



Getting Started Guide

AWS Partner Central



AWS Partner Central: Getting Started Guide

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What is AWS Partner Central?

Amazon Web Services (AWS) Partner Central is a self-service portal where AWS Partners manage their engagement with AWS. As an AWS Partner, use AWS Partner Central to access benefits, differentiate your offerings, and use resources, tools, and training that can help your company increase its marketing impact.

Becoming an AWS Partner

The AWS Partner Network (APN) is a global community of partners that offers programs, expertise, and resources to build, market, and sell partner offerings. Whether you are just beginning to build or looking to expand your business, you can join the APN at no cost and use AWS trainings, enablement resources, Well-Architected tools, and more.

For instructions to become an AWS Partner, refer to [Join the AWS Partner Network](#).

Registering in AWS Partner Central

Before you can use AWS Partner Central, you must first register your company. The person who registers the company with the AWS Partner Central and becomes the alliance lead must have the legal authority to accept the AWS Partner Central terms and conditions on behalf of their business. After you register your company, individual users can register. In both cases, registration is based on your company's unique email domain, such as `companyname.com`.

If multiple companies, such as parent and child companies, share the same business domain and register in the AWS Partner Network, they will still share one single AWS Partner Central account. Additional users who register with their company email address that contains the same domain will be linked to the same AWS Partner Central account.

To register your company in AWS Partner Central

1. Navigate to the [AWS Partner Central registration form](#).
2. Enter your name and your email address with the domain of your company, such as `companyname.com`. Personal email address domains (such as `gmail.com`, `hotmail.com`, `outlook.com`, and `.edu`) are not accepted.
3. Choose **Yes** to acknowledge that you are the main point of contact to manage your company's business relationship with AWS and that you agree to become the alliance lead for your company.
4. Retrieve the security code you receive in an email message from `apn-no-reply@amazon.com`. Enter this code in your registration form.
5. Create a password and complete the CAPTCHA.
6. Enter customer information, contact information, and company information. The primary offering you choose (software products or consulting services) determines your AWS Partner Network path registration.
7. After completing the form and reviewing your entries, choose **Register**. The AWS Partner Central home page appears. For more information, refer to [AWS Partner Central home page](#).

To register as a user in AWS Partner Central

1. Navigate to the [AWS Partner Central registration form](#).
2. Enter your name and email address with the domain of your registered company, such as **>companyname.com**. Personal email address domains (such as `gmail.com`, `hotmail.com`,

outlook.com, and .edu) are not accepted. You will get an error message if you enter an invalid email address.

3. Choose **Verify email**.
4. Check your email for a message from **apn-no-reply@amazon.com**. The message contains a security code.
5. Enter the security code in your registration form. You will be registered in a role with standard access to AWS Partner Central. The alliance lead can modify your permissions after you register.
6. Complete the customer and contact information on the registration form.
7. Choose **Register**.

Inviting new users

To give employees AWS Partner Central access, invite them to join. Users with the alliance lead and alliance team roles can invite new users.

To invite new users

1. Sign in to [AWS Partner Central](#) as a user with the alliance lead or alliance team role.
2. On the **My Company** menu, choose **User Management**.
3. On the **User management** page, choose the **Partner Central roles** tab.
4. Choose **Invite users**.
5. Enter a user email address. You will get an error message if you enter an invalid email address.
6. Choose one or more roles to assign to them. For more information about roles, refer to [AWS Partner Central roles](#).
7. (Optional) To invite another user, choose **Add Another User**.
8. Choose **Invite**. Invited users receive an email message containing a link to register.

Signing in to AWS Partner Central

Registered users can sign in to AWS Partner Central portal from a browser. For the best experience, we recommend using a desktop computer.

To sign in to AWS Partner Central

1. Open AWS Partner Central at <https://partnercentral.awspartner.com/APNLogin>.
2. Enter the business email address and password you configured during registration.
3. Choose **Sign in**.
4. For multi-factor authentication (MFA) users, enter the verification code sent to your registered email address. Choosing **Back** or refreshing the **Verification code** page on might lock your account. Enter the verification code and choose **Submit code** or choose **Resend** to request a new code.

Note

If your account is locked by refreshing the **Verification code** page, restart your browser and try again.

AWS Partner Central home page

The AWS Partner Central home page displays information relevant to your assigned role. The home page contains a navigation bar and dropdown menus at the top, and an icon in the bottom right corner to access walkthroughs.

Topics

- [Navigation bar](#)
- [Global search](#)
- [Tasks](#)
- [Dropdown menus](#)
- [AWS Partner Central menus and role, path, and stage access](#)
- [Applying to AWS Partner programs](#)
- [Partner walkthroughs](#)
- [Partner news and events](#)

Navigation bar

At the top of the AWS Partner Central home page is a navigation bar. The navigation bar contains menus to access AWS Partner Central content related to AWS Partner benefits and path or tier progression. Hover over menu items to view details about their content. You can only access the menu items permitted to your assigned role. For more about AWS Partner Central menu items and the roles that can access them, refer to [AWS Partner Central menus and role, path, and stage access](#).

Global search

In the center of the navigation bar, enter a term in the search box to search your AWS Partner account and partner-enablement content—including ACE opportunities, offerings, how-to guides, and videos. The search feature does not include index fund requests or partner analytics dashboards.

Search results display in tables, organized by record type. In the left panel, you can apply one or more record-type filters to surface results of a specific type. Choose **Clear filters** to remove filters.

A maximum of five results for each record type display in each table. If there are more than five results for a type, choose **View all** to expand results. To open a record, choose the record name or title.

Tasks

AWS Partner Central tasks can help you prioritize and complete activities in AWS Partner Central that are relevant to your AWS goals. AWS Partner Central can recommend the most relevant tasks according to your role and company's path. For more information, refer to [AWS Partner Central tasks](#).

Dropdown menus

At the top right corner of AWS Partner Central are dropdown menus for [Support](#), [Language](#), [My Company](#), and [My Profile](#). You can only access the menu items permitted to your assigned role. For more about AWS Partner Central menu items and the roles that can access them, refer to [AWS Partner Central menus and role, path, and stage access](#).

Support

In AWS Partner Central, choose **Support, Contact Support** to submit new cases, view your case history, or correspond with AWS Partner Support.

AWS Partner Support is a case-management feature for partners to engage with APN Support. On the **Partner Support** page, you can open a new case, review your open and previous cases, and read articles related to common issues, questions, and concerns posed by other users. You can track correspondence on open cases, respond directly from AWS Partner Central, and upload files to help you communicate your issues with AWS Partner support.

AWS Partner Support gives you the ability to enter details about your issue so that the support team can help you more efficiently.

- **Type of Case** – Choose the type of support case you want to open. This helps to route your request to the right team.
- **Question Type** – Choose the option that best aligns with the type of question you want to ask the support team.
- **Get Specific** – Choose a more specific question type.
- **Subject** – Enter a descriptive subject for your support ticket.

- **Description** – Describe your issue in detail.
- **Attachments** – Add any attachments to help describe your issue.

If you are locked out of AWS Partner Central, you can get support by doing the following:

1. Navigate to the [AWS Partner Team contact page](#) of the AWS Partner Network Knowledge Base.
2. Complete the contact form and choose **Submit**.

Language

You can choose a different language from the **Language** dropdown menu.

My Company

The **My Company** dropdown menu has several items to help you manage your company profile, user management, AWS certifications, and more. The majority of these menu options are available only to alliance team users. For more information, refer to [AWS Partner Central roles](#).

- **Partner Scorecard** – View your Partner Scorecard to track progression in your AWS Partner path and tier requirements.
- **Company Profile** – Access your company information, products and services, and for eligible partners, your Product Solutions Finder listing information.
- **User Management** – Assign roles to users and invite new users to AWS Partner Central.
- **Training & Certifications** – View the AWS trainings and certifications completed by users in your organization.
- **AWS Educate Job Board** – Post jobs to reach candidates with specific AWS certified skills.
- **Request alliance lead Change** – Submit a request to change the alliance lead role to a different user.

Company Profile

In the top right menu, choose **My Company, Company Profile** to open a page where you can update your company's information, and for Validated or higher stage partners, update your Partner Solutions Finder listing. This page is available only to alliance lead, alliance team, and marketing staff roles.

The Company Profile page contains several tabs with unique information. Updates to this page are reflected on the AWS Partner Solutions Finder public webpage for eligible partners. For partners in Registered, Enrolled, or Confirmed stages, only a subset of the tabs on Company Profile are visible (only Company, Products & Services, and My Domains), and this information is not listed on AWS Partner Solutions Finder.

- **Company** – Update general information about your business and the type of customers you serve.
- **Solutions/Practices** – View offerings validated by AWS. You can add descriptive content to appear alongside your validated offerings on your AWS Partner Solutions Finder listing.
- **Qualifications** – View your AWS validated qualifications (such as AWS Competencies, AWS Services, Programs, and Certifications). Report your own solution areas to lead customers to your Partner Solutions Finder listing.
- **Locations** – Highlight your organization's location on your Partner Solutions Finder listing.
- **Case Studies** – View case studies validated by AWS. You can add descriptive content to appear alongside your validated case studies on your AWS Partner Solutions Finder listing.
- **Products & Services** – Choose the types of products and services you offer to customers. This information is used to recommend AWS Partner Paths to you and your listing here is required to enroll in a relevant path.
- **My Domains** – Add domains associated with your organization. When a user registers, if they have an included domain they are automatically added to your organization account and can collaborate with your team.

My Profile

The My Profile dropdown menu includes links to manage your personal profile and share your AWS certification details. Only features permitted to your assigned role appear on the menu. For more information, refer to link to role summaries.

- **My Profile** – View and edit your contact information and change your AWS Partner Central password.
- **My AWS Certifications** – View your AWS training and certifications and edit your AWS training and certifications email address and consent to share your AWS Certifications with AWS Partner Network.
- **Partner terms & conditions** – Read AWS Partner Network terms and conditions.

AWS Partner Central menus and role, path, and stage access

The following table provides descriptions of each menu item in AWS Partner Central and the roles, paths, and stages that can access them.

