Seller Guide

This document provides information for building, delivering and maintaining software applications on Amazon Web Services Marketplace, including specific details, specifications and examples. All Independent Software Vendors (ISV) and sellers must meet or exceed these specifications for all products.

Please contact the AWS Marketplace Seller and Catalog Operations (SCO) team for any additional questions or details on products, updates, changes or any seller questions.

> To get started quickly, fill out the Product Load Form (xlsx) and submit it using the File Uploader in the Management Portal. See Process Overview for more information.
>
> Creating a new free or Bring-Your-Own-License (BYOL) AMI product? Create your listing using Self-Service Listings, available by navigating to the "Listings" tab in the Management Portal.
>
> Already have a product listed? Download your pre-populated load form here.

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AWS Marketplace Listing Checklist

Product usage

- ☐ Production-ready
- ☐ Does not restrict product usage by time or other restrictions
- ☐ Compatible with 1-click fulfillment experience
- ☐ Everything required to utilize the product is contained within the software including client applications
- ☐ Default user utilizes a randomized password and/or creation of initial user requires verification that the subscriber is authorized to use the instance using a value unique to the instance such as instance ID

For Free or Paid products:
- ☐ No additional license is required to use the product
- ☐ Subscriber does not have to provide personally identifiable information (e.g. email address) to use the product

AMI preparation

- ☐ Utilizes hardware virtual machine (HVM) virtualization and 64-bit architecture
- ☐ Does not contain any known vulnerabilities, malware or viruses
- ☐ Subscribers have OS-level administration access to the AMI
- ☐ Run your AMI through AMI Self Service Scanning

For Windows AMIs:
- ☐ Utilizes the most recent version of Ec2ConfigService
- ☐ Ec2SetPassword, Ec2WindowsActiviate and Ec2HandleUserData are enabled
- ☐ No Guest Accounts or Remote Desktop Users are present

For Linux AMIs:
- ☐ Root login is locked/disabled
- ☐ No authorized keys, default passwords or other credentials are included

Load form preparation

- ☐ All required fields are completed
- ☐ All values are within specified character limits
- ☐ All URLs load without error
- ☐ Product image is at least 110px wide and between a 1:1 and 2:1 ratio
- ☐ Pricing is specified for all enabled instance types (for hourly, hourly_monthly and hourly_annual pricing models)
- ☐ Monthly pricing is specified (for hourly_monthly and monthly pricing models)

1. What is AWS Marketplace

The AWS Marketplace enables qualified sellers to market and sell their software to AWS customers (buyers). AWS Marketplace is an online software store that helps customers find, buy, and immediately start using the software and services that run on AWS. AWS Marketplace is designed for Independent Software Vendors (ISVs), Value-Added Resellers (VARs), and Systems Integrators (SIs) who have software products they want to offer to customers in the cloud. Sellers use AWS Marketplace to be up and running quickly and to offer their software products to customers around the world.

- **Marketing & New Users:** Sellers can take advantage of the Management Portal to better build and analyze their business, while using features such as Free Trials to drive marketing activities and customer adoption.
- **Simplified Delivery:** Deliver your software as an easy to build Amazon Machine Image (AMI) and take advantage of our 1-click deployment feature. Enable customers to launch your software in minutes pre-configured to run on AWS.
- **Billing:** Leave the metering, billing, collections, and disbursement of payments to AWS – focus on marketing and selling your software.

1.1. Interested in Registering as a Seller?

If you are interested in selling your software on AWS Marketplace, please review the requirements below and contact us with any questions:

1.1.1. Seller Requirements

- Sell publicly available, full-feature production ready software (not in Beta).
- Have a defined customer support process and support organization.
- Provide a means to keep software regularly updated and free of vulnerabilities.
- Follow best practices and guidelines when marketing your product's availability on AWS Marketplace.
- Be an AWS customer in good standing.
- To list paid AMI products, you must be able to provide the required tax information and an U.S. bank account
  - For US based entities, a W-9 and U.S. bank based account are required
  - For non-US based entities, a W-8, VAT number, and U.S. bank account are required
    - If you do not have a U.S. bank account, you can register for a virtual U.S. bank account from Payoneer. For detailed instructions refer to section 1.1.3.2 of the European Union Based Seller Registration Process
- Tax and bank account information are NOT required for sellers offering SaaS, Free or BYOL AMIs.

1.1.2. US Based Seller Registration Process

For US based entities that meet the Seller Requirements and wish to sell software in AWS Marketplace:

1. Identify an AWS Account to use as your primary AWS Marketplace account. You can use an existing account or register a new AWS Account so long as the account is linked to a valid Payment Method. This account will be the seller of record for your products on AWS Marketplace and will be used for reporting, disbursement and communication from the AWS Marketplace to you. **NOTE**: At this time, once an account is associated with a product it CANNOT be changed. Seller display information on AWS Marketplace can be updated at any time (i.e. name, website, description).

a. TIP: You can use AWS Identity and Access Management to configure this account to allow multiple users and permissions for the Management Portal. For more information visit, Controlling User Access to AWS Marketplace Management Portal.

2. Securely add your U.S. bank account information to the AWS account you plan to use, using the Bank Account Registration Portal.

3. For any paid AMI products, please complete the W-9 form (PDF) and email the completed form to our Tax department at 1099@amazon.com with a subject of "W9 for AWS Marketplace, <AWS account number>, < Legal Business Name>".

4. Fill out the AWS Marketplace Seller Registration form.

5. Once we have reviewed your Registration form we will follow up with you in an email with the next steps needed to complete your registration.

1.1.3. *European Union Based Seller Registration Process*

For non-US based entities that meet the Seller Requirements and wish to sell software in AWS Marketplace:

1. Identify an AWS Account to use as your primary AWS Marketplace account. You can use an existing account or register a new AWS Account so long as the account is linked to a valid Payment Method. 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 the AWS Marketplace. **NOTE**: At this time, once an account is associated with a product it CANNOT be changed. Seller display information on AWS Marketplace can be updated at any time (i.e. name, website, description).

    a. TIP: You can use AWS Identity and Access Management to configure this account to allow multiple users and permissions for the Management Portal. For more information visit, Controlling User Access to AWS Marketplace Management Portal.

2. Obtain a U.S. bank account. You will need a U.S. bank account to complete the registration process. If you do not already have a U.S. bank account, you may be able to obtain one through Payoneer. Payoneer will provide you with a U.S. collection account, which you can use to transfer AWS Marketplace disbursements to your European bank account in a supported currency[a]. For a limited time, you will not be required to pay Payoneer's standard transfer fees in connection with AWS Marketplace disbursements[b]. To sign up and learn more, visit http://register.payoneer.com/aws-marketplace.

    a. By adding your Payoneer collection account details to your AWS Marketplace Seller account, you agree and acknowledge that AWS Marketplace will share your name, email address and collection account number with Payoneer to confirm your status as an AWS Marketplace Seller.

    b. Please note that additional fees may apply to your use of Payoneer's services. Payoneer transfer fees are waived only for a limited time, and only with respect to AWS Marketplace disbursements of the proceeds from your Paid Listings. The Payoneer service charges a 2% fee, which is currently reimbursed to your account by AWS Marketplace as a convenience. Due to a programmatic delay in processing the Payoneer fee, you might notice a 3- to 5-day delay for the 2% reimbursement to reflect in your bank account. For more information regarding Payoneer services and fees, please contact Payoneer at https://payoneer.custhelp.com/

    c. To begin registration with Payoneer and obtain your U.S. bank account information:

        i.   Go to the AWS Marketplace Payoneer portal: http://register.payoneer.com/aws-marketplace

        ii. Follow the onscreen instructions to complete registering for the Payoneer service

        iii. When you have obtained a U.S. bank account, you can securely add your U.S. bank account information to the AWS account you plan to use, using the Bank Account Registration Portal.

   iv. Once you have created an account with Payoneer please email us the email address you used to register with Payoneer.

3. For any paid products:
  a. Please complete the appropriate W-8 form to demonstrate that you do not have U.S. tax responsibility.
   i. Identify the appropriate W-8 to complete from below.
    1. Non-U.S. individuals claiming foreign status - W-8BEN
    2. Non-U.S. non-individuals claiming foreign status - W-8BEN-E
   ii. Completely fill out your W-8, print, and sign the document in ink.
   iii. In the white space at the top of the form, please input "AWS MARKETPLACE", your email address, and AWS account number.
   iv. Mail the completed W-8 to:
    Amazon/Slovakia/s.r.o.
    Document Management
    Namestie 1. maja 18
    811 06 Bratislava
    Slovakia
  b. Complete the submission of your VAT number through the AWS Billing Console
   i. Login to the AWS console
   ii. Select the Account Name > Billing & Cost Management
   iii. From the left panel click on Tax Settings
   iv. Click on VAT Exemptions
   v. Click the Edit link and complete the required fields
4. Fill out the AWS Marketplace Seller Registration form.
5. Once we have reviewed your Registration form we will follow up with you in an email with the next steps needed to complete your registration.

1.2. Already a Seller?

Manage your listing into incremental channel revenue by taking advantage of the go-to-market activities made available in the AWS Marketplace Management Portal.

- Measure the results of your marketing efforts within hours, including the usage and revenue driven by your campaigns
- Customer Service Representatives can retrieve customer data in real-time
- Upload files needed to create and manage your listing and monitor progress as we process them

2. Product Submission

2.1. Process Overview

2.1.1. Submit a new free or BYOL AMI product

Self-Service Listings is a web-based interface that makes it easier to create and manage product listings within the AWS Marketplace Management Portal. The Self-Service Listings interface currently supports new free and BYOL AMI product listings. To get started:
1) **Create your AMI** and submit it to **AMI Self Service Scanning**

2) Access Self-Service Listings through the AWS Marketplace Management Portal by navigating to the "Listings" tab
3) Select the pricing model for your new AMI from the "Create a New Product" box
4) Fill out the metadata fields in each of the tabs and submit the information to be reviewed prior to publishing
5) Monitor the status of your submission by visiting the Self-Service Listings dashboard

Once AWS Marketplace has approved your listing metadata submission, you will be provided with a link to review a limited version of your new product listing through the Self-Service Listings portal. The limited listing will only be viewable by you until you have reviewed and approved it. After you review and approve your limited listing, your product listing will be published to the AWS Marketplace web site.

2.1.2. Submit a new paid AMI product, a Cluster and Resources product (free or paid), an AWS Marketplace Metering Service product, or a SaaS product

1. **If applicable, create your AMI and** submit it to **AMI Self Service Scanning.**
2. **Fill out the Product Load Form (xlsx)**, which includes product information (title, description, highlights), technical information (AMI_ID, regions, instance types, OS), and pricing details (pricing model, Free Trial). You can always download the newest Product Form from the AWS Marketplace Management Portal, under the "File Upload" tab.
3. **Submit the completed Product Form using the File Uploader in the Management Portal.** The File Uploader provides a secure transfer mechanism and a history of submitted files, and automatically notifies the AWS Marketplace team to begin processing your request. Please include a description of the submission (adding new version, changing price, changing metadata, etc.).
4. **Your product submission is reviewed** for policy and security compliance, software vulnerabilities, and product usability. If there are any questions or issues with a request, the AWS Marketplace team will contact you via email to discuss your request.
5. **Product submissions are published to the AWS Marketplace site.** New products are placed into a limited (private) state for your review and approval, and updates to existing listings are processed directly to the site.

