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. This document is part of the Terms and Conditions for AWS Marketplace Sellers and any capitalized terms not defined herein have the definition set forth therein.

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

Create, edit, or unpublish an existing free, paid, Software-as-a-Service (SaaS) Subscriptions, SaaS Contracts, or Bring-Your-Own-License (BYOL) product by using Self-Service Listings, available in the AWS Marketplace Management Portal.

For other product types, fill out the Product Load Form (.xlsx) and submit it using the File Uploader in the AWS Marketplace Management Portal. See Process Overview for more information.

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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, Ec2WindowsActivate 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 or Self-service listings 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

AWS Marketplace enables qualified sellers to market and sell their software to AWS customers (customers). 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) or Software as a Service (SaaS) listing 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, 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 and meet the requirements set forth in the terms and conditions for AWS Marketplace sellers.
- Be a permanent U.S. or European Union (EU) resident or citizen or a business entity organized or incorporated in the United States or a member state of the EU.
- Tax and bank account information are required for all pricing models.
  - For US based entities, a W-9 and U.S. bank based account are required.
  - For European Union state members, 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 Hyperwallet.
    - For detailed instructions refer to section 1.1.3.2 of the European Union state member seller registration process.

To sell into the AWS GovCloud (US) Region, sellers must have an AWS GovCloud account. For details on ITAR requirements, please refer to the AWS GovCloud (US) User Guide.

### 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. Fill out the AWS Marketplace Seller Registration form.

4. 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 State Member Seller Registration Process

For non-U.S. 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 AWS Marketplace.
   **NOTE:** Once an account is associated with a product, the account CANNOT be changed. However, 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.

2. Obtain a U.S. bank account. AWS Marketplace only disburses to U.S. bank accounts and 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 Hyperwallet. Hyperwallet can provide you with a U.S. account, which you can provide to us for your AWS Marketplace disbursements. Hyperwallet is an independent service provider that may enable you to transfer funds to a European (or other) bank account in a supported currency. For a limited time, you will not be required to pay certain Hyperwallet service fees in connection with AWS Marketplace disbursements.
   a. By adding your Hyperwallet account details to your AWS Marketplace seller account, you agree and acknowledge that AWS Marketplace will share your name, email address and account number with Hyperwallet to confirm your status as an AWS Marketplace seller.
   b. Additional fees may apply to your use of Hyperwallet services (including transfer fees and foreign exchange fees required to transfer funds into your local currency), as well as foreign exchange rates. Hyperwallet’s service fee will be waived for a limited time, and only with respect to AWS Marketplace disbursements of the proceeds from your Paid Listings into your Hyperwallet account. Consult the Fees section of the Hyperwallet site or contact Hyperwallet for more information and to review applicable fees.
   c. To begin registration with Hyperwallet and obtain your U.S. bank account information:
      i. Use the URL and PIN emailed to you by AWS Marketplace to register with Hyperwallet. You will receive the email after submitting the Seller Registration form.
ii. Once you have activated your Hyperwallet account, follow the steps described on the Hyperwallet registration portal to complete registration and receive your deposit account information.

iii. When you have obtained an account from Hyperwallet, add your Hyperwallet account information for your AWS account using the Bank Account Registration Tool.\textsuperscript{12}

3. Fill out the \textit{AWS Marketplace Seller Registration form}.
4. 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.

\textbf{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 \textit{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

\textbf{2. Product Types}

Sellers can offer two different product types through AWS Marketplace. The product types are Amazon Machine Images (AMIs) and Software as a Service (SaaS) packages. The product types can be launched as AMIs, AWS CloudFormation templates, or as SaaS solutions through the software vendor’s site. Several pricing and billing options are available to support a wide range of product billing scenarios. Product submission (for publication in the AWS Marketplace) is covered in section 3 and pricing is covered in section 4. Sections 5 through section 8 provide information on building and managing your products.

\textbf{2.1. Product Types}

- \textbf{Amazon Machine Image (AMI)} – AMI software allows the customer to deploy and run the software under their own AWS account on AWS infrastructure. A customer finds the software on AWS Marketplace, subscribes, and is immediately able to deploy the AMI onto AWS Infrastructure and manage the software and their subscription. AWS Marketplace bills the customer for usage of seller software products on the customer’s AWS bill. See section 4.2 for more information on AMI pricing and billing, and section 5 for tips and tricks when building AMIs.