Menu	Item	Description	Role access	Path access	Stage access
Learn	Partner Training	Build your competence, confidence, and credibility to better support customers with essential knowledge of the AWS Cloud.	All roles	All paths	All stages
	AWS Self-Paced Training	Find courses and content on AWS Skill Builder to empower learners across all levels.	All roles	All paths	All stages
	AWS Instructor-Led Training	Learn AWS Cloud skills and best practices with expert AWS instructors.	All roles	All paths	All stages
	AWS Certification	Validate technical skills and	All roles	All paths	All stages

Menu	Item	Description	Role access	Path access	Stage access
		cloud expertise with certifications across role and specialty.			
Build	Offerings	List products and services available to your customers.	Alliance lead, alliance team, technical staff, marketing staff	All paths	All stages
	Case Studies	Submit case studies to support your offerings and program applications.	Alliance lead, alliance team, ACE manager, ACE user, technical staff, marketing staff	All paths	All stages
	AWS Instructor-Device Listing	Submit hardware products for AWS Device Qualification and AWS Partner Device Catalog listing.	All roles	All paths	All stages

Menu	Item	Description	Role access	Path access	Stage access
	Well-Architected workloads	Upload Well-Architected Partner Program workloads.	Alliance lead, alliance team, technical staff	Software, Services	Confirmed or higher
Market	Offerings	List products and services available to your customers.	Alliance lead, alliance team, technical staff, marketing staff	All paths	All stages
	AWS Marketing Central	Generate demand for your offerings using the AWS self-service marketing portal.	Alliance lead, alliance team, ACE manager, ACE user, marketing staff	All paths	Confirmed or higher
	AWS Sponsorships	Connect with customers and prospects to grow your AWS business.	Alliance lead, alliance team, ACE manager, ACE user, marketing staff	All paths	All stages

Menu	Item	Description	Role access	Path access	Stage access
	APN Marketing Toolkit	Access partner creative and messaging guidelines to create marketing assets that showcase your expertise and relationship with AWS.	Alliance lead, alliance team, ACE manager, ACE user, marketing staff	All paths	All stages
	My Partner Solutions Finder Listing	View your public AWS Partner listing that highlights your capabilities to potential customers.	Alliance lead, alliance team, marketing staff	All paths	Validated or higher
	Public Reference	Submit public references to advance through program and tier requirements.	Alliance lead, alliance team, ACE manager, ACE user, marketing staff	All paths	Enrolled or higher

Menu	Item	Description	Role access	Path access	Stage access
	Find AWS Partners	Connect with other partners to grow your business.	Alliance lead, alliance team, ACE manager, ACE user, marketing staff	All paths	All stages
	Badge Manager	Create custom partner badges to showcase your relationship with AWS and earned specializations.	Alliance lead, alliance team	All paths	Validated or higher
	Leads Management	Manage qualified leads from the AWS Partner Marketing teams.	Alliance lead, alliance team, ACE manager, ACE user, marketing staff	All paths	All stages
Sell	Opportunity Management	Manage opportunities from the AWS Sales team and upload opportunities for sales support from AWS.	Alliance lead, alliance team, ACE manager, ACE user, marketing staff	All paths	All stages

Menu	Item	Description	Role access	Path access	Stage access
Programs	AWS Partner Programs	Discover partner programs to help you build, market, and sell your offerings.	All roles	All paths	All stages
	Program Application	Apply to partner programs to unlock more benefits.	Alliance lead, alliance team, technical staff	All paths	Validated or higher
	Solution Provider Resources	The Solution Provider Resources page is designed to help guide authorized AWS Solutions Providers through numerous topics and key program requirements.	All roles	All paths	All stages

Menu	Item	Description	Role access	Path access	Stage access
Funding	Funding Benefits for AWS Partners	Discover funding benefits to help you manage training, development, and marketing costs.	All roles	All paths	All stages
	AWS Partner Funding Portal	Access your funding benefits to accelerate your business development with AWS.	All roles	All paths	All stages
Resources	Navigate	Get prescriptive guidance with Navigate enablement tracks.	All roles	All paths	All stages
	Documents	Access guides and help documents on topics around partner programs, AWS Services and more.	All roles	All paths	All stages

Menu	Item	Description	Role access	Path access	Stage access
	Videos	View videos on-demand across business, sales, and technical content.	All roles	All paths	All stages
	FAQs	View our frequently asked questions about AWS Partner Central.	All roles	All paths	All stages
	View all	Search across all resource categories.	All roles	All paths	All stages

Menu	Item	Description	Role access	Path access	Stage access
Channel		Channel management page from previous version of AWS Partner Central. Includes Program Management Accounts, End User Information, and Partner Growth Rebate tabs.	Channel user	Services, Distribution	Enrolled or higher
My Company	Partner Scorecard	View your Partner Scorecard to track progression in your AWS Partner Path and tier requirements.	Alliance lead, alliance team	All paths	All stages
	Company Profile	Manage your company information and Partner Solutions Finder listing.	Alliance lead, alliance team, marketing staff	All paths	All stages

Menu	Item	Description	Role access	Path access	Stage access
	User Management	Manage users in your organization and assign user roles to users.	Alliance lead, alliance team	All paths	All stages
	AWS Educate Job Board	Find cloud-certified job seekers to grow your organization.	Alliance lead, alliance team	All paths	All stages
	View all Training and Certification	Keep track of your team's learning progress and earned certifications.	Alliance lead, alliance team	All paths	All stages
	View alliance lead and Request Change	Identify your organizations alliance lead and request a change if the designated user has changed.	All users	All paths	All stages
My Profile	My Profile	Manage your user profile.	All roles	All paths	All stages

Menu	Item	Description	Role access	Path access	Stage access
	My Certifications	Link your AWS training account and view your training and certification.	All roles	All paths	All stages
	Logout	Log out of AWS Partner Central.	All roles	All paths	All stages
	Partner Terms and Conditions	View AWS Partner terms and conditions.	All roles	All paths	All stages

Applying to AWS Partner programs

Alliance lead, alliance team, and technical staff users can apply to [AWS Partner Programs](#) in AWS Partner Central.

To apply for an AWS Partner program

1. Choose **Programs, Program Applications**.
2. On the **Applications and Programs** page, choose **Create**.
3. On the **Apply for Program** page, choose **Select Designation**.
4. In the **Select Designation** dialog box, search for and choose a program. For example, to apply to the AWS ISV Workload Migration (WMP) program, search for **ISV** and choose **ISV Workload Migration**.
5. Choose **Select**.
6. Select the acknowledgement checkbox and choose **Yes, I Agree**.
7. Complete the application steps. For more information, refer to the program guidelines.
8. To send your application, choose **Submit**. To save your application as a draft, choose **Submit Later**.

Partner walkthroughs

Partner walkthroughs are self-service guided tutorials for navigating AWS Partner Central and completing common workflows. To access walkthroughs, choose the Partner walkthrough icon at the bottom right corner of the AWS Partner Central home page.

Partner news and events

The AWS Partner Central home page features **Partner news** and **Partner events** feeds. These feeds display curated collections of AWS and AWS Partner news and events relevant to AWS Partners.

The **Partner news** feed features articles related to AWS Partner Central launch announcements, AWS service launch news, and important AWS Partner deadlines. To access a searchable and filterable list of articles published in the last six months, choose **View all partner news**.

The **Partner events** feed features events relevant to AWS Partners, including webinars, workshops, summits, and keynote events. Delivery-format tags indicate if an event is in-person, virtual, or both. Choose the title of an event to access more information or register. To access a searchable and filterable page of all upcoming events curated for AWS Partners, choose **View all partner events**. Pinned events display at the top of this page, highlighted because of their importance to all AWS Partners.

AWS Partner Assistant

AWS Partner Assistant is a generative AI-powered chatbot for AWS Partners. It is accessible from both Partner Central and AWS Marketplace Management Portal (AMMP) and uses Amazon Q Business, which is trained according to documentation that's exclusive to registered partners.

Note

To access AWS Partner Assistant, partners must link their AWS Partner Central account with their AWS account. For more information, see [Linking AWS Partner Central accounts with AWS Marketplace seller accounts](#).

The chatbot provides real-time answers and documentation summaries on a variety of topics related to AWS services, AWS Marketplace seller guidance, and AWS Partner Network incentives, benefits, and programs. If the chatbot is unable to provide a response, it advises you on how to file a ticket with the support team. You can also provide feedback from within the chatbot using thumbs-up and thumbs-down buttons, which helps improve the chatbot's accuracy and quality.

The following is a typical interaction with AWS Partner Assistant:

1. Ask a question: Open the chatbot from either AWS Partner Central or AMMP, and ask a question using everyday language.
2. AWS Partner Assistant processes the request: The chatbot uses natural language processing (NLP) to interpret your query.
3. AWS Partner Assistant generates a response: The chatbot returns a relevant response, which includes additional resources.
4. Provide feedback: The chatbot prompts you for feedback.

Benefits and features

AWS Partner Assistant provides a self-service option that improves access to information.

- Immediate answers: Partners typically must contact AWS directly for help, but AWS Partner Assistant is always available.
- Accurate answers: Partners receive factual, timely information with minimal response variability.

- **Self-service support:** Reduces the time it takes to locate relevant resources.
- **Advanced responses:** Provides natural, intuitive, human-like responses.
- **Contextual understanding:** Provides additional information about complex subjects.
- **Self-learning system:** Continuously improves by learning from interactions, refining responses over time, and expanding its knowledge base.
- **Scalable support:** Capable of handling large volumes of inquires simultaneously.

How to use AWS Partner Assistant

1. Log in to [AWS Partner Central](#) or [AMMP](#).
2. Access the chat:
 - a. Choose the purple floating icon at the bottom-right hand corner.
 - b. Choose from one of the suggested prompts, or begin typing your question in the text field.
 - c. The chatbot responds with sources and links.
3. Access the chatbot from Partner Central:
 - a. Choose the **Support** menu.
 - b. Select **Instant chat with AWS Partner Assistant** from the dropdown.
 - c. (Optional) Access the chatbot from a support ticket. Before submitting a support ticket, choose **Ask AWS Partner Assistant** to get an immediate answer.
4. Access the chatbot from AMMP:
 - a. From the **Contact Us** page, choose **Ask AWS Partner Assistant**.
 - b. (Optional) Access the chatbot from a support ticket. Before submitting a support ticket, choose **Submit support request** from the **Contact Us** page. Choose **Ask AWS Partner Assistant** to get an immediate answer.
5. (Optional) Provide feedback:
 - a. After each response, you have the option to provide feedback: Choose **Thumbs Up** if the response meets your needs.
 - b. Choose **Thumbs Down** if the response wasn't helpful.
 - c. If you choose **Thumbs Down**, provide more detail in the text box or choose an option from the picklist that best describes why the response wasn't helpful.

- d. Rate your experience by choosing **Feedback** from the bottom-left corner of the chatbot window: Choose **Feedback** to open a pop-up with a rating scale. Use the text field for any additional comments or feedback.

Linking AWS Partner Central accounts with AWS Marketplace seller accounts

AWS Partners with AWS Marketplace seller accounts can connect their accounts using the Account Linking feature in AWS Partner Central. Connecting the AWS Partner Central account to an AWS Marketplace account and mapping user permissions across portals allows users to seamlessly access both accounts through single sign-on access, enables product-to-solution linking, ACE opportunities to marketplace private offers linking, and access to AWS Marketplace seller insights dashboards within Partner analytics in AWS Partner Central.

To enable account linking, assign [user roles](#) in AWS Partner Central, including the cloud admin role. If a cloud admin role is not assigned, the alliance lead user can link AWS Partner Central and AWS Marketplace accounts. For more information about AWS Marketplace, refer to the [AWS Marketplace Seller Guide](#).

Important

To enable ACE opportunity connections to Marketplace private offers, users must be mapped to an IAM role in the connected AWS marketplace seller account. For more information, refer to [Linking your AWS Partner Central account to an AWS Marketplace account](#).

