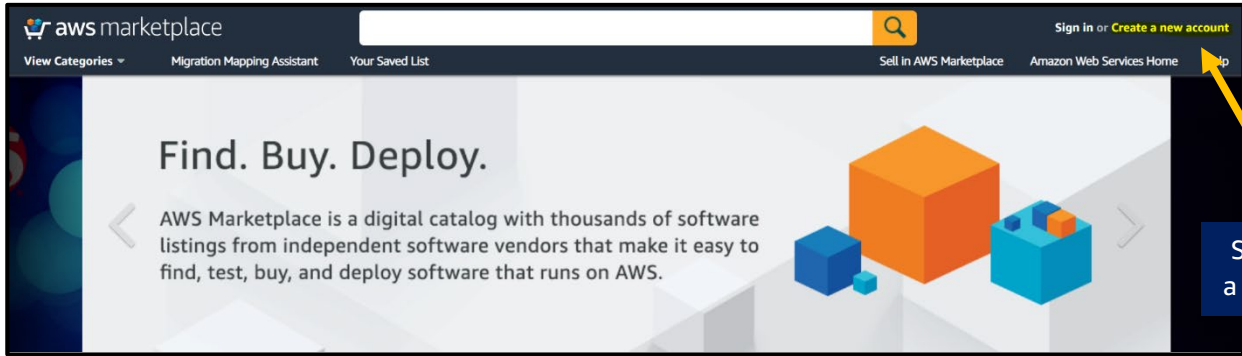


Consulting Partner Private Offers Onboarding Guide | Seller Sign Up

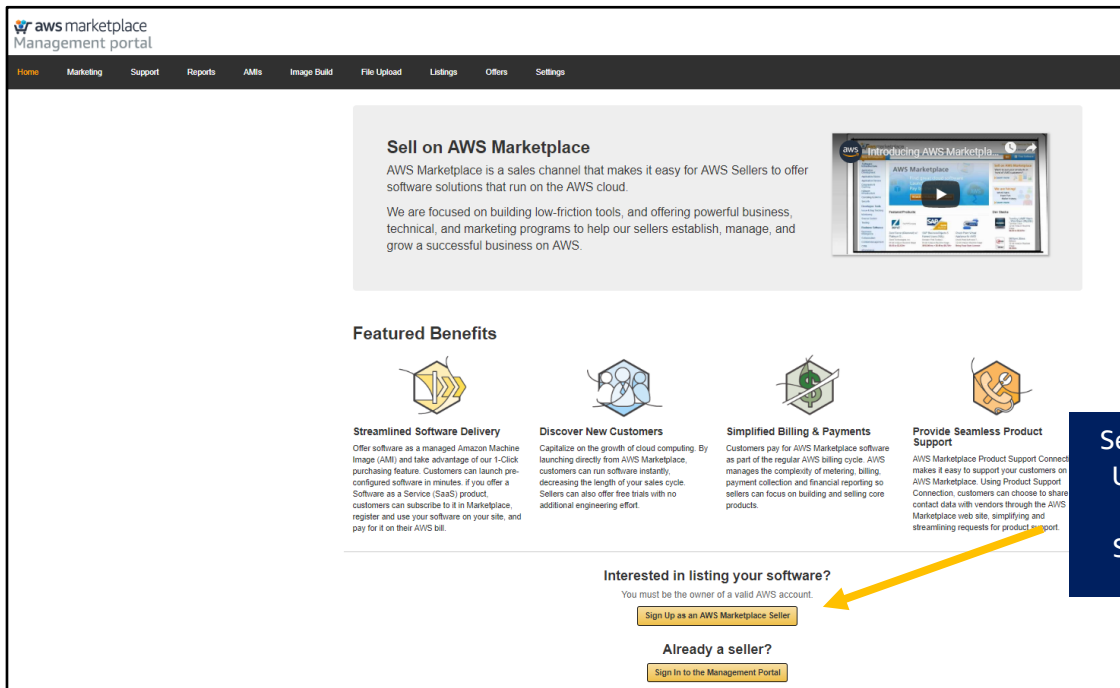
This onboarding guide walks a reseller through signing up as a seller on AWS Marketplace in order to resell ISV software solutions in AWS Marketplace to customers.

