

AWS Marketplace Seller Onboarding Guide

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

Steps for Signing Up as a Seller in AWS Marketplace

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

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

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

Step 1: Create AWS account

Important: New sellers are now required to register for AWS Marketplace through an existing or new AWS Partner Network (APN) account. You must complete Partner Central registration before proceeding with Marketplace seller setup.

1. Navigate to <https://aws.amazon.com/partners/marketplace/> and choose **Register Now**.
2. Sign in to the AWS account where you want to register with AWS Marketplace.
3. You will be redirected to the [AWS Partner Central](#) service homepage. Choose **Get Started**.
4. Follow the [Partner Central registration process](#).
5. Complete [identity verification and business verification](#).
6. Complete the [registration form](#) with alliance lead information.

TO LEARN MORE ABOUT AWS MARKETPLACE

aws.amazon.com/marketplace/partners/seller-journey

aws.amazon.com/marketplace/partners/channel-journey

CONNECT WITH US

facebook.com/amazonwebservices

twitter.com/awsmarketplace

youtube.com/user/amazonwebservices

aws.amazon.com/blogs/marketplace

aws.amazon.com/blogs/apn

Sign In

Access your AWS account by user type.

User type [\(not sure?\)](#)

Root user

Account owner that performs tasks requiring unrestricted access.

IAM user

User within an account that performs daily tasks.

Email address

Next

OR

Step 2: Complete register to sell form

After you complete registration, you are redirected to the AWS Partner Central page. In the left navigation pane, scroll to **AWS Marketplace settings** and choose **Add public profile** to [complete your public seller profile](#).

On the Account Settings page, create a public profile by clicking on the **Add public profile** button in the Public profile section.

Register to sell on AWS Marketplace

Review legal business name

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

Max 100 characters

Tell us about yourself - optional

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

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

What types of products do you intend to list on AWS Marketplace? Select all that apply.

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

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

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

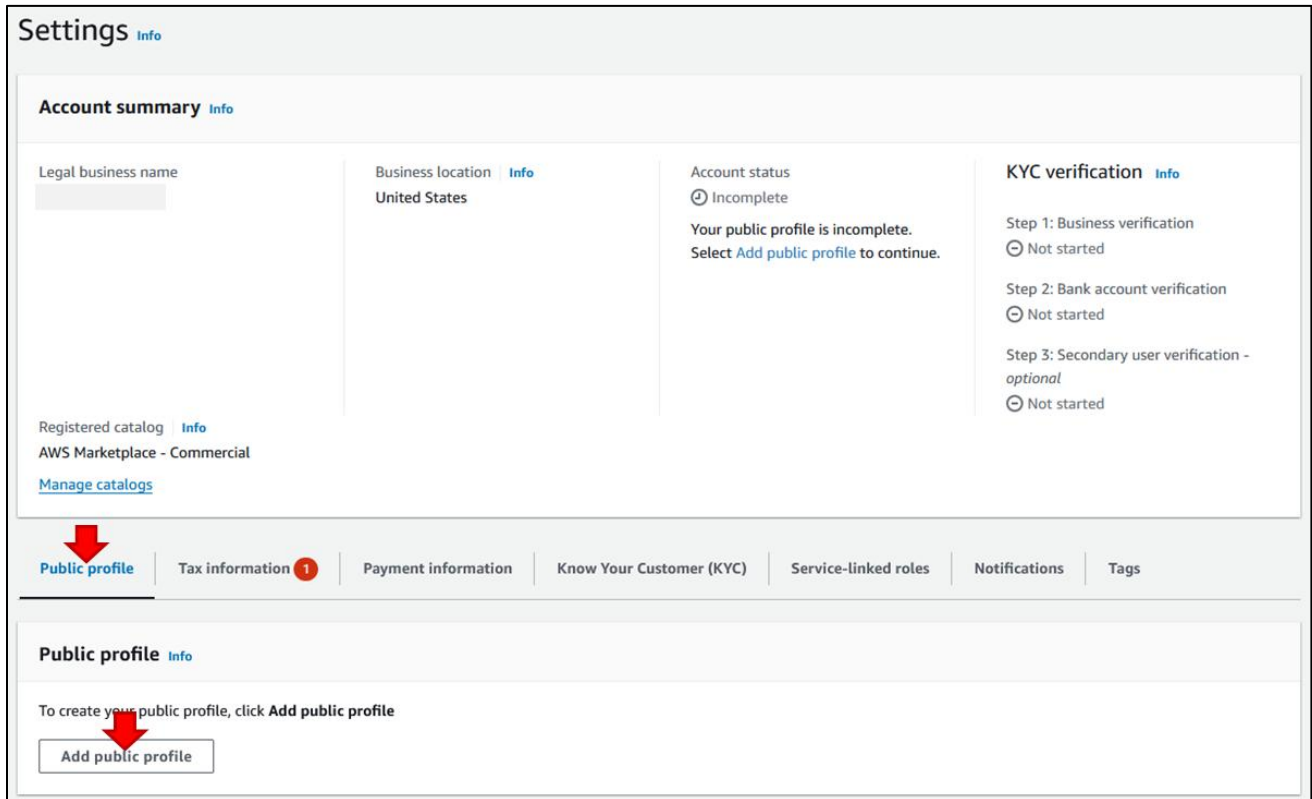
What is the primary category that best describes your products?