Note

Browser compatibility requirements: Firefox Extended Support Release (Firefox ESR) isn't supported. If you have UI issues related to Firefox ESR while using AWS Partner Central, use a standard version of Firefox or switch to a Chromium-based browser.

Topics

- [Prerequisites](#)
- [Linking your AWS Partner Central account to an AWS Marketplace account](#)
- [Unlinking your AWS Partner Central account from an AWS Marketplace account](#)

Prerequisites

To link your AWS Marketplace seller account with an AWS Partner Central account, you must have access to an AWS account with IAM permissions. Follow these steps to create a custom permissions policy and assign the policy to an existing IAM user or role. If you already have an IAM user or role with AWS administrator permissions, you may skip these steps and start with [the section called “Linking your account”](#).

To create the custom permissions policy:

1. Sign in to the [IAM console](#).
2. Under **Access management**, choose **Policies**.
3. Choose **Create policy**.
4. Specify permissions in the policy editor by choosing **JSON**, and then add the following policy:

```
{
  "Version": "2012-10-17",
  "Statement": [
    {
      "Sid": "CreatePartnerCentralRoles",
      "Effect": "Allow",
      "Action": [
        "iam:CreateRole"
      ],
      "Resource": [
        "arn:aws:iam::*:role/PartnerCentralRoleForCloudAdmin*",
        "arn:aws:iam::*:role/PartnerCentralRoleForAce*",
        "arn:aws:iam::*:role/PartnerCentralRoleForAlliance*"
      ]
    },
    {
      "Sid": "AttachPolicyToPartnerCentralCloudAdminRole",
      "Effect": "Allow",
      "Action": "iam:AttachRolePolicy",
      "Resource": "arn:aws:iam::*:role/PartnerCentralRoleForCloudAdmin*",
      "Condition": {
        "ArnLike": {
          "iam:PolicyARN": [
            "arn:aws:iam::*:policy/PartnerCentralAccountManagementUserRoleAssociation",
            "arn:aws:iam::*:policy/AWSPartnerCentralFullAccess",

```

```

        "arn:aws:iam::*:policy/AWSMarketplaceSellerFullAccess"
    ]
  }
},
{
  "Sid": "AttachPolicyToPartnerCentralAceRole",
  "Effect": "Allow",
  "Action": [
    "iam:AttachRolePolicy"
  ],
  "Resource": "arn:aws:iam::*:role/PartnerCentralRoleForAce*",
  "Condition": {
    "ArnLike": {
      "iam:PolicyARN": [
        "arn:aws:iam::*:policy/AWSPartnerCentralOpportunityManagement",
        "arn:aws:iam::*:policy/AWSMarketplaceSellerOfferManagement"
      ]
    }
  }
},
{
  "Sid": "AttachPolicyToPartnerCentralAllianceRole",
  "Effect": "Allow",
  "Action": [
    "iam:AttachRolePolicy"
  ],
  "Resource": "arn:aws:iam::*:role/PartnerCentralRoleForAlliance*",
  "Condition": {
    "ArnLike": {
      "iam:PolicyARN": [
        "arn:aws:iam::*:policy/AWSPartnerCentralFullAccess",
        "arn:aws:iam::*:policy/AWSMarketplaceSellerFullAccess"
      ]
    }
  }
},
{
  "Sid": "AssociatePartnerAccount",
  "Effect": "Allow",
  "Action": [
    "partnercentral-account-management:AssociatePartnerAccount"
  ],
  "Resource": "*"
}

```

```
    },  
    {  
      "Sid": "SellerRegistration",  
      "Effect": "Allow",  
      "Action": [  
        "aws-marketplace:ListChangeSets",  
        "aws-marketplace:DescribeChangeSet",  
        "aws-marketplace:StartChangeSet",  
        "aws-marketplace:ListEntities",  
        "aws-marketplace:DescribeEntity"  
      ],  
      "Resource": "*"   
    }  
  ]  
}
```

5. Choose **Next**.
6. Under **Policy details**, enter PartnerAccountManagement(suggested name) for **Policy name** and add an optional description.
7. Review the policy permissions.
8. (Optional) Add tags as needed.
9. Choose **Create policy**.

Next, assign this custom inline policy to your existing IAM user or role using the steps from [Adding IAM identity permissions \(console\)](#).

Linking your AWS Partner Central account to an AWS Marketplace account

Recommendation: Upon completion of the prerequisites above, follow the instructions below or reference the latest [Account Linking User Guide](#) from AWS Partner Central to link your accounts.

1. Sign in to [AWS Partner Central](#) as a user with an Alliance lead or cloud admin role.
2. In the **AWS Marketplace** section of the AWS Partner Central home page, choose **Link Account**.
3. On the **AWS Marketplace Account linking** page, choose **Link Account**.
4. On the AWS account sign-in page, choose **IAM user**.

5. Enter the AWS account ID for the AWS account associated with your AWS Marketplace seller profile and sign in.
6. Navigate through the three step self-service linking experience:
 - **Step 1:** Review the AWS account ID and the associated AWS Marketplace Seller profile legal name and click **Next**.
 - If your AWS account is not registered as a seller, provide your legal business name to be registered on AWS Marketplace.
 - **Step 2:** Review the IAM roles (CloudAdmin, Alliance, and ACE) that will be created in your AWS account, including the managed policies attached to them, and click **Next**.
 - (Optional) If you want to bulk map the IAM roles to the Partner users with Alliance team and ACE partner roles, you can select the checkbox under each role section to map to the partner user
 - A partner user cannot access AWS Marketplace features such as linking private offers to ACE opportunities without an IAM role mapped to their partner user account. If you choose not to bulk assign, you will need to manually map an IAM role to a partner user after linking the accounts.
 - **Step 3:** Review the information and proceed by clicking **Submit**.
7. You are directed to to AWS Partner Central with your account successfully linked and the default IAM roles created in your account.
8. To provide access to AWS Marketplace features within AWS Partner Central, proceed to [Mapping AWS Partner Central users to AWS Marketplace IAM roles](#).

Unlinking your AWS Partner Central account from an AWS Marketplace account

To request unlinking:

1. From an alliance lead or cloud administrator account, log in to Partner Central.
2. Under **Account linking**, choose **Manage linked account**.
3. Choose **Unlink account**.
4. Review the warning message and select the reason you are unlinking your account.
5. Type **confirm** and choose **Open support case**.
6. From the confirmation banner, choose **View case details** to track the progress of your request.

Note

- If you resolve your account unlinking request, it will cancel the request.
- You cannot link a new AWS Marketplace account while the unlinking request is in progress.
- You cannot map IAM roles or link products and private offers in Partner Central while the request is in progress.

Mapping AWS Partner Central users to AWS Marketplace IAM roles

This section explains how to map AWS Partner Central users to AWS Marketplace AWS Identity and Access Management (IAM) roles. Mapping enables single sign-on access for users across AWS Partner Central and AWS Marketplace and other features such as product linking and offer linking.

Before mapping, you must first complete the following:

- [Create IAM roles in the AWS Marketplace account.](#)
- To allow AWS Partner Central to map AWS Marketplace IAM roles, add the following custom trust policy to the roles.

```
{
  "Version": "2012-10-17",
  "Statement": [
    {
      "Effect": "Allow",
      "Principal": {
        "Service": "partnercentral-account-management.amazonaws.com"
      },
      "Action": "sts:AssumeRole"
    }
  ]
}
```

- For AWS Partner Central users with the ACE user role, grant permissions to perform the `ListEntities` and `SearchAgreements` actions. For more information, refer to [Controlling access to AWS Marketplace Management Portal](#).
- [Link your AWS Partner Central account to an AWS Marketplace account.](#)

To map IAM roles to your AWS Partner Central users, you must create IAM roles with the permissions you want to provide to your users. For cloud admin users, you can only map the cloud admin IAM role created in your account during the account linking process. You can create one or multiple IAM roles to be associated with your AWS Partner Central users. The IAM roles must be configured with names starting with `PartnerCentralRoleFor`. When mapping IAM roles to AWS Partner Central users, you cannot choose an IAM role that does not start with `PartnerCentralRoleFor` to map.

You can attach custom or managed policies to the IAM role. You can attach the AWS Marketplace managed policies such as `AWSMarketplaceSellerFullAccess` to the IAM roles and provide access to your AWS Partner Central users. For more information about creating roles, refer to [Creating an IAM role \(console\)](#).

Connecting ACE opportunities with AWS Marketplace private offers

To enable ACE users to attach AWS Marketplace private offers to ACE opportunities, map them to an AWS Marketplace IAM role in AWS Partner Central.

Prerequisites

Complete the following before mapping users to AWS Marketplace IAM roles:

- When you link an AWS Marketplace account to AWS Partner Central, provide `AWSMarketplaceSellerFullAccess` or, minimally, `ListEntities/SearchAgreements` to the IAM role assigned to ACE users. This is required to enable ACE users to attach AWS Marketplace private offers to ACE opportunities.
- (Optional) To grant minimal permission, add a customer managed policy to your AWS account and to the IAM role you create for ACE managers and users. Refer to the following policy as an example:

```
{
  "Version": "2012-10-17",
  "Statement": [
    {
      "Action": [
        "aws-marketplace:SearchAgreements",
        "aws-marketplace:DescribeAgreement",
        "aws-marketplace:GetAgreementTerms",
        "aws-marketplace>ListEntities",
        "aws-marketplace:DescribeEntity",
        "aws-marketplace:StartChangeSet"
      ],
      "Effect": "Allow",
      "Resource": "*",
      "Condition": {
        "StringEquals": {
          "aws-marketplace:PartyType": "Proposer"
        },
        "ForAllValues:StringEquals": {
          "aws-marketplace:AgreementType": [
            "PurchaseAgreement"
          ]
        }
      }
    }
  ]
}
```

Mapping users to AWS Marketplace IAM roles

Use the procedures in this section to map and unmap AWS Partner Central users to AWS Marketplace IAM roles.

To map an AWS Partner Central user to an AWS Marketplace IAM role

1. Sign in to [AWS Partner Central](#) as a user with the alliance lead or cloud admin role.
2. In the **Account linking** section of the AWS Partner Central homepage, choose **Manage linked account**.
3. In the **Non-cloud admin users** section of the **Account Linking** page, choose a user.
4. Choose **Map to IAM role**.
5. Choose an IAM role from the dropdown list.
6. Choose **Map role**.

To unmap an AWS Partner Central user from an AWS Marketplace IAM role.

1. Sign in to [AWS Partner Central](#) as a user with the alliance lead or cloud admin role.
2. In the **Account linking** section of the AWS Partner Central homepage, choose **Manage linked account**.
3. In the **Non-cloud admin users** section of the **Account Linking** page, choose the user you want to unmap.
4. Choose **Unmap role**.