2.1.3. Update an existing product

To update an existing product, begin by downloading the previous form here. Add a new row that contains your updated information. Instructions for completing the form are available on the "Instructions" sheet of the file. **NOTE:** Only information displayed on the product detail page will be populated. Internal information, such as SKU, will not populate automatically

1. **Create your AMI and** submit it to **AMI Self Service Scanning.**
2. **Fill out the Product Load Form (xlsx)**, which includes product information (title, description, highlights), technical information (AMI_ID, regions, instance types, OS), and pricing details (pricing model, Free Trial). You can always download the newest Product Form from the AWS Marketplace Management Portal, under the "File Upload" tab.
3. **Submit the completed Product Form using the File Uploader in the Management Portal.** The File Uploader provides a secure transfer mechanism and a history of submitted files, and automatically notifies the AWS Marketplace team to begin processing your request. Please include a description of the submission (adding new version, changing price, changing metadata, etc.).

4. **Your product submission is reviewed** for policy and security compliance, software vulnerabilities, and product usability. If there are any questions or issues with a request, the AWS Marketplace team will contact you via email to discuss your request.
5. **Product submissions and published to the AWS Marketplace site.** New products are placed into a limited (private) state for seller review and approval, and new versions and metadata updates are processed to site.

2.2. Timing and SLA

While we strive to process requests as quickly as possible, requests can require multiple iterations and review by the seller and AWS Marketplace teams.

- Total request time normally takes **2-4 weeks of calendar time;** more complex requests or products can add additional time to allow for multiple iterations and adjustments to product metadata and software.
- Our current SLA is to review and process all requests within **3 business days** and notify the seller if there are any issues that require additional action.
- We request a completed Product Form or Self-Service Listings request and AMI at least **45 days in advance** of any planned events or releases so we can prioritize the request accordingly.

If you have any questions about your request, please contact us.

2.3. Product Changes and Updates

Sellers can submit changes to their product at any time, and they will be processed as described above. Common changes include:

- **New Version -** New versions of the software, roll-outs of patches or updates. A notification to current buyers with release notes and upgrade instructions is sent once the request is complete.
  - TIP: If adding a new version, please include the ami_id, new version title, release notes and upgrade instructions in an email to us.
- **Metadata change** - Changes to product information (Description, URLs, Usage Instructions).
  - TIP: For simple metadata changes or additions, email the requested changes to us rather than fill out a new form.
- **Pricing Change** - A change to the pricing amount (see Changing Prices for more information). A notification to current buyers is sent once the request is complete.
  - TIP: If the change is uniform across instance types or is a single change, email the requested changes to us rather than fill out a new form.
- **Pricing Model Change** - A change to the pricing model (i.e. Hourly, Free, Hourly_Annual). Not all pricing model changes are supported and all requests to change models must be reviewed and approved by AWS Marketplace.
  - TIP: Any change from a free to a paid model presents significant impact to existing buyers. An alternative is to propose a new listing with additional features and encourage current buyers to migrate.
- **Region or Instance change** - Adding or removing instances types or regions.
  - TIP: For simple instance type adds or removes, email the requested changes to us rather than fill out a new form.

- **Product takedown -** Remove a listing from AWS Marketplace to prevent new buyers from subscribing (See Takedown for more information). A notification to current buyers is sent once the request is complete.
    - o TIP: Email the requested changes to us rather than fill out a new form.

3.Product Types

AWS Marketplace offer two ways for sellers to deliver software to buyers:

- **Amazon Machine Image (AMI) -** AMI software allows the buyer to deploy and run the software under their own AWS account on AWS infrastructure. An interested buyer finds the software on AWS Marketplace, subscribes, and is immediately able to deploy onto AWS Infrastructure and manage the software and their subscription. AWS Marketplace takes care of all billing and payment activities on behalf of the seller. See here for more information on AMI pricing and billing.
- **Software as a Service (SaaS)** - The SaaS seller deploys hosted software on AWS infrastructure and is responsible for granting customer access to the software, all billing and payment from the customer. An interested buyer finds the software on AWS Marketplace, and is directed via a link to the seller's site to purchase and obtain access to the software. See here for more information on SaaS pricing.

3.1. Notes on AMI products

3.1.1. Product_ID and Product Codes
Each product in AWS Marketplace is assigned a unique GUID which is used to track and identify the product in our catalog, and is included in seller reports.

AWS Marketplace sets a unique Product Code on all AMIs associated with AWS Marketplace during our ingestion process. These codes are a key component in ensuring that only buyers subscribed to a product are able to launch instances of AMIs, as well ensuring correct billing.

Sellers can obtain the Product Code while developing their software so it can be used for extra security, such as validating Product Code at product start. API calls to an AMIs Product Code will not be possible until the product has been published into a limited state for testing.

These product codes automatically propagate as buyers work with the software. For example, a buyer subscribes and launches an AMI, configures it and produces a new AMI. The new AMI with still contain the original product code so correct billing and permissions will still be in place.

3.1.2. Multiple Versions
AWS Marketplace product listings allow for multiple versions of the product to be available to subscribers as part of their subscription as separate AMIs. The seller can request any number of versions to be available on a product listing. Note that once a subscriber has access to an AMI, they will always have launch permissions on the AMI regardless of the visibility or status of that version on the listing.

For example, product "Data Cleaner" might have versions "1.0.0", "1.2.5" and "2.0.1", all of which can be available to subscribers. If "1.0.0" is request to be removed from the listing, it will still be available to buyers who were subscribed at that time.

3.1.3. Multiple Product listings

Some technical criteria necessitates that products must be listed separately on AWS Marketplace. These separate listings are not linked or related, and buyers must subscribe to them independently and manage them separately.

- Architecture (32-bit and 64-bit)
- Virtualization (HVM and PV)
- Operating System (Each OS version of the product must be a separate listing)

3.1.4. Takedown

Requests for a product to be removed from AWS Marketplace will be processed with the following conditions:

- The product is removed from search, browse and other discovery tools. Any "Subscribe" button or functionality is disabled, and messaging on the page clearly indicates the product is no longer available. Note that the product detail page is still accessible via direct URL.
- A reason for takedown must be specified (i.e. end of support, end of product updates, replacement product). Section 4 of the [Terms and Conditions](#) contains the requirements for continuing support for these removed products.
- Current subscribers will be messaged by AWS Marketplace informing of the product takedown, reasons, and provide seller contact information.
- Current subscribed buyers WILL retain access to the software until they cancel their subscription and will not be impacted in any way.

If you have questions regarding the takedown process described above, or if it does not meet your needs, please [contact us](#).

3.2. Notes on SaaS products

- SaaS products must be based on AWS Infrastructure.
- Once your product is listed on AWS Marketplace, you are responsible for keeping the pricing and product information up-to-date on AWS Marketplace.

4. Pricing

Please note that US dollars (USD) are currently the only supported currency for pricing.

4.1. SaaS Pricing

As a SaaS provider, you are the account holder for AWS usage and you are responsible for billing your customers.

When you list a SaaS product in AWS Marketplace, you will provide a description of the pricing model and ranges for the product. It's best to include a description about the way that pricing is determined; by usage, users, or other criteria. Include a price range or a price starting point. This must be in USD but can include local currency.

"From $X per Y" where X is the starting price (or range) and Y is a parameter such as hour/month/user. For Example: "Pricing starts at $99/month", "$20-$2000 per GB".

AWS Marketplace does not currently charge for SaaS listings. However, this may change in the future. If a change is implemented, all impacted AWS Marketplace sellers will be notified well in advance of the change so they can plan accordingly. Any fees for SaaS listings will be consistent and competitive with the existing market rate for similar means of lead generation (e.g. paid search results).

4.2. AMI Pricing Models

AWS Marketplace has multiple pricing models for AMI products. **NOTE:** Sellers of paid AMI products **must** be able to provide a W-9 tax form (for U.S. based entities) or a W-8 form (for EU- based entities). See European Union Based Seller Registration Process.

Pricing Model	Description
Bring Your Own License (BYOL)	AWS Marketplace does not charge buyers for usage of the software, but customers must supply a license key to activate the product. This key is purchased outside of AWS Marketplace. The entitlement/ licensing enforcement, as well as all pricing and billing are handled by the seller.
Free	Buyers are allowed to run as many instances as EC2 supports with no additional software charges incurred.
Hourly	**Hourly:** Software is charged by the hour. Each instance type can be priced differently (but is not required to be) and usage is rounded up to the nearest whole hour. **Hourly with Free Trial:** Customers are allowed to run exactly 1 instance of the software without incurring a charge for a predetermined set of days between 5 and 30 days as decided by the seller. The Free Trial applies to the most expensive instance type that is running, and any concurrent usage outside the 1 instance is billed at the hourly rate. NOTE- this is a different model than the AWS Free Tier for EC2 usage where customers are given a bucket of 750 hours of free usage each month. **Hourly with Monthly:** Both Hourly and Monthly charges are applied independently; the monthly fee is charged every month regardless of usage, the hourly fee is applied based on hourly usage only. **Hourly with Annual:** Customers have the option to purchase a year's worth of usage upfront for one EC2 instance of one instance type. Sellers set the pricing for each instance type and can offer net savings over the hourly price (not required). Any customer usage above the number of annual subscriptions purchased is billed at the hourly rate set by the seller for that instance type. **Hourly with Free Trial and Annual:** This is identical to the Hourly model with an Annual option, except it includes a Free Trial allowing a customer to run 1 instance of any instance type for free for a seller set number of days. Annual subscriptions can be purchased at any time, and they are combined additively with the Free Trial subscription.
Monthly	**Monthly:** Software is paid for on a fixed monthly basis, regardless of number of instances the customer runs. Monthly Charges are pro-rated at sign-up and upon cancellation, e.g.: a customer who subscribes for 1 day of the month will be charged for 1/30th of the month.