1. Navigate to the AWS Marketplace homepage: <https://aws.amazon.com/marketplace>
2. If you would like to use an existing AWS Account - log into AWS using your AWS User Account and Password
3. If you would like to create a new AWS Account - select "Create a new account" in the upper right hand corner

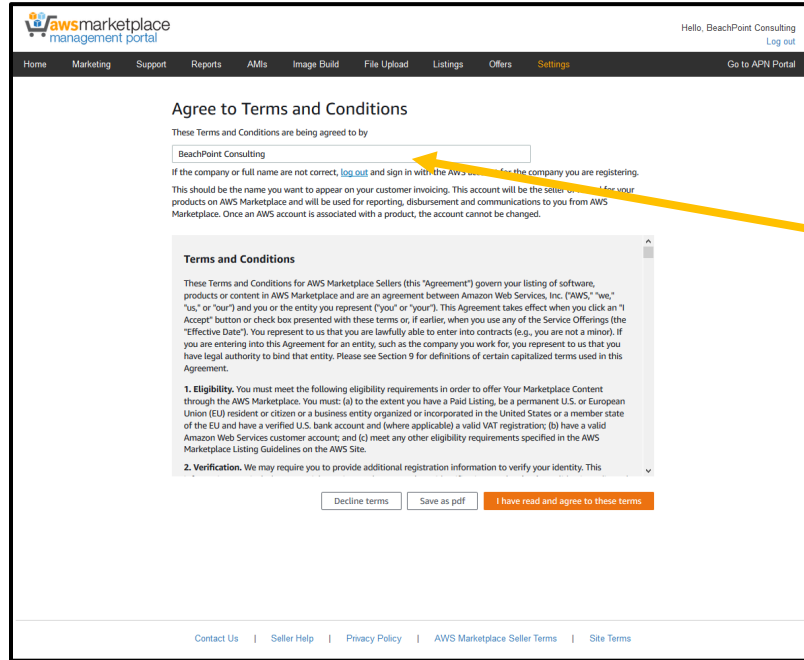


- PLEASE NOTE: It may be best practice to assign the account to a dedicated alias for the program (e.g., AWSMarketplaceSales@company.com) rather than an individual email address. This can prevent account lock outs and will allow more than one individual access. Once the account is set up, you can set up IAM (Individual Access Management) permissions to specific individuals. More information can be found [here](#).

4. Once logged into the [AWS Management Portal](#), scroll down to the middle of the page and choose "Sign Up as an AWS Marketplace Seller" located under the "Featured Benefits" section.



- 5. You will be prompted to agree to the AWS Marketplace Seller Terms and Conditions – this can also be found if you select “Settings” in the top black banner in the example below - you will be prompted to agree to the AWS Marketplace Seller Terms and Conditions. Confirm the company name is correct in the box.



Confirm company name is correct

- PLEASE NOTE: This should be the name you want to appear on your invoices. This account will be the seller of record for your Private Offers via AWS Marketplace and will be used for reporting, disbursement and communications to you from AWS Marketplace. Once an AWS account is associated with a product, the account cannot be changed.

6. Select the orange button marked “I have read and agree to these terms” to agree as show in the screen shot below.
- If you need internal reviews before you accept, you can download these Terms and Conditions by selecting the “Save as PDF” button. *The company’s respective decision maker should agree to the Terms and Conditions.*

The screenshot shows the AWS Marketplace Seller Sign Up interface. At the top, there's a navigation bar with links like Home, Marketing, Support, Reports, AMIs, Image Build, File Upload, Listings, Offers, and Settings. The main heading is "Agree to Terms and Conditions". Below this, there's a form where the user's name "BeachPoint Consulting" is entered. A note states: "If the company or full name are not correct, [log out](#) and sign in with the AWS account for the company you are registering. This should be the name you want to appear on your customer invoicing. This account will be the seller of record for your products on AWS Marketplace and will be used for reporting, disbursement and communications to you from AWS Marketplace. Once an AWS account is associated with a product, the account cannot be changed."