Mapping AWS Marketplace roles to a CRM integration user

This section explains how to map AWS Marketplace AWS Identity and Access Management (IAM) roles to your CRM integration service user on AWS Partner Central. Mapping enables the CRM Integration service user to perform actions on the AWS Marketplace account. Selecting an IAM role to access AWS Marketplace APIs through CRM integration enables features such as linking AWS Marketplace private offers to ACE opportunities.

Before mapping, you must first complete the following:

- [Create IAM roles in the AWS Marketplace account.](#)
- While creating IAM roles, add the following custom trust policy to allow AWS Partner Central to map the IAM roles.

```
{
  "Version": "2012-10-17",
  "Statement": [
    {
      "Effect": "Allow",
      "Principal": {
        "Service": "partnercentral-account-management.amazonaws.com"
      },
      "Action": "sts:AssumeRole"
    }
  ]
}
```

- Grant permissions to perform the `ListEntities` and `SearchAgreements` actions. For more information, refer to [Controlling access to AWS Marketplace Management Portal](#).
- [Link your AWS Partner Central account to an AWS Marketplace account.](#)

To map an AWS Marketplace IAM role to a CRM integration user

1. Sign in to [AWS Partner Central](#) as a user with the alliance lead or cloud admin role.
2. In the **AWS Marketplace** section of the AWS Partner Central homepage, choose **Manage Linked Account**.

3. On the **AWS Marketplace page**, in the **IAM role for CRM integration** section, choose **Map IAM role**.
4. Choose an IAM role from the dropdown list.
5. Choose **Map role**.

To unmap an AWS Marketplace IAM role from a CRM integration user.

1. Sign in to [AWS Partner Central](#) as a user with the alliance lead or cloud admin role.
2. In the **AWS Marketplace** section of the AWS Partner Central homepage, choose **Manage Linked Account**.
3. On the **AWS Marketplace page**, in the **IAM role for CRM integration** section, choose **Unmap IAM role**.

AWS managed policies for AWS Partner Central users

An AWS managed policy is a standalone policy created and administered by AWS. AWS managed policies provide permissions for many common use cases so that you can start assigning permissions to users, groups, and roles.

Keep in mind that AWS managed policies might not grant least-privilege permissions for your specific use cases because they're available for all AWS customers to use. We recommend that you reduce permissions further by defining [customer managed policies](#) specific to your use cases. For more information, refer to [AWS managed policies](#).

The AWS managed policies described in this section manage AWS Partner Central users' access to AWS Marketplace. For more information about AWS Marketplace seller policies, refer to [AWS managed policies for AWS Marketplace sellers](#).

Topics

- [AWS managed policy: AWSPartnerCentralFullAccess](#)
- [AWS managed policy: PartnerCentralAccountManagementUserRoleAssociation](#)
- [AWS managed policy: AWSPartnerCentralOpportunityManagement](#)
- [AWS managed policy: AWSPartnerCentralSandboxFullAccess](#)
- [AWS managed policy: AWSPartnerCentralSellingResourceSnapshotJobExecutionRolePolicy](#)
- [AWS Partner Central updates to AWS managed policies](#)

AWS managed policy: AWSPartnerCentralFullAccess

You can attach the AWSPartnerCentralFullAccess policy to your IAM identities.

This policy grants full access to AWS Partner Central and related AWS services.

To view the permissions for this policy, see [AWSPartnerCentralFullAccess](#) in the *AWS Managed Policy Reference*.

AWS managed policy:

PartnerCentralAccountManagementUserRoleAssociation

You can attach the `PartnerCentralAccountManagementUserRoleAssociation` policy to your IAM identities. This policy is used by a partner cloud admin to manage IAM roles linked to partner users.

This policy allows the following operations:

- List all roles.
- Pass an IAM role with the name prefix `PartnerCentralRoleFor` to the AWS Partner Central account management service.
- Associate a AWS Partner Central user with an IAM role.
- Disassociate a AWS Partner Central user from an IAM role.

To view the permissions for this policy, see [PartnerCentralAccountManagementUserRoleAssociation](#) in the *AWS Managed Policy Reference*.

AWS managed policy:

AWSPartnerCentralOpportunityManagement

You can attach the `AWSPartnerCentralOpportunityManagement` policy to your IAM identities.

This policy grants full access to manage opportunities in AWS Partner Central.

To view the permissions for this policy, see [AWSPartnerCentralOpportunityManagement](#) in the *AWS Managed Policy Reference*.

AWS managed policy:

AWSPartnerCentralSandboxFullAccess

You can attach the `AWSPartnerCentralSandboxFullAccess` policy to your IAM identities.

This policy grants access for developer testing in the Sandbox catalog.

To view the permissions for this policy, see [AWSPartnerCentralSandboxFullAccess](#) in the *AWS Managed Policy Reference*.

AWS managed policy:

AWSPartnerCentralSellingResourceSnapshotJobExecutionRolePolicy

You can attach the `AWSPartnerCentralSellingResourceSnapshotJobExecutionRolePolicy` policy to your IAM identities.

This policy provides the `ResourceSnapshotJob` with permission to read a resource and snapshot it in the target environment. For more information on how to use this policy, see [Working with multi-partner opportunities](#) in the *AWS Partner Central API Reference*.

To view the permissions for this policy, see [AWSPartnerCentralSellingResourceSnapshotJobExecutionRolePolicy](#) in the *AWS Managed Policy Reference*.

AWS Partner Central updates to AWS managed policies

View details about updates to AWS managed policies for AWS Partner Central since this service began tracking these changes. For automatic alerts about changes to this page, subscribe to the RSS feed on the AWS Partner Central [Document history for the AWS Partner Central Getting Started Guide](#) page.

Change	Description	Date
AWSPartnerCentralFullAccess — Update to an existing policy	AWS Partner Central updated a policy.	December 4, 2024
AWSPartnerCentralOpportunityManagement — Update to an existing policy	AWS Partner Central updated a policy.	December 4, 2024
AWSPartnerCentralSandboxFullAccess — Update to an existing policy	AWS Partner Central updated a policy.	December 4, 2024

Change	Description	Date
AWSPartnerCentralSellingResourceSnapshotJobExecutionRolePolicy — New policy	AWS Partner Central added a new policy to grant access to read resources and create snapshots.	December 4, 2024
AWSPartnerCentralFullAccess — New policy	AWS Partner Central added a new policy to grant full access to the AWS Partner Central service.	November 18, 2024
AWSPartnerCentralOpportunityManagement — New policy	AWS Partner Central added a new policy to grant full access to manage opportunities in AWS Partner Central.	November 14, 2024
AWSPartnerCentralSandboxFullAccess — New policy	AWS Partner Central added a new policy to grant access for developer testing in the Sandbox catalog.	November 14, 2024
AWS Partner Central started tracking changes	AWS Partner Central started tracking changes for its AWS managed policies.	November 14, 2024

Controlling access in AWS Partner Central account management

[AWS Identity and Access Management \(IAM\)](#) is an AWS service you can use at no additional charge that helps you control access to AWS resources. AWS Partner Central account management uses IAM for AWS Partner Central authentication and authorization. Administrators can use IAM roles to control who can sign in to AWS Partner Central and what AWS Partner Central permissions they have.

Important

AWS Partner Central users that you create authenticate using their credentials. However, they must use the same AWS account. Any change a user makes can impact the entire account.

For more information about available actions, resources, and condition keys, refer to [Actions, resources, and condition keys for AWS services](#).

Topics

- [Permissions for AWS Partner Central account management](#)
- [Additional resources](#)

Permissions for AWS Partner Central account management

You can use the following permissions in IAM policies for AWS Partner Central account management. You can combine permissions into a single IAM policy to grant the permissions you want.

AssociatePartnerAccount

AssociatePartnerAccount provides access to associate AWS Partner Central and AWS accounts.

- **Action groups:** ReadWrite

- **Required resources:** Does not support specifying a resource Amazon Resource Number (ARN) in the Resource element of an IAM policy statement. To allow access, specify "Resource": "*" in your policy.

AssociatePartnerUser

AssociatePartnerUser provides access to associate AWS Partner Central users and IAM roles.

- **Action groups:** ReadWrite
- **Required resources:** Does not support specifying a resource Amazon Resource Number (ARN) in the Resource element of an IAM policy statement. To allow access, specify "Resource": "*" in your policy.

DisassociatePartnerUser

DisassociatePartnerUser provides access to associate AWS Partner Central users and IAM roles.

- **Action groups:** ReadWrite
- **Required resources:** Does not support specifying a resource Amazon Resource Number (ARN) in the Resource element of an IAM policy statement. To allow access, specify "Resource": "*" in your policy.

Additional resources

Refer to the following sections of the [IAM User Guide](#) for more information:

- [Security best practices in IAM](#)
- [Managing IAM policies](#)
- [Attaching a policy to an IAM user group](#)
- [IAM identities \(users, user groups, and roles\)](#)
- [Controlling access to AWS resources using policies](#)

Logging AWS Partner Central API calls with AWS CloudTrail

AWS Partner Central is integrated with [AWS CloudTrail](#), a service that provides a record of actions taken by a user, role, or an AWS service in AWS Partner Central. CloudTrail captures calls from the AWS Partner Central console and code calls to the AWS Partner Central API operations as events.

CloudTrail is active in your AWS account when you create it and doesn't require any manual setup. Supported event activity in AWS Partner Central is recorded in a CloudTrail event, along with other AWS service events, on the **Event history** page of the [CloudTrail console](#). There you can view, search, and download events in your AWS account.

Every event or log entry contains the identity of the user who generated the request. This information helps you determine if the request was made by any of the following:

- A user with root or AWS Identity and Access Management user credentials.
- A user with temporary security credentials for a role, or a federated user.
- Another AWS service.

