



Getting Started Guide

AWS Partner Central



AWS Partner Central: Getting Started Guide

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Table of Contents

What is AWS Partner Central?	1
Becoming an AWS Partner	2
Registering in AWS Partner Central	3
Signing in to AWS Partner Central	5
AWS Partner Central home page	6
Navigation bar	6
Global search	6
Tasks	7
Dropdown menus	7
Support	7
Language	8
My Company	8
Company Profile	8
My Profile	9
AWS Partner Central menus and role, path, and stage access	10
Partner walkthroughs	20
Partner news and events	20
Linking AWS Partner Central accounts with AWS Marketplace seller accounts	22
Prerequisites	23
Custom trust policy	24
Linking your AWS Partner Central account to an AWS Marketplace account	25
Mapping AWS Partner Central users to AWS Marketplace IAM roles	26
Connecting ACE opportunities with AWS Marketplace private offers	27
Mapping AWS Marketplace roles to a CRM integration user	28
AWS managed policies for AWS Partner Central users	30
PartnerCentralAccountManagementUserRoleAssociation	31
Controlling access in AWS Partner Central account management	33
Permissions for AWS Partner Central account management	33
AssociatePartnerAccount	33
AssociatePartnerUser	34
DisassociatePartnerUser	35
Additional resources	35
Logging AWS Partner Central API calls with AWS CloudTrail	36
AWS Partner Central log file entry examples	37

Related topics	38
User management	40
AWS Partner Central roles	41
Alliance lead	42
Alliance team	42
Standard user	44
Channel user	44
Cloud admin	44
Marketing staff	46
Technical staff	47
ACE manager	48
ACE user	49
Role comparison	50
Managing users and role assignments	52
Inviting new users	52
Managing role assignments	53
Reassigning the alliance lead role	54
Mapping Partner Central users to IAM roles	55
Removing users	56
AWS Partner Central permissions best practices	57
Assign roles according to the principle of least privilege	57
Audit role assignments	57
Use unique credentials	57
Avoid generic logins	58
Multi-factor authentication (MFA)	58
AWS Partner Central tasks	60
My tasks widget	60
All tasks widget (alliance lead role)	60
Tasks page	61
AWS Partner Central FAQ	62
How do I register for AWS Partner Accreditations?	62
How do I reset my AWS Partner Central password?	62
How do I ensure that my Partner Scorecard registers my organization's AWS Certifications?	63
How do I transfer my AWS certifications to a new Partner Central account?	64
What is the AWS Direct Connect program?	65
Does AWS Partner Central support the Microsoft Edge Legacy browser?	65

What is the Microsoft Edge Legacy browser?	65
Why the change?	65
How do I pay the AWS Partner Network (APN) program fee?	65
How do I open an AWS Support ticket?	66
Can I access the AWS Management Console through AWS Partner Central?	66
Document history	67

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 your 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.
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. Your company's alliance lead can modify your permissions if needed after your registration is complete.
6. Complete the customer and contact information on the registration form.
7. Choose **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**.

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](#)
- [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. Tasks guide you from onboarding to achieving strategic goals, such as creating AWS Marketplace listings. AWS Partner Central can recommend the most relevant tasks according to your role and company's path.

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

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.
- **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.

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

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.

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, and enables product-to-offering linking across platforms.

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 assign themselves the cloud admin role to 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](#)

Prerequisites

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

To create the trust 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": "CreatePartnerCentralCloudAdminRole",
      "Effect": "Allow",
      "Action": [
        "iam:CreateRole"
      ],
      "Resource": "arn:aws:iam::*:role/PartnerCentralRoleForCloudAdmin*"
    },
    {
      "Sid": "AttachPolicyToPartnerCentralCloudAdminRole",
      "Effect": "Allow",
      "Action": [
        "iam:AttachRolePolicy"
      ],
      "Resource": "arn:aws:iam::*:role/PartnerCentralRoleForCloudAdmin*",
      "Condition": {
        "ArnLike": {
          "iam:PolicyARN": "arn:aws:iam::*:policy/PartnerCentralAccountManagementUserRoleAssociation"
        }
      }
    }
  ],
  {
```

```
"Sid": "AssociatePartnerAccount",
"Effect": "Allow",
"Action": [
  "partnercentral-account-management:AssociatePartnerAccount"
],
"Resource": "*"
}
]
}
```

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

Custom trust policy

If you add the policy to an existing IAM user or role, also add the following custom trust policy to them.

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

To add a custom trust policy to an existing IAM role, refer to [Creating an IAM role using a custom trust policy \(console\)](#).

Linking your AWS Partner Central account to an AWS Marketplace account

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** page, choose **Link Account**.
4. Choose **IAM user**.
5. Enter the AWS account ID for the AWS Marketplace account.
6. Choose **Next**.
7. Sign in to AWS Marketplace.
8. Choose **Allow** to acknowledge that you authorize the connection between AWS Partner Central and AWS Marketplace accounts and users.
9. Map users to AWS Marketplace IAM roles.

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.](#)
- While creating IAM roles, add the following custom trust policy to allow Partner Central to map the IAM 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 assigned the cloud admin role, you must create IAM roles with the permissions you want to provide to your users. 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

When partners link an AWS Marketplace account to AWS Partner Central, cloud admins and alliance leads should provide `AWSMarketplaceSellerFullAccess` or, minimally, `ListEntities/SearchAgreements` to the IAM role assigned to ACE users. This is necessary to attach AWS Marketplace private offers to ACE opportunities.

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 **AWS Marketplace** section of the AWS Partner Central homepage, choose **Manage Linked Account**.
3. On the **AWS Marketplace page**, select an available partner 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 **AWS Marketplace** section of the AWS Partner Central homepage, choose **Manage Linked Account**.
3. On the **AWS Marketplace 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 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

- [PartnerCentralAccountManagementUserRoleAssociation](#)

PartnerCentralAccountManagementUserRoleAssociation

You can attach the `PartnerCentralAccountManagementAccountAssociation` policy to your IAM identities. This policy is used by the Cloud Admin role to link an AWS Partner account with AWS account.

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.

Permissions details

