

AWS Marketplace Seller Onboard Guide

The purpose of this guide is to walk Channel Partners and ISV's through the steps to sign up as a seller in AWS Marketplace. This is the first stage to joining the AWS Marketplace Channel. After you have completed signing up as a seller, you are eligible to join AWS Marketplace Channel Programs.

Steps for Signing Up as a Seller in AWS Marketplace

Follow the steps below to get set up as a Seller in AWS Marketplace.

It is a best practice to assign the account to a dedicated alias for the program (e.g. AWSMarketplaceSales@company.com) rather than an individual's email address. This can prevent account lock outs and will allow more than one individual to access program information.

Once the account is set up, you can set up IAM (Individual Access Management) permissions to specific individuals. More information can be found [here](#).

Step 1

Create a new AWS Account, or use an existing AWS Account by navigating to the following link: [getting started link](#)

- When registering for an AWS Marketplace Seller Account, you must use an AWS Account that was created after September 27, 2017.
- If you are creating a new AWS Account, you will be asked to provide a credit card for verification purposes. Please use a card that has the same billing address as your tax locale. Your card will not be charged unless you expressly purchase an AWS Product with this account.
- Once you have completed this step, please refer back to this guide for step 2

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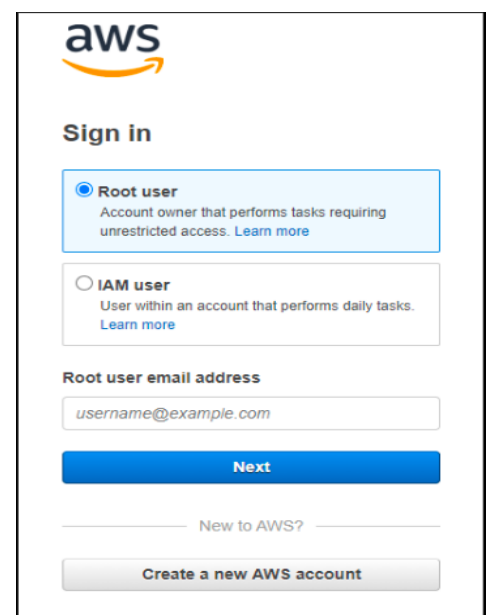
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Step 2

Click [here](#) and complete a pop-up form to register to sell software to customers in AWS Marketplace. Once you complete the form, click Register and Sign into the Management Portal and you will be directed to the Account Settings tab.

This form must be completed by all partners (ISV's and Channel Partners) who will sell to customers in AWS Marketplace.

Register to sell software to customers on AWS Marketplace

Review legal business name

Legal business name
This name is shown on communications between you and buyers, and between you and AWS Marketplace.

Max 100 characters

Review and accept terms and conditions Download as PDF

Terms and Conditions

These Terms and Conditions for AWS Marketplace Sellers (this "Agreement") govern your listing or offer of Your Marketplace Content in AWS Marketplace and are an agreement between Amazon Web Services, Inc. ("AWS," "we," "us," or "our") and you or the entity you represent ("you" or "your"). This Agreement takes effect when you click an "I Accept" button or check box presented with these terms or, if earlier, when you use any of the Service Offerings (the "Effective Date"). You represent to us that you are lawfully able to enter into contracts (e.g., you are not a minor). If you are entering into this Agreement for an entity, such as the company you work for, you represent to us that you have legal authority to bind that entity. Please see Section 10 for definitions of certain capitalized terms used in this Agreement.

1. Eligibility. You must meet the following eligibility requirements to offer Your Marketplace Content through AWS Marketplace.

1.1 General. For purposes of listing Your Marketplace Content, other than AWS IQ, you must have a valid Amazon Web Services customer account and meet any other eligibility requirements specified in the AWS Marketplace Listing Guidelines on the AWS Site. If you are not a permanent U.S. resident or citizen or a business entity organized or incorporated in the United States, then you agree that you will perform all services contemplated under this Agreement outside the United States unless you have otherwise notified us that you are performing services inside the United States.

I have read and agree to the AWS Marketplace Seller Terms and Conditions

Tell us about yourself

1. What's your business purpose for registering on AWS Marketplace?

- Listing software products
- Listing Data Exchange products
- Registering as a channel partner
- Registering as AWS IQ
- Listing Machine Learning products

2. What types of software do you intend to list on AWS Marketplace? Select all that apply. - optional

- Server - AMI
- Server - AMI with CloudFormation templates
- Server - Container
- SaaS
- Machine learning or artificial intelligence algorithms/models
- Data Exchange
- Undecided

3. Which pricing models do you plan to support? Select all that apply. - optional

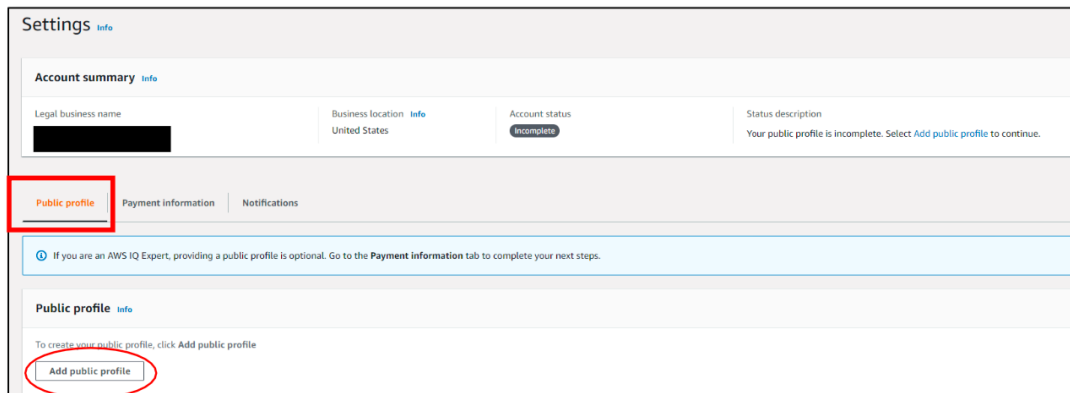
- Pay-as-you-go/consumption based pricing (e.g. hourly usage, metered usage etc.)
- Contract based pricing (e.g. Annual, multi-year contract etc.)
- Free
- Bring your own license (BYOL)
- Undecided

