

# AWS Marketplace China Seller Guide

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## What is AWS Marketplace China

AWS Marketplace China is a curated digital catalog that makes it easy for customers to find, buy, deploy, and manage the software from independent software vendors (ISVs) that customers need to build solutions and run their businesses.

AWS Marketplace China is an online platform operated by Ningxia Western Cloud Data Technology Co., Ltd. (NWCD). It covers products in the AWS China (Beijing) Region and AWS China (Ningxia) Region.

You can use AWS Marketplace China as a buyer, a seller, or both. You must have an AWS China account to use AWS Marketplace China. A seller can be an ISV or a value-added reseller that has software that works with AWS products and services. In accordance with Chinese regulations, you must be a business entity registered in mainland China to sell your products through AWS Marketplace China.

Every product in AWS Marketplace China goes through a curation process. When the seller submits a product in AWS Marketplace China, they define the price of the product as well as the terms and conditions of use. When a customer subscribes to a product offering, they agree to the pricing and terms and conditions set for the offer. Currently, AWS Marketplace China supports free and bring-your-own-license (BYOL) Amazon Machine Image (AMI) products.

## Becoming an AWS Marketplace China Seller

If you are interested in selling your software in AWS Marketplace China, review the requirements, and then follow the steps to register as a seller. To register as a seller in AWS Marketplace China, you can use an existing AWS account or create a new account.

### Seller Requirements for Publishing Products in AWS Marketplace China

To sell products in AWS Marketplace China, you must meet the following requirements:

- You must be a business entity registered in mainland China and have a valid AWS China account.

- You must be an AWS China customer in good standing and meet the requirements in the terms and conditions for AWS Marketplace China sellers.
- You must follow best practices and guidelines when marketing your product in AWS Marketplace China.
- Your product must be publicly available production-ready software. It cannot be a beta product.
- You must provide a way to keep product regularly updated and free of known vulnerabilities.

**NOTE:** Once you use an AWS account to list a product in AWS Marketplace China, you cannot change the AWS account associated with the product.

### Seller Registration Process

To sell your products through AWS Marketplace China, you must review and agree to the AWS Marketplace China seller terms and conditions. [Contact us](#) if you are interested in selling in AWS Marketplace China.

### Sell Your Product in the AWS Marketplace China

Sellers can offer Amazon Machine Images (AMIs) through AWS Marketplace China. AMI software allows the customer to deploy and run the software under their own AWS account on AWS infrastructure. A customer finds the software in AWS Marketplace China, subscribes, and is immediately able to deploy the AMI onto AWS Infrastructure and manage the software and their subscription.

An AMI is a machine image of a specific computer running an operating system that is configured in a specific way and that can also contain a set of applications and services for accomplishing a specific purpose. An AMI contains all the information necessary to start up and run the software in the image. Amazon Elastic Compute Cloud (Amazon EC2) and AWS infrastructure make up the computing environment for running an AMI.

### Building AMIs

All AMIs built and submitted to AWS Marketplace China must adhere to all product policies. The following best practices and references can help you in building your AMI.

- Ensure your AMI meets all AWS Marketplace China policies, including disabling root login.
- Create your AMI in AWS China (Ningxia) Region. Or in certain cases, create your AMI in the AWS East (N. Virginia) Region.
- Products should be created from existing, well-maintained EBS-backed AMIs with a clearly defined life-cycle provided by trusted, reputable sources such as AWS Marketplace China.
- Build AMIs using the most up-to-date operating systems, packages, and software.
- For Linux-based and Windows-based software, we require starting with a public AMI that uses Hardware Virtual Machine ([HVM](#)) virtualization and 64-bit architecture.
- For updates (new versions) to existing paravirtual products, use the PV-GRUB Amazon Kernel Image (AKI). Using PV-GRUB, you can change the kernel on a running instance of your AMI. To learn more, see [Enabling User Provided Kernels in Amazon EC2](#).
- Develop a repeatable process for building, updating, and republishing AMIs.
- Use a consistent OS username across all versions and products.

- For Linux-based software, we recommend **ec2-user**.
- For Windows-based software, we recommend **Administrator**.
- Configure a running instance from your final AMI to the end-user experience you want, and test all installation, features, and performance **prior** to submission to AWS Marketplace China.
- Ensure that a valid SSH port is open (default is 22) for **Linux** based AMIs, and that an RDP port is open (default is 3389) for **Windows** based AMIs. WINRM (port 5985) must be open to 10.0.0.0/16.
- **Resources**
  - [Creating Your Own AMIs](#)
  - [Creating your Own Windows-based AMIs](#)
  - [Using Amazon EBS-Backed AMIs and Instances](#)
  - [Creating an AMI from an EBS-backed Windows Instance](#)
  - [Amazon Linux](#)
  - [EC2 Instance Types and Instance Families and Types](#)

## Rights

You are responsible for securing resell rights for non-free Linux distributions, with the exception of AWS-provided Amazon Linux, RHEL, SUSE and Windows AMIs.