AWS Partner Central supports logging the `partnerCentralAccountManagement` operation as events in CloudTrail log files with eventSource `partnercentral-account-management.amazonaws.com`

Topics

- [AWS Partner Central log file entry examples](#)
- [Related topics](#)

AWS Partner Central log file entry examples

Example: AssociatePartnerAccount

```
{
  "eventVersion": "1.08",
  "userIdentity": {
    "type": "IAMUser",
    "principalId": "EX_PRINCIPAL_ID",
    "arn": "arn:aws:iam::123456789012:user/Alice",
    "accountId": "123456789012",
    "accessKeyId": "EXAMPLE_KEY_ID",
    "userName": "Alice"
  },
  "eventTime": "2023-10-11T20:57:35Z",
  "eventSource": "partnercentral-account-management.amazonaws.com",
  "eventName": "AssociatePartnerAccount",
  "awsRegion": "us-east-1",
  "sourceIPAddress": "192.0.0.2/24",
  "userAgent": "Mozilla/5.0",
  "requestParameters": {
    "value": "HIDDEN_DUE_TO_SECURITY_REASONS"
  },
  "responseElements": null,
  "requestID": "F9PAD7MAYFGV73S4T7B3",
  "eventID": "fe2a5873-773c-462a-b7c8-810d224de821",
  "readOnly": false,
  "eventType": "AwsApiCall",
  "managementEvent": true,
  "recipientAccountId": "123456789012",
  "eventCategory": "Management"
}
```

Example: DisassociatePartnerUser

```
{
  "eventVersion": "1.09",
  "userIdentity": {
    "type": "AssumedRole",
    "principalId": "EX_PRINCIPAL_ID",
    "arn": "arn:aws:iam::123456789012:role/PartnerCentralRoleForCloudAdmin-1234",
    "accountId": "123456789012",
    "accessKeyId": "EXAMPLE_KEY_ID",
    "invokedBy": "partnercentral-account-management.amazonaws.com"
  },
  "eventTime": "2023-10-11T20:57:35Z",
  "eventSource": "partnercentral-account-management.amazonaws.com",
  "eventName": "AssociatePartnerUser",
  "awsRegion": "us-east-1",
  "sourceIPAddress": "partnercentral-account-management.amazonaws.com",
  "userAgent": "partnercentral-account-management.amazonaws.com",
  "requestParameters": {
    "partnerUserId": "005123456789012345",
    "iamRoleArn": "arn:aws:iam::123456789012:role/PartnerCentralRoleForUser-1234",
    "partnerAccountId": "1234567"
  },
  "responseElements": null,
  "requestID": "655832a6-8452-4088-9a0f-17212fa55765",
  "eventID": "f7394769-4a3b-4101-9b00-ee0b86a77d89",
  "readOnly": false,
  "eventType": "AwsApiCall",
  "managementEvent": true,
  "recipientAccountId": "123456789012",
  "eventCategory": "Management"
}
```

Related topics

For more information, refer to the following sections in the [AWS CloudTrail User Guide](#):

- [Creating a trail for your AWS account](#)
- [AWS service integrations with CloudTrail logs](#)
- [Configuring Amazon SNS notifications for CloudTrail](#)

- [Receiving CloudTrail log files from multiple Regions](#)
- [CloudTrail userIdentity element](#)

User management

In AWS Partner Central, you provide users specific permissions by assigning them roles. A user can only access the AWS Partner Central resources permitted by their roles. Review the topics in this section to learn about role capabilities, assigning roles, and user management.

Topics

- [AWS Partner Central roles](#)
- [Managing users and role assignments](#)
- [AWS Partner Central permissions best practices](#)
- [Multi-factor authentication \(MFA\)](#)

AWS Partner Central roles

An AWS Partner Central role is an identity with specific permissions in AWS Partner Central. You can assign a new user a role when you invite them to register, and change role assignments on the **User management** page. This section describes roles and compares role capabilities.

Topics

- [Alliance lead](#)
- [Alliance team](#)
- [Standard user](#)
- [Channel user](#)
- [Cloud admin](#)
- [Marketing staff](#)
- [Technical staff](#)
- [ACE manager](#)
- [ACE user](#)
- [Role comparison](#)

Alliance lead

When you create an AWS Partner Central account, you begin with one role that has complete access to all resources in the account: the alliance lead. The first user to create an account for your company is automatically assigned the alliance lead role. Only one user in your company account can be the alliance lead at one time. Only the alliance lead can reassign the role to another user.

The alliance lead is your company's primary account administrator. They should have a business development or business leadership role with legal authority to accept the AWS Partner Network terms and conditions on behalf of your company.

The alliance lead role can do the following:

- View and manage all of your company's account information in AWS Partner Central.
- Manage partner account information, including the partner scorecard, account details, and listing in the [AWS Partner Solutions Finder](#) (for eligible AWS Partners only).
- Assign alliance team, ACE manager, ACE user, technical staff, or marketing staff roles to other users in your AWS Partner account.
- Remove users.
- Reassign the alliance lead role to another user.
- View certification details.
- View and edit opportunities and leads in ACE Pipeline Manager.

Alliance team

The alliance team role shares administrative responsibility with the alliance lead. They serve as a secondary point of contact for communication regarding your company's AWS Partner Network membership. An alliance team user supports the alliance lead by managing opportunities and leads in the ACE Pipeline Manager, submitting program applications, and monitoring your Partner scorecard. The alliance lead can assign the alliance team role to up to 20 users.

The alliance team user can do the following:

- Manage partner account information, including the partner scorecard, account details, and listing in the [AWS Partner Solutions Finder](#) (for eligible partners only).
- Assign alliance team, ACE manager, ACE user, technical staff, or marketing staff roles to other users in your account.

- View certification details.
- View and edit opportunities and leads in ACE Pipeline Manager.
- Remove users.

Standard user

The standard user role can sign in to your AWS Partner Central account, update personal information, and complete AWS training and certification courses. Alliance lead and alliance team users can grant standard users access to more resources by assigning them a different role.

Channel user

The channel user role is for users who help administer AWS Marketplace Channel Programs and report AWS accounts used for reselling. This role is necessary for users responsible for updating end-user information and program-management accounts on behalf of your organization. You can assign any number of users the channel user role.

In addition to standard user role permissions, the channel user can access the **Channel Management** page.

Cloud admin

The user with the cloud admin role is your company's Identity and Access Management (IAM) administrator of your AWS accounts and the primary point of contact for AWS Marketplace. The alliance lead can assign multiple users to the cloud admin role. Only alliance lead or cloud admin users can reassign the cloud admin role to another user. The alliance lead user may assign themselves the cloud admin role to link AWS Partner Central and AWS Marketplace accounts.

When you link your AWS Partner Central account to an AWS Marketplace seller account, AWS Marketplace creates an IAM role called `cloud_admin` in your account. It makes you the cloud admin role by default (if you were not already) and associates the cloud admin IAM role to your AWS Partner Central account. The cloud admin role has IAM permissions to map AWS Partner Central users to IAM roles.

Cloud admin role IAM permissions

The cloud admin role has the following IAM permissions

```
{
  "Version": "2012-10-17",
  "Statement": [
    {
      "Sid": "PassPartnerCentralRole",
      "Effect": "Allow",
      "Action": [
        "iam:PassRole"
      ],
      "Resource": "arn:aws:iam::*:role/PartnerCentralRoleFor*",
      "Condition": {
        "StringEquals": {
          "iam:PassedToService": "Partnercentral-account-management.amazonaws.com"
        }
      }
    },
    {
      "Sid": "PartnerUserRoleAssociation",
      "Effect": "Allow",
      "Action": [
        "iam:ListRoles",
        "Partnercentral-account-management:AssociatePartnerUser",
        "Partnercentral-account-management:DisassociatePartnerUser"
      ],
      "Resource": "*"
    }
  ]
}
```

Marketing staff

The marketing staff role can view and edit all areas of AWS Partner Central with marketing components, such as AWS Partner Marketing Central, AWS Partner Network (APN) Badge Manager, AWS Partner Solutions Finder, and AWS Partner References. Marketing staff users have a top of funnel view of leads and campaigns by AWS Region and campaign type. The role helps users identify the most effective marketing channels and prioritize market development fund (MDF) utilization. In addition, marketing staff users can participate in lead and opportunity management and provide details on the AWS Partner Program application to earn designations. The alliance lead can assign any number of users the marketing staff role.

The marketing staff role is ideal for users responsible for promotional campaigns or branding, such as:

- Members of a marketing team that build awareness for customer acquisition, maturation, and expansion based on Partner technical business strategies.
- Members of a marketing coordinator team responsible for operational marketing needs and editing campaign and lead-generation information.

The marketing staff role can do the following:

- Access AWS training and certification courses.
- Submit case studies.
- Access AWS Partner Marketing Central and AWS sponsorships.
- Create and build using the APN Marketing Toolkit.
- Create and edit your company listing in the AWS Partner Solutions Finder.
- View and edit public references.
- Use APN Badge Manager.
- View and edit leads and opportunities managed by the marketing staff role.
- Create and edit program applications.

Technical staff

The technical staff role can view and edit all AWS Partner Central resources with technical components, such as offerings, case studies, and Well-Architected workloads. AWS Partner Central provides these users with access to resources that build their AWS technical knowledge, including personalized recommendations on relevant training and certifications that match the organization's profile and market needs. Technical staff users can participate in technical reviews of your organization's offerings and provide details on your AWS Partner program application to earn designations. The alliance lead can assign any number of users the technical staff role.

The technical staff role is for users who need to submit opportunities to AWS through the ACE Pipeline Manager and manage those opportunities throughout their lifecycle. This role is the best option for users responsible for managing a set of opportunities or leads without access to view or edit entries owned by other users. For example:

- Members of a product development team that build awareness for customer acquisition, maturation, and expansion based on Partner technical business strategies.
- Members of a presales technical team responsible for delivering proof-of-concept projects, managing implementations, and professional service engagements.
- Members of a technical team responsible for technical guidance for customer solutions including architecture, applications, software, and services.

The technical staff role can do the following:

- Access training and certification courses.
- Build offerings.
- Build technical validations.
- Build case studies.
- Build device listings.
- Build Well-Architected workloads.
- Create and edit program applications.

ACE manager

The APN Customer Engagements (ACE) manager role can view and edit opportunities and leads in the ACE Pipeline Manager. Additionally, When AWS shares a lead with a partner, or requires more information about a partner-submitted opportunity, the ACE manager receives an automated email notification. The alliance lead can assign the ACE manager role to up to 20 users.

The ACE manager role is the ideal option for users responsible for managing or overseeing all AWS leads and opportunities in your organization without the additional access provided by the alliance team role. For example:

- Members of an operations team that manage data input and opportunities for sales teams.
- Members of a sales team that enter and manage lead and opportunity data.
- Members of a marketing team who want to oversee lead activity.

The ACE manager role provides users access to update all opportunities and leads in the ACE Pipeline Manager. It is important that new users review the ACE program documentation available on AWS Partner Central. For users who only need to manage the opportunities they actively own, the ACE user role is a more appropriate assignment.

The ACE manager role can do the following:

- Submit opportunities.
- View or edit opportunities submitted by all users.
- Accept, reject, view, and edit all opportunities and leads shared with all users.
- Transfer ownership of all opportunities and leads to other users.
- Perform bulk imports, exports, updates, and transfers of all opportunities and bulk exports and transfers of all leads.
- Update leads and opportunities on behalf of sales teams.
- Download pipeline data to create reports.

ACE user

The ACE user role can access the **My Customers** tab in Partner Central to submit opportunities to the ACE Pipeline Manager. ACE users can access and manage only the opportunities and leads that they own. You can assign any number of users the ACE user role.

The ACE user role is for users who need to submit opportunities to AWS through the ACE Pipeline Manager and manage those opportunities throughout their lifecycle. This role is the best option for users responsible for managing a set of opportunities or leads without access to view or edit entries owned by other users.

To enable ACE users to link ACE opportunities to AWS Marketplace private offers, provide `AWSMarketplaceSellerFullAccess` or, minimally, `ListEntities/SearchAgreements` to the IAM role assigned to ACE users. For more information, refer to [Linking your AWS Partner Central account to an AWS Marketplace account](#).