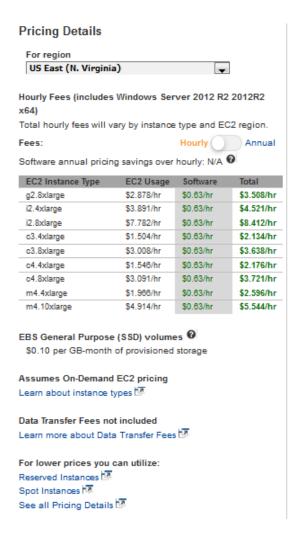|	
	Monthly with Hourly: Both Hourly and Monthly charges are applied independently; the monthly fee is charged every month regardless of usage, the hourly fee is applied based on hourly usage only. **NOTE: Free Trial and Annual pricing cannot be combined with Monthly pricing**
Usage	**Usage**: Software is directly charged for the value the seller provides along with one of four dimensions: users, data, bandwidth, or hosts. You may define up to 8 variants for the single dimension. All charges are still incurred hourly by the customer. All usage is calculated monthly and billed monthly using the same mechanism as existing AWS Marketplace software. Usage pricing is also referred to as "AWS Marketplace Metering Service" **NOTE: Free trial and Annual pricing cannot be combined with Usage pricing**

4.2.1. General Pricing policies

- For software delivered to customers as Amazon Machine Images (AMIs) and sold directly via AWS Marketplace, AWS Marketplace collects software charges from the buyer on behalf of the seller.
- There is no service fee for BYOL products listed on AWS Marketplace. However, in order to deliver on our customer promise of selection, we require that all BYOL products also have a paid option so that customers who don't have existing licenses have the option to purchase and use the products. We realize that the online purchase of software is a departure from how some companies do business, so for the first 90 days after launch we will relax the requirement that this software be accompanied by a version available for purchase on the AWS Marketplace. During this time, the AWS Marketplace account management teams will work with software sellers to address challenges and to determine if and how the software can be made available for purchase on AWS Marketplace.
- There is no service fee for Free or Open Source Software that is made available to buyers without charge.

4.2.2. AWS charges vs Software charges

- All AMI-based products will incur associated AWS infrastructure charges depending on the services and infrastructure used. These rates and fees are defined and controlled by AWS, and can vary between regions. See EC2 Pricing for more information.
- For Paid AMI-based products, the seller will define the charges for using the software.

These 2 types of prices are displayed separately on the AWS Marketplace detail pages to provide customers with a clear understanding of potential cost for using the products. For example:

Pricing Details

For region
US East (N. Virginia) ▼

Hourly Fees (includes Windows Server 2012 R2 2012R2 x64)

Total hourly fees will vary by instance type and EC2 region.

Fees: Hourly ⬤ Annual

Software annual pricing savings over hourly: N/A ❷

EC2 Instance Type	EC2 Usage	Software	Total
g2.8xlarge	$2.878/hr	$0.63/hr	$3.508/hr
i2.4xlarge	$3.891/hr	$0.63/hr	$4.521/hr
i2.8xlarge	$7.782/hr	$0.63/hr	$8.412/hr
c3.4xlarge	$1.504/hr	$0.63/hr	$2.134/hr
c3.8xlarge	$3.008/hr	$0.63/hr	$3.638/hr
c4.4xlarge	$1.546/hr	$0.63/hr	$2.176/hr
c4.8xlarge	$3.091/hr	$0.63/hr	$3.721/hr
m4.4xlarge	$1.966/hr	$0.63/hr	$2.596/hr
m4.10xlarge	$4.914/hr	$0.63/hr	$5.544/hr

EBS General Purpose (SSD) volumes ❷
 $0.10 per GB-month of provisioned storage

Assumes On-Demand EC2 pricing
Learn about instance types ⬈

Data Transfer Fees not included
Learn more about Data Transfer Fees ⬈

For lower prices you can utilize:
Reserved Instances ⬈
Spot Instances ⬈
See all Pricing Details ⬈

4.2.3. Free Trial

Hourly products are eligible for the optional "Free Trial" program, where a buyer can subscribe to the product and use a single instance for up to 31 days without paying any software charges on the product. Applicable AWS infrastructure charges still apply. Simply define the duration of the trial period (5 to 31 days) and notify the AWS Marketplace team.

When a buyer subscribers to a Free Trial product they are sent a Welcome email that includes the term of the Free Trial, a calculated expiration date and details on unsubscribing. 3 days prior to the expiration date a reminder email is sent.

If you are offering a Free Trial product in AWS Marketplace, you agree to the specific refund policies for Free Trials, located in Special Guidelines documentation.

4.2.4. Annual Pricing

An Annual pricing model allows you to offer products to buyers who can pay for a 12-month subscription up-front, which can provide up to 40% savings versus running the same product hourly for extended periods. To read more about the benefits of offering an Annual product, please see the Annual Subscriptions FAQ on the AWS Marketplace site.

Some notes and callouts when working with an Annual product in AWS Marketplace:

- Annual pricing is defined per instance type. It can be the same for all EC2 instance types or different for each instance type.
- All Annual instance types must also have an Hourly instance type defined. AWS Marketplace does not offer Annual-only pricing or Hourly without Annual on the same product; for any product offering Annual pricing, Hourly pricing also needs to be specified.
- A $0 Annual price is allowed on a specific instance type, if the Hourly price is also $0 and there are other non-$0 Annual instance types defined.
- At the end of Annual subscription period, the customer will start being charged at the Hourly price.
- If a customer buys X Annual subscriptions but is running Y software on Y instances, then the customer will be charged at Hourly software price for (Y-X) instances which are not covered by Annual subscriptions. As such, an Hourly rate must be included for all Annual pricing instance types.

If you are offering an Annual product in AWS Marketplace, you agree to the specific refund policies for Annual products, located in the File Uploader documents section of AWS Marketplace Management Portal.

4.2.5. Usage Pricing

The AWS Marketplace metering service enables you to define additional dimensions you want to charge your customers for the value your software provides. As a seller, you can choose one of the dimensions from the following: Users, Hosts, Bandwidth, or Data. You may also define up to 8 variants for the single dimension. All charges must be measured and reported every hour from the software deployed in the customer's account. All usage is calculated monthly and billed monthly using the same mechanism as existing AWS Marketplace software.

Using the AWS Marketplace metering service, you can handle several new pricing scenarios. For instance, if your software monitors hosts, you can charge for each host monitored and set different pricing based on the host size. If your software allows multiple users across an organization, you can charge by user. Each hour, the customer would be charged for the total number of provisioned users.

Note: In the product load form, relevant columns are named as Flexible Consumption Pricing (FCP).

Additional callouts about metering service products:

- If your software is already listed on AWS Marketplace, you will need to create a new product to enable an alternate usage dimension. That is, currently, we are unable to convert a standard listing to use the AWS Marketplace metering service. After the new product is published, you have a choice of taking down the old listing or keep both on site.
- The AWS Marketplace metering service requires that your software report usage ever hour, recording the customer usage for the hour.
- At this time, products that use the AWS Marketplace metering service do not support 1-Click. Subscribers are required to launch your software with an IAM role with specific permissions and have an Internet Gateway.
- Free Trial and Annual Pricing are not compatible with the AWS Marketplace metering service at this time.
- Changing dimension (user, hosts, bandwidth, data) or dimension name is not supported. You will need to create a new listing.

For detailed information on integrating with the AWS Marketplace metering service, refer to the Metering Service Onboarding and Seller Guide posted in the File Uploader section of AWS Marketplace Management Portal.

4.2.6. Refunds

All AMI products, regardless of pricing model, must have a stated refund policy for software charges. The policy must include the terms of the refund as well as a method of contacting the seller to request a refund. While the details of the refund policy are up to the seller, we highly encourage you to offer buyers some manner of refund for usage of the product. We expect sellers to comply with their posted policies when AWS Marketplace users request refunds.

- All* software refunds must be approved by the seller via the form below, and will be processed and issued on your behalf by AWS
  - *Special cases exist for products using Free Trial, Annual and Usage pricing types. Please see the "Special Guidelines" document, accessible on the AWS Marketplace Management Portal.
- Buyers requesting a software refund directly from AWS will be directed to contact the seller.
- Refunds of any AWS infrastructure charges are up to the discretion of AWS and are handled independently of software refunds.
- Monthly subscriptions are pro-rated based on the date the user subscribes and the date they cancel and are processed automatically and require no action on your part.
  - For example, if a user signs up on 3/1, they will be charged the full rate for March and the full rate for all subsequent months they are subscribed to the software. If the user signs up on 3/15, they will be charged half the monthly fee for March (and then the full monthly fee for April, May and so on). Pro-rated refunds associated with cancellations will be issued based on the same tenants.

4.2.7. Refund Process

For a seller to initiate a software refund for a buyer:

1. Record the following information from the buyer:
   a. The buyer's email address (associated with his/her AWS account).
   b. The buyer's AWS Account number. (The account number can be found on the buyer's AWS Account Activity screen in the upper right-hand corner).
   c. The billing period(s) for which the buyer would like a refund.
2. Navigate to the AWS Marketplace seller refund request form.
3. Provide the buyer's information in the form.
4. Provide the Product ID for the product you're trying to refund. The Product ID can be found in your daily Subscription Report.
   a. For **Annual products** where a buyer is requesting a refund, upgrade or downgrade:
      i. Verify the buyer has purchased an annual subscription using your Subscriber Report (there may be a 24-hour delay).
      ii. Provide a new Subscription Cancellation Date in the comments field.
      iii. Provide a description of the change you are authorizing (refund, upgrade, downgrade) in the comments field.
5. Submit the form.
6. AWS will be notified and will process the refund and issue it to the buyer. It should show up within 2-3 hours on the buyer's AWS account.

a.   For **Annual products**, we will also update the end date of the subscription to match that provided in the request form.

4.2.8.   Changing Prices

Changes to pricing on existing pricing models can be requested at any time by submitting the change to the AWS Marketplace team and will be processed with the following conditions:

- Price changes go into effect immediately on the product detail page (for non-subscribed buyers).
- For existing buyers, the following rules are applied, but in all cases current buyers are notified of the change:
  - Price decreases go into effect immediately.
  - Price increases will go into effect 90 days from the price change date.
- Sellers cannot raise prices more than once in a 90-day period.
- For Monthly and Hourly_Monthly products, prices can only be changed once per month, on the first of the month. No other changes to the product can be made during that time.

4.2.9.   Changing Pricing Models

Changes to pricing models must be reviewed and approved by AWS Marketplace to ensure a positive buyer experience and reduced risk to all parties. Please discuss what pricing model changes are possible with the [AWS Marketplace Seller and Catalog Operations (SCO) team.](#) All requests for pricing model changes can take 30-90 days to process and review.

4.2.10. Taxes

AWS Marketplace does **not** calculate or collect taxes on your behalf. You are responsible for calculating, collecting, and paying all sales tax or other taxes related to the sales of your products listed on AWS Marketplace.

Please be advised that Amazon Web Services is required to charge value added taxes (VAT) on your AWS Marketplace sales of electronically supplied services to private (non-business) European Union customers, per application of Article 9a of Council Regulation n. 282/2011 of 15 March 2011 & Article 28 of Directive 2006/112/EC.

VAT collected will be remitted by AWS to the tax authority of the appropriate EU member state.

There has been a reassessment of the tax treatment of cross border digital services based on the 2015 Japan Tax Reform. As a result, AWS Marketplace sellers may have Japan consumption tax obligations for sales to customers in Japan. What this means is that if you sell any software through AWS Marketplace to a buyer in Japan (business or individual), you may now have to pay tax. Anyone whose billing address is in Japan is considered a buyer in Japan in this case.