The "Terms and Conditions" section is scrollable and contains the following text:

Terms and Conditions

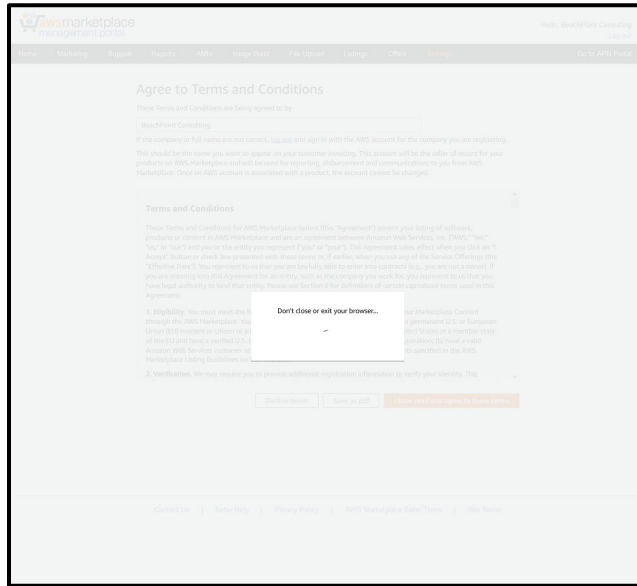
These Terms and Conditions for AWS Marketplace Sellers (this "Agreement") govern your listing of software, products or content in AWS Marketplace and are an agreement between Amazon Web Services, Inc. ("AWS," "we," "us," or "our") and you or the entity you represent ("you" or "your"). This Agreement 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 9 for definitions of certain capitalized terms used in this Agreement.

1. Eligibility. You must meet the following eligibility requirements in order to offer Your Marketplace Content through the AWS Marketplace. You must: (a) to the extent you have a Paid Listing, be a permanent U.S. or European Union (EU) resident or citizen or a business entity organized or incorporated in the United States or a member state of the EU and have a verified U.S. bank account and (where applicable) a valid VAT registration; (b) have a valid Amazon Web Services customer account; and (c) meet any other eligibility requirements specified in the AWS Marketplace Listing Guidelines on the AWS Site.

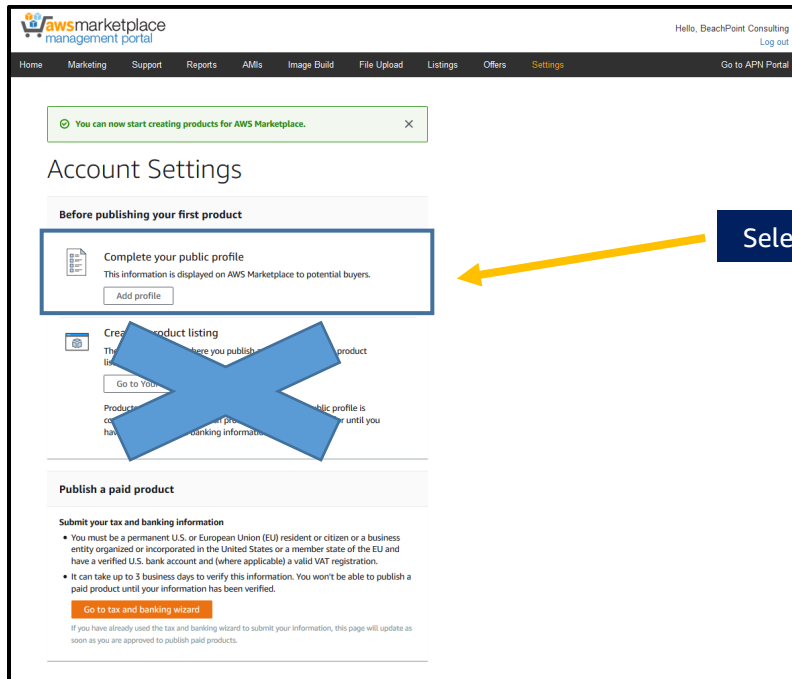
2. Verification. We may require you to provide additional registration information to verify your identity. This

At the bottom of the form, there are three buttons: "Decline terms", "Save as pdf", and "I have read and agree to these terms". A yellow arrow points to the orange "I have read and agree to these terms" button. A blue callout box on the right side of the screenshot contains the text: "Select 'I have read and agree to these terms'".