The ACE user role can do the following:

- Submit opportunities.
- View, edit, and update owned opportunities.
- Transfer owned opportunities and leads to other users.
- Perform bulk imports, exports, updates, and transfers of owned opportunities and bulk transfers of owned leads.

Role comparison

Your role determines your access to AWS Partner Central resources and ability to perform tasks. The following table compares role abilities. It does not include the [Standard user](#) role, which has limited access in AWS Partner Central. A user with the standard user role can sign in, access their personal profile, and access AWS training courses.

Task	Alliance lead	Alliance team	Cloud admin	Marketing staff	Technical staff	ACE manager	ACE user
Reassign alliance lead role	X						
Assign ACE manager, ACE user, marketing staff, and technical staff roles	X	X	X				
Remove users	X	X	X				
Submit ACE opportunities	X	X				X	X
Manage all ACE opportunities and leads	X	X				X	
Manage owned ACE opportunities and leads	X	X			X	X	X
Manage AWS Partner Solution Finder listing	X	X	X	X			

Task	Alliance lead	Alliance team	Cloud admin	Marketing staff	Technical staff	ACE manager	ACE user
Access training and certification data	X	X	X		X		
Apply to an AWS Competency Program	X	X			X		
Manage offerings	X	X		X	X		
Build Well-Architected workloads	X	X			X		
Build case studies	X	X		X			
Build with the APN Marketing Toolkit	X	X					
Manage public references	X	X					
Access APN Badge Manager	X	X		X			
Manage program applications	X	X		X	X		

Managing users and role assignments

On the **User management** page, you can manage AWS Partner Central users, role assignments, and AWS Identity and Access Management (IAM) role mapping.

Topics

- [Managing role assignments](#)
- [Reassigning the alliance lead role](#)
- [Mapping users to IAM roles](#)
- [Removing users](#)

Managing role assignments

On the **Users** tab of the **User management** page, you can manage role assignments for up to 10 users at a time. For best practices regarding role assignments, refer to [AWS Partner Central permissions best practices](#).

Note

These instructions do not apply to the reassignment of the alliance lead role. To reassign the alliance lead role, refer to [Reassigning the alliance lead role](#).

To assign, reassign, or remove roles

1. Sign in to [AWS Partner Central](#) as a user with the alliance lead or alliance team role.
2. On the **My Company** menu, choose **User Management**.
3. On the **User management** page, choose the **Users** tab.
4. In user list, select the check box next to the user name of the user you want to manage. You can choose up to 10 users.
5. Choose **Manage roles**.
6. In the **Role assignments** section, each user you selected displays in its own row. For each user, the roles they currently have display below the **Role** field.
 - **To assign a new role to a user** – To the right of the user name, choose a role from the **Role(s)** dropdown list.

- **To unassign a role** – To the right of the user name, below the **Role** field, choose the X icon of the role you want to remove.
 - **To configure roles for another user** – Choose **Manage another user**.
 - **To remove a user row from the current role-mapping group** – Choose **Remove**. This does not remove a user, and their role assignments will not change. To remove a user from AWS Partner Central, refer to [Removing users](#).
7. After completing role assignments, choose **Update**.

Note

After you choose **Update**, the number of successful and failed role assignments display on the **User management** page. AWS Partner Central will not make prohibited role assignments. For example, you cannot assign the alliance team role to more than 20 users. For more information, refer to [AWS Partner Central roles](#).

Reassigning the alliance lead role

On the **User management** page, the alliance lead can reassign the role to another user. Only one user can have the alliance lead role at a time.

To reassign the alliance lead role

1. Sign in to [AWS Partner Central](#) as a user with the alliance lead role.
2. On the **My Company** menu, choose **User Management**.
3. On the **User management** page, choose the **Users** tab.
4. In the first column of the user list, select the checkbox of the user you want to make the new alliance lead.
5. Choose **Reassign the alliance lead role**.
6. On the **alliance lead role management** page, choose the new alliance lead user.
7. Choose **Reassign**.
8. On the **Reassign alliance lead** dialog box, enter **confirm** and choose **Reassign**.

Mapping users to IAM roles

On the **IAM roles** tab, you can grant single sign-on access to the AWS Marketplace Management Portal (AMMP) to cloud admin and non-cloud admin partner users by assigning them an IAM role.

Prerequisites

You must complete the following before mapping users to IAM roles:

- Link your AWS Partner Central account to an AWS Marketplace account.
- In the IAM console, a cloud admin user creates IAM roles with Marketplace permissions.

For more information, refer to [Linking AWS Partner Central accounts with AWS Marketplace seller accounts](#).

To map users to IAM roles

1. Sign in to [AWS Partner Central](#) as a user with the alliance lead or alliance team role.
2. On the **My Company** menu, choose **User Management**.
3. On the **User management** page, choose the **IAM roles** tab.
4. To map cloud admin users:
 - a. Choose one or more users from the **Cloud admin users** list. This list contains users assigned the cloud admin role that need an IAM role assignment to have AWS Marketplace permissions.
 - b. Choose **Map to IAM role**.
5. To map non-cloud admin partner users:
 - a. Choose one or more users from the **Available partner users** list. This list contains users that do not have the cloud admin role but need an IAM role assignment to have AWS Marketplace permissions.
 - b. Choose **Map to IAM role**.

Removing users

Removing a user permanently revokes a user's access to AWS Partner Central and cannot be undone. To readd a removed user, you must reinvite them to register. AWS Partner Central stores data for removed users.

Important

Before removing the user with the alliance lead role, reassign the role to another user. Refer to [Reassigning the alliance lead role](#).

To remove a user

1. Sign in to [AWS Partner Central](#) as a user with the alliance lead or alliance team role.
2. On the **My Company** menu, choose **User Management**.
3. On the **User management** page, choose the **Users** tab.
4. In the user list, select the checkbox of the user you want to remove.
5. Choose **Remove user**.
6. On the **Remove user** dialog box, enter **confirm** and choose **Remove**.

AWS Partner Central permissions best practices

When assigning AWS Partner Central roles, use the following guidelines.

Topics

- [Assign roles according to the principle of least privilege](#)
- [Audit role assignments](#)
- [Use unique credentials](#)
- [Avoid generic logins](#)

Assign roles according to the principle of least privilege

Users should have permissions to access only those resources that they need to perform their jobs. For example, if one of your team members is responsible only for updating and reporting on opportunities across your pipeline in the APN Customer Engagements (ACE) Pipeline Manager they should have the ACE manager role, not the alliance team role. For more information, refer to <https://docs.aws.amazon.com/IAM/latest/UserGuide/best-practices.html#grant-least-privilege>.

Audit role assignments

Periodically audit your role assignments and adjust permissions as people change roles at your organization. Audit your user list to ensure you have deactivated users who have left your organization or moved to roles that no longer require access to AWS Partner Central.

Use unique credentials

Ensure that users log in to AWS Partner Central with unique login credentials. Sharing user credentials violates the AWS Partner Network and AWS Partner Network Customer Engagements (ACE) terms and conditions and creates security risks.

Avoid generic logins

Avoid keeping a generic login (for example, APN_Admin@company.com) assigned to the alliance lead role. Follow best practices for managing permissions and avoid having multiple users sign in to AWS Partner Central with the same generic credentials. Instead, reassign an individual user to the alliance lead role, assign other users to the roles they require, and deactivate the generic account.

To reassign a generic login

1. Identify all of the users currently signing in to AWS Partner Central with the generic login.
2. Assign an individual user to the alliance lead role.
3. Assign other users to roles based on the principle of least privilege. For a summary of roles and their permissions, refer to [AWS Partner Central roles](#).
4. Confirm that all assigned users can access AWS Partner Central. After confirmation is complete, the alliance lead can deactivate the generic account.

To deactivate a generic account

1. Sign in to [AWS Partner Central](#) with the alliance lead role.
2. Choose **View my APN Account**.
3. In the **Partner Users** section, choose **Manage Active Partner Users**.
4. For the generic account, choose **Deactivate** from the action menu.

Multi-factor authentication (MFA)

Multi-factor authentication (MFA) adds an additional layer of security to your AWS Partner Central login. When enabled, your users must enter a verification code sent to their registered email address in addition to their username and password. An alliance lead or cloud admin can manage MFA for your AWS Partner Central accounts.

To manage MFA for your AWS Partner Central accounts

1. Sign in to [AWS Partner Central](#) as a user with the alliance lead or cloud admin role.
2. On the **My Company** menu, choose **User Management**.
3. (Alliance leads only) On the **User management** page, choose the **Security** tab.
4. Choose **Edit**.
5. Select a **Multi-factor authentication (MFA) status** option.
 - **Enabled** – To sign in to AWS Partner Central, users must enter a verification code sent to their registered email address in addition to their username and password.
 - **Disabled** – To sign in to AWS Partner Central, users must only enter their username and password.
6. Choose **Save**.

Important

If you are locked out of AWS Partner Central and need support, do the following:

1. Navigate to the [AWS Partner Team contact page](#) of the AWS Partner Network Knowledge Base.
2. Complete the contact form and choose **Submit**.

AWS Partner Central tasks

AWS Partner Central provides recommended tasks to help with your account, solution development, and AWS Partner program enrollment. The tasks AWS Partner Central recommends are based on your company profile, AWS Partner path, solution stage, and program enrollment. In AWS Partner Central, three types of tasks guide you in the following areas:

- **Account tasks** — AWS Partner Central onboarding, setup, and administration.
- **Solution tasks** — Build, market, sell, and grow solutions on AWS.
- **Program tasks** — Enroll in and complete AWS Partner Network programs.

Topics

- [My tasks](#)
- [Task management](#)
- [Solution growth stage tasks](#)

My tasks

Use the following procedures to review and complete tasks assigned to you.

Topics

- [Task summary](#)
- [Completing tasks](#)
- [Dismissing a task](#)

Task summary

To view a summary of your tasks, refer to the **Tasks** section on the AWS Partner Central home page.

To view your task summary

1. Sign in to [AWS Partner Central](#) as a user with the alliance lead or alliance team role.

2. Under **Tasks**, the number of account, solution, and program tasks assigned to you appear. In the **Tasks** section, you can do the following:
 - Choose the number under **Account tasks**, **Solution tasks**, or **Program tasks** to view those tasks on the **Tasks** page.
 - Choose a task name to go to the task details page.
 - Choose **View tasks** to go to the **Tasks** page.

Completing tasks

To complete a task

1. Sign in to [AWS Partner Central](#).
2. On the AWS Partner Central menu bar, choose **My tasks**.
3. On the **My tasks** menu, choose a task type.

My tasks menu option	Description
Account tasks	AWS Partner Central onboarding, account setup and administration.
Solution tasks	Build, market, sell, and grow solutions on AWS.
Program tasks	Enroll in AWS Partner Network programs.

4. On the **Tasks** page, choose the task name.
5. Complete the actions on the task details page.
 - Some tasks, such as adding a company description, provide a form to complete. Complete the form and choose **Submit**.
 - Some tasks, such as creating a software offering, provide a link to choose to begin task work.
6. When you have finished the task work, on the task details page, choose **Confirm**.