Which industry segment do you provide solutions for?

Cancel **Register and sign into management portal**

Step 3: Create public profile

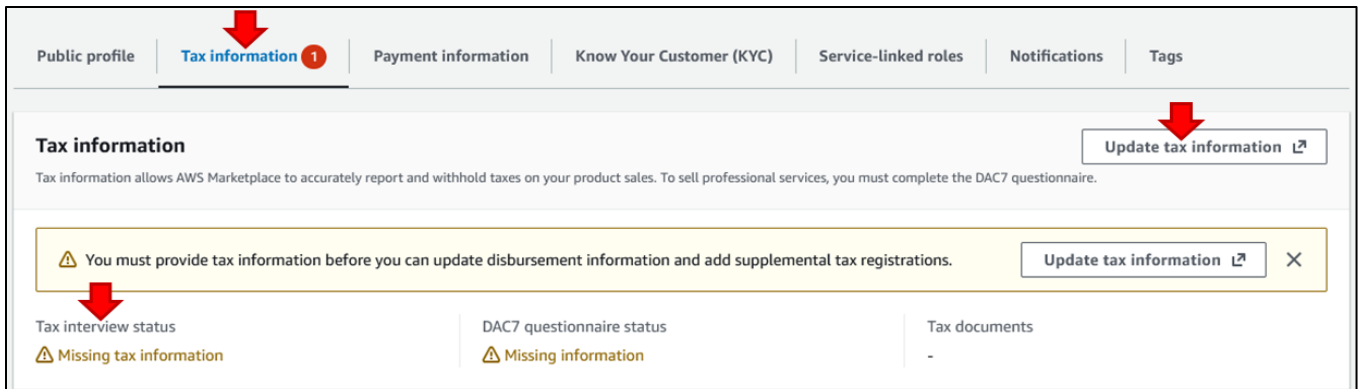
On the Account Settings page, create a public profile by clicking on the **Add public profile** button in the Public profile section.



Step 4: Provide tax information

Sellers will need to provide tax information when registering on AWS Marketplace. To submit your Tax Interview electronically, click on **Update tax information** button. You must be registered in one of the [eligible seller jurisdictions](#).

Note: Your Tax Interview location must match the business location.

