

# 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

Create a new AWS account, or use an existing AWS Account by navigating to the following link: [Getting Started link](#)

- When registering for an AWS Marketplace Seller Account, you must use an AWS Account that was created after September 27, 2017.
- If you are creating a new AWS Account, you will be asked to provide a credit card for verification purposes. Please use a card that has the same billing address as your tax locale. Your card will not be charged unless you expressly purchase an AWS Product with this account.
- Once you have completed this step, please refer to this guide for Step 2.

#### TO LEARN MORE ABOUT AWS MARKETPLACE

[aws.amazon.com/marketplace/partners/seller-journey](https://aws.amazon.com/marketplace/partners/seller-journey)

[aws.amazon.com/marketplace/partners/channel-journey](https://aws.amazon.com/marketplace/partners/channel-journey)

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[aws.amazon.com/blogs/marketplace](https://aws.amazon.com/blogs/marketplace)

[aws.amazon.com/blogs/apn](https://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

**New to AWS? Sign up**

## Step 2: Complete register to sell form

Click [here](#) and complete the form to register to sell software to customers in AWS Marketplace. Once done, click **Register and sign into management portal** and you will be directed to the Account Settings tab.

This form must be completed by all partners (ISVs and Channel Partners) who will sell to customers in AWS Marketplace.

**Note:** Your legal business name must be unique.

### Register to sell on AWS Marketplace

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#### 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

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#### 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

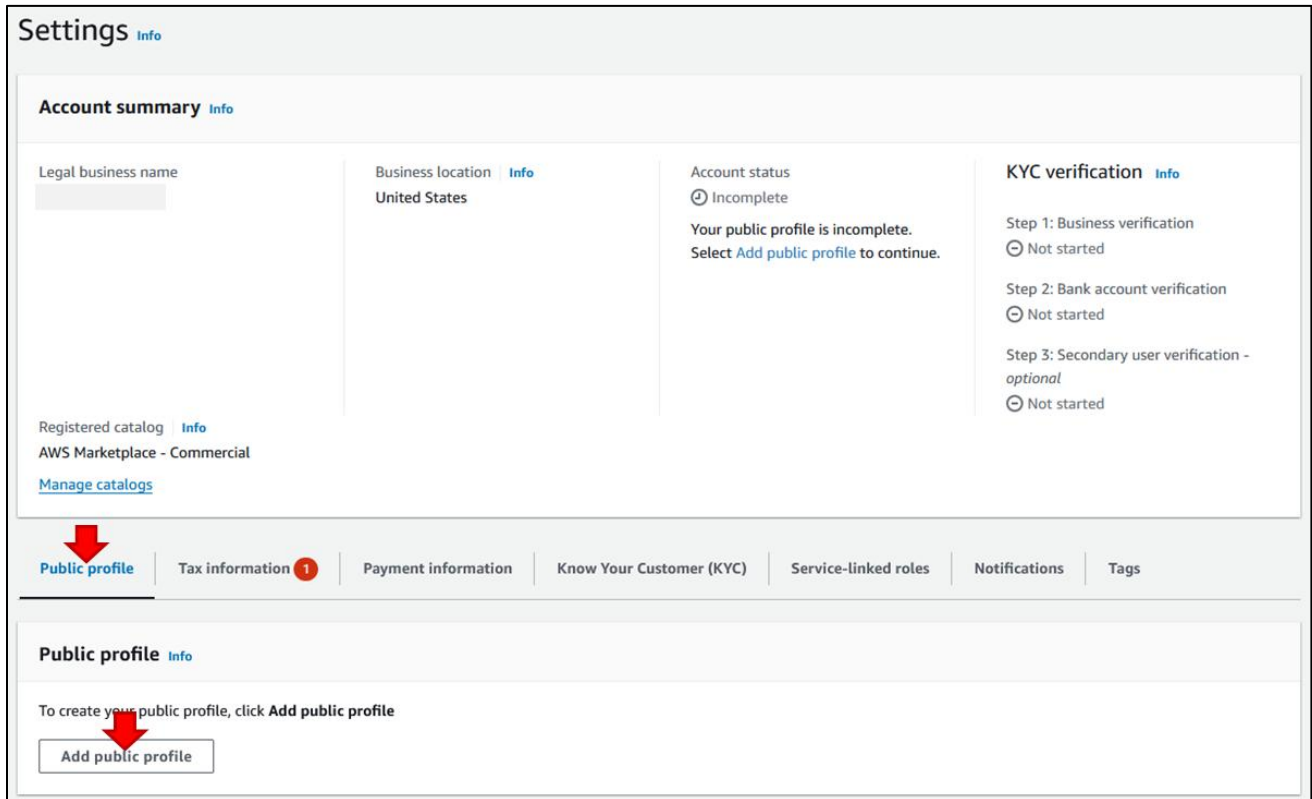
What is the primary category that best describes your products?