\textbf{Software as a Service (SaaS)} – The SaaS seller deploys hosted software on AWS infrastructure and is responsible for granting AWS Marketplace customers access to the software. As a SaaS application owner listing through AWS Marketplace, you can use the AWS Marketplace Metering Service (SaaS Subscriptions) to bill your customers for SaaS application usage. You can also use the AWS Marketplace Contract Service (SaaS Contracts) to offer monthly, 1, 2, and 3 year pre-paid contracts for your product. With SaaS Subscriptions and SaaS Contracts, customers subscribe to products through AWS Marketplace but access the product in the seller’s environment or through a VPC endpoint service connection you create. After a customer finds and subscribes to a SaaS product on AWS Marketplace, AWS Marketplace passes a billing identifier to the seller of that product. Customer account creation, resource provisioning and account management is done through the seller’s website or with the seller’s APIs. For more information
describing how to integrate with SaaS Subscriptions or SaaS Contracts, please refer to the AWS Marketplace SaaS Seller Integration Guide.

2.2. Notes on AMI products

2.2.1. 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 customers subscribed to a product are able to launch instances of AMIs, as well as 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 customers work with the software. For example, a customer subscribes and launches an AMI, configures it and produces a new AMI. The new AMI will still contain the original Product Code so correct billing and permissions will still be in place. For more information is available at Amazon Elastic Compute Cloud (Amazon EC2) instance metadata and user data.

2.2.2. 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 customers who were subscribed at that time.

2.2.3. Managing Your Listings
Once your product is published, you can sunset (unpublish) the product. To unpublish a product, you identify the product, and submit a request to unpublish, along with a reason for unpublishing and a contact email for you. You can also provide a replacement product ID if you are replacing your current product with a new one. Once you request to unpublish your product, new customers will no longer be able to subscribe. You are required to support any existing customers for a minimum of 90 days. 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). The Terms and Conditions for AWS Marketplace Sellers 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 customers WILL retain access to the software until they cancel their subscription and will not be impacted in any way.

To unpublish a product created using the Self-Service Listing tool:
1. Open the AWS Marketplace management portal (AMMP) and choose the **Listings** tab.
2. On your products listing page under current listings, locate the product you want to unpublish. Under the **Actions** column for the listing, in the **Select action** menu, choose **Unpublish listing**. An **Unpublish Product Listing** page will appear.
3. On the **Unpublish Product Listing** page, next to **Request Reason**, type the reason you are requesting the product be unpublished.
4. Next to **Contact Email**, provide the email AWS Marketplace can use to contact you if there are any questions.
   **Note:** You can also provide a replacement product ID, but the field is not a required field you must complete.
5. Review the information for accuracy, and then choose **Submit Sunset Request**.

Once you have submitted the request, you will be taken to a **What’s next** informational page. The AWS Marketplace Seller Operations team will review and process your request. This typically takes about five days. You can check the status of your submission by viewing **Open Requests** from your **Self Service Listing** page. If you have any questions or concerns, contact the AWS Marketplace Seller Operations team.

After your product is unpublished, the product will show in your **Request History** list, and in the **Current Listings** list. In **Current Listings**, the only action available to you will be to download the spreadsheet for the listing. You will no longer be able to edit or submit another sunset request.

To modify listing that were not created using the Self-Service Listings tool, edit the Product Load Form spreadsheet you used to list your product, and then upload using the File Uploads tool. If you have questions regarding the takedown process described above, or if it does not meet your needs, please contact us.

### 2.3. Notes on SaaS Subscriptions products

• SaaS Subscriptions listings 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.
• AWS Marketplace will bill your customers based on the metering records you provide. **AWS’ ability to bill customers for usage of your product is dependent upon receiving metering records from you. You are responsible for ensuring that your product’s metering records are successfully transmitted and received**
• Usage reports will be available on the [AWS Marketplace Management Portal](#) or via [Commerce Analytics Service (CAS)](#). Details on Reports in section 8.2
• Refer the [SaaS Subscriptions Integration Guide](#) for details on how to model your SaaS product to utilize SaaS Subscriptions.
2.4. Notes on SaaS Contracts products

- SaaS Contracts listings 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
- AWS Marketplace will bill your customers based on the entered amount at the time of subscription and for keeping a record of a customer’s current entitlement. You are responsible for calling the AWS Marketplace Entitlement Service to determine if a customer is operating within their paid entitlement.
- Usage reports will be available on the AWS Marketplace Management Portal or via Commerce Analytics Service (CAS). Information about the reports available to AWS Marketplace sellers is available in section 8.2.
- Refer to the SaaS Seller Integration Guide for details on how to model your SaaS product to utilize SaaS Contracts

