

Two Motions: With Reseller/Without Reseller

Prerequisites for Both:

1. Customer desire to procure software solution
2. Vendor of interest is on the required Government contract vehicle
3. Vendor is available via the AWS Marketplace



Sales Motion with a Reseller Partner:

1. Independent Software Vendor (ISV) Sends Quote to Carahsoft. This represents Carahsoft's cost and what we are required to pay the ISV following the deal being closed/won
2. Carahsoft "Flips" quote to Carahsoft letter head and adds Admin/Contracts Fees
3. Carahsoft provides updated quote to reseller
4. Reseller "Flips" quote, adds Admin/Contracts Fees and then presents to customer
5. Customer approves and issues a Purchase Order to Reseller or Carahsoft (AWS Account Specific)
6. Carahsoft uploads our quote into the AWSMP and authorizes reseller for the opportunity
7. Reseller presents private offer to the customer for review and acceptance
8. Upon acceptance, Carahsoft issues a Purchase Order to the ISV
9. ISV fulfills solution with the customer

Payout Motion with a Reseller:

1. Customer pays AWS in full
2. AWS consolidates payment and disburses the reseller their margin
3. AWS disburses Carahsoft our ((Fees + Wholesale to ISV) – AWS Transaction Fee)
4. Carahsoft collects our remaining fees and disburses payment to ISV

Sales Motion (NO Reseller):

1. ISV Sends Quote to Carahsoft. This represents Carahsoft's cost and what we are required to pay the ISV following the deal being closed
2. Carahsoft "Flips" quote, adds Admin and Contracts Fees and then Presents to customer
3. Customer approves and issues a Purchase Order to Carahsoft (AWS Account Specific)
4. Carahsoft uploads our quote into the AWSMP and extends Private Offer to the customers AWS Account ID of choice for their review and acceptance
5. Upon acceptance, Carahsoft issues a Purchase Order to the ISV
6. ISV fulfills solution with the customer

Payout Motion (NO Reseller):

1. Customer pays AWS in full
2. AWS disburses Carahsoft our ((Fees + Wholesale to ISV) – AWS Transaction Fee)
3. Carahsoft collects our remaining margin and disburses payment to ISV