Which industry segment do you provide solutions for?

Cancel **Register and sign into management portal**

### Step 3: Create public profile

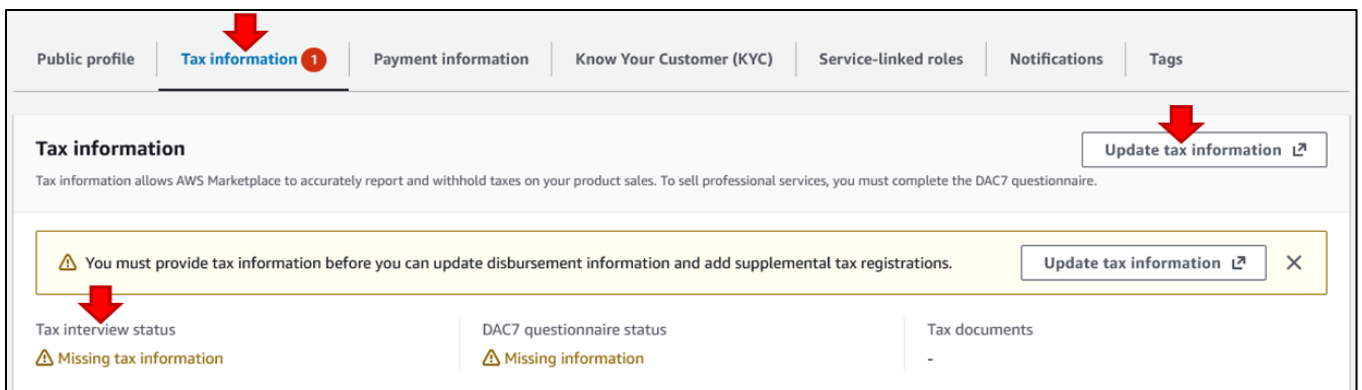
On the Account Settings page, create a public profile by clicking on the **Add public profile** button in the Public profile section.



### 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.

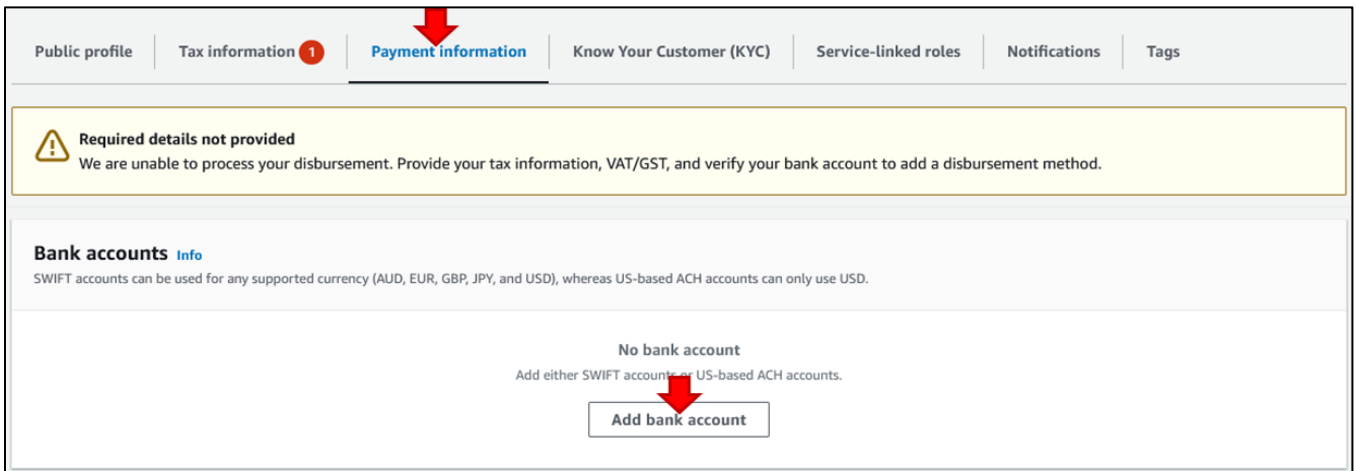


## Step 5: Provide bank account information

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.