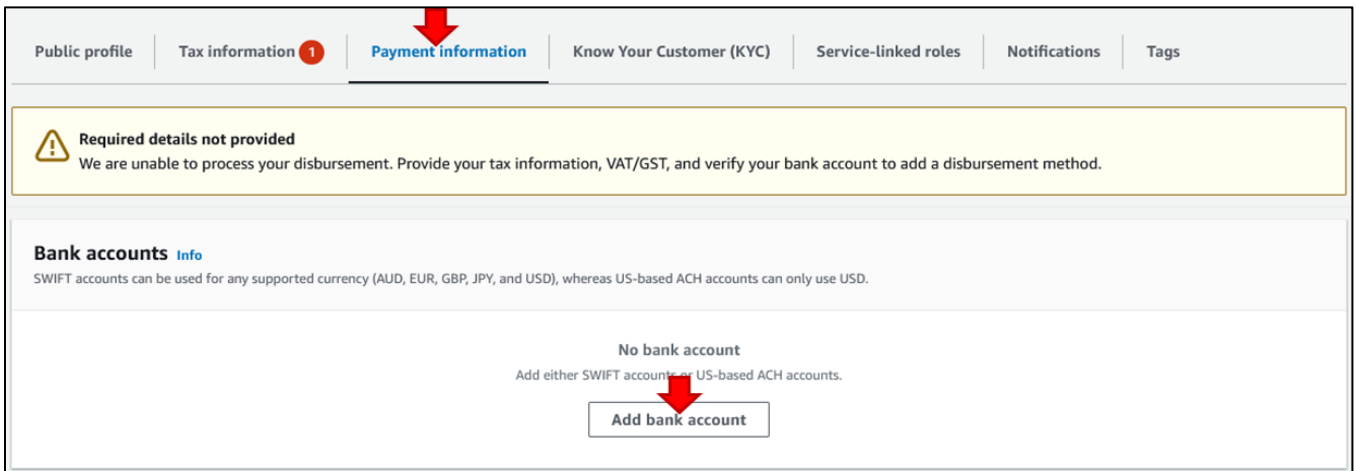


Step 5: Provide bank account information

Sellers will not be required to use US ACH bank account or Hyperwallet when registering on AWS Marketplace. They can use local bank accounts in [eligible seller jurisdictions](#).

Under Payment information tab, click on **Add bank account** button.

- You can use one bank account or multiple accounts to receive disbursements. Please check with your bank directly on what currencies can be disbursed into your bank account.
- To use a UK bank account, you must complete KYC process for AWS EMEA (see Step 5.1).
- If you are already KYC compliant, you must complete bank account verification for all your local bank accounts (See Step 5.2).



Step 5 continued...

Select the payment method and enter the payment method information and billing address. If you choose to use SWIFT account, you will need to provide bank account details and billing address.

- Business Identifier Code (BIC), also known as SWIFT code: This is a code with 8 to 11 characters that identifies banks and financial institutions globally. You can find your BIC in several ways, including running a search in your browser or asking your bank directly.
- Billing address: The billing contact information is used to verify the billing address associated with your payment method. This contact is also used for any billing or payment-related communication.
- Using SWIFT accounts may incur costs for incoming disbursements. Reach out to your bank for more information.

Note: After you add a bank account, you will not be able to edit or delete it.

Add bank account Info

To add a bank account, add a unique bank account name, choose the type of payment method and then provide the bank account details.

Payment Method Info

The payment method can be a US-based ACH account, SWIFT account or Hyperwallet account. SWIFT accounts can be used for any supported currency (AUD, EUR, GBP, JPY, and USD), whereas US-based ACH and Hyperwallet accounts can only use USD.

Payment method

US-based ACH account

An electronic payment delivery system that allows bank and credit union account holders in the United States to transfer funds across the Automated Clearing House(ACH) network. This option is available for USD.

SWIFT account

An electronic payment delivery system that allows bank account holders to transfer funds internationally. This option can be used for the following currencies: AUD, EUR, GBP, JPY, and USD.

SWIFT account Info

The SWIFT account details include basic account information.

Bank account holder name
Enter the bank account holder's full name.

The bank account holder name must use standard English letters (A-Z, a-z) and can't include any special characters or accents.

BIC (SWIFT code) Info
BIC stands for Bank Identifier Code. It identifies the bank where the funds are to be sent.

BIC (SWIFT code) is typically 8 or 11 characters long.