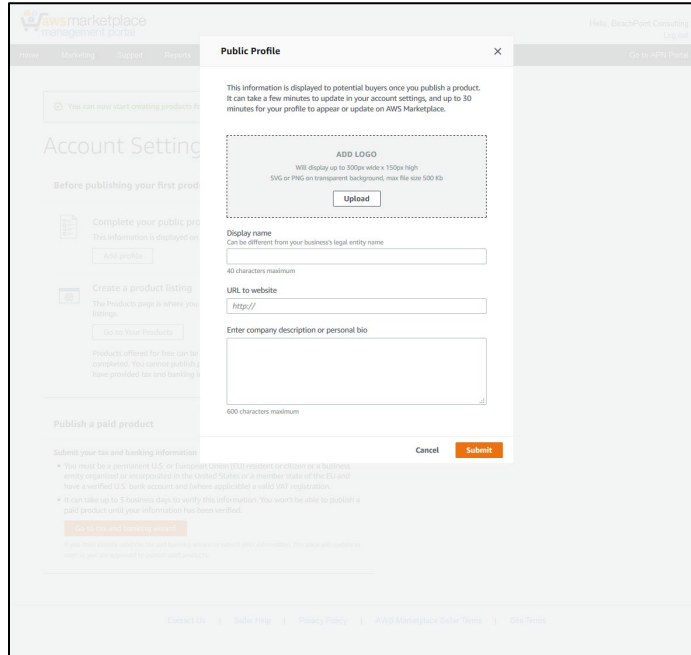
- Once you accept the terms, the system may take a moment to process (this could take several minutes). If so, this is normal. Don't close your browser as shown below.



7. You will be prompted to “Complete your public profile” – select “Add Profile”.

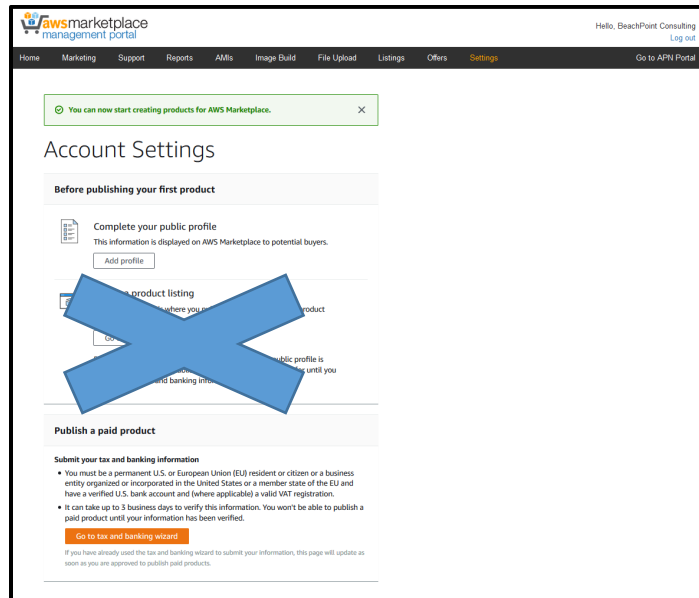


- It is recommended you upload your logo (300px wide x 150px high – max file size 500kb), display name (can be different from your business’s legal entity name), URL to your website and a company description. *Screen example below:*

