



Builder Guide

AWS Partner Central



AWS Partner Central: Builder Guide

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What is a solution?

Note

Starting in December 2025, when you migrate to the new AWS Partner Central in the AWS Console, you'll access new solution management capabilities. This new feature uses AWS Marketplace's solution workflow, allowing you to create solutions that combine products from your portfolio with offerings from other partners. For detailed instructions, see [Publish a Multi-product solution on AWS Marketplace](#).

A solution represents what you go to market with—the complete offering you provide to customers. A solution is a collection of one or more products that addresses a specific customer problem and defines how partners go to market. This can include elements that deliver additional value beyond the core product, such as availability guarantees, convenient delivery methods, technical support, or quality of service commitments. For software partners, solutions typically represent their software products and how they're delivered to customers. For services partners, solutions represent the practices, capabilities, and specialized services they bring to market.

While a solution represents your complete go-to-market offering, you can transact and deploy a product through AWS Marketplace or can sell and deploy it directly outside of AWS Marketplace. We associate solutions with AWS Marketplace products to provide customers with a comprehensive view of your offerings. This connection enables customers to understand not just the value proposition of your solution, but also what they can purchase and the delivery model behind it.

Guidance for creating solutions in AWS Partner Central

Determining which solutions to create

Any opportunity you share or that is shared with you through ACE requires a solution you create in AWS Partner Central to be linked. We recommend you prioritize what you're actively selling on AWS. Given the time and resource investment for validating your solutions, work with your team and Partner Development Manager (if available) to determine which solutions should be validated through either an AWS FTR or AWS Specialization. Solutions don't need to be validated to be linked to an opportunity.

Describing your solution(s)

When creating a solution in AWS Partner Central, describe your solutions the same way you would describe them to your customers. Consider:

- How you market them on your website
- How your sales teams position them to customers
- What customer problems or needs the solution solves
- The customer profile
- The outcomes you can deliver to customers
- How to clearly describe your product and AWS capabilities

Tip

Partners tend to see more success when they demonstrate what they're specialized in and align to specific use cases, industries, and so on.

Understanding Solutions and Products

Product association requirement for your solution creation

To help you effectively represent your offerings in AWS Partner Central, it's important to understand how we define solutions and products, and why we ask you to associate them.

Solutions represent your complete go-to-market strategy—the full value proposition you present to customers, including your software, services, support model, and any specialized capabilities or expertise you provide. Think of your solution as the comprehensive answer to a customer problem or business need.

Products are the specific items customers can transact on AWS Marketplace. These can be tangible software applications, services, or consulting offers that have defined pricing, delivery mechanisms, and purchasing terms.

The distinction matters because partners deliver value that extends beyond what can be captured in a single Marketplace listing. For example, you might offer an enterprise software platform as your solution, but that platform could include multiple purchasable products: the core application, add-on modules, professional services packages, and managed service offerings. Each of these would be a separate product in Marketplace, but together they comprise your complete solution.

When you create a solution in AWS Partner Central, you must now associate it with the products or services that make up your offering. This requirement serves two purposes. First, it gives customers a complete view of what they can actually purchase and how your solution comes to life in their environment. Second, it enables AWS to better support your business by understanding the transactable components of your go-to-market strategy.

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 AWS Partner Central.

To create a solution

1. Sign in to [AWS Partner Central](#), choose **Build, Solution**.
2. Choose **Create Solution**.
3. Complete the solution name for internal use. The external solution title is the same as the solution name, but you can change it to a different title. Complete the following required fields: **Solution title**, and then choose **Continue solution creation**.
 - a. Enter a description that gives a customer or seller a concise, general idea of the capabilities and advantages of your solution. The description is limited to 1,000 characters. A **Show more** link displays for publicly listed solution descriptions longer than 188 characters.
 - b. Enter a value proposition that conveys the business results that customers can expect from adopting this solution. Avoid claims that can't be proven with data, such as "the best" and "number one". Descriptions greater than 1,000 characters have a show more link on the listing page in the catalog. The value proposition is limited to 5,000 characters.
4. Upload logo: upload your company logo, or the logo specific to this solution. The logo will be shown in AWS Marketplace if you're creating multi-product solution and publish on AWS Marketplace.
5. Tell us what you sell—Add the product information to your solution. You have three options:
 - a. If this solution has relevant products listed on AWS Marketplace – Enter your product information by selecting the relevant Marketplace product type from the dropdown menu. You only see product listings owned by the AWS account you used to sign in to AWS Partner Central. You only see the products associated with the AWS account that you use to sign in to AWS Partner Central.

- b. If your product for this solution is listed on AWS Marketplace but under a different account, you can choose **Available on AWS Marketplace owned by someone else** and input the product ID.
- c. If this solution doesn't have relevant products listed on AWS Marketplace – Select **No, the product is not listed on AWS Marketplace**. Then choose the product type and enter the following required information: Product name, Simple product description and valid Product URL.

ISV Partner

Normally, your products are Software products, and the product information is likely identical to your solution if your product is the solution.

Services partner

If you don't have an AWS Marketplace listing for your solution, you can choose the product type that best fits your services: Consulting product, Professional service, Managed service, Value added-resale services, or Training services.