4. What is the primary software category that best describes your products? - optional

5. Which industry segment do you provide solutions for? - optional

Step 3

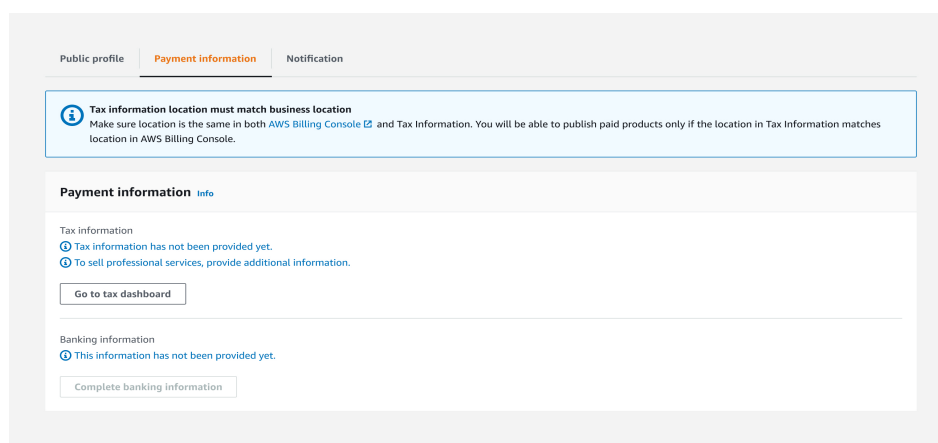
On the Account Settings page, provide a Public profile by clicking on the “Add Public profile” button in the Public profile section (required)



Step 4

Click on the “Payment Information” button to:

- Add tax information (required). If you are selling Professional Services through AWS Marketplace, you must also fill out the additional DAC7 tax questions. You will be prompted to complete these as part of the tax form completion process.
- Provide banking information (required) – a US bank account is required to complete the sign-up process. If you do not have a US bank account, mark “no” to “Do you have a US bank account?” Once complete, you will be prompted to register for a Hyperwallet account. Click [here](#) for an overview of the Hyperwallet registration process.



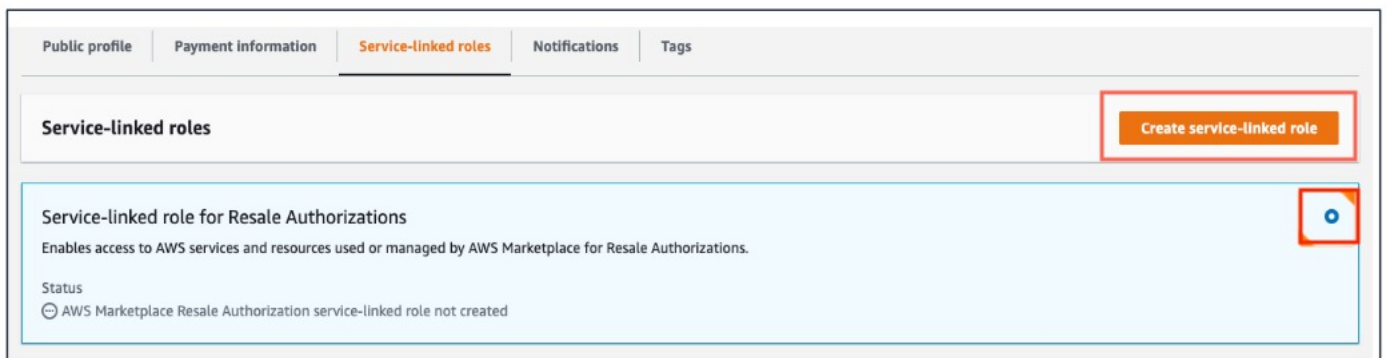
- Click on the Notifications button to ensure contact information is correct.



Step 5

Complete the one-time step of creating a Resale Authorization Service-linked role (SLR).

- Navigate to the tab “Service-linked roles” in Settings
- Navigate to the Service-linked role for Resale Authorizations, and click on the tile so it is highlighted
- Click on the orange button to “create a service-linked role” – this will redirect you to a new screen
- On the new screen, select the checkbox next to “AWS Marketplace Resale Authorization service-linked role for this account”.
- Once this is completed, you will see the status change to say “AWS Marketplace Resale Authorization service-linked role created”



Step 6 (for Channel Partners only)

Complete this [enrollment request form](#) and enter “I would like to enroll my AWS account ID 123456789012 into the Channel Program” in the **Briefly describe support required** field (screenshot below). When the request is submitted, approved and processed, ISVs will be able to authorize your AWS account ID to resell their products.

*** Briefly describe support required:**

I would like to enrol my AWS account ID 123456789012 into the Channel Program.

*** I am completing this form in connection with my:**

Business interests

Personal interests

Submit