



AWS CPPO for Partners



What is AWS CPPO

- AWS Marketplace is an online software store that helps customers find, buy and immediately start using the software and services that run on AWS
- Consulting Partner Private Offers (CPPO) allow Consulting Partners to be included in the sale that takes place on AWS Marketplace to AWS end customers.
- It enables the channel to offer custom pricing through recurring and negotiated pricing and terms.
- AWS CPPO is an alternative route to market. It allows an end customer to purchase and pay for the service immediately from their AWS account instead of placing an order via the traditional procurement channel.



Benefits of partnering with Westcon

- No need to set-up individual CPPO agreements with multiple vendors
- Westcon manages US entity id, a US bank account, and sets-up agreements with vendors
- Reseller's benefit from Westcon volume discounts
- Solution creation and BOM's are built as per normal process with Westcon/vendor
- Negotiate price as per normal with Westcon and end customer
- Westcon PSC upload BOM into AWS, manage the end-to-end transaction, billing, margins and discounts
- Extend value to your AWS customers - speed up deployments for customers
- Reduce your procurement, operational and billing overhead

CPPO offer flow with customer

Offer	Vendor →	AWS →	CPPO (Westcon) →	End customer
Invoicing		AWS →		End customer
Deal payment		AWS		← End customer
Margin payment		AWS →	CPPO (Westcon)	
Margin disbursement			CPPO (Westcon) →	End customer



Our simple offer

We already have agreements with you and vendors. If Westcon is the CPPO, there is no additional requirement of you or the vendor.

This is much easier for your sales people - they can try and put an agreement in place with every vendor for every deal, leave it to Westcon.

Win. Win?
We think so too

Contact

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