

AWS MARKETPLACE FAQ

What is AWS Marketplace?

AWS Marketplace provides a new sales channel for ISVs and channel partners to sell their solutions to AWS customers. We make it easy for customers to find, buy, deploy and manage software solutions, including SaaS, in a matter of minutes.

Why buy in AWS Marketplace?

AWS Marketplace is a curated digital catalog that makes it easy to find, test, buy and deploy the third-party software you want, with the simplified procurement and controls you need.

3M+
subscriptions

20,000+
products across 70+ categories

5,000+
sellers

Why should you sell IBM on AWS Marketplace?

IBM is making it easier for resellers to meet clients where they are: whether that's an embedded solution, on-premises, in the cloud or a hybrid approach. IBM embraces a multi-cloud approach, offers its own cloud platform and works closely with other cloud platforms, including AWS. IBM has offered many of its products on the AWS Marketplace that resellers can now sell as well.

These products are largely preconfigured to run on AWS to ease the deployments. Learn more [here](#).

Does IBM have a Seismic page for AWS offers?

Seismic is a repository by IBM (that is only accessible to IBM business partners) complete with marketing collateral, product listings and additional information. IBM created a Seismic landing page, which is accessible [here](#) (only available to IBM partners).

What is the Private Pricing Agreement Program (PPA)?

PPA is a commitment from the end user to AWS to spend a certain amount of money on AWS in exchange for an incentive. This commitment must be met by the end user. The end user can "burn down" up to 25% of this commitment with AWS Marketplace sales.

What is Linked vs. Non-Linked?

Linked: Where the reseller sold the AWS subscription to the end user and bought it from Ingram Micro.

Non-Linked: Where the reseller did not sell the AWS subscription to the end customer.

What credentials do I need to resell IBM software on the AWS Marketplace?

IBM and AWS each require their own documentation to proceed.

For IBM, resellers must have a "Cloud Marketplace Reseller" agreement. Instructions on how to sign up are [here](#).

For AWS, resellers must register to become sellers in the AWS Marketplace and create Channel Partner Private Offers (CPPO) [here](#).

Client

Burn down
PPA commitment

Budget allocation
already done

Unified and streamlined
procurement process

Increased deployment
speed and reduced
costs by leveraging
preconfigured images

Reseller

Meet the clients where
they want to transact
(new and existing)

Excellent margins:
up to 25% (first to register)

Paid directly by Amazon

Ability to co-sell with
IBM and AWS

Access to PoC funding

IBM

IBM sales reps get paid
and retire quota

New route to market to
make aggressive overall
software and SaaS targets

Ability to co-sell with AWS
and business partners

AWS

AWS sellers are very
incentivized to sell IBM software
solutions (quota retirement,
marketplace incentives)

Helps to meet annual goals
(partner-attached, ISV wins,
marketplace private offer, etc.)

New clients and workloads
through co-sell

What is Designated Seller of Record (DSOR)?

The AWS Marketplace has a maximum of 3 seats at the table, meaning only 3 parties can be involved. Yet there are 5 parties involved: AWS, IBM, Ingram Micro, the reseller and the end user.

Because the platform belongs to AWS, it does not require a seat, but there is still one missing chair. In the Designated Seller of Record (DSOR) model, IBM removes itself from the table. Therefore, the transaction on the AWS Marketplace for DSOR is as follows:

1. Ingram Micro authorizes the reseller with a custom discount opportunity.
2. The reseller extends the private offer to the end user.
3. The end user accepts or does not accept the offer.

What questions should you ask your end user to develop an opportunity?

- Do you have an AWS footprint/environment?
- Do you have a PPA (Private Pricing Agreement Program) spend?
- Have you procured through the Marketplace before?
- Did you know that you could purchase numerous software offerings from IBM in the AWS Marketplace?

I have an opportunity. Now what?

- Validate that the part number is available on AWS Marketplace—check [here](#) (only available to IBM partners).
- Ensure you have (1) CMR status with IBM (2) CPPO status with AWS.
- Work with Ingram Micro and IBM to obtain a special bid for the opportunity (just like in traditional business). We'll need the AWS account numbers of the reseller and end user.
- Ingram Micro will receive a special bid from IBM and then quote you, the reseller, on Ingram Micro paper.
- The reseller quotes the end user as usual.
- Ingram Micro will load your opportunity into Xvantage™. Once you are ready for the private offer to be extended, you will accept your quote within Xvantage. This acceptance will flow through to the reseller's AWS portal with the private offer.
- The reseller can then extend a private offer into the AWS account of the end user. Once the end user accepts, Ingram Micro will be notified to accept the order.

How does payment occur?

AWS will issue the invoice which must be paid by the end user. Unfortunately, there is no visibility into the payment terms of the end user, but Net 30 is typical. Once the end user pays, then AWS disburses the funds both to the reseller and to Ingram Micro within a few days. The reseller is paid the margin (the difference between the price to the end user and the reseller's cost). Ingram Micro is paid the reseller's cost. For example, if an opportunity had a \$75,000 cost to the reseller and the price to the end user was \$100,000, then AWS would disburse \$25,000 to the reseller and \$75,000 to Ingram Micro once the end user pays. AWS will not disburse any funds unless the invoice to the end user has been paid.

Although the AWS MP is paying Ingram Micro directly based on what AWS collects, and the margin to the reseller, AWS is paying Ingram Micro on behalf of the authorized reseller.

More details on the transaction?

If a reseller makes a sale to an end customer, then, as indicated in Section 4.4 of the AWS agreement, two simultaneous transactions occur on AWS Marketplace:

- i. The reseller purchases product from the ISV (in this case Ingram Micro, which assumes the ISV role).
- ii. The end customer purchases that same product from reseller.

If the end customer under transaction (ii) fails to pay, then the reseller is still responsible for its payment under transaction (i).