4.2.11. Disbursement

- A valid [Payment Method](#), a [Registered U.S. bank account](#) and a submitted W9 form are required for disbursement.
- AWS disburses payments monthly directly to the bank account associated with the seller account, less AWS Marketplace service fees. Payment is disbursed on a rolling monthly basis based off of when the seller account was created, not the beginning of each month.
- Funds are disbursed only after they are collected from the buyer.

5. Building AMIs

AMI is the acronym for Amazon Machine Image. An Amazon Machine Image (AMI) is a machine image of a specific computer running an operating system that is configured in a specific way and that can also contain a set of applications and services for accomplishing a specific purpose. An AMI contains all the information necessary to start up and run the software in the image. Amazon Elastic Compute Cloud (Amazon EC2) and AWS infrastructure make up the computing environment for running an AMI.

AWS CloudFormation templates and clusters working together are now supported on AWS Marketplace. For sellers who are interested in working with Clusters and Resources they should continue to read in our addendum to the Seller Guide for information on policies, builds, submission, and other information pertinent to this feature.

5.1. AMI Best Practices

ALL AMIs built and submitted to AWS Marketplace must adhere to all product policies. To share your AMI and verify that it meets all AWS Marketplace, utilize the self-service AMI scanning tool.
Additionally, here are some best practices and references to help you in building your AMI.

5.1.1. Rights
- You are responsible for securing resell rights for non-free Linux distributions, with the exception of AWS-provided Amazon Linux, RHEL, SUSE and Windows AMIs.

5.1.2. Building an AMI
- Ensure your AMI meets all AWS Marketplace policies, including disabling root login.
- Create your AMI in us-east-1 (N. Virginia).
- Products should be created from existing, well-maintained EBS-backed AMIs with a clearly defined life-cycle provided by trusted, reputable sources such as AWS Marketplace.
- Build AMIs using the most up-to-date operating systems, packages, and software.
- For Linux-based software, we require starting with a public AMI that uses Hardware Virtual Machine (HVM) virtualization and 64-bit architecture.
- For updates (new versions) to existing Paravirtual products, use the PV-GRUB Amazon Kernel Image (AKI). Using PV-GRUB, you can change the kernel on a running instance of your AMI. To learn more, see Enabling User Provided Kernels in Amazon EC2.
- Develop a repeatable process for building, updating, and republishing AMIs.
- Use a consistent OS username across all versions and products. We recommend **ec2-user**
- Configure a running instance from your final AMI to the end-user experience you want, and test all installation, features, and performance **prior** to submission to AWS Marketplace.
- Please ensure for **Linux** based AMIs that a valid SSH port is open (default is 22) and for **Windows** based AMIs that an RDP port is open (default is 3389). WINRM (port 5985) must be open to 10.0.0.0/16.
- **Resources**
  - Creating Your Own AMIs
  - Using Amazon EBS-Backed AMIs and Instances
  - Amazon Linux
  - Linux Forums
  - EC2 Instance Types and Instance Families and Types

5.1.3. Securing an AMI

- Architect your AMI to deploy as a minimum installation to reduce the attack surface. You should disable or remove unnecessary services and programs.
- Whenever possible, use end-to-end encryption for network traffic. For example, use Secure Socket Layer (SSL) to secure HTTP sessions between you and your customers. Ensure that your service uses only valid and up-to-date certificates.
- Use security groups to control inbound traffic access to your instance. Ensure that your security groups are configured to allow access only to the minimum set of ports required to provide necessary functionality for your services. In addition, allow administrative access only to the minimum set of ports and source IP address ranges necessary.
- Limit access to the ports used for administrative access by allowing in only the range of IP addresses that have a valid reason for accessing the system, for example, the range of IP addresses in your company or organization.
- Consider performing a penetration test against your AWS computing environment at regular intervals; or, consider employing a third party to conduct such tests on your behalf. To learn more, see AWS Penetration Testing (includes a penetration testing request form).
- Be aware of the top 10 vulnerabilities for web applications and build your applications accordingly. To learn more, visit Open Web Application Security Project (OWASP) - Top 10 Web Application Security Risks. When new Internet vulnerabilities are discovered, promptly update any web applications that ship in your AMI. Examples of resources that include this information are SecurityFocus and the NIST National Vulnerability Database.
- **Resources**
  - AWS Security Center
  - AWS Security Best Practices
  - AWS Overview of Security Processes
  - The Center for Internet Security (CIS): Security Benchmarks
  - The Open Web Application Security Project (OWASP): Secure Coding Practices Quick Reference Guide
  - OWASP Top 10 Web Application Security Risks
  - SANS (SysAdmin, Audit, Networking, and Security) Common Weakness Enumeration (CWE) Top 25 Most Dangerous Software Errors
  - Security Focus
  - NIST National Vulnerability Database

5.2. Submitting AMIs to AWS Marketplace

ALL AMIs built and submitted to AWS Marketplace must adhere to all product policies. We suggest a few final checks of your AMI prior to submission:

- Remove all user credentials from the system; all default passwords, auth keys, key pairs, security keys or other credentials.
- Ensure that root login is disabled / locked; only sudo access accounts are allowed.

5.2.1. AMI Self Service Scanning

Self-service AMI scanning is available within the AWS Marketplace Management Portal. With this feature, you can initiate scans of your AMIs and receive scanning results quickly – typically in less than an hour – with clear feedback in a single location.

To begin sharing and scanning your AMI with this new service:
1. Navigate to https://aws.amazon.com/marketplace/management/manage-products/
2. Select the AMI to share
3. View your scan results

Once your AMI has successfully been scanned, you can follow the current process to submit the AMI for processing by the Seller and Catalog Operations team by uploading your product loadform or emailing aws-marketplace-seller-ops@amazon.com.

Please note that in order for your AMI to be included in the self-service AMI scanning list, it must be in the us-east-1 (N. Virginia) region and owned by your AWS Marketplace seller account. If you need additional accounts whitelisted for the AWS Marketplace Management Portal, please contact aws-marketplace-seller-ops@amazon.com with the AWS Account ID that owns the AMI to be scanned.

5.2.2. AMI Cloning and Product Code Assignment

Once your AMI is submitted, AWS Marketplace will create cloned AMIs for each region that you have indicated that software should be available. During this cloning and publishing process, AWS Marketplace will attach a product code to the cloned AMIs. The product code is used to both control access and to meter usage. All submissions must go through this AMI cloning process.

5.2.3. Automated AMI Building

Automated AMI building is available within the AWS Marketplace Management Portal. This feature will allow you to upload a .deb or .rpm software package, select a base operating system, and create an AWS Marketplace-compatible AMI.

Once you have successfully built the AMI, it will be shared with your AWS account and will be automatically scanned for potential security vulnerabilities. Once vulnerability scanning completes, you will then need to launch an instance from the AMI and thoroughly test to ensure all functionality performs as designed (normal EC2 charges apply).

Once your testing is complete, you can submit the AMI for processing by the Seller and Catalog Operations team by uploading your product load form or emailing aws-marketplace-seller-ops@amazon.com

To get started building AMIs:
1. Navigate to https://aws.amazon.com/marketplace/management/manage-products/#/build.build-new
2. Upload your .deb or .rpm package (5GB max file size)
3. Select a base operating system
4. Configure any additional volume configurations
5. Start the build

If you have any questions or comments about automated AMI building, please contact aws-marketplace-seller-ops@amazon.com

6. Product and AMI Policies

These policies exist to ensure that the products and offerings on AWS Marketplace contribute to a safe, secure and trusted source for buyers.

All products and metadata will be reviewed to ensure they meet or exceed current AWS Marketplace policies. Product policies are always being reviewed and adjusted to meet current security guidelines and it is possible for products to no longer be compliant with current policy. With the introduction of AMI Self Service Scanning, please utilize the self-service AMI scanning tool which will help to ensure the AMI meets AWS Marketplace policies.

6.1. Security

1. AMIs **MUST NOT** contain any known vulnerabilities, malware or viruses.
2. AMIs **MUST NOT** contain default passwords, auth keys, key pairs, security keys or other credentials for any reason. All instance authentication must use key pair access rather than password based auth, even if the password is generated, reset or defined by the user at launch.
3. AMIs **MUST NOT** request or use access /secret keys from users to access AWS resources. Instead they should use IAM roles and policies. See https://d0.awsstatic.com/whitepapers/strategies-for-managing-access-to-aws-resources-in-aws-marketplace.pdf for more information."
4. AWS Marketplace AMIs must not allow password authentication. Disable password authentication via your sshd_config file by setting the PasswordAuthentication to NO.

6.2. Accessibility

1. Linux-based AMIs **MUST** lock/disable root login and allow only sudo access through a user account (not "root"). Sudo allows you to control which users are allowed to perform root functions and logs the activity so that there is an audit trail.
2. AMIs **MUST** allow OS-level administration capabilities to allow for compliance requirements, vulnerability updates and log file access. For Linux-based AMIs this is through SSH, and for Windows-based AMIs this is normally through RDP.
3. Linux-based AMIs **MUST NOT** have blank or null root passwords.
4. AMIs **MUST NOT** contain Authorized Passwords or Authorized Keys
5. AMIs **MUST NOT** use default passwords for user interface access. It is recommended to use a randomization process such as using the instance_id from the AWS EC2 Metadata Service.
6. Windows-based AMIs **MUST**
   a. Use the most recent version of Ec2ConfigService
   b. ENABLE "Ec2SetPassword", "Ec2WindowsActivate" and "Ec2HandleUserData"
   c. Remove Guest Accounts or Remote Desktop Users (none are allowed)
7. The seller **MUST NOT** maintain access to the customer's running instances. The customer has to explicitly enable any outside access, and any accessibility built into the AMI must be off by default.

6.3. Buyer Information

1. All non-BYOL products **MUST NOT** require buyer registration with the seller, or require buyer information to use the product (i.e. email address required).
2. Software **MUST NOT** require, collect or export customer data without the customer's knowledge and express consent.
3. AWS **WILL NOT** share private or personally identifying buyer information (name, email, contact info, etc.) with any seller or outside party without the express consent of the buyer.

6.4. Product Usage

1. Products **MUST NOT** restrict access to the product or product functionality by time or other restrictions; "Trial", "Beta", or "Evaluation" products are not supported.
2. All AMIs **MUST** meet be compatible with either the AWS 1-click fulfillment experience or the Clusters and AWS Resources Feature. For 1-click, the AMI cannot require customer or user data at instance creation in order to function correctly. To learn more about multi-instance or AWS CloudFormation launches see the additional guidelines here. Master/Slave (Head/Worker) launches are not currently supported or allowed as part of usage instructions.
3. Each AMI **MUST** contain everything a subscriber needs to use the software, including any client applications.
4. For Free or Paid products, the fulfillment process **MUST NOT** require the buyer to leave the AWS Marketplace.
5. AMIs **MUST NOT** require the use of GovCloud (not currently supported).
6. AMIs **MUST NOT** require a subscription API or launches from outside the AWS Marketplace.
7. Products **MUST NOT** use copyrighted material you do not have the rights to use.
8. Product software and metadata **MUST NOT** contain language that redirects users to other cloud platforms, additional products or upsell services not available on AWS Marketplace.
9. Private products are **NOT** supported. Each listing must be publicly available.