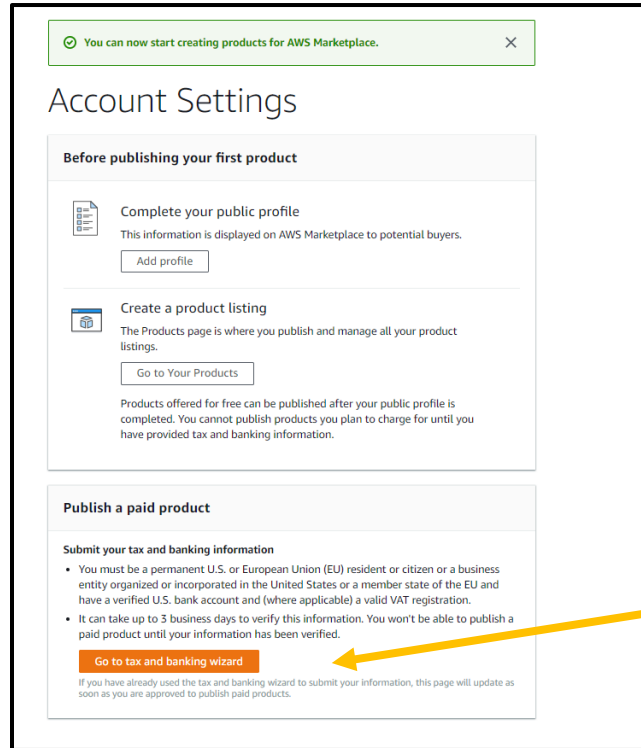


8. Resellers will disregard the "Create a product listing" option in the example below.

- With the initial launch of Consulting Partner Private Offers – Authorized Resellers will not have individual public listings on AWS Marketplace. Authorized Resellers will be able to resell AWS Marketplace products and extend offers privately (via Private Offers) from ISV's that provide authorization.
- *Authorization from ISV is a separate process from signing up as a seller.*

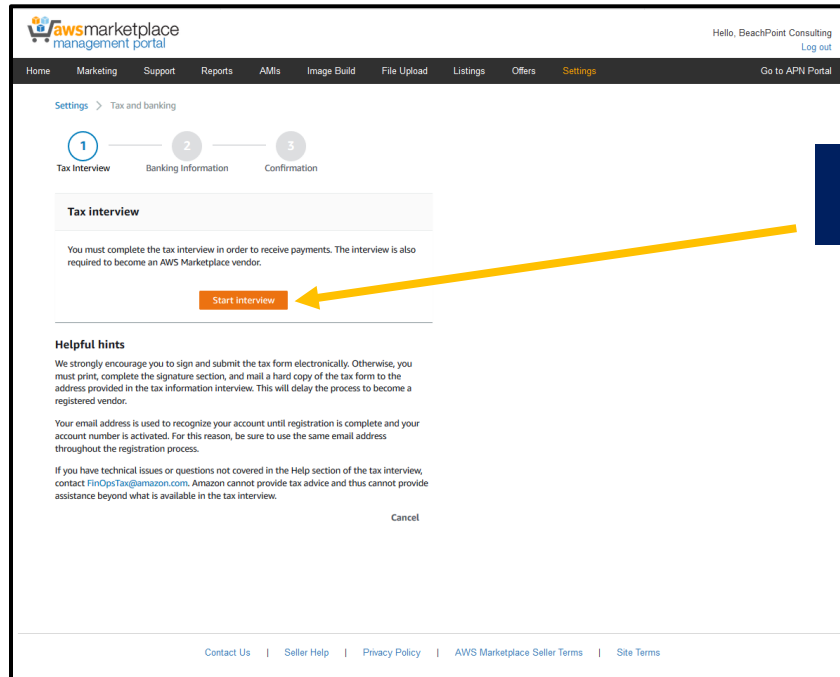


9. Scroll to the bottom of the page and select "Go to tax and banking wizard"– this is required to complete registration.



Select "Go to tax and banking wizard"

10. You will be prompted to start the "Tax Interview". To start this process, click the orange "Start Interview" button as noted in the screen shot below.



Select "Start Interview" to begin the tax interview

11. Complete the tax interview information as noted in the screen example below. Once you enter in all fields, select "Continue".

Select the appropriate information from each respective field

Enter Address and TAX information

Select Continue to advance to the "Sign and Submit" step

12. After you select the "Continue" button, you will be prompted to consent and sign to the tax information noted in the screen shot below. Once you sign (by typing in your name) - select the "Save and Preview" button.