3. Product Submission

Product submission is the process used to make your products available to AWS Marketplace customers. There are two tools used to submit products for publication in the AWS Marketplace. The Self-service Listing (SSL) tool is a menu-driven tool available on the AWS Marketplace Management Portal (AMMP) that you use to submit or edit product offerings. The other tool is the Product Load Form, also available on the AMMP. The Product Load Form is a spreadsheet you download and add your product listing to, and then return to the AWS Marketplace team for processing of your submission. Use this table to determine whether you can submit your product using the SSL tool or will need to complete and submit the spreadsheet:

<table>
<thead>
<tr>
<th>Pricing Model</th>
<th>Single-Node AMI Launched</th>
<th>AWS CloudFormation Launched</th>
<th>Software as a Service (SaaS) Launched</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bring Your Own License (BYOL)</td>
<td>Yes</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>Free</td>
<td>Yes</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>Hourly</td>
<td>Yes</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>Hourly with Annual</td>
<td>Yes</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>Monthly</td>
<td>No</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>Hourly with Monthly</td>
<td>No</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>Usage (MMS)</td>
<td>No</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>SaaS Subscription</td>
<td></td>
<td></td>
<td>Yes</td>
</tr>
<tr>
<td>SaaS Contract</td>
<td></td>
<td></td>
<td>Yes</td>
</tr>
<tr>
<td>SaaS Legacy</td>
<td></td>
<td></td>
<td>No</td>
</tr>
</tbody>
</table>

You can submit products individually, or can submit multiple products at the same time. Bulk submissions (new products or updates to products) cannot be completed using the SSL tool. Use this table to determine what product submission types can be accomplished using the SSL tool:
Bulk AMI Update or Bulk New Listings | No
---|---
API single AMI | No
API bulk AMI | No
Single Product Update or New Product | See above chart

If you are unclear on what products can be submitted in what manner, we recommend you first try submitting your product using the SSL tool and only use the product load form if you cannot submit your products with SSL. If you have any problems making your submissions, contact the AWS Marketplace Seller Operations team.

### 3.1. Process Overview

#### 3.1.1. Submit a new free AMI, BYOL AMI, paid AMI, Software-as-a-Service (SaaS) Subscriptions or Software-as-a-Service (SaaS) Contracts product

These products can be submitted using the SSL tool. To get started with an AMI listing, build your AMI and submit to the AMI self-service scanning tool. Section 5 has additional detail on building and scanning AMIs. To submit products using the SSL tool:

1) From the AWS Marketplace Management Portal, choose the Listings tab.

2) In Create a New Product, use the pull-down menu to select a pricing model, and then choose Create Product.
   - **Note:** monthly pricing is not supported in Self-Service Listings. For monthly pricing, use the Product Load Form.

3) Fill out the metadata fields in each of the tabs and submit the information to be reviewed by the AWS Marketplace Seller Operation team. Your product submission is reviewed for policy and security compliance, software vulnerabilities, and product usability prior to listing in AWS Marketplace.
   - **Note:** Additional information for SaaS subscriptions and contracts is available in the AWS Marketplace SaaS Seller Integration Guide.

Once you have submitted your product you can monitor the status of your submission through the SSL dashboard. When 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.

Requests are listed in the SSL dashboard under Requests. There are two tabs, Open Requests and Request History. You submissions will be listed as an open request until all processing of the request is complete. For each request, the list will have the request date, product title, request type, request status, and action needed. The status will be one of the following:

- **In Draft** – you have started the request process but have not submitted your request.
- **Submitted** – you have completed and submitted your request.
- **Action Required** – AWS Marketplace has reviewed your request and needs additional information.
- **Approval Required** – AWS Marketplace has created the landing page for your product and you must review and approve or reject the listing page before AWS Marketplace will publish. If you approve, the status changes to Publishing Pending while the site gets published. If you reject, the status returns to In Draft so you can modify the listing.
• **Publishing Pending** – You have approved the mock-up of your listing and AWS Marketplace is publishing your listing in the AWS Marketplace.
• **Expired** – You started the request process, but did not complete within six months so the request expired.

Once all actions are completed for your listing, the request is moved to the Request History tab. Requests will have a status or Published or Cancelled. All published listings will appear under Current Listings.

3.1.2. **Submit a new AWS CloudFormation launched product (free or paid) or Usage-based paid AMI product**

Products that AWS Marketplace customer launch by using AWS CloudFormation templates must be submitted using the Product Load Form available through the AMMP. To submit using the product load form:

1. From the AWS Marketplace Management Portal, download the Product Load Form spreadsheet.
2. Add your product definition, which includes product information (title, description, highlights), technical information (AMI_ID, regions, instance types, OS), and pricing details (pricing model, Free Trial).
3. Submit your form following the instructions under the Instructions table of the spreadsheet.