6.5. Architecture

1. Source AMIs for AWS Marketplace **MUST** be provided in the us-east-1 region.
2. AMIs **MUST** use Hardware Virtual Machine (HVM) virtualization
3. AMIs **MUST** use 64-bit architecture
4. AMIs **MUST** be EBS-backed AMIs; We do not currently support S3-backed AMIs.
5. AMIs **MUST** use a supported file system; Ext2, Ext3, Ext4, Xfs, Vfat, Lvm, and NTFS. Encrypted file systems are not supported. These are necessary in order to pass AMI Self Service Scanning.
6. FreeBSD products **MUST** be built from Linux-based OS.
7. AMIs **MUST** be built such that they can run in all regions and is region agnostic. AMIs built differently for regions are not allowed.
8. The seller **MUST** map any non-Amazon owned AKI to all applicable regions and the mapping information. Please see this link for more information. It is STRONGLY recommended that you use the Amazon provided PV-GRUB Linux Kernel (AKI) when creating your AMIs. Some EC2 regions (Sydney) only support PV-GRUB 1.03 based AMIs.

NOTE: PV and/ or 32-bit AMI are allowed for existing (grandfathered) PV and/or 32 bit products only.

7. Metadata

Here are best practices, tips and notes on supplying product metadata. Please note that AWS Marketplace will make revisions to the product metadata provided solely for quality assurance and error correction.

7.1. Naming and Describing Your Product

The information about your product becomes the face of the product to customers. As you decide on your product name, description, highlights, and so on, consider using information that is both compelling and differentiates your software from other software.

The information you provide is important to ensure that potential customers have enough information to make informed acquisition and buying decisions.

7.1.1. Optimizing the Product Name Field

Keep the following guidelines in mind as you create the product name.

- Use title case (first letter of each word is capitalized)
- Ensure that a customer can identify the product by the name alone
- Use the name of the brand or manufacturer
- Do not include descriptive data or hyperbole

Example: Smart Solution Load Balancer - Premium Edition

7.1.2. Writing the Product Description

The product description lists the product's features, benefits, usage, and provides other relevant and specific product information. A customer might read the description if they are interested enough to learn more about the product than is obvious from the name or highlights.

Keep the following guidelines in mind as you create the product description.

- Avoid unnecessary capitalization
- Avoid unnecessary punctuation marks
- Do not include redirect information
- Check spelling and grammar
- Include only critical, useful information

Example: Smart Solution automatically distributes incoming application traffic across multiple Amazon EC2 instances. It enables you to achieve even greater fault tolerance in your applications, seamlessly providing the amount of load balancing capacity needed in response to incoming application traffic. Smart Solution detects unhealthy instances within a pool and automatically reroutes traffic to healthy instances until the unhealthy instances have been restored. Customers can enable Smart Solution within a single AWS availability zone or across multiple zones to ensure more consistent application performance.

7.1.3. Writing the Product Highlights

The product information page displays up to three product highlight bullet points. The descriptive text you write for each highlight should describe the product's primary selling points in brief, informative, and easy-to-understand language.

Example: Projecting Costs - With Smart Solution, you only pay for what you use. You are charged for each hour or partial hour your Smart Solution is running.

7.1.4. Writing the Release Notes

Each time you update an AMI product, you must provide a description of the changes in release notes. Your release notes should contain specific information to help the user decide whether to install the update. Use clear labels for the update, such as "Critical" for a security update or "Important" or "Optional" for other types of updates.

7.1.5. Writing the Usage Instructions

The usage instructions are critical to ensure that each user is able to successfully configure and run the software. This field will display during the AMI configuration process so the usage instructions must contain all information the user will need. Failure to provide clear instructions could result in unnecessary support contacts.

- Usage instructions should be written with a new or moderately technical person in mind and not necessarily an IT Manager or Engineer. It is also best not to assume the user has prior experience with the product or extensive product knowledge.
- Usage should take the buyer from 1-click launch all the way to using the product, including any configuration or special steps to get the application running.

Example:
1. Launch the product via 1-click.
2. Access the application via web browser at https://<EC2_Instance_Public_DNS>/index.html.
3. Login using the username "user" and the instance_id of the instance as the password.

7.2. Choosing Categories and Keywords

7.2.1. Choosing Software Categories

When you list your product, you can choose up to three software categories and corresponding subcategories for your product. This helps customers discover your product as they browse or search the listings on AWS Marketplace. Please choose only categories that are relevant to your product. In most cases, only one category will apply. The **Product Load Form** and **Self-Service Listings portal both** contain a complete list of categories.

Note: Categories are not the same as keywords. The categories and subcategories available are predefined for AWS Marketplace and you decide which categories and subcategories apply to your product by selecting these from a list during the listing process. Keywords are not predefined, but are created during the listing process.

7.2.2. Creating Search Keywords

During the product listing process, you can enter up to three keywords (single words or phrases) to help customers discover your product through site searches. The field for the keywords can contain a maximum of 50 characters.

The following tips can help you to create a relevant set of search keywords.
- Use terms that are relevant so that customers can easily find your products
- Choose keywords from your customer's vocabulary—that is, choose words and phrases that customers are likely to use when thinking about your type of product
- Create keywords based on specific features in your product
- The product title is already indexed in our search; the terms you submit should not contain the title of your product

Note: Keywords are not the same as software categories. Keywords are more specific terms that are related to your product.

7.3. Regions and Instance Types

For the most current list of EC2 instance types, see Instance Families and Types or EC2 Instance Types. All the supported instance types and regions are listed in the Product Load Form.

7.4. Security groups

- Add ingress rules ONLY for ports required for the product to function.
- Limit broad ranges of IP addresses to reduce security risk.
- Ingress rules currently only support TCP and UDP

8. Management Portal: Seller Tools

The AWS Marketplace Management Portal is the destination for AWS Marketplace Tools and Data to drive your business.

- Use the Self-Service Listings interface to submit free and BYOL AMI products and monitor the status of your listing.
- Upload files needed to create and manage your new paid listings, CAR listings, MMS listings, SaaS listings and new version submissions.
- Manage your listing into incremental channel revenue by taking advantage of the go-to-market activities.
- Measure the results of your marketing efforts within hours of launch, including the usage and revenue driven by your campaigns
- Customer Service Representatives can retrieve customer data in real-time.
- Access AMI Self-Sharing to scan your AMI's for vulnerabilities.

Our Portal is always evolving and we welcome any and all feedback on your experience using the Management Portal at ammp-feedback@amazon.com.

8.1. Accessing / Signing In

All registered sellers can access the Portal using their AWS credentials for the account used to list their products (the "Seller of Record"). If you need help determining the specific account that is the "Seller of Record" for your products, please contact our Seller Operations team.

AWS Marketplace **STRONGLY** recommends using IAM roles to sign in to the Management Portal rather than using your root account credentials. See Create IAM Users for details.

8.1.1. Root login

Visit https://aws.amazon.com/marketplace/management/, click Log In and login with AWS root credentials.

8.1.2. Create IAM users

To allow people in your company to sign in to the AWS Marketplace Management Portal, you must create an IAM user for each person you want to have access and define access permissions to the Management Portal. It is also recommended to create a "root" or account owner IAM to use for Portal access.

To setup permissions for the Portal, please visit Controlling User Access to AWS Marketplace Management Portal.

An IAM user will need to following permission to have full access to the Management Portal:

Table 1: IAM User Policy Document

```
{
 "Version": "2012-10-17",
 "Statement": [
 {
 "Sid": "Stmt1452812431000",
 "Effect": "Allow",
 "Action": [
 "aws-marketplace-management:*",
 "ec2:DescribeImages",
 "ec2:DescribeSnapshots",
 "ec2:ModifyImageAttribute",
 "ec2:ModifySnapshotAttribute"
 ],
 "Resource": [
 "*"
 ]
 }
 ]
}
```

"ec2:DescribeImages" - This is used to provide a list of the AMIs on the "AMIs" page of the AWS Marketplace Management Portal. You can then select which AMIs you want to scan.

"ec2:DescribeSnapshots" - This is used to identify which snapshots need to be shared after you have selected an AMI to be shared.

 "ec2:ModifyImageAttribute" and "ec2:ModifySnapshotAttribute" - These are used to share the AMI and its snapshots with the Catalog account. We must do this to scan the AMI otherwise we would not have access.

For detailed information on how to create IAM users, please visit AWS Identity and Access Management Documentation.

8.1.3. IAM login

See Create IAM Users for details. In order to login as an IAM user, the unique URL that is associated with your AWS account is needed. To get your account's unique sign-in URL and login to the Management Portal:

1. Visit the unique URL for your account (you only need do this once to set a browser cookie). To obtain this URL:
    1. Open the IAM console at https://console.aws.amazon.com/iam/.
    2. In the left-hand pane, click Dashboard.
    3. Under IAM User Sign-In URL, take note of the sign-in link, which will have a format like this: https://account number.signin.aws.amazon.com/console/
        1. Note, if you want the URL for your sign-in page to contain your company name (or other friendly identifier) instead of your AWS account number, you can create an alias for your AWS account by clicking Create Account Alias. For more information, see Using an Alias for Your AWS Account ID in Using IAM.
2. Visit https://aws.amazon.com/marketplace/management/ and click Log In.
3. You will be prompted to login with IAM credentials for your account.

8.2. Reports

AWS Marketplace provides data on your listings, financials, usage and customers in a variety of reports produced at different intervals depending on the intent of the report. All reports are generated as .csv files suitable for opening into Excel or other analysis tools, or ingestion into local code or a data store. Sample reports have been provided with scrubbed and randomized data here.

8.2.1. Accessing your reports
 AWS Marketplace provides you with two ways to obtain your reports.

1. Use the AWS Marketplace Commerce Analytics Service (CAS) to request reports via API and retrieve them from an S3 bucket.
2. Access and download reports from the AWS Marketplace Management Portal from the Reports tab.

NOTE: Reports will not be generated if there is no relevant activity in the period. For example, no subscribers means a Daily Subscriber report will not be created.

8.2.1.1. Reports via CAS
AWS Marketplace Commerce Analytics Service (CAS) is a new service that allows you to programmatically access your AWS Marketplace data via a modern API interface that allows you to automate the download and data ingestion of your information. We highly recommend this method for generation, deliver and ingestion of your AWS Marketplace data. For more information about accessing your reports and using CAS, please see additional documentation located here.

8.2.1.2. Reports via Portal
All AWS Marketplace reports are available for download in the Management Portal, including reports from prior reporting periods. Daily Subscriber and Monthly Disbursement report notifications will be sent to the email address associated with the AWS account you registered with to sell on AWS Marketplace.

8.2.2. Report Types
The chart below provides an overview of the types of reports and their purpose. Specific details and data definitions are explained later in this document. Sample reports have been provided with scrubbed and randomized data here.