Type in your name, then select "Save and Preview"

13. Select the orange "Submit Form" button to complete the tax interview process.

The screenshot shows the 'Tax Information Interview' form in the AWS Marketplace management portal. The form is for a 'Request for Taxpayer Identification Number and Certification' (W-9). It includes sections for 'Part I: Taxpayer Identification Number (TIN)' and 'Part II: Certification'. A yellow arrow points to the 'Submit Form' button at the bottom of the form.

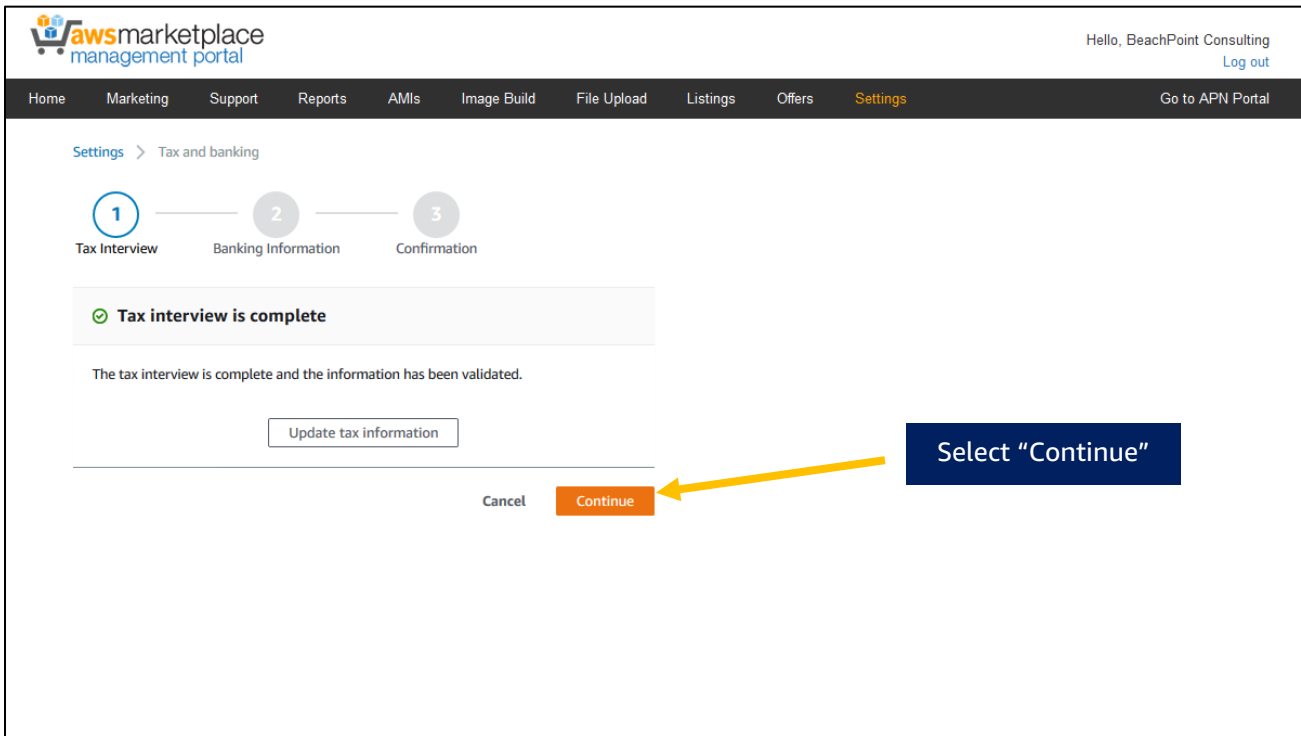
Select "Submit Form"

14. Your tax information will be validated and you will receive a confirmation similar to the screen shot below. Select the "Exit Interview" button to advance to the next step.