AWS Marketplace reviews your product 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. Once approved, a mock-up of your listing page will be created. You review the listing and accept or reject the listing. Once approved, the listing will be added to the AWS Marketplace.

Note: Additional information for packaging and publishing single-AMI and multi-AMI products for delivery using AWS CloudFormation is available in the AMI-Based Product Delivery Using AWS CloudFormation guide.

3.1.3. **Update a free AMI, BYOL AMI, paid AMI, Software-as-a-Service (SaaS) Subscriptions or Software-as-a-Service (SaaS) Contracts product**

The SSL tool is used to make one or more changes to the listings you created with the SSL tool. You can add a new version, remove existing versions, and update pricing, instance types, region availability, and metadata. To make an update, you prepare any updated product the same way you do new products. Once the product is prepared:

1. From the AWS Marketplace Management Portal, choose the Listings tab.
2. In Current Listings, locate the product you want to modify.
3. Under the Actions column (for the product you want to edit), use the Select action pull-down menu to choose the change you want to make.
4. Fill out the appropriate fields in each of the tabs and submit your change.

Your product submission is reviewed using a similar process to the one used when you create a new product. You can monitor the status of your submission using the SSL dashboard. After your product has been approved by the AWS Marketplace team your updates will be published live on the AWS Marketplace website.

3.1.4. **Update an existing AWS CloudFormation launched product (free or paid), Usage-based paid AMI product, or a product with a monthly pricing model**

The Product Load Form is used to make one or more changes to the listings you created using the Product Load Form. You can make changes to the original product load form you completed, or, if not available you can start with a new load form. Just like using the SSL tool, you can add a new version, remove existing versions, and update pricing, instance types, region availability, and metadata. To make an update, you prepare any updated product the same way you do new products. Once the product is prepared:

1. Use your existing product load form, or, from the AWS Marketplace Management Portal, download the Product Load Form spreadsheet.
2. Update your product submission in the product load form.
4. On the File Uploads page, upload your updated product load form and AWS CloudFormation templates. The file uploader provides a secure transfer mechanism and a history of submitted files. The uploader automatically notifies the AWS Marketplace team to begin processing your request. Include a description of the submission (adding new version, changing price, changing metadata, etc.).

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. You do not review the updated listing prior to release to the AWS Marketplace. Updates to existing listings are processed and released directly to the AWS Marketplace.

3.1.5. 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 customers with release notes and upgrade instructions is sent once the request is complete.
- **Metadata change** - Changes to product information (Description, URLs, and Usage Instructions).
- **Pricing Change** - A change to the pricing amount (section 4.2.8). A notification to current customers is sent once the request is complete.
- **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. **Note:** Any change from a free to a paid model presents significant impact to existing customers. An alternative is to propose a new listing with additional features and encourage current customers to migrate.
- **Region or Instance change** - Adding or removing instances types or regions.
- **Product takedown** - Remove a listing from AWS Marketplace to prevent new customers from subscribing (See section 3.1.4 Takedown for more information). A notification to current customers is sent once the request is complete.

3.2. Timing and Expectations
While we strive to process requests as quickly as possible, requests can require multiple iterations and review by the seller and AWS Marketplace teams. Use the following as guidance for how long it will take to complete the process:

- 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.
- Review and processing of requests typically requires 3 business days. We will notify you 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.

4. Pricing
Please note that US dollars (USD) is the only supported currency for pricing.
4.1. SaaS Subscriptions Pricing

For SaaS Subscriptions, AWS Marketplace will bill your customers based on the metering records received by us. Products utilizing SaaS Subscriptions must qualify under one of our five pricing categories: units, hosts, data, requests, and users. Similar to Usage pricing, you may also define up to 24 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 then calculated monthly and billed monthly using the same mechanism as AMI based AWS Marketplace offerings. **AWS’ ability to bill customers for usage of your product is dependent upon receiving metering records from you. You are responsible for ensuring that your product’s metering records are successfully transmitted and received.** For more information, please refer to the [AWS Marketplace SaaS Seller Integration Guide](#).

### SaaS Contracts Pricing

For SaaS Contracts, the customer initiates a purchase of your software and enters into an agreement with you. Under the agreement, the customer is entitled to a specified quantity of use of your SaaS product. AWS Marketplace communicates these entitlements to your SaaS application. This is done through the AWS Marketplace Entitlement Service. When using SaaS Contracts, your application never sends metering records. Instead, it verifies entitlement by calling the AWS Marketplace Entitlement Service. You define the categories, dimensions, and variants, as well as the length of the contract. For more information please refer to the [AWS Marketplace SaaS Seller Integration Guide](#).

