



G-Cloud 15

Amazon Web Services EMEA SARL, UK Branch
(AWS)

Service Definition Document

AWS Marketplace

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G-Cloud 15 Amazon Web Services EMEA SARL, UK Branch (AWS)

Service Description

AWS Marketplace

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Introduction

This document provides the service description for the Amazon Web Services EMEA SARL, UK Branch (AWS) Marketplace Service Offering included in the G-Cloud 15 framework catalogue. We have broken out service definitions in accordance with Invitation to Tender (ITT) requirements, Framework Schedule 1. Clause 7.2.

AWS Marketplace Overview

The AWS Marketplace is a curated digital catalogue that allows organisations to find, purchase, deploy, and manage third-party software, data, professional services, and AI solutions from thousands of independent software vendors and consulting partners.

Platform Scope and Scale

AWS Marketplace hosts thousands of product listings across 70 software categories, provided by more than 5,000 sellers as well as AWS, serving more than 300,000 active customers globally. Product offerings include security, networking, storage, machine learning, business applications, and industry-specific solutions for sectors such as healthcare, financial services, telecommunications, and public sector organisations.

Solutions Available

AWS Marketplace supports multiple product delivery formats including Amazon Machine Images (AMIs), Software-as-a-Service (SaaS), container-based solutions, AWS CloudFormation templates, and data products. The platform provides flexible pricing models encompassing free trials, hourly usage-based billing, monthly subscriptions, annual contracts, multi-year agreements, bring-your-own-license (BYOL) options, and custom private offers with negotiated terms.

Billing and Financial Management

The digital marketplace consolidates software purchases onto existing AWS billing accounts, eliminating the need to establish new vendor relationships for each software purchase. Organisations benefit from centralised billing management, with all marketplace transactions appearing on their standard AWS invoices. The platform supports consolidated billing across AWS Organizations, allowing centralised cost tracking and governance.

Governance and Security Features

Organisations can implement budget controls, usage monitoring, and spending alerts to prevent cost overruns. The platform supports role-based access controls, allowing procurement teams to define purchasing permissions and approval workflows.

Service Requirements

Framework Schedule 1: Clause 7.2.2

Marketplace Services shall be made available to the Buyer through a platform that is connected to the Supplier Portal

AWS Marketplace services are delivered to buyers through an online portal that is directly connected to and integrated with AWS infrastructure. AWS Marketplace is a first-party service owned, operated, and managed by AWS, functioning as an integral component of the AWS infrastructure.

The AWS Marketplace hub connects easily with core AWS services including the AWS Management Console, AWS Identity and Access Management for secure authentication, AWS Billing and Cost Management for consolidated invoicing, and AWS Organizations for multi-account governance. Buyers access marketplace services through their existing AWS accounts via console.aws.amazon.com/marketplace or programmatically through AWS APIs, with all transactions processed through AWS-owned infrastructure.

All marketplace subscriptions, deployments, and usage is managed through this connected digital hub and appear on the buyer's standard AWS invoice alongside other AWS service charges. AWS Marketplace maintains the same security, compliance, and operational standards as other AWS services, operating on AWS's globally distributed infrastructure with appropriate redundancy and availability controls.

Framework Schedule 1: Clause 7.2.3

Through Marketplace Services, the Supplier shall provide access to: (a) either Supplier-owned services and tooling; (b) or third-party services and tooling; (c) or both of the above.

Through AWS Marketplace, AWS provides access to both third-party services and tooling from independent software vendors (ISVs) and consulting partners, as well as first-party AWS-owned services and solutions. The platform hosts thousands of product listings from approximately 5,000 third-party sellers, alongside AWS-native offerings.

Third-party marketplace services include software applications, data products, machine learning models, container images, and professional services from independent vendors. These are delivered through various deployment models including Software as a Service (SaaS), Amazon Machine Images (AMIs), containers, and AWS CloudFormation templates. AWS also makes available its own first-party services and solutions through the marketplace, including AWS-developed security tools, data analytics solutions, and managed services that complement the broader AWS service portfolio.

Buyers accessing AWS Marketplace therefore benefit from a comprehensive catalog encompassing both AWS-owned capabilities and a curated selection of third-party solutions, all delivered through the unified AWS Marketplace platform with consistent procurement, billing, and governance processes regardless of whether the underlying service originates from AWS or a third-party provider.

