![aws marketplace]

Professional Services in AWS Marketplace

Self Service Listings (SSL) Tool Guide

This guide provides a step-by-step overview for how AWS Marketplace sellers can publish (or "list") a professional service product to the AWS Marketplace catalog and make it available for public view and discovery.

Note: You must be an AWS Marketplace seller to list a product. If you are not on-boarded as an AWS Marketplace seller please review the AWS Marketplace Seller On-Boarding Guide to get started.

TO LEARN MORE ABOUT AWS MARKETPLACE PROFESSIONAL SERVICES

Contact your Partner Development Manager (PDM), or email us @ aws-mp-channel@amazon.com

FOR ADDITIONAL INFORMATION

Review the How to List a Professional Service video which provides an overview of the steps outlined in this document. For support, please email us at If you need additional assistance please e-mail us at channel-adoption@amazon.com

Publishing a Professional Service listing to the AWS Marketplace Catalog

IMPORTANT: Prior to listing a Professional service, confirm it meets product requirements here. For example, "Your professional service product must directly support or offer services related to third-party software products listed in AWS Marketplace or help customers achieve specific outcomes related to the adoption or management of their AWS Cloud."

1. Open a web browser and sign into the AWS Marketplace Management Portal using your AWS Marketplace seller account.

2. From the **Products** menu, select **Professional services**. This will display the **Professional services products** page.

3. From the **Professional services products** page select the orange **Create professional services product** button.

4. On the **Create product** page, complete each required field with information for your product listing. See **Appendix A** for detailed requirements on each field.

5. Once all fields have been completed, select the orange **Submit** button. *Note, once submitted it can take up to 30 minutes for your listing to publish. Once published, your listing defaults to a "limited" state meaning that only you can see it when signed into your AWS Marketplace seller account. To make it publicly visible, see below.*

6. From the **Professional services products** page, select your newly created product listing.

7. From the product summary page, select the **View on AWS Marketplace** button. This will open a new tab that shows what your listing will look like to buyers on the AWS Marketplace catalog. Review for accuracy and edit as needed.

Requesting Public Visibility for your Professional Services Listing

1. Sign into the AWS Marketplace Management Portal.

2. From the **Products** menu, select **Professional services**. This page shows you all professional services products that you have already created, as well as any requests you have outstanding for creating or modifying these products.

3. Select an existing product that you would like to update. Then, from the **Request changes** menu, select **Update Product Visibility**. On the next page select **Public.**

4. Select **Contact us**. This launches a Contact Us page with the product information for the AWS Marketplace Seller Operations team to review and make the change.

5. Add details of your request, i.e. public listing. Provide the account IDs you want to access, and then select **Submit** to send your request