Report Name	Description	Report frequency and period
Daily Customer Subscription Report	This report tells you the AWS account ID of every customer subscribed your products, including the number of current and new annual subscriptions for each day.	Daily, by midnight UTC. Previous 24 hour calendar period.
Daily Business Metrics	This report helps AWS Marketplace Sellers understand how their products are being used by AWS customers on a daily basis, and projects the estimated revenue expected from that usage.	Daily, by midnight UTC. Previous 24 hour calendar period.
Monthly Billed Revenue	This is a report on a monthly cadence which gives you the revenue that has been <u>billed</u> to the customers for usage on your behalf as a result of hourly usage, or annual and monthly fees incurred.	Monthly, by the 4th of the month, by midnight UTC. Previous calendar month.
Disbursement Report	This report breaks down money collected on your behalf and disbursed to you in the previous 30 days.	3 days after every successful disbursement which occurs every 30 days.
Daily Ref Tag	This report references the same information from your [Marketing Dashboard](), providing insight into clicks and conversions for your ref tag links.	Daily, by midnight UTC. Previous 24 hour calendar period.
Weekly Ref Tag	This is a weekly summary of your product's ref tag data, and the clicks and conversions associated with them.	Weekly, by midnight UTC. Previous calendar week.

8.2.2.1. Daily Customer Subscription Report

This report is sent daily and tells you every AWS account ID which is subscribed your products, including the number of current and new annual subscriptions for each day. Note that this report does not specify current or past usage, only that a customer is subscribed to your listing.

See the sample file "customer_subscriber_report_2016-01-04.csv" from our sample reports located [here]().

- The report covers the previous 24 hour calendar period, and is normally generated and available daily, usually by 00:00 UTC. The specific period covered is included in the report.
- The filename is formatted as "customer_subscriber_report_YYYY-MM-DD.csv" where the date is the date the report was generated.

The report contains 2 sections relating to customer activity:

1. Hourly/Monthly subscriptions - A list of customers and the products they are subscribed to.
2. Annual subscriptions - A list of customers who currently have active Annual subscriptions and the products they are for. This report is only relevant if you have products with the Annual pricing option.

Here are the data fields used in this report (in order of occurrence):

Columns	Purpose
Customer AWS Account Number	The AWS customer ID subscribed to the listing. Note, the AWS ID is a 12 digit number, but often represented as 3 sets of 4 numbers with a - in the middle, i.e. 1234-5678-9012 = 123456789012

Product Title	Name of the product
Product Id	Unique identifier for the listing in AWS Marketplace (GUID)
Product Code	Unique identifier for the product, associated with billing and available in EC2 Instance Metadata
Annual Subscription Id	Unique subscription ID of the annual offer
Annual Subscription Quantity	Count of total licenses the customer specified as part of the annual purchase
Annual Subscription Type	The specific instance for the annual subscription

8.2.2.2. Daily Business Report

This report helps AWS Marketplace Sellers understand how their products are being used by AWS customers on a daily basis, and projects the estimated revenue expected from that usage. The data in this report includes a unique identifier per customer (not the AWS Account Number) that can be used to identify an AWS customer across report types and across days. Sellers can track customer usage patterns and estimated customer spend with this ID, as well as gain insights into free trial and annual data.

See the sample file "daily_business_report_2016-01-04.csv" from our sample reports located here.

- The report covers the previous 24-hour calendar period, and is normally generated and available daily, usually by 5:00pm PST (Midnight UTC). The specific period covered is included in the report.
- The filename is formatted as "daily_business_report_YYYY-MM-DD.csv" where the date is the date the report was generated.

The report contains 6 sections relating to customer activity:

1. Usage By Instance Type - A list of the product and instance usage per customer, along with estimated revenue. It is important to note that the revenue here is estimated because final billing does not take place until the end of the month.
2. Fees - List of the estimated pro-rated Monthly fees attributed per customer. This is only relevant if your product has Monthly pricing.
3. Free Trial Conversions - The number of customers using free trials and what number did or did-not convert from their trial to paid usage.
4. New Instances - List of newly launched instances of your products by customers and instance types.
5. New Product Subscribers - List of customers newly subscribed to a specific product.
6. Canceled Product Subscribers - List of customers who have cancelled their subscription to a specific product.

Here are the data fields used in this report (in order of occurrence):

Columns	Purpose
Customer Reference ID	An obfuscated customer id (not AWS Customer ID) to help track usage, revenue and subscriptions by customers.
User's State	Customer's state of residence.
User's Country	Customer's country of residence.

Product Name	Name of the product.
Product Code	Unique identifier for the product, associated with billing and available in EC2 Instance Metadata.
Instance Type	Instance type associated with the customer's usage (e.g.: t2.micro).
Usage Units	The amount of usage associated with the product.
Usage Unit Type	Usage unit being measured with usage unit count (e.g.: hours).
Offering Description	A description of how the product is being offered to the customer (e.g.: hourly, free-trial, annual).
Estimated Revenue	The estimated revenue from the customer resulting from associated usage. This amount is 'estimated' because customer billing is finalized at the end of each month.
Currency	The currency (e.g. USD) associated with the estimated revenue.
Amount	The fee value the customer was charged on the day. If there is a refund to the customer on that day, then this value will be in negative.
Fee Description	The reason for the fee (e.g.: monthly fee, annual fee, refund).
New Free Trials	Count of new free trials initiated that day.
Total Current Free Trials	Count of all active free trial subscriptions.
Converted Free Trials	Count of subscriptions that moved from free trial to paid usage that day.
Ended Non Converted Free Trials	Total count of the total subscriptions that ended the free trial and did not convert to paid usage.
Type	Instance type run by the customer (e.g.: t2.micro).
Count	Count of instances run by the customer of the associated instance type.
Subscribed Date	Date when this customer subscribed to the product.

8.2.2.3. Monthly Billed Revenue

This is a report on a monthly cadence which gives you the revenue that has been billed to the customers for usage on your behalf as a result of hourly usage, or annual and monthly fees incurred. Please note that the amounts in this report reflect revenue billed to customers, not amounts actually collected from customers.

See the sample file "monthly_revenue_report_2016-01-04.csv" from our sample reports located here.

- The report covers the previous calendar month, and is generated and available by the 4th of the month, by 5:00pm PST (Midnight UTC).
- The report is created AFTER the customer is billed for usage. For example, customer Joe incurs usage fees during May. In June, Joe is billed by AWS for those fees. In July, the Monthly Billed Revenue report is run and includes Joe's billing from June. The specific period covered is included in the report.
- The filename is formatted as "monthly_revenue_report_YYYY-MM-DD.csv" where the date is the date the report was generated.

The report contains 2 sections relating to customer billing activity:

1. Billing and Revenue Data - Billed amount for hourly usage and monthly fees.

2. Annual Subscriptions - Annual subscriptions and billed amount for those subscriptions. AWS Marketplace Sellers can use the annual information to amortize as per their standards when reporting revenue.

Here are the data fields used in this report (in order of occurrence):

Columns	Purpose
Customer Reference ID	An obfuscated customer id (not AWS Customer ID) to help track usage, revenue and subscriptions by customers.
Country	Customer's country of residence.
State	Customer's state of residence.
City	Customer's city of residence.
Zip	Customer's zip of residence.
Product Title	Name of the product.
Product Code	Unique identifier for the product, associated with billing and available in EC2 Instance Metadata.
Customer Billed Amount	Amount billed to the customer for the usage or fees (monthly fees).
AWS Fee	The AWS Fee amount that will be deducted from the billed amount at settlement time.
Refund Amount	The total amount refunded to the customer from this line item (if applicable).
AWS Fee Refund Amount	The portion of the AWS fee refunded for the transaction (if applicable).
Seller Revenue Amount	Total amount owed to the AWS Marketplace Seller for this transaction at settlement time, net of AWS fees and refunds.
Currency	The currency (e.g. USD) in which the customer was billed.
Transaction Reference ID	This is a reference ID of the billing transaction which can be correlated to the corresponding ID on the Monthly Disbursement Report, so that AWS Marketplace Sellers can track when a customer was billed and when the customer paid the bill.
Annual Subscription Quantity	Count of total licenses the customer specified as part of the annual purchase.
Annual Subscription Start Date	Start date of the annual purchase.
Annual Subscription End Date	End date of the annual purchase.
Annual Subscription Instance Type	The instance type associated with the customer's annual purchase.

8.2.2.4. Disbursement Report

This report breaks down money collected on your behalf and disbursed to you in the previous 30 days, as well as amounts billed but not yet collected from customers. It displays this information in several ways within the report.

See the sample file "2015-12-02.csv" from our sample reports located [here](#).

- The report covers the previous disbursement to you, and is normally generated and available 3 days after a successful disbursement.
- AWS collects from subscribers every month and disburses the collected balance into your registered bank account every 30 days.
- This report is NOT generated if there were no disbursements during the period. A disbursement occurs on a regular basis when he following criteria are met:
  - Every 30 days from when the seller was first registered with AWS Marketplace.
  - The balance to disburse is greater than 1.00 USD.
  - A valid bank account is registered with your AWS Marketplace seller account.
- The filename is formatted as "YYYY-MM-DD.csv" where the date is the date the disbursement was triggered.

The report contains 5 sections relating to customer billing activity:

1. Disbursed - A list of collected amounts based on the transaction a customer was billed for. The line items in this section can be correlated with your Monthly Billed Revenue reports.
2. Settlement - A summation of the total amount disbursed to you and the breakdown of that amount based on location.
3. Usage against disbursements by listing, region and instance type - This section details paid hours of usage by customers that are related to the collected dollar amounts. The usage section does not contain usage data for free or BYOL listings, usage for rates set to an amount of $0, or usage for amounts which have not yet been collected from customers.
4. Uncollected - A breakdown of what has been billed to customers, but not yet collected; grouped by the age of the transactions.
5. Collected - A breakdown of what was disbursed to you; grouped by the age of the transactions.

Here are the data fields used in this report (in order of occurrence):

Columns	Purpose
Product	Name of the product.
Product Code	A unique identifier for the product, associated with billing and available in EC2 Instance Metadata.
SellerRev	The amount billed to the customer for the usage or fees (monthly fees).
AWSRefFee	The AWS Fee amount that will be deducted from the billed amount at settlement time.
SellerRevRefund	Money that is deducted from the total disbursement amount and returned to the customer (if applicable).
AWSRefFeeRefund	The portion of the AWS fee refunded for the transaction (if applicable).
SellerRevCredit	AWS credits placed onto the customer account by AWS Marketplace (if applicable).
AWSRefFeeCredit	AWS credits placed onto the seller account by AWS Marketplace (if applicable).
Net Amount	The total amount owed to the AWS Marketplace Seller for this transaction at settlement time, net of AWS fees and refunds.