Account number
Your account number is usually provided by your bank and is specific to your individual account.

Adding a SWIFT account may incur charges for incoming wire transfers. Contact your bank for more information.

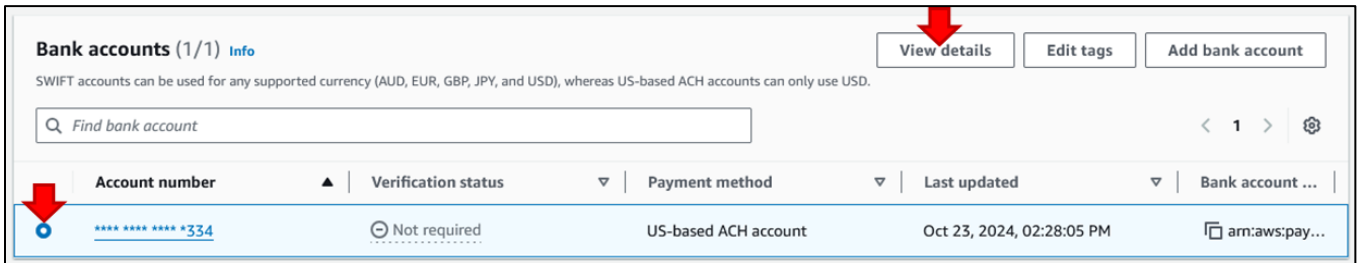
For further assistance, please reach out via [Contact Us form](#). Select Commercial Marketplace -> Seller Account -> Banking; and provide details about your request.

Step 5.1 (UK bank accounts only)

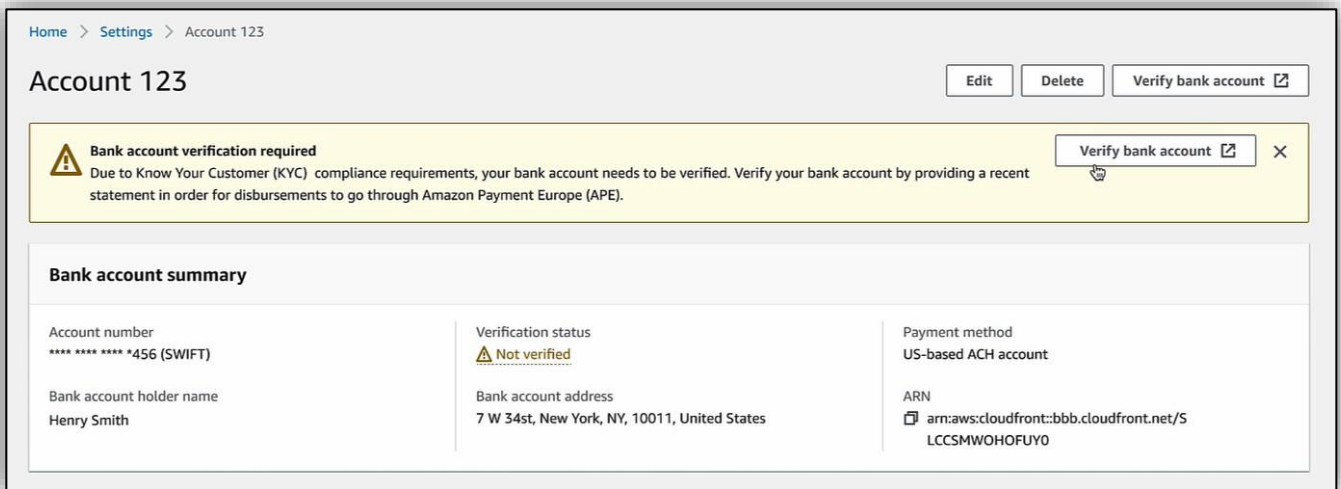
To use a UK bank account, you must complete [Know-Your-Customer](#) and [Bank Account Verification](#) process to onboard onto AWS EMEA.

Once you have added your UK bank account, select the UK bank account from **Bank accounts**, and click on **View details** button. This action will guide you to a banner showing 'Bank account verification required'. Click on **Verify bank account** button.