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) as described in Section 1.1.1.

<table>
<thead>
<tr>
<th>Pricing Model</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bring Your Own License (BYOL)</td>
<td>AWS Marketplace does not charge customers 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.</td>
</tr>
<tr>
<td>Free</td>
<td>Customers are allowed to run as many instances as EC2 supports with no additional software charges incurred.</td>
</tr>
<tr>
<td>Hourly</td>
<td><strong>Hourly:</strong> 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. <strong>Hourly with Free Trial:</strong> 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. <strong>NOTE:</strong> 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. <strong>Hourly with Monthly:</strong> 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.</td>
</tr>
</tbody>
</table>
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. Charges for subsequent months will be billed and invoiced along with your monthly AWS Marketplace invoice the following month. For example, if you subscribed 10th Feb, you will be charged an upfront, prorated amount for the remaining days in February. In April you will receive an invoice with the monthly recurring fee for the March period. If you cancel, you will only be charged for the days you were subscribed in that 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 Paid Listings, AWS Marketplace collects software charges from the customer.
- 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 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 customers 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, the seller defines 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:

### 4.2.3. Free Trial

Hourly products are eligible for the optional “Free Trial” program, where a customer 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 customer subscribes 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.18

### 4.2.4. Annual Pricing

An Annual pricing model allows you to offer products to customers who can purchase a 12-month subscription. The subscription pricing can provide up to 40% savings versus running the same product hourly for extended
periods. The customer is invoiced for the full amount of the contract at the time of subscription. To read more about the benefits of offering an Annual product, please see the Annual Subscriptions FAQ on the AWS Marketplace site.19

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 AWS Marketplace 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. If there is a failure in the transmission or receipt of metering service records, AWS will not be able to bill for such usage. You are responsible for ensuring the successful receipt of metering records.
• 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, and 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. Private Offers

The AWS Marketplace Seller Private Offer program allows AWS Marketplace sellers to negotiate custom pricing and end user license agreements with individual AWS Marketplace customers (buyers). Once the seller and buyer agree on pricing and EULA terms, the seller can create an offer for a specific buyer. To take advantage of this program you must be part of the AWS Marketplace Enhanced Data Sharing Program.

You create private offers through the AMMP. To create an offer, you select the Private Offer tab from the portal landing page. From the Manage Private Offer page, you can create a new offer. When you create a new offer, you select a product from a pull-down menu and provide the account number for the customer you are making the offer to. You then set the pricing for your offer and upload a PDF version of the EULA for the offer. After that, you set a time duration (number of days) the offer will be in effect once accepted by the customer, and a date the customer must accept the offer by. If the customer does not accept the offer by the date you set, the offer is no longer available.

Once you have formed your offer, you review (and edit if necessary) the offer. When you are satisfied with your offer, you extend the offer to the intended customer. The offer takes approximately 45 minutes to process, and then will be listed on the Manage Private Offer page. The offer will have a URL to the fulfillment page for the offer that you can copy, and then email to the customer. The customer also can navigate to your product page and there will be a banner on the page indicating a private offer is available.

Once you extend the offer to your customer, you cannot edit or cancel the offer. Instead, if you need to update the terms of an offer you would need to create a new offer. Additional information is available in the AWS Marketplace Seller Private Offer addendum.

4.2.7. Refunds

All Paid Listings, 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 customers some manner of refund for usage of the product. We expect sellers to comply with their posted policies when AWS Marketplace users request refunds.

• Except as noted below* all software refunds must be approved by the seller via the form below, and will be processed and issued upon your direction by AWS.
  o *Special cases exist for products using Free Trial, Annual and Usage pricing types where you agree that AWS may initiate and process such refunds without further approval or direction
from you. Please see the "Special Guidelines" document, accessible on the AWS Marketplace Management Portal.

- Customers 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. When the customer accepts the terms and subscribes to a product with a monthly fee, that fee will be prorated and the customer charged for the number of days remaining in the month. Charges for subsequent months will be billed and invoiced along with the customer’s monthly AWS Marketplace invoice the following month. If the customer subscribed 10th Feb, they will be charged an upfront, prorated amount for the remaining days in February. In April the customer will receive an invoice with the monthly recurring fee for the March period. If the customer cancels, they will only be charged for the days they were subscribed in that month.

If you use the AWS Marketplace Tax Calculation Service, customers may reach out to you to request a tax-only refund. If a customer requests a tax-only refund, you can, at your discretion, grant either a tax-only refund or a full software refund plus tax.

