then pays the customer invoice in full. AWS then disburses payment to the ISV at net payment terms. The lender then directly invoices the customer per the finance agreement terms.

## **How can I use AWS Marketplace Customer Financing to increase deal size?**

Many sellers leverage AWS Marketplace Customer Financing options to help their customers obtain favorable annual pricing through multiyear spend commitments while allowing customers to select payment terms that optimize cash flow.

## **I want to recognize upfront payment at net terms without lengthy internal approvals. Is AWS Marketplace Customer Financing right for me and my customer?**

When your customer finances their Private Offer or Channel Partner Private Offer with AWS Marketplace Customer Financing, you receive upfront payment without need for lengthy internal approvals.

## **Which lenders are available through AWS Marketplace Customer Financing?**

AWS Marketplace Customer Financing has relationships with a number of third-party lenders and Channel Partners with lending arms.

## **Do I have to use AWS Marketplace Customer Financing lender options?**

Choose to work with your third-party lender of choice or leverage AWS Marketplace Customer Financing's lender relationships.

## **How do I get started with AWS Marketplace Customer Financing?**

Email your customer's company name and address to [awsmp-financing@amazon.com](mailto:awsmp-financing@amazon.com) for prequalification or with any questions or assistance with customer financing options. Once prequalified, AWS Marketplace Customer Financing will assist you in the coordinator between your customer, the third-party lender, and/or Channel Partner.

## **I have more questions about how I can use AWS Marketplace Customer Financing to accelerate sales, increase deal size, and get paid faster.**

[Email us](#) to learn more about how AWS Marketplace Sellers are using financing to grow their business.