Transaction Reference ID	This is a reference ID of the billing transaction which can be correlated to the corresponding ID on the Monthly Disbursement Report, so that AWS Marketplace Sellers can track when a customer was billed and when the customer paid the bill.
Settlement ID	Unique identifier of the disbursement.
Settlement Period Start Date	Start date/time of the disbursement period covered.
Settlement Period End Date	End date/time of the disbursement period covered.
Deposit Date	Date/time when the disbursement occurred.
Disbursed Amount	Total amount of the disbursement. The total settlement amount reflected in this report should match the amount reported on your bank statement.
Country Code	Code for the customer's country of residence.
State or Region	Customer's state of residence.
City	Customer's city of residence.
Postal Code	Customer's postal code of residence.
Net Amount By Tax Location	Amount disbursed to the Seller (after deduction of the AWSRefFee), grouped by tax location.
Gross Amount By Tax Location	Amount collected from customers (before deduction of the AWSRefFee), grouped by tax location.
Usage Type Description	The offer type + region + instance of the usage.
Rate	The software price per hour for this region and instance type combination, for this listing.
User Count	Number of unique customers using this offer + region + instance.
Instance Hours	Total number of hours run on this offer + region + instance.
Uncollected (xxxxx)	Total of uncollected funds within the specified timeframe.
Collected (xxxxx)	Total of collected funds within the specified timeframe.

8.2.2.5. Daily Ref Tag

This report presents the information from your Marketing Dashboard and provides insight into clicks and conversions for ref tag links that customers use to get to your AWS Marketplace listing.

See the sample file "reftag_daily_breakdown_report_2016-01-04.csv" from our sample reports located here.

- The report covers the previous 24 hour calendar period, and is can be downloaded from the Marketing Dashboard of your AWS Marketplace Management Portal.
- This report is not emailed.
- Video for Getting Started with AWS Marketplace Marketing Analytics.
- Additional help on setting up ref tags.
- You cannot make calls to the Commerce Analytics Service (CAS) for this report.
- The filename is formatted as "reftag_daily_breakdown_report_YYYY-MM-DD.csv" where the date is the date the report was generated.

The report contains 1 section relating to customer billing activity:

1. Clicks and Conversions - A breakdown of every ref tag used with your products and the amount of clicks, conversions, estimated usage, and estimated revenue associated with them.

Here are the data fields used in this report (in order of occurrence):

Columns	Purpose
DATETIME_DAY	Day the ref tag link was first received by our system.
TITLE	Name of the product that.
PRODUCT_CODE	A unique identifier for the product, associated with billing and available in EC2 Instance Metadata.
ASIN	A unique identifier for your product used in your URL.
REFTAG	Name of the ref tag itself.
CLICKS	Number of visits to page with date, ref tag, and ASIN grouping.
CONVERSIONS	Amount of users who have clicked on the subscribe link on the page after visiting via the ref tag.
USAGE_HOURS	The amount of usage associated with the ref tag.
REVENUE	The estimated revenue from the associated usage. This amount is 'estimated' because customer billing is finalized at the end of each month.

8.2.2.6. Weekly Ref Tag

This report presents the information from your Marketing Dashboard, summarized by week, and provides insight into clicks and conversions for ref tag links that customers use to get to your AWS Marketplace listing.

See the sample file "weekly_reftag_report_2016-01-04.csv" from our sample reports located here.

- The report covers the previous 7 Day calendar period, and is normally generated and available weekly, usually by 5:00pm PST (Midnight UTC). The specific period covered is included in the report.
- Video for Getting Started with AWS Marketplace Marketing Analytics.
- Additional help on setting up ref tags.
- You cannot make calls to the Commerce Analytics Service (CAS) for this report.
- Please note only ref tags that contain '_ptnr_' are included in this report plus any SEM/Online ad ref tags that start with 'ads_'.
- The filename is formatted as "weekly_reftag_report_YYYY-MM-DD.csv" where the date is the date the report was generated.

The report contains 1 section relating to customer billing activity:

1. Clicks and Conversions - A breakdown of every ref tag used with your products and the amount of clicks and conversions associated with them.

Here are the data fields used in this report (in order of occurrence):

Columns	Purpose
TITLE	Name of the product.
PRODUCT_CODE	A unique identifier for the product, associated with billing and available in EC2 Instance Metadata.

REFTAG	Name of the ref tag itself.
CLICKS	Number of visits to page with date, ref tag, and ASIN grouping.
CONVERSIONS	Amount of users who have clicked on the subscribe link on the page after visiting via the ref tag.

8.2.3. Reporting Frequently Asked Questions (FAQ)

8.2.3.1. General

Q: How can my team access the reports without me forwarding every time?
A: If you need to grant access to other users, please follow this link:
https://docs.aws.amazon.com/marketplace/latest/controlling-access/marketplace-management-portal-user-access.html. They'll be able to access reports on the Management Portal.

Q: What does "Uncollected (This Period)" and "Uncollected (All Time)" mean?
A: Uncollected (This Period): Amount that got generated this month and not paid yet by the customer. Uncollected (All Time): Total Amount not paid yet by the customer (including this period and all previous periods).

Q: Why are there uncollected amounts listed in my report and when will they be disbursed?
A: We can only disburse money that was successfully collected from subscribers. Once funds are collected, they will be disbursed at the next settlement date. Please also note that we have a segment of customers who are on different payment method, and for instance, they may pay quarterly.

Q: Can we unsubscribe our email from the daily subscription or daily business report?
A: Yes you can. If this is necessary, please send your request for un-subscription to aws-marketplace-seller-ops@amazon.com.

Q: Why didn't I receive a Daily Subscription or Daily Business report today?
A: Reports are only generated when there is relevant data available that our system can enter in to them. For example, if you have no subscribers on any of your products then the Daily Subscription report won't be generated. If you still believe this is an error please reach out to aws-marketplace-seller-ops@amazon.com and the team will investigate.

Q: Can you share more information about customers? Can you share their email address so we can contact them directly?
A: In an effort to protect customer privacy and trust we are unable to share identifying information such as a customer's email address.

Q: Is there a website I can log into to run my own reports?
A: No, this is not a currently supported feature.

Q: How can I get a report showing disbursement amounts by users?
A: We currently don't have this - disbursement report shows by zip code.

Q: I don't see annual subscriptions reflected in my reports.
A: They are reflected in the daily Customer Subscriber report and Disbursement Report. The Customer Subscriber report has an annual subscriptions section at the bottom.

Q: What is "Refund" in the Disbursement Report?
A: Refund represents money returned from the seller to the customer. It's represented as a negative amount since the money is deducted from the total disbursement amount.

Q. How is the state sales tax handled? Is that included in the invoice to the customer?
A. We don't collect US state sales tax for AWS Marketplace products. We began collecting taxes for EU-VAT starting 2015.

Q: Can a customer split a bill across several credit cards or do a direct invoicing?
A: For pro-rated Monthly fees, customers can do both split payments and direct invoicing. However, for Annual subscriptions, customers can only do direct invoicing

Q: Can you re-generate the report from MM/DD?
A: You have access to past reports on management portal. If you don't see the report there, please reach out to us at aws-marketplace-seller-ops@amazon.com and we will look into it.

Q: Do reports include BYOL products?
A: Daily Business Metrics and Monthly Billing reports don't currently show BYOL because there are no relevant software billing items associated with BYOL.

Q: Is it possible to offer discounts to specific customers?
A: Discounts to specific customers are not available. However, the vendor can grant the customer a refund after the close of the month.

Q: Reftag Report - How are clicks measured from your system?
A: When you provide us with a reftag on the AWS Marketplace website, the reftag data is measured and recorded into logs. These logs are then loaded into a table which is then queried on a daily basis.

Q: Reftag Report - Are clicks considered unique clicks?
A: The query used to generate your reftag reports looks for distinct customer sessions (grouped by day, reftag, and page ASIN) and reports them as clicks.

Q: Reftag Report - How do you measure conversion to paid (post 30 days)?
A: We do not currently measure conversion to paid.

Q: Reftag Report - If I spin up an instance remotely from my product's GUI or using an API, does your reporting account for that instance (AMI) and can I attribute that by the campaign? Or is the AMI instance only recorded when executed from the AWS console?
A: We only track clicks and conversions made by the customer from the AWS Marketplace website.

8.2.3.2. Commerce Analytics Service (CAS)
Q: What are the benefits of the AWS Marketplace Commerce Analytics Service?
A: This new service allows you to programmatically access your AWS Marketplace data, removing the need for the inconvenient and potentially error-prone process of manually downloading and processing reports from the AWS Marketplace Management Portal website. Now, you can retrieve your products' usage, subscribers, disbursement, and payment information using a modern API interface that allows you to automate the download and data ingestion of your information.

Q: What is the difference between the Commerce Analytics Service and a traditional API?
A: The Commerce Analytics Service programmatically returns data asynchronously to a file in S3 rather than directly like a traditional API. This is because of the nature of the data being potentially large and unbounded. When the data has been delivered to your S3 bucket, we'll send you a notification using Amazon Simple Notification Service (SNS).

Q: What will happen to the existing reports on the AWS Marketplace Management Portal website?
A: The current reports will remain accessible from the AWS Marketplace Management Portal website. There are currently no plans to remove these reports. In the future, as Sellers fully integrate with the new service, we may consider retiring the existing reports.

Q: What are the requirements to start utilizing the service?
A: You must be an active Seller in the AWS Marketplace and you must enroll in the program through the AWS Marketplace Management Portal. From the Management Portal, navigate to the Reports tab and follow the on-screen instructions.

Q: What work will be required of my company to take advantage of the data provided in the AWS Marketplace Commerce Analytics Service?
A: In order to automate your access to AWS Marketplace data, one of your technical resources needs to use the AWS Software Development Kit (SDK) to communicate with the AWS Marketplace Commerce Analytics Service. The SDK supports multiple programming platforms such as .NET, Java, Ruby, Command Line Interface, and many more.

Q: What can I do with the data provided in the AWS Marketplace Commerce Analytics Service?
A: Data published by the Commerce Analytics Service is in a machine-readable format, making it easy for you to import it into your existing systems, databases, or business intelligence and data analysis software. You can also directly manipulate the data from the service, allowing you to aggregate and augment the data with your own internal data.

8.2.3.3. Uncollected Funds FAQ

Q: What does "Uncollected" mean in my Disbursement Report?
A: The amount not paid yet by customers (during the specified timeframe).

Q: Why are there uncollected amounts listed in my report and when will they be disbursed?
A: We can only disburse money that was successfully collected from subscribers. Once funds are collected, they will be disbursed at the next settlement date. Please also note that some customers are on different payment terms.

Q: Why are there discrepancies between the Monthly Billing (Revenue Report) and Disbursement?
A: The Monthly Billing Report shows you how subscribers are changing within a given week (new, current, cancelled). It´s really a snapshot of activity. The disbursement report gives you details on fees that we successfully collected and disbursed to you in a given reporting period. The following things can affect Billing vs. Disbursement:

- Some of our larger customers are on net terms, meaning that while they consume services in one month, the actual fees will only be collected in the following month(s).
- Payments for customers on credit cards can fall through if a customer fails to update credit card details in our systems or credit cards becoming invalid. Those fees will show up as uncollected.

Q: What steps does AWS take to address the issue of non-paying users?
A: AWS takes several steps to follow-up with customers on their payment, and will take action on accounts that are determined to be delinquent.

Q: How does a customer end up on different net terms?
A: AWS customers must go through a thorough approval process which includes a review of how much they're spending, payment history, and credit checks.