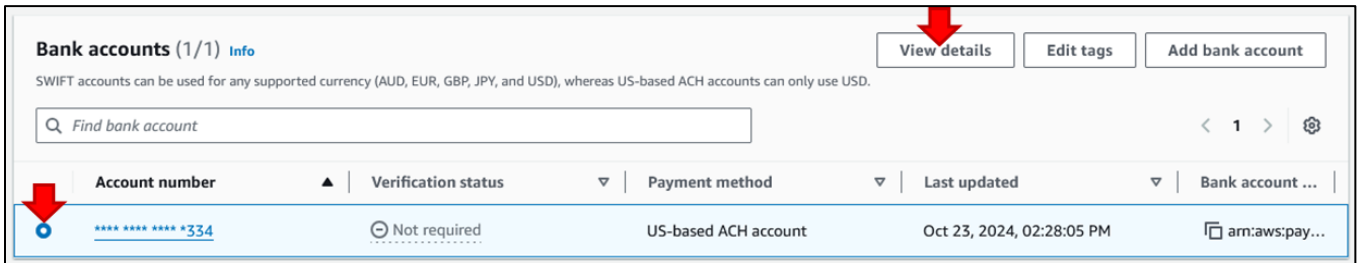
For further assistance, please reach out via [Contact Us form](#). Select Commercial Marketplace -> Seller Account -> Banking; and provide details about your request.

### Step 5.1 (UK bank accounts only)

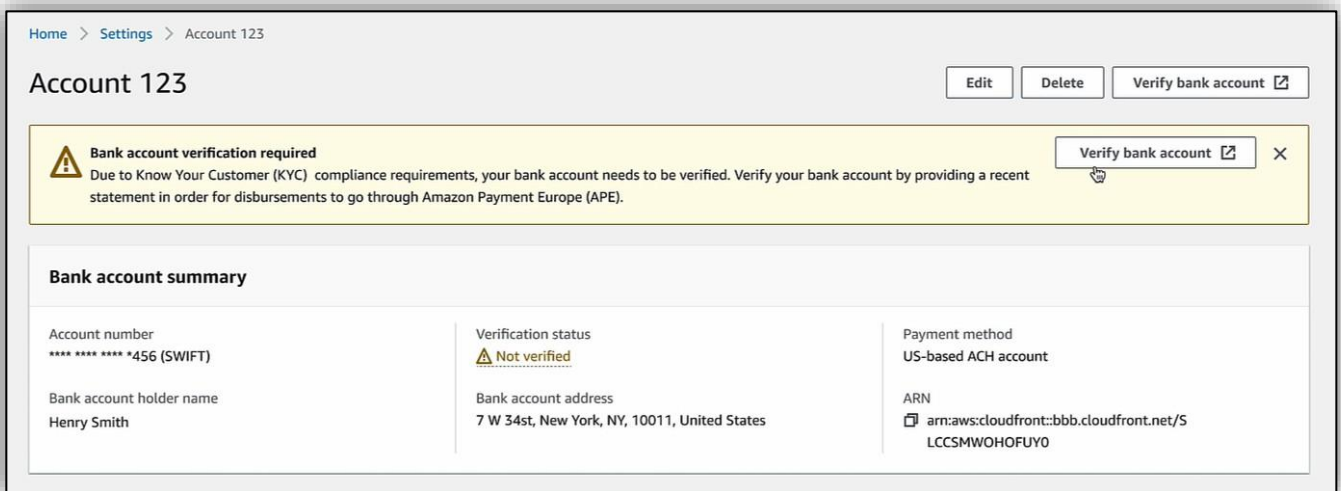
To use a UK bank account, you must complete [Know-Your-Customer](#) and [Bank Account Verification](#) process to onboard onto AWS EMEA.

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. However, Professional Services invoices are issued only by AWS Inc. As a result, if you use a UK bank account, you cannot receive EUR/GBP disbursements for Professional Services transactions.



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 with the following sections:

- Account summary:** Legal business name (MP International Seller 101), Business location (United States), Account status (Publish paid and free products, KYC Verified), and Status description.
- Tax information:** Tax interview status (Tax information mismatch), DACT questionnaire status (Missing information), and Tax documents (1099K).
- Bank accounts (3):** A table listing bank accounts with columns for Account number, Verification status, Payment method, and Bank account ARN.
 

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.

The screenshot shows the 'View details' page for a bank account. A red arrow points to the 'View details' button in the top right. Below the search bar, a table lists the account details. A red arrow points to the first row of the table.

