aws marketplace

Drive sales with AWS Marketplace Customer Financing

AWS Marketplace Customer Financing options make it easier for you to offer customers flexible payment options without impacting your revenue recognition process.

Accelerate your sales cycle

Eliminate lengthy internal review processes with AWS Marketplace financing options for your customers.

Get paid faster

Receive upfront payment and recognize revenue at net payment terms when your customer finances AWS Marketplace purchases.

Add customer value and increase deal size

Help your customer optimize cash flow while allowing them to make larger technology investments. AWS Marketplace Customer Financing takes the work out of obtaining finance options with 1-, 2-, 3- year terms.

CUSTOMER FINANCING RESOURCES

AWS Marketplace Customer Financing Desk | Reach out for financing quotes and support

AWS Marketplace Customer Financing Presentation | Share this overview of available financing options and workflows with your sales team

AWS Marketplace Training Academy | Discover on demand demo videos and training

AWS Marketplace Customer Financing Deal Flow

Step 1	Step 2	Step 3	Step 4
ISV or CP creates Private Offer with upfront payment terms	Customer subscribes to Private Offer and forwards AWS invoice to lender.	Lender remits payment in full for the customer invoice to AWS.	AWS disburses payment to the ISV (and Channel Partner if applicable). Lender invoices customer per finance agreement terms.

How does AWS Marketplace Customer Financing work?

Financing is available for Private Offers and Channel Partner Private Offers. Follow this simple process to include financing as a part of your next Private Offer. First, reach out to the AWS Marketplace Customer Financing Desk for financing options before your customer accepts your Private Offer. After the customer agrees to the finance terms, extend your Private Offer to your customer. Upon customer offer subscription, AWS invoices the customer, who provides the lender with the invoice. The lender then pays the customer invoice in full. AWS then disburses payment to the ISV at net payment terms. The lender then directly invoices the customer per the finance agreement terms.

How can I use AWS Marketplace Customer Financing to increase deal size?

Many sellers leverage AWS Marketplace Customer Financing options to help their customers obtain favorable pricing through multiyear spend commitments while allowing customers to select payment terms that optimize cash flow.

I want to recognize revenue at net payment terms without lengthy internal approvals. Is AWS Marketplace right for me and my customer?

When your customer finances their Private Offer or Channel Partner Private Offer with AWS Marketplace Customer Financing, you receive upfront payment without need for lengthy internal approvals, allowing you to recognize revenue at net terms.

Which lenders are available through AWS Marketplace Customer Financing?

AWS Marketplace Customer Financing has relationships with a number of third-party lenders and Channel Partners with lending arms.

Do I have to use AWS Marketplace Customer Financing lender options?

Choose to work with your third-party lender of choice or leverage AWS Marketplace Customer Financing's lender relationships.

How do I get started with AWS Marketplace Customer Financing?

Email your customer's company name and address to awsmp-financing@amazon.com for prequalification or with any questions or assistance with customer financing options. Once prequalified, AWS Marketplace Customer Financing will assist you in the coordinator between your customer, the third-party lender, and/or Channel Partner.

I have more questions about how I can use AWS Marketplace Customer Financing to accelerate sale, increase deal size, and get paid faster.

Email us to learn more about how AWS Marketplace Sellers are using financing to grow their business.