8.2.4. Data Availability and Policy

While we strive to deliver as much data as possible to allow your listings and business to be successful on AWS Marketplace, we also adhere to strict Amazon standards and tenets around protecting customer data and not sharing personally identifiable information. We will sometimes obfuscate or genericize customer data or specific details

8.3. Marketing

AWS Marketplace has a set of Marketing Analytics Tools, enabling the Seller to measure the impact of demand-generation activities and effortlessly correlate customer lifetime spend with marketing campaigns. The tools incorporate real customer usage and revenue data into marketing campaign analysis, helping the Seller make better decisions about where to invest marketing efforts.

8.4. Customer Support & Product Support Connection

Your staff can use the Customer Support Eligibility tool to access near-real-time information about a customer's subscription to your products and provide fast, personalized service. AWS Marketplace Management Portal makes it easy to get started: enter a customer's AWS account ID to retrieve subscription and usage information from their account.

You also have the option to enroll your products in AWS Marketplace Product Support Connection (PSC). For products that are enrolled in PSC, AWS Marketplace customers can choose to provide contact information (including name, organization, email address, and phone number) via the AWS Marketplace web site for the purposes of obtaining and accessing product support. If you enroll in PSC, AWS Marketplace will share the provided data with you via an API to help enable a more seamless support experience. To learn more about program requirements and how to enroll in PSC, please read the Product Support Connection Onboarding and Seller Guide.

8.5. AMIs & File Upload

Self-service AMI scanning is available within the AWS Marketplace Management Portal. With this feature, you can initiate scans of your AMIs and receive scanning results quickly – typically in less than an hour – with clear feedback in a single location. See AMI Self Service Scanning for information on this process.

To upload a new product load form, click on the File Upload tab at the top of the management portal.
From there you will be able to download the most recent product load template. We STRONGLY RECCOMEND checking that the form you have is the most recent as it will be consistently updated with more instance types and regions as they become available. This will significantly increase the ease of loading the page.

8.6. Self-Service Listings

Self-Service Listings is an area of the AWS Marketplace Management Portal that offers self-service, web-based tools for creating and managing product listings. To access Self-Service Listings, log in to the AWS Marketplace Management Portal and navigate to the "Listings" tab.

On the Listings tab, you can create new Free or BYOL single-AMI products, track the status of your product listing requests, and view your request history. Once you start a new product listing request, you can save your work in progress if necessary and create your listing in several different sessions. Once you are ready to submit your product, your submission will be reviewed by the AWS Marketplace team. You can monitor your listing status on the Self-Service Listings dashboard. Once your listing has been approved for publication, you will have access to a Limited listing link where you can preview and approve your submission for live publication. For supported product types, we recommend using the Self-Service Listings interface rather than submitting a product loadform.

On the Self-Service Listings page, you can also view your current listings and download a product loadform for each listing.

9. Marketing Guidance

You can contribute to your products' success by driving awareness of AWS Marketplace and by driving traffic directly to the pages on AWS Marketplace where your products are listed for sale. The purpose of this document is to provide the information and support to help you market the product you have listed on AWS Marketplace.

9.1. Announcing your product's availability

We encourage you to broadly announce the availability of your product on AWS Marketplace. You may do this via press releases, tweets, blogs, or any other channel you prefer. We've provided sample text that you may wish to include, along with guidelines and instructions for using our trademarks and issuing press releases. Specific guidance for press releases is [here](#).

We are happy to review your blogs, tweets and other non-press release announcements prior to going public to ensure consistency with AWS messaging and brand guidelines or voice. Please provide AWS with 10 business days' notice to review and submit to your account manager. Please notify upon posting of any tweets, blogs, and press releases and we will do our best to re-post and increase their visibility.

9.2. AWS Marketplace messaging

In your communications to customers, you may wish to describe the purpose, goals, and benefits of AWS Marketplace. Please see below for standard messaging for AWS Marketplace.

What is AWS Marketplace?
AWS Marketplace is an online store that makes it easy for customers to find, compare, and immediately start using the software and services that run on AWS that they need to build products and run their businesses. Visitors to AWS Marketplace can use AWS Marketplace's 1-Click deployment to quickly launch pre-configured software and pay only for what they use, by the hour or month. AWS handles billing and payments, and software charges appear on customers' AWS bill.

Why would a customer shop on AWS Marketplace?
Finding and deploying software can be challenging. AWS Marketplace features a wide selection of commercial and free IT and business software, including software infrastructure such as databases and application servers, developer tools, and business applications, from popular sellers. AWS Marketplace enables customers to compare options, read reviews, and quickly find the software they want. Once found, they can deploy that software to their own EC2 instance using 1-Click or using the AWS Marketplace Management Console.

Software prices are clearly posted on the website and customers can purchase most software immediately, with payment instruments already on file with Amazon Web Services. Software charges appear on the same monthly bill as AWS infrastructure charges.

Why would software or SaaS providers sell on AWS Marketplace?
With AWS Marketplace, software and Software as a Service (SaaS) providers with offerings that run on AWS can benefit from increased customer awareness, simplified deployment, and automated billing.

AWS Marketplace helps software and SaaS providers that sell software and services that run on AWS find new customers by exposing their products to some of the hundreds of thousands of AWS customers, ranging from individual software developers to large enterprises.

Selling on AWS Marketplace allows ISVs to add hourly billing for their software, without undertaking costly code changes. They simply upload an Amazon Machine Image to AWS and provide the hourly cost. Billing is managed by AWS Marketplace, relieving sellers of the responsibility of metering usage, managing customer accounts, and processing payments, leaving software developers more time to focus on building great software.

Additionally, customers will benefit from the ability to easily deploy preconfigured images of the software simplifying onboarding for new customers.

9.3. Linking to AWS Marketplace

Your company likely has a web presence where it describes and promotes your product. We encourage you to highlight the fact that the product is available to run on AWS and can be purchased on AWS Marketplace. To simplify the process for your customers to discover and deploy your software, we have provided instructions for linking your customers to your product.

9.3.1.   Using the AWS Marketplace Logo

The "AWS Marketplace" logo and the "Available on AWS Marketplace" badge are ways to easily tell your customers that your software runs on AWS and is available in AWS Marketplace. If you would like to promote your software in AWS Marketplace, please use one of the images below. These badges are AWS marks and any use is subject to our usage guidelines below. The "AWS Marketplace" logo is available in vector format (.eps) and the "Available on AWS Marketplace" badges come in three sizes.

AWS Logo
Download logo in .eps (vector) format here

Badges
w155 x h147

w120 x h60

w88 x h31

9.3.2.   Linking directly to your product on AWS Marketplace

You can send your customers directly to the product's information page on AWS Marketplace by including deep links on your website or collateral. For web-browser based linking, please use this link structure:

http://aws.amazon.com/marketplace/pp/ASIN/ref=vdr_rf

Replace ASIN segment of the URL with your product's ASIN.

Example:
https://aws.amazon.com/marketplace/pp/B00635Y2IW/ref=vdr_rf

You will find the ASIN in the URL when you search for your application on aws.amazon.com/marketplace. Alternatively, you can consult with your account manager to find the ASIN.

Note: Please test the links before using them to make sure that they direct to the correct page.

9.4. Press Releases

As noted above, we encourage you to announce your product's availability on AWS Marketplace through any channel you prefer; however, all press releases that reference AWS Marketplace must be reviewed and signed off by Amazon before any publication or announcement is made. While we encourage you to make announcements, we cannot support joint press releases with AWS Marketplace sellers. We will on a per case review basis support press releases with a quote from AWS if it meets several conditions including but not limited to: it announces a new product or service listed on AWS Marketplace or that it includes a customer reference that uses AWS Marketplace.

All press releases must be drafted by you. We suggest the following headline: "[Insert product name] Now Available on AWS Marketplace." Please use the messaging in this document for consistency.

The press release **should**:
- Clearly and accurately describe how the announcement relates to Amazon.com
- Clarify your role on AWS and with customers
- Be customer-focused and emphasize a customer benefit(s)

The press release **should not**:
- Use the terms 'partners' or 'partnership' or 'alliance' to describe the relationship. We prefer 'agreement', 'teamed', or 'relationship'.
- Include a quote from an Amazon Web Services executive unless previously agreed upon

- Include any sales projections; use '.com' by the merchant unless referring to the web site in your company boilerplate
- Refer to your organization as an 'associate' of Amazon.com, as this could be confused with Amazon Associates, our online affiliate program
- Disclose proprietary information about Amazon.com, or refer to our stock ticker symbol. Please submit your press release draft in text format to your account manager.

9.5. Use of Amazon Web Services Trademarks

Please review the Amazon Web Services trademark guidelines before using any AWS trademarks. Guidelines specific to the AWS Marketplace trademark are below.

9.5.1. AWS Marketplace Trademark Usage Guidelines

These Guidelines apply to your use of the AWS MARKETPLACE logo and trademark, (each the "Trademark" and collectively the "Trademarks") in materials that have been approved in advance by Amazon.com, Inc. and/or its affiliates ("Amazon"). Strict compliance with these Guidelines is required at all times, and any use of a Trademark in violation of these Guidelines will automatically terminate any license related to your use of the Trademarks.

1. You may use the Trademark solely for the purpose expressly authorized by Amazon and your use must:(i) comply with the most up-to-date version of all agreement(s) with Amazon regarding your use of any of the Trademarks (collectively "Agreements"); (ii) comply with the most up-to-date version of these Guidelines; and (iii) comply with any other terms, conditions, or policies that Amazon may issue from time to time that apply to the use of the Trademark.
2. We will supply an approved Trademark image for you to use. You may not alter the Trademark in any manner, including but not limited to, changing the proportion, color, or font of the Trademark, or adding or removing any element(s) from the Trademark.
3. You may not use the Trademark in any manner that implies sponsorship or endorsement by Amazon other than by using the Trademark as specifically authorized under the Agreements.
4. You may not use the Trademark to disparage Amazon, its products or services, or in a manner which, in Amazon's sole discretion, may diminish or otherwise damage or tarnish Amazon's goodwill in the Trademark.
5. The Trademark must appear by itself, with reasonable spacing between each side of the Trademark and other visual, graphic or textual elements. Under no circumstance should the Trademark be placed on any background which interferes with the readability or display of the Trademark.
6. You must include the following statement in any materials that display the Trademark: "AWS Marketplace and the AWS Marketplace logo are trademarks of Amazon.com, Inc. or its affiliates."
7. You acknowledge that all rights to the Trademark are the exclusive property of Amazon, and all goodwill generated through your use of the Trademark will inure to the benefit of Amazon. You will not take any action that is in conflict with Amazon's rights in, or ownership of, the Trademark.

Amazon reserves the right, exercisable at its sole discretion, to modify these Guidelines and/or the approved Trademarks at any time and to take appropriate action against any use without permission or any use that does not conform to these Guidelines. If you have questions about these Guidelines, please contact trademarks@amazon.com for assistance, or write to us at:

Amazon.com, Inc., Attention: Trademarks
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