Account number	Verification status	Payment method	Last updated	Bank account ...
**** *334	Not required	US-based ACH account	Oct 23, 2024, 02:28:05 PM	arn:aws:pay...

The screenshot shows the 'Verify bank account' page for 'Account 123'. A yellow banner at the top 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 red arrow points to the 'Verify bank account' button 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 <sup>1</sup> | **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...

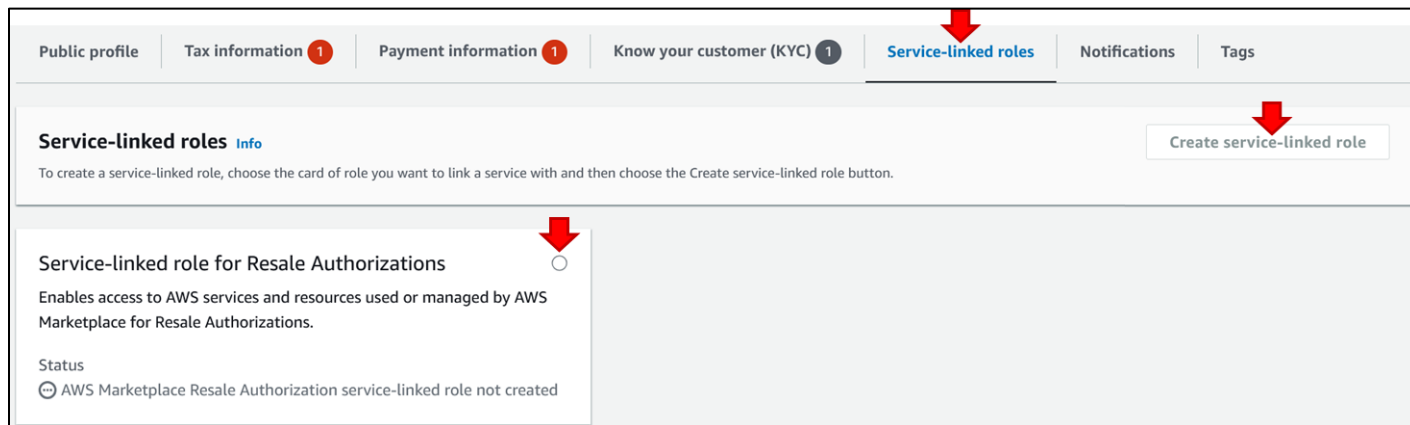
Navigate to the Account Settings page, check your Account Summary for the **Account status** again.

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

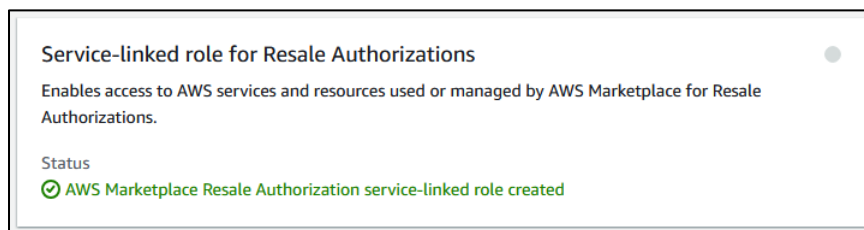
## Step 7: Create Resale Authorization Service-Linked Role (SLR)

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>**

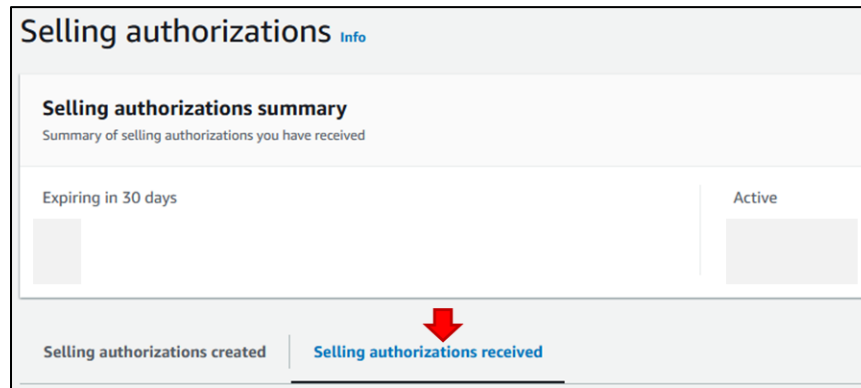
**Pre-requisites completed:**

- (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.