Dismissing a task

On a task detail page, standard users can dismiss a task. Dismissing a task removes it from your list of task assignments and sends the task back to your alliance lead for reassignment.

To dismiss a task

1. On the **Tasks** page, choose the task name.
2. On the task details page, choose **Dismiss task**.
3. On the **Dismiss task** dialog, enter a reason for your alliance lead to read.
4. Choose **Dismiss task**.

Task management

Alliance leads can manage task assignments for users in their AWS Partner organization.

To assign or reassign a task

1. Sign in to [AWS Partner Central](#) as a user with the alliance lead role.
2. In the **Tasks** section of the home page, choose **View tasks**.
3. On the **Tasks** page, choose the **Account tasks**, **Solution tasks**, or **Program tasks** tab.
4. In the tasks table, select the check box of the task you want to assign.
5. Choose **Change assignee**.
6. On the **Assign task** dialog box, choose a user. You can search for a user by entering a name.
7. Choose **Confirm**.

Solution growth stage tasks

There are four stages in the development of a solution on AWS: Build, Market, Sell, and Grow. At each stage, AWS Partner Central recommends tasks to guide you. The tasks that AWS Partner Central recommends are based on your company profile, AWS Partner path, solution stage, and program enrollment.

Note

The [AWS Partner Profitability Framework](#) is a best practice for using AWS Partner Central to develop solutions on AWS. To follow the framework in AWS Partner Central, use tasks.

Topics

- [Build stage](#)
- [Market stage](#)
- [Sell stage](#)
- [Grow stage](#)

Build stage

In the Build stage, you create your AWS solution. AWS Partner Central tasks guide you to the AWS technical and business resources that are available to AWS Partners. These include best practices to follow to optimize your solution's visibility to AWS sellers and technical guidance from AWS service experts.

The following table contains an overview of Build stage activities for software, service, and AWS Managed Service Provider (MSP) solutions:

Solution type	Build stage overview
Software or service solution	<ul style="list-style-type: none"> • Enroll in the Cloud Essentials - Knowledge Badge Readiness Path to learn foundational cloud concepts. • Enroll in the Solutions Architect Partner Learning Plan to learn about AWS service best practices when building and designing solutions. • Refer to the <i>Solution Building Enablement Guide</i> to build industry-focused solutions. • Use APN Innovation Sandbox credits to offset the cost of building your solution on AWS.

Solution type	Build stage overview
AWS Managed Service Provider (MSP) solution	<ul style="list-style-type: none"> • Explore AWS PartnerCast for free webinars and on-demand training resources. • Explore the AWS MSP Factory content to access hands-on workshops and modular content to develop your capabilities as an AWS MSP Partner. • Enroll in the Cloud Essentials - Knowledge Badge Readiness Path to learn foundational cloud concepts. • Enroll in the Solutions Architect Partner Learning Plan to learn about AWS service best practices when building and designing solutions. • Refer to the <i>Solution Building Enablement Guide</i> to build industry-focused solutions. • Use APN Innovation Sandbox credits to offset the cost of building your solution on AWS. • Explore AWS PartnerCast for free webinars and on-demand training resources.

Market stage

In the Market stage, AWS Partner Central tasks help you add case studies, go-to-market (GTM) campaign templates, and marketing enablement to your solution's marketing materials. Tasks also help expand your reach among AWS sellers and customers with listings on AWS Marketplace and AWS Partner Solution Finder.

The following table contains an overview of Market stage activities for software, service, and AWS Managed Service Provider (MSP) solutions:

Solution type	Market stage overview
Software solution	<ul style="list-style-type: none"> • Learn to use AWS Partner Marketing Central tools and resources to help you to grow your business and reach new customers. • Apply for Marketing Development Funds (MDF) to offset your marketing costs and build sales pipeline. For more information, refer to the MDF Quick Guide. • Create custom partner badges with AWS Badge Manager to showcase your relationship with AWS and designations you've earned. View and download your organization's badges in high-resolution .eps and .png files. For guidance on when and how to use the badges in your marketing, refer to the <i>AWS Partner Creative and Messaging Guide</i>. • Learn about AWS go-to-market (GTM) best practices: <ul style="list-style-type: none"> • Build a lead-generation strategy. • Download the GTM Strategy template. • Download the AWS Business Plan template. • Consider offering a free tier for your product or service on AWS Marketplace. • Ensure that your Partner Solutions Finder (PSF) listing is accurate and current. This helps customers find you on the public Partner Solutions Finder (PSF) and AWS sellers find your solution on the internal Partner Discovery Portal (PDP).
Service solution	<ul style="list-style-type: none"> • Watch the video <i>Drive demand with AWS Partner Marketing Central</i>.

Solution type	Market stage overview
	<ul style="list-style-type: none"> • Use the AWS Marketing Toolkit to create go-to-market (GTM) assets. • Create case studies and link them to your solution. • Refer to the AWS Marketplace Seller GTM Academy quick reference guide to build a GTM strategy for AWS Marketplace solutions .
AWS Managed Service Provider (MSP) solution	<ul style="list-style-type: none"> • Explore the AWS MSP Factory content to amplify your marketing efforts. • Enroll in the Cloud Essentials - Knowledge Badge Readiness Path to learn foundational cloud concepts. • Enroll in the Solutions Architect Partner Learning Plan to learn about AWS service best practices when building and designing solutions. • Refer to the <i>Solution Building Enablement Guide</i> to build industry-focused solutions. • Use APN Innovation Sandbox credits to offset the cost of building your solution on AWS. • Explore AWS PartnerCast for free webinars and on-demand training resources.

Sell stage

In the Sell stage, AWS Partner Central recommends tasks to enhance the visibility of your solutions among AWS sellers and customers. You'll build opportunity pipelines and prepare for co-selling opportunities in the APN Customer Engagement (ACE) program.

The following table contains an overview of Sell stage activities for software, service, and AWS Managed Service Provider (MSP) solutions:

Solution type	Sell stage overview
Software solution	<ul style="list-style-type: none"> • Complete AWS Partner Sales Accreditation training to learn how to co-sell with AWS: • Create AWS Marketplace Private Offers (MPPOs). • Submit opportunities through the APN Customer Engagements (ACE) Pipeline Manager. After 10 validated partner-originated opportunities, you become ACE eligible, to receive AWS originated opportunities. Launch two opportunities with your offering attached to move to Grow stage.
Service solution	<ul style="list-style-type: none"> • Complete AWS Partner Sales Accreditation (Business) to learn to communicate the AWS value proposition to customers. • Complete the AWS Solution Seller Learning Plan and AWS Sales Essentials Partner Learning Plan to learn customer needs on AWS and best AWS co-selling practices. • Use the AWS Marketplace Channel Partner activation toolkit to sell your solutions on AWS Marketplace. • Request AWS Partner Proof-of-Concept (POC) activity funding to help acquire new customers or upsell existing customers.
AWS Managed Service Provider (MSP) solution	<ul style="list-style-type: none"> • Explore the AWS MSP Factory content to access hands-on workshops and modular content to develop your capabilities as an AWS MSP Partner. • Complete AWS Partner Sales Accreditation (Business) to learn to communicate the AWS value proposition to customers.

Solution type	Sell stage overview
	<ul style="list-style-type: none"> • Complete the AWS Solution Seller Learning Plan and AWS Sales Essentials Partner Learning Plan to learn customer needs on AWS and best AWS co-selling practices. • Use the AWS Marketplace Channel Partner activation toolkit to sell your solutions on AWS Marketplace. • Request AWS Partner Proof-of-Concept (POC) activity funding to help acquire new customers or upsell existing customers.

Grow stage

Growing your solution on AWS involves learning advanced networking to reach new markets and customer segments. AWS Partner Central recommends tasks to highlight your expertise to customers by achieving an AWS Specialization and validate your solutions with AWS Foundational Technical Reviews (FTRs).

The following table contains an overview of Grow stage activities for software, service, and AWS Managed Service Provider (MSP) solutions:

Solution type	Grow stage overview
Software solution	<ul style="list-style-type: none"> • Highlight your expertise to customers by achieving an AWS Specialization. • Run pilot programs in your specialization. • Streamline procurement and offer flexible pricing on AWS Marketplace with AWS Marketplace Private Offers (MPPOs). • Authorize channel partners to sell your AWS Marketplace offer.
Service solution	<ul style="list-style-type: none"> • Use the channel seller renewal playbook to optimize your renewals process and refine

Solution type	Grow stage overview
	<p>your AWS Marketplace Channel Partner Private Offer (CPPO) strategy.</p> <ul style="list-style-type: none"> • Streamline procurement and offer flexible pricing on AWS Marketplace with AWS Marketplace Private Offers (MPPOs). • Build industry-focused solutions and promote them with AWS Competency specialization. • Stand out among AWS Partners to AWS sales teams by sharing opportunities in the ACE Pipeline Manager that are linked to your solution.
AWS Managed Service Provider (MSP) solution	<ul style="list-style-type: none"> • Explore the AWS MSP Factory content to access hands-on workshops and modular content to develop your capabilities as an AWS MSP Partner. • Use the channel seller renewal playbook to optimize your renewals process and refine your AWS Marketplace Channel Partner Private Offer (CPPO) strategy. • Streamline procurement and offer flexible pricing on AWS Marketplace with AWS Marketplace Private Offers (MPPOs). • Stand out among AWS Partners to AWS sales teams by sharing opportunities in the ACE Pipeline Manager that are linked to your solution.

AWS Partner Central FAQ

This topic provides answers to the following questions about AWS Partner Central.

Topics

- [How do I open an AWS Support ticket?](#)
- [I'm locked out of AWS Partner Central. How do I get support?](#)
- [How do I register for AWS Partner Accreditations?](#)
- [How do I reset my AWS Partner Central password?](#)
- [How do I ensure that my Partner Scorecard registers my organization's AWS Certifications?](#)
- [How do I transfer my AWS certifications to a new AWS Partner Central account?](#)
- [What is the AWS Direct Connect program?](#)
- [Does AWS Partner Central support the Microsoft Edge Legacy browser?](#)
- [How do I pay the AWS Partner Network \(APN\) program fee?](#)
- [Can I access the AWS Management Console through AWS Partner Central?](#)
- [What is AWS Partner Assistant?](#)
- [How do I access AWS Partner Assistant?](#)
- [Is AWS Partner Assistant always available?](#)
- [What languages does AWS Partner Assistant support?](#)
- [What can AWS Partner Assistant do?](#)
- [What can I ask AWS Partner Assistant?](#)
- [What issues should I not ask AWS Partner Assistant?](#)
- [Can AWS Partner Assistant provide personalized responses?](#)
- [Can partners use AWS Partner Assistant to change their account or services?](#)
- [How does AWS Partner Assistant handle confidential information?](#)
- [What happens if AWS Partner Assistant doesn't understand my question?](#)
- [What should I do if AWS Partner Assistant isn't responding?](#)
- [What should I do if AWS Partner Assistant provides incorrect information?](#)
- [Can I turn off AWS Partner Assistant if I don't want to use it?](#)

How do I open an AWS Support ticket?