Framework Schedule 1: Clause 7.2.4

Marketplace Services shall enable the Buyers to clearly identify where a service is provided by any third party instead of by the Supplier (or the Supplier's Subcontractor or related organisation).

AWS Marketplace provides clear identification and transparency regarding the provider of each service listed on the platform. An example of a third-party vendor is shown in [Figure 1](#), and an example of an AWS service listing is shown in [Figure 2](#). Each product listing explicitly displays the seller's identity, including the vendor's name, company information, and whether the offering is from AWS or a third-party independent software vendor (ISV) or a consulting partner.

Each marketplace listing page includes a dedicated "Sold by" section that prominently identifies the service provider, along with detailed vendor profile information including company background, support contact details, and links to the vendor's website. For third-party offerings, the listing clearly distinguishes these from AWS-native services through vendor branding, company logos, and explicit attribution. Additionally, product descriptions, terms and conditions, and End User License Agreements (EULAs) are provided by the respective vendor, making the source of the service unambiguous.

Buyers can also filter and search marketplace listings by vendor name, allowing them to specifically identify whether services originate from AWS, AWS subcontractors, AWS Partner Network members, or independent third-party providers. This transparency extends to billing, where invoices clearly itemise charges by vendor and product, helping to ensure buyers maintain full visibility into which organisation is providing each subscribed service. The digital portal's governance features, including AWS Marketplace Vendor Insights, provide additional transparency into third-party vendor security practices, compliance certifications, and operational policies, further helping buyers to make informed decisions about service providers.

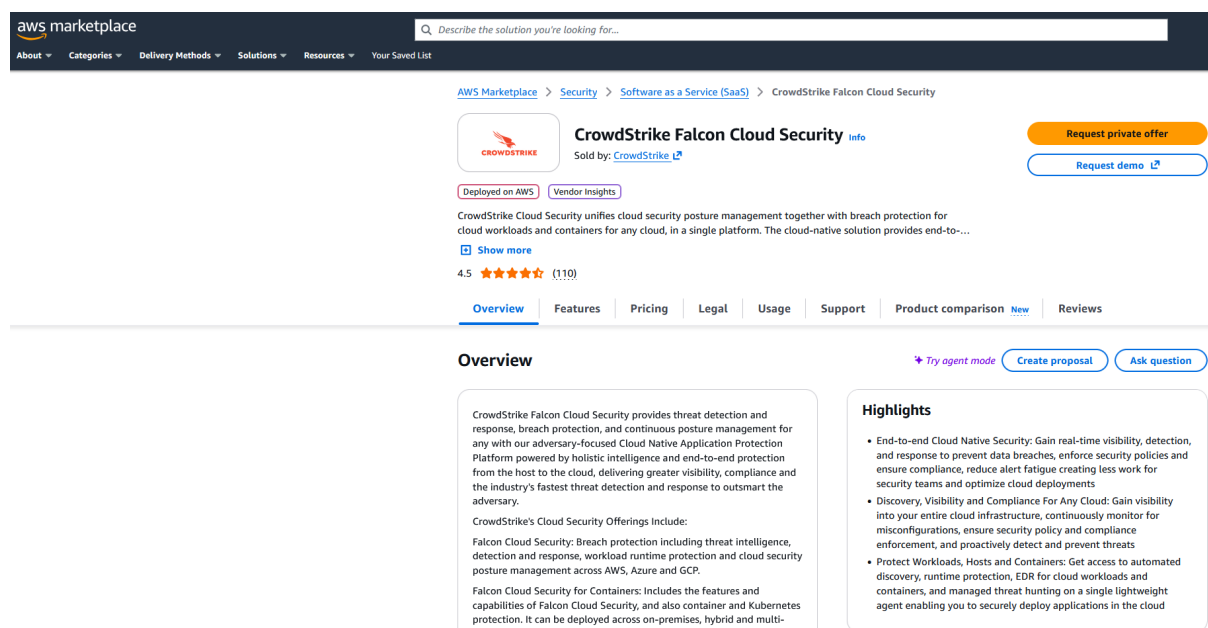


Figure 1. Example Third-party Listing on [AWS Marketplace](#). Customers can deploy production-ready applications directly into their AWS infrastructure within minutes, with automated provisioning, integrated billing through AWS accounts, and access to AWS services like Amazon EC2, Amazon S3, and Amazon RDS.

