

AWS Marketplace Channel Programs

Solution Provider Private Offers (SPPO) for Independent Software Vendors

Simplify your relationships and scale your business with AWS Marketplace Solution Provider Private Offers

- The AWS Marketplace Solution Provider Private Offers Program (SPPO) expands your customer reach by leveraging verified AWS Solution Providers to resell your AWS Marketplace listings with just a few clicks. Participating SPs are available [here](#)
- AWS Solution Providers have deep customer engagements because they manage, service, support, and bill Amazon Web Services (AWS) accounts for end customers.
- SPPO is designed as a scalable solution through a standardized pricing authorization program only available to APN Accelerate ISVs and AWS Solution Providers (SPs).
- SPPO enables AWS Solution Providers to extend Private Offers to their customers making ISV solutions available with just a few clicks

How does it work?

[APN ISV Accelerate Program](#) members with an AWS Marketplace public paid listing provide a pre-negotiated discount on their participating products to all qualified AWS Solution Providers enrolled in the SPPO Program.

Solution Providers can then create Private Offers on their managed payer accounts, extending offers to select or all of their customers' linked accounts leveraging the automated tools available through AWS Marketplace.

The AWS Solution Provider owns and maintains contractual and financial relationship from start to finish. AWS manages the disbursement to the ISV, with no additional purchase orders or invoicing required.

Step 1

ISVs enroll select Product IDs into the SPPO Program

Step 2

SP creates private offer in AWS Master Account

Step 3

Customers with linked accounts begin subscribing

Step 4

AWS bills Master Pay Account, SP bills customer

TO LEARN MORE ABOUT THE AWS MARKETPLACE SPPO PROGRAM:

Visit the dedicated landing page: [Solution Provider Private Offers](#)

To schedule time with a Program Manager to learn more about the SPPO program please send an e-mail to awsmp-growth-scaleteam@amazon.com

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