In AWS Partner Central, choose **Support**, **Contact Support** to submit new cases, view your case history, or correspond with AWS Partner Support.

I'm locked out of AWS Partner Central. How do I get support?

If you are locked out of AWS Partner Central, you can get support by doing the following:

1. Navigate to the [AWS Partner Team contact page](#) of the AWS Partner Network Knowledge Base.
2. Complete the contact form and choose **Submit**.

How do I register for AWS Partner Accreditations?

To enroll in AWS Skill Builder and AWS Partner Accreditations

1. Sign in to [AWS Partner Central](#).
2. Choose **Learn, AWS Partner Training**.
3. Choose **Explore free digital training**.
4. Choose **Sign in to AWS Skill Builder**.


How do I reset my AWS Partner Central password?

To reset a forgotten password

1. On the [Sign in to AWS Partner Network](#) page, choose **Forgot password**.
2. Enter your registered business email address.
3. Choose **Next**.
4. Check your email for a message from **apn-no-reply@amazon.com** with the subject line **AWS Partner Network Email Verification**. The message contains a verification code.
5. On the **Reset password** page, enter the verification code.
6. For **Password**, enter a new password. Passwords must contain the following:
 - Eight or more characters.

- At least one uppercase and one lowercase letter.
- At least one number.
- At least one symbol from ! @ # \$ % ^ _ = + : ..

7. Choose **Submit**.

 **Note**

For help with signing in and registration, contact [APN Support](#).

How do I ensure that my Partner Scorecard registers my organization's AWS Certifications?

In order for a user's AWS Certification to appear on your Partner Scorecard, the user must be registered with AWS Partner Central. To register a user, refer to [Inviting new users](#). In addition, one of the following must be true:

- The user passed the AWS Certification exam using their current registered AWS Partner Central email address.
- The user passed an AWS Certification exam using the email address from their personal CertMetrics account and added the address to their AWS Partner Central account. Refer to [Adding your CertMetrics email address to your AWS Partner Central account](#)

Adding your CertMetrics email address to your AWS Partner Central account

1. Sign in to [AWS Partner Central](#).
2. Choose **My Profile, My AWS Certifications**.
3. Choose **Edit**.
4. For **AWS T&C Account Email**, enter the email address registered with your CertMetrics account.
5. Choose **Save**. Allow 5 days for certifications to update on your Partner Scorecard.

How do I transfer my AWS certifications to a new AWS Partner Central account?

You can transfer AWS certifications you've earned with a previous employer to a new AWS Partner Central account.

To transfer your AWS certifications to a new AWS Partner Central account

1. [Register as a user](#) on AWS Partner Central with the registered business email address of your new company.
2. Navigate to the [AWS Certification page](#).
3. Choose **Sign in**.
4. On the **Choose a sign in method** page, in the **Organization SSO** section, enter the registered business email of your new company.
5. Choose **Sign in**.
6. Navigate to [Contact AWS Training and Certification](#). Submit a request to transfer your previous AWS Certification profile to your new AWS Partner Central account.

To transfer AWS certifications to a new AWS Partner Central account with a CertMetrics email address

If your CertMetrics account address is a personal email address listed in your previous company's AWS Partner Scorecard, do the following:

1. Sign in to [AWS Partner Central](#) using your previous email address and password. If you do not have access to this account, contact APN support for assistance.
2. Choose **My profile, My AWS Certifications**
3. For **View All Trainings and Certifications**, choose **Edit**.
4. Delete the contents of the **AWS T&C Account Email** field.
5. Choose **Save**. Your certifications will appear in your new account within five business days.

Note

For assistance updating your CertMetrics account email address, submit a request at [Contact AWS Training and Certification](#). In the request details, include your previous and new CertMetrics email addresses.

What is the AWS Direct Connect program?

For more information, refer to [AWS Direct Connect Delivery Partners](#).

Does AWS Partner Central support the Microsoft Edge Legacy browser?

No. Effective December 31, 2020, AWS Partner Central stopped supporting the Microsoft Edge Legacy Browser. If you currently access AWS Partner Central with the Edge Legacy browser, we recommend upgrading to the Microsoft Edge browser for a better experience.

What is the Microsoft Edge Legacy browser?

Microsoft Edge Legacy browser includes version of the original Edge browser prior to version 80. To find out what version of Edge you have, refer to [Find out which version of Microsoft Edge you have](#).

Why the change?

In 2021, Microsoft ended support for its Microsoft Edge Legacy browser, including security updates. At AWS, our partner user experience and the security of partner data are very important to us. Hence, we proactively discontinued support for the Microsoft Edge Legacy browser on December 3, 2020 in favor of the new Edge browser released in January 2020.

How do I pay the AWS Partner Network (APN) program fee?

To pay the APN program fee using the AWS Billing and Cost Management console, refer to [Making payments, checking unapplied funds, and viewing your payment history](#).

The APN Program fee is billed to AWS Partners who are progressing to the confirmed stage or higher of their AWS Partner Path. AWS Partners will be billed annually for as long as your company

maintains the confirmed or higher AWS Partner Path status. You will have 90 days to complete payment for the APN annual fee before being at risk for downgrade and having to confirm your AWS Partner Path status.

The alliance lead and alliance team users can submit an upgrade form and enter the AWS account ID to receive the APN program fee. We encourage your company's alliance lead and alliance team to keep a record of the AWS account ID used to receive this fee.

Once the APN Program fee is paid, the alliance lead will receive an email with a promotional credit code and instructions on how to redeem this in your company's AWS account. For more information, refer to [Redeem your AWS Promotional Credit](#).

If your AWS account is part of an AWS Organization, the APN program fee will be billed to the payer account. You may need to consult the payer AWS account administrator to locate the APN program and pay this invoice. For more information, refer to [What is AWS Billing and Cost Management?](#)

If your firm is based outside of the United States, there may be an additional cost based on the value-added tax (VAT) for your country. For more information, refer to [Amazon Web Services Tax Help](#).

No manual deductions will be made to fees to adjust for GST or VAT tax, as tax is not charged on invoices outside of applicable countries. For more information, refer to [AWS Partner Network Terms and Conditions](#).

If you opt to cancel your APN membership, open a new case at [AWS Partner Support](#). For **Type of request**, choose **APN Program Fee and Renewal**. For **Please specify further**, choose **Downgrade my APN Membership**.

Can I access the AWS Management Console through AWS Partner Central?

You cannot access the AWS Management Console through AWS Partner Central. Sign in to the AWS Management Console at <https://console.aws.amazon.com/console>.

What is AWS Partner Assistant?

AWS Partner Assistant is a generative AI-powered chatbot that helps partners find information and answer questions.

How do I access AWS Partner Assistant?

AWS Partner Assistant is available to both AWS Partners and Marketplace sellers, but not Marketplace buyers. You can access the chatbot from any page through AWS Partner Central or AWS Marketplace Management Portal (AMMP).

Is AWS Partner Assistant always available?

Yes.

What languages does AWS Partner Assistant support?

Currently, AWS Partner Assistant supports only English, but it will support other languages in future releases.

What can AWS Partner Assistant do?

The chatbot provides real-time answers and documentation summaries about AWS services, AWS Marketplace seller guidance, and AWS Partner programs, incentives, and benefits. The chatbot uses a library of published content that's exclusive to partners.

What can I ask AWS Partner Assistant?

The chatbot provides real-time answers and documentation summaries about AWS services, AWS Marketplace seller guidance, and AWS Partner Network programs, incentives, and benefits. The chatbot uses a library of published content that's exclusive to partners.

What issues should I not ask AWS Partner Assistant?

For issues that require in-depth troubleshooting, account verification, or access to sensitive data, contact AWS customer support directly.

Can AWS Partner Assistant provide personalized responses?

Currently, AWS Partner Assistant provides only general information and guidance. It can't generate creative content or perform tasks. If AWS Partner Assistant is unable to adequately answer your question, file a support ticket or submit feedback. The following are additional examples:

Do	Don't
Where can I find my tier renewal date?	When is my tier renewal date?
How do I enroll in a path?	Enroll us in the Software path.
How do I apply for the MSP program?	Can I apply for the MSP program?

Note

For account-related questions, partners must use existing [AWS support channels](#).

Can partners use AWS Partner Assistant to change their account or services?

No, but it can guide you on how to make these changes or direct you to support teams who can.

How does AWS Partner Assistant handle confidential information?

AWS Partner Assistant is designed to safeguard user privacy and data, but we don't recommend sharing sensitive information.

What happens if AWS Partner Assistant doesn't understand my question?

If AWS Partner Assistant can't answer your question, try rephrasing it. Alternatively, it can guide you to a support team for assistance. In this scenario, submit thumbs-down feedback along with additional context, which will help us improve the chatbot's performance. Optionally, you can provide structured feedback from a picklist of common categories.

What should I do if AWS Partner Assistant isn't responding?

Try refreshing the page or restarting the application. If the issue persists, report the problem to our support team.

What should I do if AWS Partner Assistant provides incorrect information?

If you believe AWS Partner Assistant has given you incorrect information, provide feedback at the end of your session using the thumbs-down option.

Can I turn off AWS Partner Assistant if I don't want to use it?

AWS Partner Assistant is an optional feature. If you prefer not to use it, contact our support team.

Document history for the AWS Partner Central Getting Started Guide

The following table describes the documentation releases for AWS Partner Central Documentation.

Change	Description	Date
Added account unlinking instructions	Instructions were added in Unlinking your AWS Partner Central account from an AWS Marketplace account .	January 15, 2025
Added new managed policy and updates to existing	Added the <code>AWSPartnerCentralSellingResourceSnapshotJobExecutionRolePolicy</code> managed policy. For more information, see AWSPartnerCentralSellingResourceSnapshotJobExecutionRolePolicy . Updates to: <code>AWSPartnerCentralFullAccess</code> , <code>AWSPartnerCentralOpportunityManagement</code> , <code>AWSPartnerCentralSandboxFullAccess</code> .	December 4, 2024
New AWS Partner Assistant	AWS Partner Assistant is a generative AI-powered chatbot for AWS Partners. It is accessible from both Partner Central and AWS Marketplace Portal (AMMP).	November 25, 2024
Added new managed policy	Added the <code>AWSPartnerCentralFullAccess</code>	November 18, 2024

	AWS managed policy. For more information, see AWS managed policy: AWSPartnerCentralFullAccess .	
Added managed policy	Added the AWSPartnerCentralOpportunityManagement AWS managed policy. For more information, see AWS managed policy: AWSPartnerCentralOpportunityManagement .	November 14, 2024
Added managed policy	Added the AWSPartnerCentralSandboxFullAccess AWS managed policy. For more information, see AWS managed policy: AWSPartnerCentralSandboxFullAccess .	November 14, 2024
Clarification	Updated linking accounts prerequisites for clarity.	June 5, 2024
First release	First release of the AWS Partner Central Getting Started Guide.	November 10, 2023