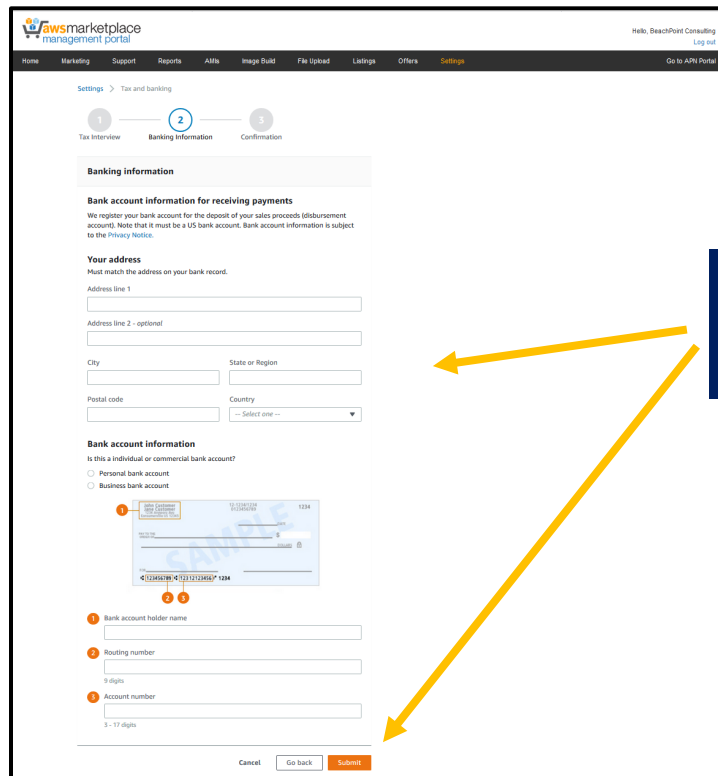
Select "Exit Interview"

The screenshot shows the 'Tax Information Interview' form after validation. A green checkmark and the text 'Validated' are visible, indicating that the tax information has been received and successfully validated. A yellow arrow points to the 'Exit Interview' button.

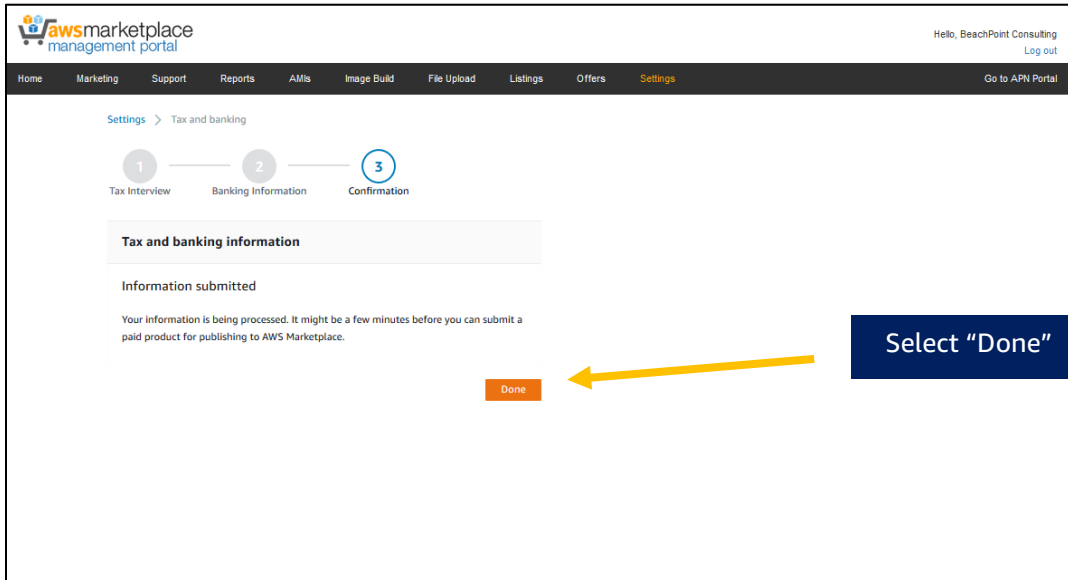
15. Select the orange "Continue" button to advance to the next step: Banking Information.