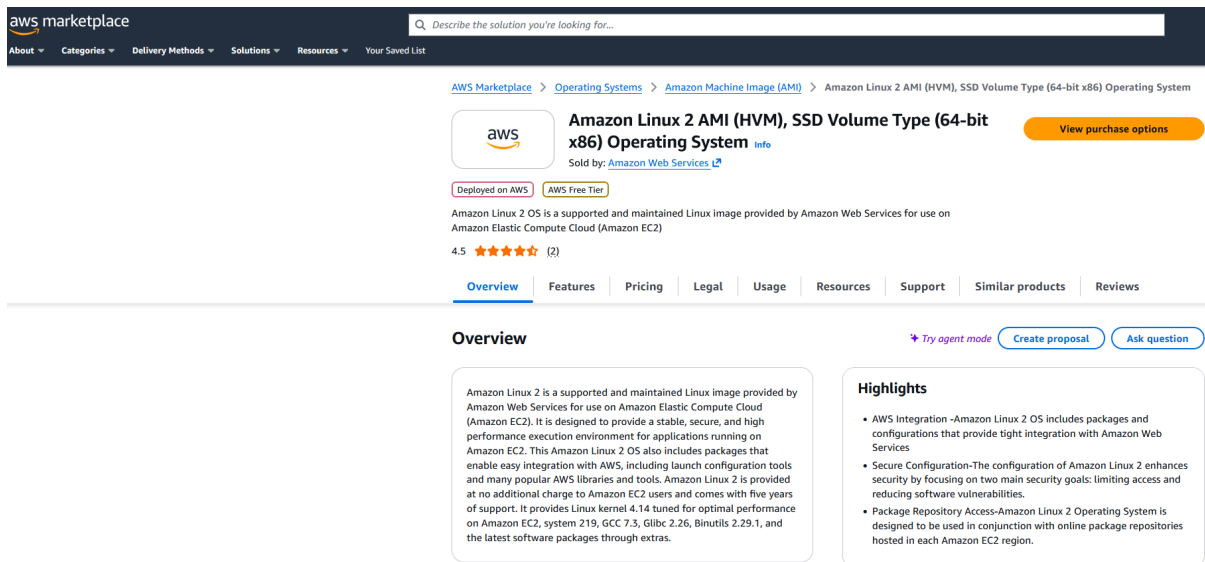


Figure 2. Example AWS Service Listing on [AWS Marketplace](https://aws.amazon.com/marketplace). Access more service listings at <https://aws.amazon.com/marketplace>

Framework Schedule 1: Clause 7.2.5

Marketplace Services shall include the billing administration of any service (whether offered by the supplier or a third party) transacted through the Marketplace Services platform.

AWS Marketplace provides comprehensive billing administration for all services transacted through the platform, regardless of whether those services are provided by AWS or third-party vendors. AWS acts as the billing administrator and merchant of record for all marketplace transactions, consolidating charges from multiple vendors onto a single AWS invoice.

When buyers subscribe to any marketplace service—whether from AWS, an independent software vendor, or a consulting partner—all associated charges are processed through AWS's billing infrastructure and appear on the buyer's standard monthly AWS invoice. AWS handles all payment collection, currency conversion where applicable, and remittance to third-party sellers according to established commercial agreements.

The billing administration encompasses usage metering, subscription management, invoice generation, payment processing, tax calculation and collection, and financial reporting. Buyers benefit from consolidated spend visibility across all marketplace subscriptions through AWS Cost Management tools, with detailed cost allocation tags and usage reports available for internal chargeback and budgeting purposes. For third-party services, AWS manages the commercial relationship with the vendor, including payment terms, revenue sharing, and settlement processes, while maintaining complete transparency to the buyer regarding which vendor provided each service on their invoice.

AWS Marketplace can extract billing reports for customers on their purchases through the following ways.

Procurement Insights Dashboard

AWS Marketplace offers a Procurement Insights Dashboard that provides organisation-wide visibility into software purchases. This centralised solution includes audit trail tracking for compliance purposes, all ISV software agreements, invoiced amounts, renewals, and expirations in one place.