### 4.2.8. Refund Process

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

1. Record the following information from the customer:
   a. The customer’s email address (associated with his/her AWS account).
   b. The customer’s AWS Account number. (The account number can be found on the customer’s AWS Account Activity screen in the upper right-hand corner).
   c. The billing period(s) for which the customer would like a refund.
2. Navigate to the AWS Marketplace seller refund request form.
3. Provide the customer’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 customer is requesting a refund, upgrade or downgrade:
      i. Verify the customer 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 customer. It should show up within 2-3 hours on the customer’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.

### 4.2.9. Changing Prices

Changes to pricing and metadata can be done through the AMMP. In the portal, under the Listings tab, you will find a list of current products that you created through the AMMP. In the table for your current listings there is an Action column that provides an option for you to edit your listing.

### 4.2.10. Changing Pricing Models
Changes to pricing models must be reviewed and approved by AWS Marketplace to ensure a positive customer experience and reduced risk to all parties. Please discuss what pricing model changes are possible with the AWS Marketplace Managed Catalog Operations (MCO) team. All requests for pricing model changes can take 30-90 days to process and review.

4.2.11. Taxes

4.2.11.1. U.S. Sales and Use Tax

AWS Marketplace Tax Calculation Service provides the ability to calculate and collect U.S. sales and use tax for existing and new products. Some states are not eligible for Tax Calculation Service because AWS Marketplace is required by law to collect and remit applicable sales tax attributable to taxable sales of your product(s) to customers based in these states. To use the service, configure your tax nexus settings for your seller profile, and then assign product tax codes to your products.

To configure your tax nexus settings, open the AWS Marketplace Management Portal (AMMP), and under the Settings tab configure the applicable tax nexus settings. Then, assign product tax codes (PTCs) to your products through the Self-Service Listings dashboard. We recommend you review the AWS Marketplace Tax Methodology and AWS Marketplace Product Tax Code Guidance in their entirety prior to completing this process.

22 For product types not supported by Self Service Listings, you will need to download and edit a Product Load Form.

Once you have completed these two steps, U.S. sales and use tax calculation will be enabled for new products that do not have any subscribers. For products that have existing subscribers, tax calculation will not start until after AWS Marketplace gives subscribers at least 90 days' notice of the change. Please note:

- Activation of your tax nexus settings takes from five to 48 hours.
- Tax nexus settings must be configured before you can assign PTCs.
- PTC assignment happens 24 hours after the AWS Marketplace team approves and publishes your product listing, which may take 3-5 days from the time you submit your listing change request. For details, please refer to section 2.2 of this document.
- For products with existing subscribers, no customers (existing or new) will be charged taxes until after the 90 days’ notice of change. Then, all customers of the product are charged U.S. Sales and Use Tax where applicable.
- When tax calculation begins, estimated sales tax charges will be included in customer invoices. Sales tax will be calculated based on factors including, but not limited to, the customer’s billing address, the tax code of your product listing, and your tax nexus settings. The resulting sales tax charge, if applicable, will be included in the customer’s invoice and identified as a US sales tax charge under the specific product sold by your company. Please note that customer invoices will show your company's Legal Name, which you provided when you registered to become an AWS Marketplace seller.
- The collected sales tax funds are sent with your monthly disbursement, and the U.S. Sales and Use Tax Report is available to you on the 15th of the month, detailing what taxes were collected. Details for the report can be found in Section 8.2 of this document and in the AWS Marketplace Seller Reports Data Dictionary.
- You are responsible for remitting your own taxes.

If you enroll for the AWS Marketplace Tax Calculation Service, we also recommend that you register for the Amazon Tax Exemption Program (ATEP). You are not required to use this service; however, we recommend that all AWS Marketplace sellers who use the Tax Calculation Service participate in ATEP to help reduce the number of tax-only refunds that will need to be processed to qualified customers registered in ATEP.
You can edit or delete the tax nexus information you have added at any time by navigating back to the Tax Calculation Service Settings page in AMMP and making the changes you desire.

4.2.11.2. Value-added Tax (VAT)

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.

4.2.11.3. France

Please be advised that you could potentially be liable to French taxing authorities for taxes and social security contributions on transactions from/with/in France. To help you comply with any potential French tax obligations, a new monthly Tax Disclosure Report listing your France sales transactions, on your AWS Marketplace sales of electronically supplied services to customers located in France, will be sent to you on or about the 15th of each month. Your annual Tax Disclosure Report will be made available to you no later than the January 31st of each year. For more information, please consult the French authorities’ websites or your tax advisor:

- https://www.impots.gouv.fr/portail/node/10841

4.2.11.4. Japan

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. If you sell any software through AWS Marketplace to a customer in Japan (business or individual), you may now have to pay tax. Anyone whose billing address is in Japan is considered a customer in Japan in this case. We recommend that you consult with your tax advisor to determine whether you have tax obligations in connection with this reassessment.

