



Builder Guide

AWS Partner Central



AWS Partner Central: Builder Guide

Copyright © 2024 Amazon Web Services, Inc. and/or its affiliates. All rights reserved.

Amazon's trademarks and trade dress may not be used in connection with any product or service that is not Amazon's, in any manner that is likely to cause confusion among customers, or in any manner that disparages or discredits Amazon. All other trademarks not owned by Amazon are the property of their respective owners, who may or may not be affiliated with, connected to, or sponsored by Amazon.

Table of Contents

What is a solution?	1
Creating a solution	2
Managing your solution	3
Publication to AWS Solution Finder	3
Removing a solution from AWS Partner Solution Finder	4
AWS Foundational Technical Review (FTR)	4
AWS Marketplace product listing	5
AWS Marketplace software product listing and linking support	6
Document history	7

What is a solution?

A solution is any product, service, or practice you offer to solve a customer business need. When you [create](#) a solution on AWS Partner Central, you provide details that help us understand what you bring to market. We can offer tailored support to develop and increase the discoverability of your solutions and engage with AWS customers and AWS sales teams. In addition, as an AWS Partner, you can receive benefits when you submit your solutions for AWS validation. For more information, sign in to AWS Partner Central and refer to the [Partner solutions overview guide](#).

Creating a solution

The first step to gain visibility and engagement with AWS customers and sales teams is to create your solutions on AWS Partner Central.

When creating a solution, provide as much detail as you can to improve your discoverability on the internal AWS Partner directory and public AWS Partner Solution Finder. Your listing in these directories can help generate AWS customer leads and opportunities sourced from qualified AWS sellers. Leads and opportunities appear to you in the AWS Customer Engagement (ACE) Pipeline Manager in Partner Central.

To create a solution

1. Sign in to [AWS Partner Central](#).
2. Choose **Build, Solutions**.
3. Choose **Create**.
4. Complete the required solution details and contact information fields.
5. (Optional) For **Solution URL**, enter a link to your AWS branded microsite that explains your AWS practice. Although optional to create a solution, a microsite is required for validation in an AWS Specialization Program.
6. (Optional) Increase the discoverability of your solution by adding marketing, sales, and case study details.
7. On the **Review and submit** page, choose **Create solution**.

Managing your solution

AWS Partner Central you can manage your offering by publishing it to your AWS Partner Solution Finder listing, requesting an AWS Foundational Technical Review (FTR), and linking Software Product offerings to an AWS Marketplace listing.

Topics

- [Publication to AWS Solution Finder](#)
- [Removing a solution from AWS Partner Solution Finder](#)
- [AWS Foundational Technical Review \(FTR\)](#)
- [AWS Marketplace product listing](#)

Publication to AWS Solution Finder

Your solution is published to the AWS Solution Finder automatically after the following prerequisites are met:

Solution type	Prerequisites
Software Product, Managed Service, Consulting Service, Professional Service	<p>Solution must meet one of the following prerequisites:</p> <ul style="list-style-type: none">• The solution is validated by an AWS Foundation Technical Review (FTR). Refer to AWS Foundational Technical Review (FTR).• The solution is associated with a confirmed designation application.
Hardware Product, Communications Product, Value-Added Resale AWS Service, Training Service, Distribution Service	<p>Solution must meet both of the following prerequisites:</p> <ul style="list-style-type: none">• The solution is associated with a confirmed designation application.• The solution is approved by the AWS Partner Network team.

Removing a solution from AWS Partner Solution Finder

To remove a solution from your AWS Partner Solution Finder listing, mark it inactive in AWS Partner Central. In AWS Partner Central you can do this on the home page or the **Solution details** page.

To mark a solution inactive on the...	Do this...
The AWS Partner Central home page.	<ol style="list-style-type: none">1. Sign in to AWS Partner Central.2. Choose Build, Solutions from the navigation bar.3. Choose the solution you want to remove.4. Choose Inactive.
The AWS Partner Central Solution details page.	<ol style="list-style-type: none">1. On the Solution details page, choose the solution you want to remove.2. Choose Update Visibility.3. Choose Inactive.

AWS Foundational Technical Review (FTR)

You can obtain an FTR to validate each of your submitted and active Software Product, Managed Service, Consulting Service, or Professional Service solutions. An FTR helps you identify and mitigate technical risks. Solutions with FTR validation are published automatically to the AWS Solution Finder. For more information, refer to [AWS Foundational Technical Review](#)

To request an FTR

1. Sign in to [AWS Partner Central](#).
2. Choose **Build, Solutions** from the navigation bar.
3. Choose the solution you want to submit.
4. Choose the **Validation** tab.
5. Download and review the AWS Foundational Technical Review Guide for Software Offerings or Service Offerings and FTR checklist for your solution type.
6. Complete the self-assessment checklist.

7. Upload the following files. Files may not exceed 3MB.
 - Self-assessment checklist.
 - Architecture diagram(s).
 - Other required or supplemental documentation relevant to your solution.
 - Case studies that demonstrate customer success specific to the solution.
8. Choose **Request Foundational Technical Review**.

AWS Marketplace product listing

You can create a product listing for your software solution on AWS Marketplace or link your solution to an existing product listing.

Note

To link your software solution to an AWS Marketplace product listing, you must first link your AWS Partner Central account to an AWS Marketplace account. For more information, refer to [Linking AWS Partner Central accounts with AWS Marketplace seller accounts](#) in the *AWS Partner Central Getting Started Guide*.

Creating an AWS Marketplace product listing in AWS Partner Central

1. Sign in to [AWS Partner Central](#).
2. Choose **Build, Solutions** from the navigation bar.
3. [Create](#) an offering or choose an existing solution.
4. On the **Solution details** page, choose the **AWS Marketplace products** tab.
5. Choose **Create new**.
6. Enter product details and choose a product type (**AMI, SaaS, Container, or Server**).
7. Enter a product title.
8. Choose **Create product and connect**.
9. Choose **Continue** to complete the listing on the AWS Marketplace Management Portal (AMMP). Or, choose **Exit** to return to the **AWS Marketplace products** tab.

Linking a Software Product solution to an existing AWS Marketplace product listing

1. Sign in to [AWS Partner Central](#).
2. Choose **Build, Solutions** from the navigation bar.
3. [Create](#) a solution or choose an existing solution.
4. From the solutions details view, choose the **AWS Marketplace products** tab.

AWS Marketplace software product listing and linking support

AWS Partner Central supports creating and linking AWS Marketplace software product listings for specific deployment and hosting options, as shown in the following table.

Note

You choose deployment and hosting options when you create a solution. You cannot change these options after creating a solution. To choose different deployment and hosting options for a solution, you can either create the solution again or contact [AWS Partner Central support](#) for help.

Who is primarily deploying the software?	Where the software primarily deployed?	Supported AWS Marketplace software product type
You	Your AWS account	SaaS
Your customer	Customer's AWS account	Server (Amazon Machine Image (AMI) or container)
You	On premise	Not supported
You	Customer's AWS account	Not supported
Your customer	On premise	Not supported
Your customer	Edge	Not supported
Your customer	Edge	Not supported

Document history for the AWS Partner Central Builder Guide

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

Change	Description	Date
Second release	Second release of the AWS Partner Central Builder Guide.	June 25, 2024
First release	First release of the AWS Partner Central Builder Guide.	November 2, 2023