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Listing process for Amazon Web Services Marketplace



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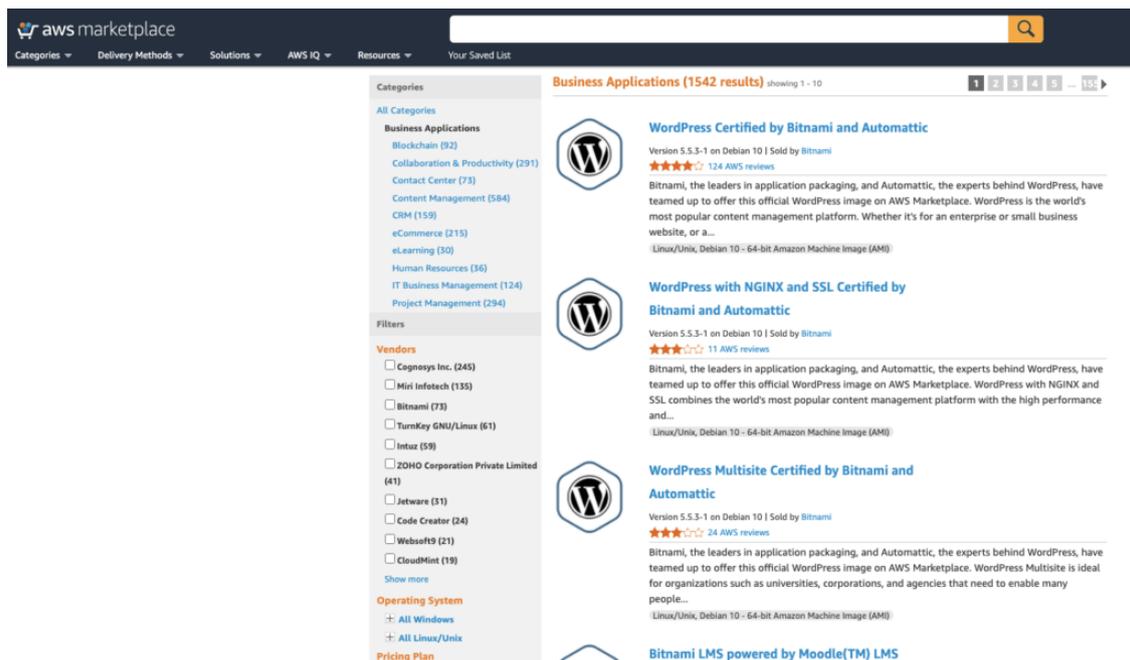
Auto-generated at April 11, 2021

Overview

CloudBlue Connect is a cloud end-to-end supply automation platform that joins independent software vendors' and service providers' efforts to reach their business goals most effectively and efficiently. For this purpose, CloudBlue Connect provides a highly customizable service to arrange various integrated business flows – including contract management, product information flow, ordering and fulfillment, subscription management, and resource usage reporting.

The CloudBlue Catalog currently has more than 175 SaaS products and is growing each month. You can visit the catalog at <https://catalog.cloudblue.com/products/>

Using the AWS Marketplace Connect Integration, the ISVs who publish their products in the CloudBlue Connect Catalog can also publish the products in the AWS Marketplace with little effort and short go-to-market motions.



Here are the business and technical requirements to use this integration:

1. Be an AWS partner

The AWS Partner Network (APN) is the global partner program for technology and consulting businesses who leverage Amazon Web Services to build solutions and services for customers. The APN helps companies build, market, and sell their AWS offerings by providing valuable business, technical, and marketing support.

Step 1 - Become a member: Tell AWS about your business interests and register using your business email address.

Step 2 - Company Information: Help AWS understand your company. Provide information about your company and the nature of your company's business.

Step 3 - Register Company: Register your company by accepting terms and conditions on behalf of your company.

2. Create the product in CloudBlue Connect

You must create your product in CloudBlue Connect. Please review this page for more information about product configuration in CloudBlue Connect.

When you configure the listing to enroll to a certain Provider, you must select the AWS Marketplace.

3. Create the offer in AWS Marketplace

1. **Product Key:** Specify a key that can be used to create Asset Request instances in Connect.
2. **Credentials:** AWS API credentials to access SQS queue, customer resolution, fetch entitlement, and report meter usage (This can be provided after successful product listing in AWS Marketplace).

You can use the product submission process to make your products available on the AWS Marketplace.

Marketplace Management Portal in one of two ways:

- Using the Products tab - For products that are less complex, you can use the Products tab to completely define and submit your request.
- Using the Assets tab - For products that are more complex and require more definition, you download a product load form (PLF), add product details, and then upload the completed form using the File upload option.

Note: Data product providers must use the AWS Data Exchange console to publish products. For more information, see Publishing Products in the AWS Data Exchange User Guide.

3. Products Tabs: To access the Products tab, log in to the AWS Marketplace Management Portal. From the Products tab, choose SaaS.

A dashboard for that product type appears that contains all of your current products.

Once you start creating a new product request, you can save your work in progress, and, if necessary, create your request in several different sessions.

When you are ready to submit your product request, the request is reviewed by the AWS Marketplace team. You can monitor the status of your request on the product page for the type of product you are requesting.

You track the status of your requests under the Requests tab. The status will be one of the following:

- **Draft** – You have started the request process but have not submitted your request.
- **Submitted** – You have completed and submitted your request, and it is under review.
- **Action Required** – The AWS Marketplace team has reviewed your request and needs more information.
- **Approval Required** – The AWS Marketplace team has created a limited listing URL for your product.

You must review and either approve or reject the URL before AWS Marketplace will publish. If you approve, the status changes to Publishing Pending while the site gets published. If you reject, the status returns to Draft so you can modify the request.

- **Publishing Pending** – You have approved the mock-up of your request and AWS Marketplace is publishing your product.
- **Expired** – You started the request process but did not complete it within six months, so the request expired.

4. Company and product logo requirements: Your company logo and the logo for your products must conform to the following AWS Marketplace

guidelines so that the user experience is uniform when browsing AWS Marketplace:

Product logo specifications – Your product logo image should have a transparent or white background and be 120 to 640 pixels in size, with a 1:1 or 2:1 (wide) ratio.

Company logo specifications – Your company logo image should have a transparent background and be 220 x 220 pixels in size, allowing for 10 pixels of padding on each side within.

5. Timing and expectations: While we strive to process requests as quickly as possible, requests can require multiple iterations and review by the seller and AWS Marketplace team. Use the following as guidance for how long it will take to complete the process:

- Total request time normally takes 2–4 weeks of calendar time. More complex requests or products can take longer, due to multiple iterations and adjustments to product metadata and software.
- Review and processing of requests typically require 3 business days. We will notify you if there are any issues that require additional action.

4. Configure the integration

To configure and enable the integration, please contact Martin Constante from the CloudBlue Connect team for further guidance.