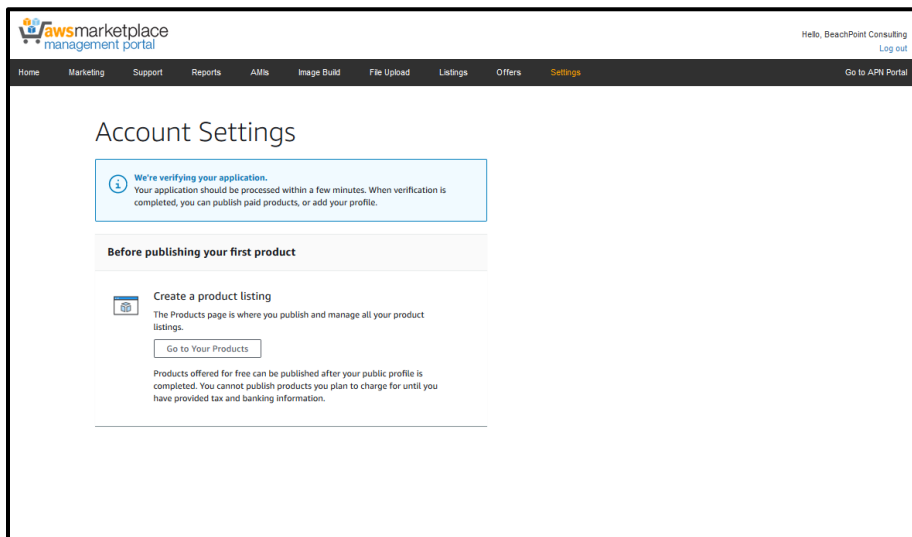
16. Enter your preferred bank account information and select the orange "Submit" button. The account you enter will receive disbursements from AWS for the products you extend to customers via Private Offers.



17. To confirm the complete of your tax and banking information select the orange “Done” button to complete the AWS Marketplace Seller onboarding process.

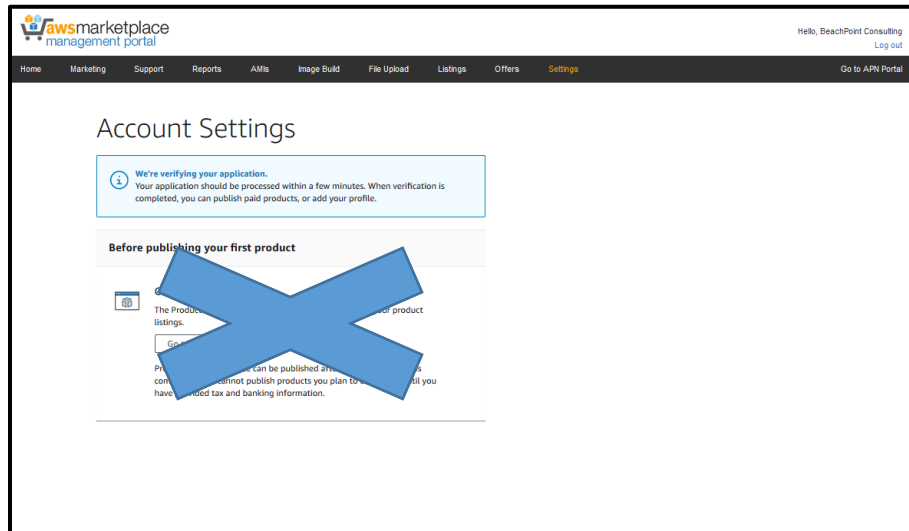


- Upon completion of the Seller Onboarding information, you will receive a confirmation notice shown below:



- We will verify your information and once verified, you will be able to accept private authorization offers from ISV's to resell their products in AWS Marketplace to your customers.

18. On the confirmation screen below, Authorized Resellers should disregard the “Create a Product Listing” option.
- PLEASE NOTE: At this time, this applies to ISV’s only. As an Authorized Reseller, you can resell and extend private offers to your customers when you have received ISV authorization.



19. Once you have completed seller registration, please contact mpcustdesk@amazon.com to request enrollment in the AWS Marketplace Enhanced Data Sharing (EDS) program. You must be enrolled in EDS to participate in Consulting Partner Private Offers. To learn more about EDS, see: <https://docs.aws.amazon.com/marketplace/latest/userguide/enhanced-data-sharing-program.html>

****Please note, Consulting Partners do not have access to the 'Offers' tab in the AWS Marketplace Management Portal (AMMP) once registered**