- You will need to consider using a different bank account to receive disbursements in USD, as public offer transactions will continue to be in USD.



Note: UK bank accounts can only receive disbursements in EUR and GBP through sales invoiced by AWS EMEA.



For further assistance on the Know-Your-Customer process, please reach out via [Contact Us form](#). Select Commercial Marketplace -> Know Your Customer (KYC) -> General Inquiry; and provide details about your request.

Step 5.2 (KYC compliant sellers only)

If you are already KYC compliant, you must complete [Bank Account Verification](#) for all your local bank accounts to receive disbursements. Once you have added your bank accounts, you will see the verification status.

Note: Please ensure you have completed all tasks under the KYC tab, and you are KYC verified (see yellow highlights) before verifying your bank accounts. If you have pending tasks inside the KYC tab or your account is under KYC review, you will not be able to complete the bank account verification.

The screenshot shows the 'Settings' page for an account. The 'Account summary' section includes:

- Legal business name: MP International Seller 101
- Business location info: United States
- Account status: Publish paid and free products, KYC Verified (highlighted in yellow)
- Status description: You can publish free or paid (including BYOL) products for customers where you collect software charges. Learn more. Your account is verified, you will receive your EMEA and Republic of Korea disbursements to the provided bank account.

 The 'Bank accounts (3) info' section contains a table:

Account number	Verification status	Payment method	Bank account ARN
**** *318	Verified	US-based ACH account	arn:aws:payments:533267295843:payment-instrument:01bf484-0ce7-4412-8...
**** *318	Verified	SWIFT account	arn:aws:payments:533267295843:payment-instrument:0461d04d-c326-43b8-...
**** *355	Not verified	SWIFT account	arn:aws:payments:533267295843:payment-instrument:f3f84eb-1e2e-444d-81...

To verify your bank account, select the bank account and **View details**. You will see a banner showing 'Bank account verification required'. Click on **Verify bank account** button.

This screenshot shows the 'View details' page for a specific bank account. At the top, there are buttons for 'View details', 'Edit tags', and 'Add bank account'. Below is a search bar and a table with columns: Account number, Verification status, Payment method, Last updated, and Bank account ARN. The first row is highlighted with a red arrow pointing to the 'View details' button in the previous screenshot. The 'Verification status' for this account is 'Not required'. Below the table, a yellow banner with a warning icon reads: 'Bank account verification required. Due to Know Your Customer (KYC) compliance requirements, your bank account needs to be verified. Verify your bank account by providing a recent statement in order for disbursements to go through Amazon Payment Europe (APE)'. A 'Verify bank account' button is visible in the top right of the banner.

This screenshot shows the 'Verify bank account' page for 'Account 123'. At the top right, there are buttons for 'Edit', 'Delete', and 'Verify bank account'. Below is a yellow banner with a warning icon and the text: 'Bank account verification required. Due to Know Your Customer (KYC) compliance requirements, your bank account needs to be verified. Verify your bank account by providing a recent statement in order for disbursements to go through Amazon Payment Europe (APE)'. A 'Verify bank account' button is prominently displayed in the banner.

Step 6: Add disbursement method

Your public profile must be approved to add disbursements. On the Account Settings page, check your Account Summary for the **Account status**.

- Verify your Account status = **Publish free products**
- You can now proceed to add disbursement method.

Settings [Info](#)

Account summary [Info](#)

Legal business name

Business location [Info](#)
South Korea

Account status
 Publish free products
 You can publish free products. These products don't collect charges.
 To publish paid products that collect charges, you must add the tax and bank account information in the **Payment information tab** and become 'Know your customer' (KYC) compliant. Your public profile must also be verified.

KYC compliance - optional
 Incomplete
[Complete KYC](#) to get paid for Republic of Korea transactions and simplify taxes and billing for EMEA buyers.

Navigate to **Payment information** tab and click on **Add disbursement method** button.