```
{
  "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": "*"    
  }  
]  
}
```

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, users are employees that you invite to register on Partner Central. You provide users specific permissions in your Partner Central account by assigning them roles. A user can only access the resources in Partner Central permitted by the role you assign them.

Review the topics in this section to learn about role capabilities in Partner Central, role assignment, 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 Partner Central. You can assign a new user a role when you invite them to register, and change role assignments in Partner Central on the **User management** page. This section describes Partner Central 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 a 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.

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

Standard user

The standard user role can sign in to your 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 Partner Central and AWS Marketplace accounts.

When you link your 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 Partner Central account. The cloud admin role has IAM permissions to map 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 Partner Central resources with technical components, such as offerings, case studies, and Well-Architected workloads. 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 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 Partner Central role determines your access to Partner Central resources and ability to perform tasks. The following table compares Partner Central role abilities. It does not include the [Standard user](#) role, which has limited access in 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					
Remove users.	X	X					
Submit ACE opportunities.	X	X	X	X	X	X	X
Manage all ACE opportunities and leads.	X	X	X	X		X	
Manage owned ACE opportunities and leads.	X	X	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				
Apply to AWS Competency Program.	X	X	X		X		
Manage offerings .	X	X	X	X	X		
Build Well-Architected workloads.	X	X		X	X		
Build case studies.	X	X	X	X	X		
Build with APN Marketing Toolkit.	X	X	X				
Manage public references.	X	X	X				
Access APN Badge Manager	X	X	X				
Manage program applications.	X	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

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

Inviting new users

To invite new users to join your alliance team in Partner Central, provide their contact information and assign them a role. Partner Central creates and sends an email to them that contains a link to register.

To invite new users to Partner Central

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 and select one or more roles to assign to them. You can invite more than one user at a time by choosing **Add Another User**.
6. Choose **Invite**. Users will receive an email message containing a link to register. After they register, they can use Partner Central to complete the tasks allowed by their assigned role. For more information about roles, refer to [AWS Partner Central roles](#).

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 from Partner Central, and their role assignments will not change. To remove a user from 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. 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 Partner Central 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 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 Partner Central 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 your Partner Central 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 your Partner Central 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 Partner Central and cannot be undone. To readd a removed user, you must reinvite them to register. 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 Partner Central accounts.

To manage MFA for your 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 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 Partner Central, users must only enter their username and password.
6. Choose **Save**.

AWS Partner Central tasks

Tasks help you to prioritize and complete activities in AWS Partner Central relevant to your journey and goals with Amazon Web Services (AWS). Tasks guide you to complete actions from onboarding to achieving strategic goals such as creating AWS Marketplace listings. AWS Partner Central recommends the most relevant tasks for you based on your role in your AWS Partner account and your company's path and path stage. For standard users, Alliance leads and users in an alliance team role can manage all assigned tasks in their AWS Partner account and assign tasks to users in their organization.

Topics

- [My tasks widget](#)
- [All tasks widget \(alliance lead role\)](#)
- [Tasks page](#)

My tasks widget

On the AWS Partner Central home page, the **My tasks** widget summarizes your task assignments. The **My tasks** widget also displays the total number of open, outstanding, and overdue tasks in your entire AWS Partner account.

Under **My tasks**, you can do the following:

- Choose a task name to access the task detail page and start work on a task.
- Choose the number of overdue tasks to view overdue tasks on a separate page.
- Choose **View all my tasks** to access the **My tasks** page.

All tasks widget (alliance lead role)

On the AWS Partner Central home page, the **All tasks** widget displays for users with the alliance lead role. The **My tasks** widget summarizes task assignments across your entire AWS Partner account.

Tasks page

On the AWS Partner Central home page, choose **View all my tasks** to access all of your assigned tasks on a separate **Tasks** page. Tasks display in a table that you can sort by **Status**, **Due date**, **Assigned to**, and **Type**. From the **Tasks** page you can complete, delete, and dismiss tasks. Users in the alliance lead role can assign tasks to users in their AWS Partner organization.

Completing a task

1. Choose a task on the AWS Partner Central home page or on the **Tasks** page.
2. Complete the actions on the task detail 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 another page in AWS Partner Central where you complete the task work.

Deleting a task

1. On the **Tasks** page, select the check box for the task you want to remove. You can only delete optional tasks.
2. Choose **Delete**.
3. On the confirmation dialog box, choose **Delete**.

Assigning tasks (alliance lead role)

Alliance leads can assign tasks to users in their AWS Partner organization.

1. On the **Tasks** page, select the check box of the task you want to assign.
2. Choose **Change assignee**.
3. On the **Assign task** dialog box, choose a user from the dropdown list. You can search for a user by entering a name.
4. Choose **Confirm**.

AWS Partner Central FAQ

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

Topics

- [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 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?](#)
- [How do I open an AWS Support ticket?](#)
- [Can I access the AWS Management Console through AWS Partner Central?](#)

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 on Partner Central, 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 Partner Central account. Refer to [Adding your CertMetrics email address to your Partner Central account](#)

Adding your CertMetrics email address to your 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 Partner Central account?

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

To transfer your AWS certifications to a new Partner Central account

1. [Register as a user](#) on 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 Partner Central account.

To transfer AWS certifications to a new 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 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**.

How do I open an AWS Support ticket?

Refer to [Support](#).

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>.

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
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