

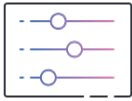


AWS Marketplace SaaS Policy Details for AWS Partners

We are updating the AWS Marketplace SaaS Policy to provide the opportunity for AWS Partners to expand your portfolio of products that are listed on AWS Marketplace. This update enables AWS Partners to list any SaaS product on AWS Marketplace, regardless of hosting location.

We are also introducing capabilities to highlight SaaS products that are built on AWS. Products that have a submitted architecture diagram and fill out a few additional questions within the product listing page may be eligible to receive a tag to highlight you are built on AWS and enables your product to count towards customer spend commitments with AWS. Review the details on required actions, timeline, eligibility and FAQs below.

Required action for products to be eligible for customer spend commitments



Create architecture diagram

Create an architecture diagram of your product(s) listed in AWS Marketplace.

[How to create an architecture diagram >>](#)



Submit details in AMMP

Log into the AWS Marketplace Management Portal (AMMP) and go to your product listing. From here, select > update product information > complete questions to add details relevant to your product's architecture.



Review your benefits eligibility status

Once you have submitted the required documentation, you will be able to see your benefits eligibility status in AMMP.

Timeline for new AWS Marketplace SaaS Policy

Review the timeline below for the updated AWS Marketplace SaaS policy:

- **December 10th 2024:** New AWS Marketplace SaaS policy is live. AWS Marketplace Sellers can start preparing their architecture diagrams for submission to the AWS Marketplace Management Portal (AMMP).
- **February 3rd 2025:** AWS Marketplace Sellers have the ability to submit their architecture diagrams to AMMP to identify if their product is eligible for additional benefits such as customer spend commitment drawdown.
- **May 1st 2025:** AWS Marketplace products that have been validated to be built on AWS will receive a badge to showcase to customers. Only those products with this badge will be eligible for customer spend commitment drawdown.



Criteria for products to be eligible for additional benefits

•You can publish all [SaaS architectures](#). However, for AWS Marketplace to consider your product as deployed on AWS, your SaaS application must conform to one of the following AWS hosting patterns. Products that are deployed on AWS receive a special designation in the search results of AWS Marketplace and in their product details page.

- The SaaS product runs entirely on AWS, including the [application and control planes](#). The *application plane* can run in the seller's AWS account, the buyer's AWS account, or both. The SaaS application can use content delivery networks and domain name systems from other providers.
- The product is specifically designed to collect data, replicate data, or migrate workloads from outside AWS to AWS. Except for clients and gateways running outside of AWS, the application and control planes must run on AWS. AWS must be the only available target. If the product also supports replication to environments outside of AWS, you must remove that capability and publish a separate product with that capability. AWS Marketplace won't consider that second product as deployed on AWS.

•Applications that require resources in the buyer's infrastructure must follow the [Architecture guidelines](#) in the *AWS Marketplace Seller Guide*.

Details to submit in AMMP

Sellers will need to provide the following details for each of the products they have listed in the AWS Marketplace Management Portal (AMMP) starting February 3rd, 2025.

SaaS Architecture Details

1. Select the AWS hosting pattern of your SaaS application:

- A) The product runs entirely in AWS.
- B) The product is designed to replicate or migrate data or workloads to AWS only.
- C) Only the [application plane](#) runs on AWS.
- D) None of the above.

2. Select where the [application plane](#) runs:

- A) Entirely or mostly in your seller AWS account.
- B) Entirely or mostly in the buyer AWS account.
- C) Not applicable

3. Submit Architecture Diagram



Frequently Asked Questions

- **Does my product qualify for PPA commitment drawdown?** Products whose application plane and control plane runs on AWS are eligible for PPA commitment drawdown.
- **What do I need to submit to qualify?** Partners will need to provide an [architecture diagram](#) for each product they have listed on AWS Marketplace. Additionally, sellers will need to answer two short questions around their hosting patterns for their products.
- **We have product listings in multiple AWS Account IDs, do I need to do this for each AWS Account ID (even if it is a duplicate product)?** Yes, because different AWS Account IDs surface as separate products in AWS Marketplace, you will need to submit the reference architecture for each of these products.
- **My product currently doesn't qualify as a deployed on AWS product. What do I need to do to qualify?** If you are interested in migrating your application plane to AWS, there are a few AWS Partner Programs that can support you:
 - *AWS SaaS Factory:* Program supports partners with best practices, reference architectures, training, and domain experts to help organizations accelerate their SaaS journey on AWS. [Learn more >>](#)
 - *AWS Migration Acceleration Program:* AWS cloud migration program supporting customers in automation tools, services, training, and financial investment to help manage migration costs. [Learn more >>](#)
- **How does this affect other programs (such as ISV Accelerate or SaaS Revenue Recognition Program)?** At this point in time, this policy revision only impacts customer private pricing spend commitment retirement eligibility.
- **What do I do if I have the same product with different versions one hosted on AWS and one hosted somewhere else?** If you would like to add both of your product versions on AWS Marketplace, you are able to do so. You should create two separate product listings and submit architecture details for the product hosted on AWS to ensure your product is eligible for additional benefits.