Cost and Usage Reports

AWS Marketplace provides standard sets of reporting that partners and customers can use for internal and external audits. These reports serve as source documentation and include monthly revenue reports, transaction-level details, invoice confirmation, and billing information.

Single Pane Reporting

AWS Marketplace provides single pane of glass reporting through AWS Cost Management and AWS Billing Console, allowing buyers to view, analyse, and manage all marketplace spending alongside their broader AWS consumption in one unified interface. This consolidated reporting capability delivers complete visibility into subscriptions, usage patterns, and costs across all marketplace vendors—whether AWS-owned or third-party services—with detailed cost allocation tags, customisable dashboards, and exportable reports that support internal chargeback, budgeting, and financial planning processes.

Buyers can track marketplace expenditures by vendor, product, account, cost centre, or custom dimensions, eliminating the need to aggregate data from multiple vendor portals and allowing comprehensive spend governance across their entire cloud software portfolio.

Framework Schedule 1: Clause 7.2.6

The Supplier shall make the detail of their particular Marketplace Service offerings, including the procedures and relevant decision points, actions or points of involvement or intervention of Buyer users and administrators, clear and known to the Buyer prior to any Call-Off Start Date.

AWS Marketplace helps ensure that details around marketplace services offerings are made clear and accessible to buyers. This transparency is achieved through multiple mechanisms.

AWS Customer Agreement and Service Terms define the access and use of AWS services, which includes AWS Marketplace. These are seen by the customer before accepting any terms applicable to the use of AWS. These are available to download for customers from AWS and AWS Marketplace website (<https://aws.amazon.com/marketplace>).

AWS Customer Agreement covers AWS's responsibilities (providing services, security measures, data privacy, and service change notifications), customer responsibilities (account management, content security, compliance with policies and laws), fees and payment terms (monthly billing, taxes, payment methods), and intellectual property rights for both parties.

AWS Service Terms supplement the AWS Customer Agreement and provide specific rules for using AWS services. They cover universal requirements applicable to all services, plus service-specific terms for individual AWS offerings.

AWS Buyer Guides are available to customers advising of steps to operate with AWS Marketplace. These are available both in download PDF templates and online. Buyers also have access to demo journeys available online that showcases the processes for completing transactions, accessing marketplace services and viewing billings. An example is shown in [Figure 3](#).