The product description can be the same as your solution details if your solution is the product itself.

6. Enter integration details: Provide a 2-3 sentence overview of any integration details specific to the product(s) in this solution.
7. Select use case: Choose relevant use cases for your solution. You can search for appropriate use cases by entering keywords in the search bar, then select the most relevant options from the search results. Note that this step is optional if you do not intend to publish your solution on AWS Marketplace.
8. Review and submit your solution:
 - a. Click **Save** at any time to keep your solution in "draft" status for later editing.
 - b. Click **Submit** when ready to activate your solution. The solution will be set to "limited" status, meaning it is active but not yet visible on AWS Marketplace.
9. Solution created: You see a banner that shows your solution was created successfully and your solution status changed to limited. A limited solution means you can attach this solution to an opportunity or request an FTR.

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

- [Attach solutions to AWS Partner Customer Engagement \(ACE\) opportunities](#)
- [Request Foundational Technical Review for your solutions](#)
- [Publish your solution to AWS Partner Solution Finder \(PSF\)](#)
- [Publish a multi-product solution on AWS Marketplace](#)
- [Remove a solution from AWS Partner Solution Finder](#)

Attach solutions to AWS Partner Customer Engagement (ACE) opportunities

When submitting opportunities through ACE, it strengthens the co-sell journey by granting AWS Sellers insight into where you're engaging with mutual customers through pipeline visibility.

You are required to add a solution to any opportunity. You will not be able to utilize the 'Other' option within the opportunity, rather you must first have a solution created in AWS Partner Central. Within the opportunity, in the 'solution offered' field you will see a list of up to 10 of your active solutions and you can also attach multiple solutions to an opportunity (if you have more than 10 active solutions, you'll have the ability to search for additional solutions by using the Solution ID or the name of your solution).

How to link a solution to an opportunity

When creating a new opportunity:

1. Sign in to [AWS Partner Central](#).
2. Choose **Sell, Opportunity Management**.
3. Select **Create**.
4. Complete the Core Fields in the **Customer Details** and **Project Details** section.

5. In the **Project Details** Section, scroll down to **Solution Offered** field and click on the field.
6. Choose the relevant solutions(s) from the drop-down list.
 - Note: up to 10 solutions display in the drop-down, to see another solution, search by the solution ID (e.g. soln-abcdefghijklm) or name of your solution. Solution ID is available within your solution in AWS Partner Central.
 - Note: Only solution in "Limited" or "Public" status will be shown in the drop-down list.
7. Complete any remaining fields.
8. Select **Save and Submit**.

When adding to an opportunity shared to you by AWS:

1. Sign in to [AWS Partner Central](#).
2. Choose **Sell, Opportunity**.
3. Within the opportunity list, select the offering you wish to edit in the column **Opportunity Id**.
4. Select **Project Details**.
5. Select **Edit**.
6. Scroll down to **solution offered** field and click on the field.
7. Choose the relevant offering from the drop-down list.
 - Note: up to 10 solutions display in the drop-down, to see another solution, search by the solution ID (e.g. soln-abcdefghijklm) or name of your solution. Solution ID is available within your solution in AWS Partner Central.
 - Note: Only solution in "Limited" or "Public" status will be shown in the drop-down list.
8. Select **Save**.

Request [Foundational Technical Review](#) for your solutions

You can obtain an FTR to validate each of your submitted, active solutions of the following types: Software Products, Managed, Consulting, or Professional Service. An FTR helps you identify and mitigate any technical risks for your solution.

To request an FTR

1. Log in to [AWS Partner Central](#).

2. Download and review the AWS Foundational Technical Review Guide for [Software solutions](#) or [Service solutions](#), and FTR checklist for your solution type.
3. From the Navigation bar, select **Build** then **Solutions**.
4. Click on the solution you would like to have validated.
5. Navigate to the **Validation** tab, select **Request Validation**.
6. Complete the self-assessment checklist and upload this file, your architecture diagram(s), and any other required or supplemental documentation that's relevant to the solution and case studies that demonstrate customer success specific to the solution. Note: There is a maximum file size of 3MB per document upload.
7. Select **Request Foundational Technical Review**.

Publish your solution to AWS Partner Solution Finder (PSF)

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.

Publish a multi-product solution on AWS Marketplace

Review [Publish a Multi-product solution on AWS Marketplace](#) for details.

Remove a solution from AWS Partner Solution Finder

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

To remove a solution from AWS Partner Solution Finder

1. Log in to [AWS Partner Central](#).
2. From the Navigation bar, select **Build** then **solutions**.
3. Select the solution you would like to remove and navigate to solution detail page.
4. Click **Update Visibility** on the top right section.
5. Set the solution's status to **Restricted**.

The solution in Restricted status won't be able to discoverable in Partner Solution Finder, AWS Marketplace and ACE opportunity.

Document history for the AWS Partner Central Builder Guide

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

Change	Description	Date
Updated builder guide	Added new guidance for creating solutions in AWS Partner Central. Enhanced content structure about solution creation and management.	November 30, 2025
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