4.2.12. Disbursement

- A valid Payment Method, a Registered U.S. bank account and a submitted W9 form are required for disbursement.
- AWS disburse 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 customer.
- If you participate in the AWS Marketplace Tax Calculation Service, any U.S. Sales and Use Tax collected from customers will be included in your monthly disbursement.

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 AWS Marketplace 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 lifecycle 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
- 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.
- If you are submitting an AMI to be deployed into the AWS GovCloud (US) region, you need to have an active AWS GovCloud account and agree to the AWS GovCloud Requirements, including applicable export control requirements.

### 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:

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 AWS Marketplace Seller and Catalog Operations team by uploading your product load form or emailing [aws-marketplace-seller-ops@amazon.com](mailto: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](mailto: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, .rpm, or .msi 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 AWS Marketplace Seller and Catalog Operations team by uploading your product load form or emailing [aws-marketplace-seller-ops@amazon.com](mailto:aws-marketplace-seller-ops@amazon.com).

To get started building AMIs:

2. Upload your .deb, .rpm, or .msi 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](mailto: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 customers.

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](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. Customer Information

1. All AMI non-BYOL products **MUST NOT** require customer registration with the seller, or require customer 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 customer information (name, email, contact info, etc.) with any seller or outside party without the consent of the customer.

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 customer to leave the AWS Marketplace.
5. AMIs MUST NOT require a subscription API or launches from outside the AWS Marketplace.
6. Products MUST NOT use copyrighted material you do not have the rights to use.
7. 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.
8. 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 customer 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.
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


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 new and update existing free, BYOL, and paid AMI products and monitor the status of your request.
- 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 AWS Marketplace 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 credential

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.60

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/.61
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.
3. You will be prompted to login with IAM credentials for your account.

8.2. Reports
AWS Marketplace provides you the ability to retrieve reports for your listings. The information available includes data on your listings, customers, financials, usage, and any U.S. Sales and Use Tax collected for use of your software. Different reports provide data covering daily and monthly time periods. All reports are generated as .csv files so you can open with a variety of tools, or import into other systems. You can download and view sample reports here.

8.2.1. Accessing your reports
AWS Marketplace provides you 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.

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) allows you to programmatically access your AWS Marketplace data via an API interface. The interface provides you a way to automate the download and data ingestion of your information. We highly recommend this method for accessing your AWS Marketplace data. Additional information on using CAS can be found in the AWS Marketplace Commerce Analytics Service: On-boarding and Technical Guide.

8.2.1.2. Reports via Portal
All AWS Marketplace reports are available for download in the AWS Marketplace Management Portal, including reports for prior reporting periods. 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
There are several reports available to track daily and monthly data. The table below provides an overview of the types of reports and their purpose. For more information about reports, including reporting frequencies and data coverage dates, please see the AWS Marketplace Seller Reports Data Dictionary. We also recommend you download and view these sample reports.

<table>
<thead>
<tr>
<th>Report Name</th>
<th>Description</th>
</tr>
</thead>
</table>

Amazon.com Confidential
### 8.2.2.1. Daily Customer Subscription Report

This report is available daily and tells you every AWS account ID which is subscribed to 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.

More information about this report, including field names and descriptions, are available in the AWS Marketplace Seller Reports Data Dictionary.

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

### 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.

More information about this report, including field names and descriptions, are available in the AWS Marketplace Seller Reports Data Dictionary.

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

### 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 of your software product 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.
More information about this report, including field names and descriptions, are available in the AWS Marketplace Seller Reports Data Dictionary.

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

8.2.2.4. Disbursement Report
This monthly report breaks down money received from customers and disbursed to you.

More information about this report, including field names and descriptions, are available in the AWS Marketplace Seller Reports Data Dictionary.

See the sample file "2015-12-02.csv" from our sample reports located here.

8.2.2.5. U.S. Sales and Use Tax Report
This monthly report provides sellers with information about U.S. sales and use taxes calculated by Amazon from transactions in AWS Marketplace. You will only receive this report if you enroll in the AWS Marketplace Tax Calculation Service. The report includes calculated U.S. sales and use tax for products that have a Product Tax Code applied. Any products without a Product Tax Code will appear in this report with a tax value of $0.00.

To identify whether tax funds were collected, you should refer to your monthly Disbursement Report. Transactions can be mapped between the Disbursement Report and U.S. Sales and Use Tax Report by using the shared Transaction Reference ID.

More information about this report, including field names and descriptions, are available in the AWS Marketplace Seller Reports Data Dictionary.