Appendix A
Self-Service Listing Tool field entry instructions

Field Title	Standard Field Instructions	Notes
1. Product Tile	Maximum 72 alphanumeric characters	Required
2. SKU	Optional field that can be left blank. This is an identifier used to track your internal products with those on AWS Marketplace; Maximum 100 characters.	Optional. If completed, this will display on AWS Marketplace seller reports.
3. Short Description	Maximum 1,000 characters	Required. This displays under the title of your product.
4. Long Description	Visible to buyers on product page under Overview section; Maximum 5,000 characters	Required. This displays in the body of the listing
5. Product logo URL for a public Amazon S3 object	Image visible to buyers next to product's short description; The file must be in .png, .jpg, or .gif format, with a transparent or white background, under 5MB, and be between 110-10,000 pixels wide and tall.	Required. This field requires that you enter in a URL pointing to your logo uploaded to an AWS S3 bucket. For instructions on how to do this, see **Appendix B.**
6. Highlight 1	Visible to buyers as a short callout of a key product feature; Maximum 500 Characters	Required
7. Highlight 2	Visible to buyers as a short callout of a key product feature; Maximum 500 Characters	Optional, but recommended
8. Highlight 3	Visible to buyers as a short callout of a key product feature; Maximum 500 Characters	Optional, but recommended
9. Product Categories	Choose at least one Professional Services Subcategory.	Required. You can choose up to 3 categories, but must select at least one of the "Professional Services" subcategories: Assessment, Implementation, Managed Services, Premium Support, Training.
10. Associated products	If your services are associated with software, you can select1, and up to 4, third party software associations	Optional. If you do select associated software, a link to the listing will display on the product detail page.
11. Keywords for search results	Seller, product and category names are automatically added; Maximum of 5 comma-separated keywords. Each keyword maximum 250 alphanumeric characters	Required: Enter in at least 1 keyword
12. Additional Resources	Additional Resources (e.g., links to product sheets, white papers). Add up to 3.	Optional but highly recommended. You can link to existing assets like webpage or customer 2-pagers.
13. Support Information	Support description: Resources visible to buyers under Support information. For example, contact emails, phone numbers, URLs; Maximum 2,000 characters	Required. This can include any type of contact information, but it must include something.
14. Pricing Dimension 1: Name	Buyer facing title for the dimension for the product. This is visible to buyers on the product detail page.	Required. This is just the name of a dimension, not the price. For example, "Base Package" or "Gold Package." No pricing is required for a professional service listing. This will display on the public listing page.
15. Pricing Dimension 1: Description	Buyer facing description of the dimension. This is visible to buyers on the products procurement page (i.e., when they subscribe to a professional service private offer).	Required. This is just a more detailed description of z dimension. For example, the description for the "BasePackage" example above could be "For details see attachments." This is not public and will only display when a customer subscribes to a private offer.
16. Pricing Dimension 2: Name	Buyer facing title for the dimension for the product. This is visible to buyers on the product detail page.	Optional. You might use this if you have more than one dimension. For example, "Base Package", "Silver Package", and "Gold Package".
17. Pricing Dimension 2: Description	Buyer facing description of the dimension. This is visible to buyers on the products procurement page (i.e., when they subscribe to a professional service private offer).	Optional. As above.

Appendix B

When you publish a listing, you are required to upload a logo. This can be your company logo or a logo unique to the product listing. The self-service listing tool requires that you add the logo by adding in the URL location of a logo uploaded to an S3 bucket. Here's how to do that:

1. Sign into the AWS Console

2. From the All Services Menu, find Storage and select S3.

3. You'll see the "buckets" menu

    a) *If you have an existing bucket that you want to use, select it and proceed to step 5. However, we recommend creating a separate bucket for your AWS Marketplace logos. If you want to create a new one, select the orange "CreateBucket" button.*

4. Complete the "CreateBucket" form.

    a) Bucket Name: The bucket name can be anything you want (it's like a folder). *For example,"awsmarketplacelogo" (all lowercase required)*

    b) Keep the default region or choose another

    c) Uncheck "Block all public access". This will allow AWS Marketplace to access your logo.

    d) Accept the warning about making your bucket public

    e) Leave all other settings default

5. In the bucket, you'll see an option to upload a file. Click it to upload you're the logo you want to associated with your AWS Marketplace product listing

    a) You'll be prompted with an upload form to select and add your file. Note that while you upload add any file type here, AWS Marketplace requires that logos meet the following requirement: "The file must be in png, jpg, or gif format, with a transparent or white background, under 5MB, and be between 110-10,000 pixels wide and tall."

    b) Click the orange "Upload" button after you have successfully added your logo file

6. You'll see an "uploaded succeeded" message in green at the top of the next screen. On this screen click the nameof the logo file you just added.

7. Once you click the name of the logo, you'll be on the "Properties" tab. Click the "Permissions" tab.

8. On the "Permissions" tab, select the edit button. Then check the "Read" option next to "Everyone (public access).

9. You'll be prompted with a warning message that this file will be publicly available. Check the "I understand" message and then the orange "Save Changes" button.

10. You will now be directed back to the file details page. In the Object Overview box, look for "Object URL" option and copy the full URL that starts with https:// (note, do not select the "Copy S3 URL" button on the top right as that URL will not work).

11. Now return to the Professional Services Self Service Listing Tool that you can access from the AWS Marketplace Management Portal

12. In the create/edit product form, copy the URL into the "Product Logo URL for a public Amazon S3 object." This is item 5 in Appendix A.