Public profile | Tax information ¹ | **Payment information** | Know Your Customer (KYC) | Service-linked roles | Notifications | Tags

Bank accounts [Info](#)
 SWIFT accounts can be used for any supported currency (AUD, EUR, GBP, JPY, and USD), whereas US-based ACH accounts can only use USD.

Disbursement methods [Info](#)
 Disbursement methods allow you to receive payments from buyers.

No disbursement method
 To add disbursement methods, you must add tax and bank account information. Your public profile must also be verified.

Add disbursement method

Step 6 continued...

Select the disbursement currency from **Currency** dropdown and choose the appropriate **Bank account** for that currency. Each currency can only be associated with one bank account. You can use the same bank account or separate bank accounts for different currencies.

- UK bank accounts can only receive disbursements in EUR and GBP from sales invoiced by AWS EMEA.
- US ACH bank account and Hyperwallet can only receive disbursements in USD.
- All disbursements will be sent through applicable clearance and settlement systems (ACH, SWIFT transfer) to your designated bank account.

Note: Public offers will remain in USD. You must add USD as a disbursement method to receive disbursements in USD.

Currency ▲	Bank a... ▼	Disburse...	Bank account ARN ▼
<input type="radio"/> Australian ...	**** ** *	8th day of...	arn:aws:payments::176576877168:payment-instrument:44d938e...
<input type="radio"/> Euro EUR...	**** ** *	8th day of...	arn:aws:payments::176576877168:payment-instrument:44d938e...
<input type="radio"/> British po...	**** ** *	8th day of...	arn:aws:payments::176576877168:payment-instrument:44d938e...
<input type="radio"/> Japanese ...	**** ** *	8th day of...	arn:aws:payments::176576877168:payment-instrument:44d938e...
<input type="radio"/> United Sta...	**** ** *	8th day of...	arn:aws:payments::176576877168:payment-instrument:44f1cb7...

Navigate to the Account Settings page, check your Account Summary for the **Account status** again.

- Verify your Account status = **Publish paid and free products**

Settings [Info](#)

Account summary [Info](#)

Legal business name: [Redacted]

Business location: [Info](#)
United States

Account status
 Publish paid and free products
 You can publish free or paid (including BYOL) products for customers where you collect charges.
[Learn more](#)

KYC verification [Info](#)

Step 1: Business verification
 KYC information required

Step 2: Bank account verification
 Not started

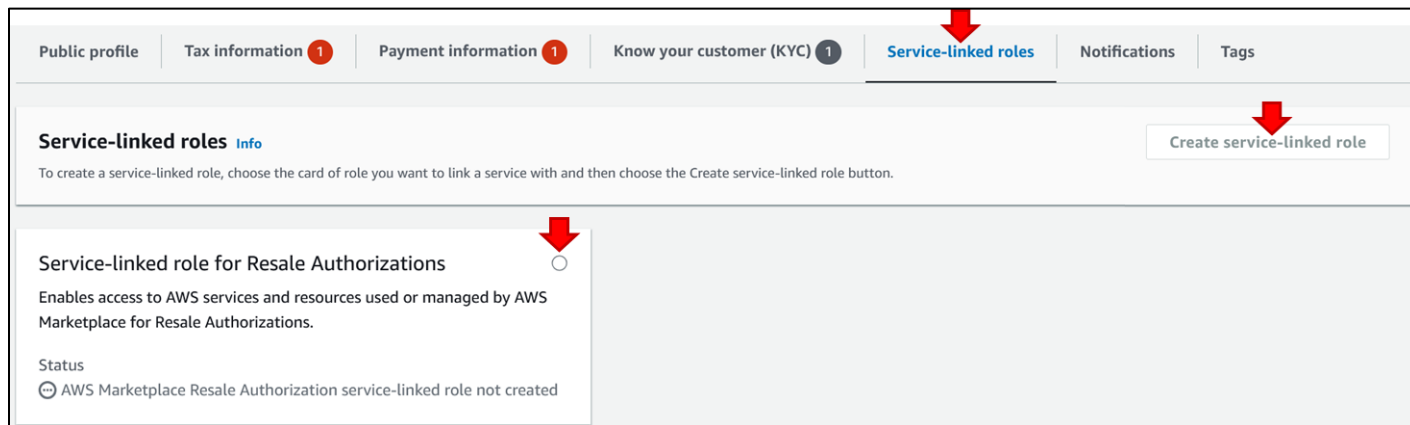
Step 3: Secondary user verification - optional
 Not started