See the sample file "us_sales_and_use_tax_report_2016-12-15.csv" from our sample reports located here.

8.2.2.6. 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. 66
- Additional help on setting up ref tags. 67
- 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.
8.2.2.7. **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.

### 8.2.3. Reporting Frequently Asked Questions (FAQ)

#### 8.2.3.1. General

**Q:** How can others from my team access reports in the AWS Marketplace Management Portal?

**A:** You can control access to the AWS Marketplace Management Portal using IAM users. For more information, see Section 8.1 of this guide, or visit [Controlling User Access to AWS Marketplace Management Portal](#).

**Q:** Why are there uncollected amounts listed in my Monthly Disbursement 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. The reports show money billed but not collected, and money collected. Both are grouped by age of the item. Additionally, we have a segment of customers who are on different payment method, and for instance, they may pay quarterly.

**Q:** Can we unsubscribe from new report email notifications?

**A:** Yes you can. If this is necessary, please send your request for un-subscription to [aws-marketplace-seller-ops@amazon.com](mailto:aws-marketplace-seller-ops@amazon.com).

**Q:** Why didn’t I receive a Daily Customer Subscriber 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 Customer Subscriber report won’t be generated. If you still believe this is an error please reach out to [aws-marketplace-seller-ops@amazon.com](mailto:aws-marketplace-seller-ops@amazon.com) and the team will investigate.

**Q:** Can you share more information about customers?

**A:** Please refer to the [AWS Marketplace Enhanced Data Sharing Program Guide](#) for more information.68
Q: Can you share customers’ email addresses 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: Can I run my own custom reports?
A: No, this is not a currently supported feature. However, you can use the AWS Marketplace Commerce Analytics Service API to download report data in a machine-readable format.

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 can I tell which entries are for private offers?
A: Offer ID and Offer Visibility columns have been added to reports to help distinguish private offer entries.

Q: How is the US sales tax handled?
A: For more information about AWS Marketplace’s Tax Calculation Service, please visit the AWS Marketplace Management Portal’s Settings page.

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

Q: Can I download past reports?
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: Information about your BYOL products are included in your Daily Business Report.

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, and 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.

8.2.5 Enhanced Data Sharing
If you wish to receive de-obfuscated customer information for the purpose of compensating your sales team for sales of products via AWS Marketplace, AWS Marketplace offers an additional Sales Compensation report. Sales Compensation reports contain additional information such as customer email domain, customer AWS Account ID, and location in order to help you compensate your field, and use of such information is strictly limited to field sales team compensation.

For more information about program requirements and how to sign up to receive this data, please review the AWS Marketplace Enhanced Data Sharing Program Guide.

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 RECOMMEND 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 product listings, update existing listings, and add new versions for the following product types:

- New Free single-AMI products
- New Bring-Your-Own-License (BYOL) single-AMI products
- New Paid single-AMI products with Hourly or Hourly with Free Trial pricing
- New Paid single-AMI products with Hourly-Annual or Hourly-Annual with Free Trial pricing
- New SaaS Subscriptions products (Note: Product listing updates is not currently available in Self-Service Listings)

You can also 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.

When you are ready to submit your product, your submission will be reviewed by the AWS Marketplace team. You can monitor the status of your request on the Self-Service Listings dashboard. For new products, once your listing has been approved for publication, you will receive a Limited listing URL where you can preview and approve your submission prior to the listing going live. Updates to your existing listings will be published directly to site. This includes adding/removing versions, and metadata changes.
For supported product types, we recommend using the Self-Service Listings interface rather than submitting a product load form.

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

To list your product in the AWS GovCloud (U.S.) region, you need to have an active AWS GovCloud (U.S.) account and comply with the AWS GovCloud (U.S.) requirements, including export control requirements.

# 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. Additional information is available in the AWS Marketplace Go-to-Market Program Guide and the AWS Marketplace Go-to-Market Best Practices Guide.\(^70,71\)

## 9.2 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.

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.

## 9.3 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.

### 9.4 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.

#### 9.4.4 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**

<table>
<thead>
<tr>
<th>Width x Height</th>
<th>Image</th>
</tr>
</thead>
<tbody>
<tr>
<td>w155 x h147</td>
<td><img src="awsmarketplace" alt="Buy and run on Amazon EC2" /></td>
</tr>
<tr>
<td>w120 x h60</td>
<td><img src="awsmarketplace" alt="Buy and run on Amazon EC2" /></td>
</tr>
</tbody>
</table>
9.4.5 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.

9.5 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.
9.6 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.75

9.6.4 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
PO Box 81226
Seattle, WA 98108-1226

Notes