



<https://cloudblue.com>

[Amazon Web Services Marketplace](#) 

Listing Process



This article has been generated from the online version of the catalog and might be out of date. Please, make sure to always refer to the online version of the catalog for the up-to-date information.

Auto-generated at December 18, 2025



Introduction

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 provides more than 175 SaaS products and it is growing each month. Refer to the Catalog module documentation for more details.

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



The following showcases the business and technical requirements for this integration:

Become an AWS Partner

The AWS Partner Network (APN) is the global partner program for technology and consulting businesses that 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. Complete the AWS Partner Network registration in a few steps:

- **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.

Create Your Product on Connect

Create your product on the CloudBlue Connect platform. Please refer to the Products module documentation for more information on your product configuration on Connect.

Once your product is successfully configured, create a new listing via the **Listing** module on the Connect platform. Therefore, you can select **AWS Marketplace** as your Distributor for your product.

Create an Offer on AWS Marketplace

Create your offer on the AWS marketplace by following the steps below:

1. Product Key

Specify a product key that can be used to create *Subscription (Asset) Request* instances on the CloudBlue Connect platform.

2. AWS API Credentials

Provide your AWS API credentials to access SQS queue, customer resolution, fetch entitlement, and report meter usage (this can be provided after the successful product listing processing on AWS Marketplace). Note that the product submission process makes your products available on the AWS Marketplace.



Submit your product to the Marketplace Management Portal by using one of the following tabs:

- **Products tab:** (for products that are less complex) Use the **Products** tab to successfully define and submit your request.
- **Assets tab:** (for products that are more complex and require more details) Download a product load form (PLF), add product details, and then upload your completed form using the File upload option.

Note

Data product distributor must use the AWS Data Exchange console to publish products. For more information, refer to Publishing Products from the AWS Data Exchange User Guide.

3. Products Tabs

Access the **Products** tab by logging into the AWS Marketplace Management Portal. Choose the SaaS option from the Products tab to access your software as a service products. Thereafter, the Management Portal provides a dashboard that contain all of your current products of this type.

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.

View your requests statuses via the *Requests* tab. The following describes all available statuses for your requests:

- **Draft:** You started to process your the request but did not submit it yet.
- **Submitted:** Your request processing is submitted and it is under review.
- **Action Required:** The AWS Marketplace team reviewed your request and it is necessary to provide more information.
- **Approval Required:** The AWS Marketplace team created a limited listing URL for your product.

It is necessary to review and either approve or reject the URL before AWS Marketplace can publish your product. In case the listing is approved, the status of your request changes to *Publishing Pending*. If the listing is rejected, your request returns to the *Draft* state and you can modify your request.

- **Publishing Pending:** You 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 and thus your request expired.

4. Company and Product Logo

Your company logo and the logo of your products must conform to the following AWS Marketplace guidelines:

- **Product logo specifications:** Your product logo image should have a transparent or white background and it should 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 it should be 220 x 220 pixels in size, allowing for 10 pixels of padding on each side.



5. Timing and Expectations

While the system strives 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. The system will notify you if there are any issues that require additional action.

Configure Your Integration

To configure and enable the integration, please contact our support for further guidance.