Registered catalog: [Info](#)
 AWS Marketplace - Commercial
[Manage catalogs](#)

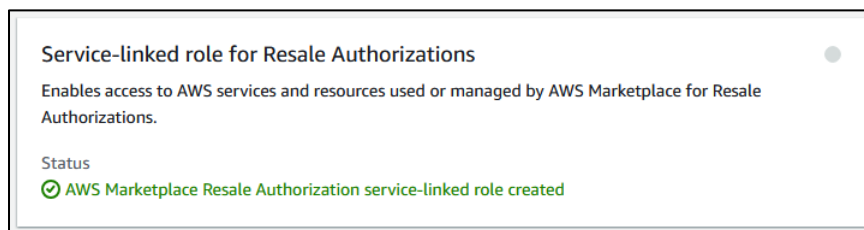
Step 7: Create Resale Authorization Service-Linked Role (SLR)

Complete a one-time step of creating a Resale Authorization Service-Linked Role (SLR).

- Navigate to **Service-linked roles** tab, click the radio button, and click **Create service-linked role**.
- Tick the checkbox next to **AWS Marketplace Resale Authorization service-linked role for this account**.



Once this is completed, the status will be updated to **AWS Marketplace Resale Authorization service-linked role created**.



Step 8: Create a support ticket via Contact Us form

To complete your Channel Partner registration, please reach out via [Contact Us form](#). Select **Commercial Marketplace -> Seller Account -> Registration**; and input the following (in bold) in your request:

I want to register as a Channel Partner to create CPPO.

AWS ID: <12-digit>

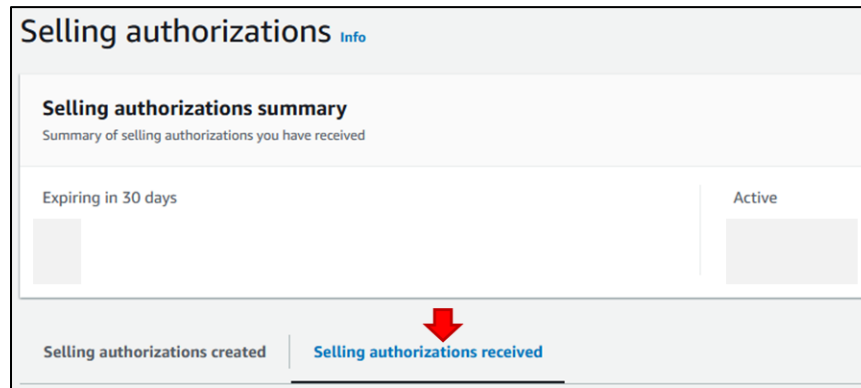
Pre-requisites completed:

- (1) AWS Marketplace paid seller**
- (2) SLR created**

Please ensure all pre-requisite steps have been completed before raising the support ticket.

Additional Information: Accept Selling Authorization issued by ISVs

Once ISVs created a selling authorization to you as a **Reseller**; navigate to **Selling Authorizations**, click on the **Selling authorizations received** tab to complete the process and you can start creating Channel Partner private offers.



Additional Resources

1. Seller Guide: [Channel Partner private offers \(CPPO\)](#)
2. Seller Guide: [Creation of Service-Linked Role \(SLR\) for Selling Authorization](#)
3. Seller Guide: [Understanding Selling Authorization](#)
4. For AWS Marketplace support matters, please raise a support ticket: [Contact Us form](#)

Note: [Contact Us link](#) can also be found in the footer of all [AWS Marketplace Management Portal](#) pages.