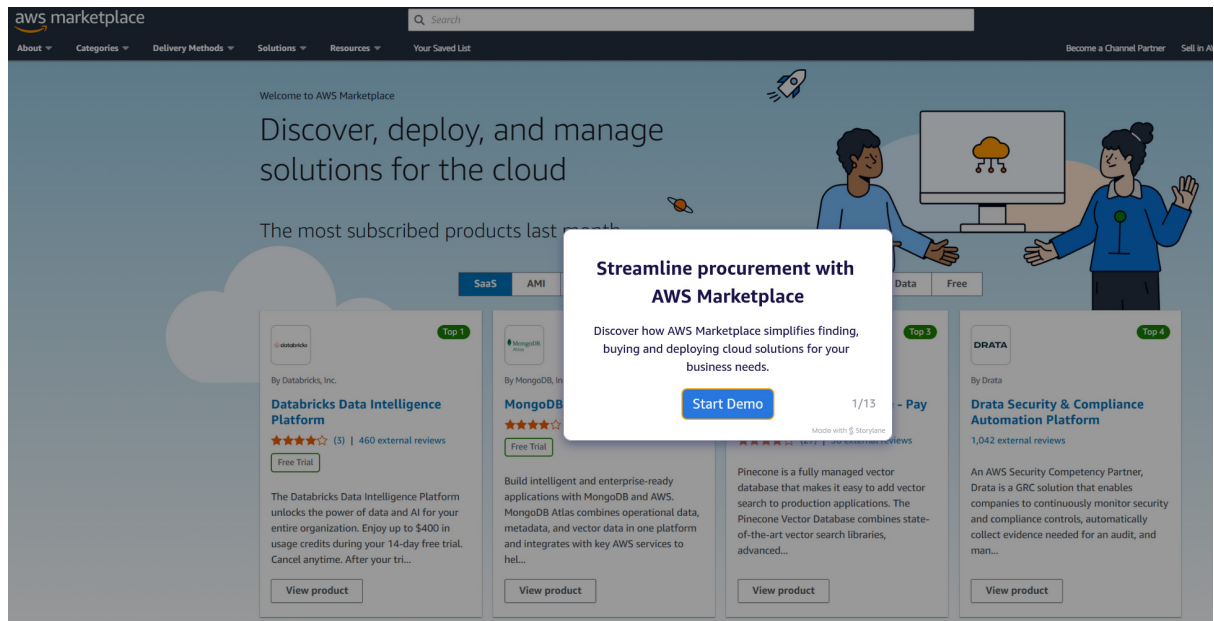


Figure 3. AWS Marketplace Demo Website. The website is available at <https://awsmarketplace.storylane.io/hub/1u23syfy0ipa>.

Product Listing Pages serve as the primary source of pre-purchase information, displaying detailed product descriptions, technical specifications, pricing models, deployment methods, support services, security practices, and documentation. Each listing explicitly identifies the vendor, includes information about geographic availability, technical requirements, and any open-source software components.

Product Detail Page Requirements mandate that sellers provide complete information including product titles, descriptions, usage instructions, technical specifications, and vendor resources. Buyers can access product documentation, deployment guides, and vendor support details directly from the listing page before making any purchase decision.

Decision Points and User Involvement are clearly communicated through the product listing, which specifies:

- **Deployment procedures.** Whether the product deploys in the buyer's computing environment or via SaaS service, including any required AWS permissions and integration steps
- **Administrator actions.** IAM permissions required, account configuration needs, and any organisational setup necessary for deployment
- **Integration requirements.** Technical prerequisites, CloudFormation templates for automated deployment, and step-by-step configuration guidance

Framework Schedule 1: Clause 7.2.6

It is important that a Buyer with access to Marketplace Services is able to identify the controls that administrators and users will have, and have the ability to clearly understand the sources of risk arising from Buyer users' access to the Marketplace Services.

AWS Marketplace provides comprehensive controls and transparency mechanisms that allow buyers to clearly identify and understand the sources of risk arising from user access to marketplace services. This is achieved through multiple layers of governance, access management, and risk visibility features.

Administrator and User Controls

AWS Marketplace integrates with AWS Identity and Access Management (IAM), allowing administrators to implement fine-grained, role-based access controls across the organisation.

Administrators can define specific permissions for different user roles, including:

- Read-only access for users who need visibility into subscriptions without modification capabilities
- Subscription management permissions for users authorised to subscribe and unsubscribe from products
- Full administrative access for procurement and governance teams
- Private Marketplace administration for curating approved product catalogues

Through **AWS Marketplace Storefront**, administrators can create customised digital catalogues of pre-approved software products, allowing users to only access and subscribe to vetted solutions that help meet organisational procurement policies and security requirements.

Risk Source Identification and Visibility

AWS Marketplace provides multiple mechanisms for buyers to identify and assess risk sources.

AWS Marketplace Vendor Insights offers a consolidated dashboard displaying security and compliance information for third-party products, covering 125 security and compliance controls across 10 categories including data privacy, application security, access controls, and compliance certifications. This feature allows buyers to:

- Quickly discover products meeting specific security and certification standards
- Access validated vendor security information without lengthy questionnaire processes
- Continuously monitor vendor compliance posture with automated evidence refreshing and compliance event alerts

Procurement Governance Features allow administrators to:

- Track all software purchases and usage across AWS Marketplace products
- Set spending thresholds requiring additional approvals before purchasing
- Implement approval workflows for product requests
- Monitor organisational software procurement through centralised visibility dashboards
- Integrate with existing procurement systems for streamlined governance

IAM Policy Controls allow organisations to establish preventive controls by:

- Restricting which users can subscribe to marketplace products
- Implementing Service Control Policies (SCPs) to prevent unauthorised subscriptions
- Defining approval workflows before products can be added to Private Marketplace catalogs
- Enforcing the principle of least privilege across all marketplace interactions

Risk Transparency and Audit Capabilities

The platform provides comprehensive audit trails and visibility into:

- User activity tracking showing who subscribed to which products and when

- Budget and cost controls with alerts when spending thresholds are approached or exceeded
- Compliance monitoring through integration with AWS Organizations for organisation-wide governance
- Vendor security posture through continuous monitoring capabilities that alert administrators to changes in vendor security profiles