## Securing an AMI

Keep the following best practices in mind when securing your AMI product:

- Architect your AMI to deploy as a minimum installation to reduce the attack surface. You should disable or remove unnecessary services and programs.
- Whenever possible, use end-to-end encryption for network traffic. For example, use Secure Socket Layer (SSL) to secure HTTP sessions between you and your customers. Ensure that your service uses only valid and up-to-date certificates.
- Use security groups to control inbound traffic access to your instance. Ensure that your security groups are configured to allow access only to the minimum set of ports required to provide necessary functionality for your services. In addition, allow administrative access only to the minimum set of ports and source IP address ranges necessary.
- Limit access to the ports used for administrative access by allowing in only the range of IP addresses that have a valid reason for accessing the system, for example, the range of IP addresses in your company or organization.
- Consider performing a penetration test against your AWS computing environment at regular intervals; or, consider employing a third party to conduct such tests on your behalf. To learn more, see [AWS Penetration Testing](#) (includes a penetration testing request form).
- Be aware of the top 10 vulnerabilities for web applications and build your applications accordingly. To learn more, visit [Open Web Application Security Project \(OWASP\) - Top 10 Web Application Security Risks](#). When new Internet vulnerabilities are discovered, promptly update any web applications that ship in your AMI.
- **Resources**
  - [AWS Security Center](#)
  - [The Center for Internet Security \(CIS\): Security Benchmarks](#)

- [The Open Web Application Security Project \(OWASP\): Secure Coding Practices Quick Reference Guide](#)
- [OWASP Top 10 Web Application Security Risks](#)
- [SANS \(SysAdmin, Audit, Networking, and Security\) Common Weakness Enumeration \(CWE\) Top 25 Most Dangerous Software Errors](#)
- [Security Focus](#)
- [NIST National Vulnerability Database](#)

### AMI-based delivery using AWS CloudFormation

AWS Marketplace China vendors can list AMI-based products that are delivered to AWS Marketplace China customers by using AWS CloudFormation templates. This feature was previously known as clusters and AWS Resources (CAR). You can use the templates to define a cluster or distributed architecture for the products or product configurations. The AWS CloudFormation templates can be configured to deliver a single Amazon Machine Image (AMI). Customers can browse the selection of solutions on AWS Marketplace China, subscribe with one click, and deploy by using AWS CloudFormation templates that you provide.

#### Building your product listing

To submit your product, you need to prepare and validate your AMI(s), create your AWS CloudFormation template(s), create a topology diagram, complete the product load form, and submit the materials to AWS Marketplace China. We recommend that you start by creating and validating your AMI(s) and then complete and validate the AWS CloudFormation template(s). After those steps are complete, you should create a topology diagram and estimate the software and AWS services' price. AWS Marketplace China validates your submission and works with you to make your product public.

#### Preparing your AWS CloudFormation template

To build your AWS CloudFormation templates, you must meet the template prerequisites and provide the required input and security parameters.

#### Template prerequisites

- Verify that the template is launched successfully through the AWS CloudFormation console in all Regions enabled for your product.
- The template must contain only one AMI.
- AMIs must be in a mapping table for each region. The AWS Marketplace China team updates the AMI IDs after they're cloned.
- Build templates so that they do not depend on the use in a particular Availability Zone (AZ). Not all customers have access to all AZs, and AZs are mapped differently for different accounts.
- If you're building a clustered solution using an Auto Scaling group, we recommend that you account for a scaling event. The new node should join the running cluster automatically.
- Even for single-node products, we recommend using an Auto Scaling group.
- If your solution involves a cluster of multiple instances, consider using placement groups if you want low network latency, high network throughput, or both among the instances.
- If your solution involves Docker containers, you must incorporate the Docker images into the AMI.
- For ease of review by the AWS Marketplace China team and transparency to the customer, we recommend that you add comments in your UserData section.

### Template input parameters

- Input parameters to the template must not include the AWS Marketplace China customer's AWS credentials (such as passwords, public keys, private keys, or certificates) or personal information such as email address.
- Do not set defaults for parameters such as remote access, CIDR/IP, or passwords for databases. The customer must provide these as input parameters.
- For sensitive inputs such as passwords, choose the No Echo property and enable stronger regular expression. For other inputs, set the most common inputs along with appropriate helper text.
- Use AWS CloudFormation parameter types for inputs where available.
- Use AWS::CloudFormation::Interface to group and sort input parameters.

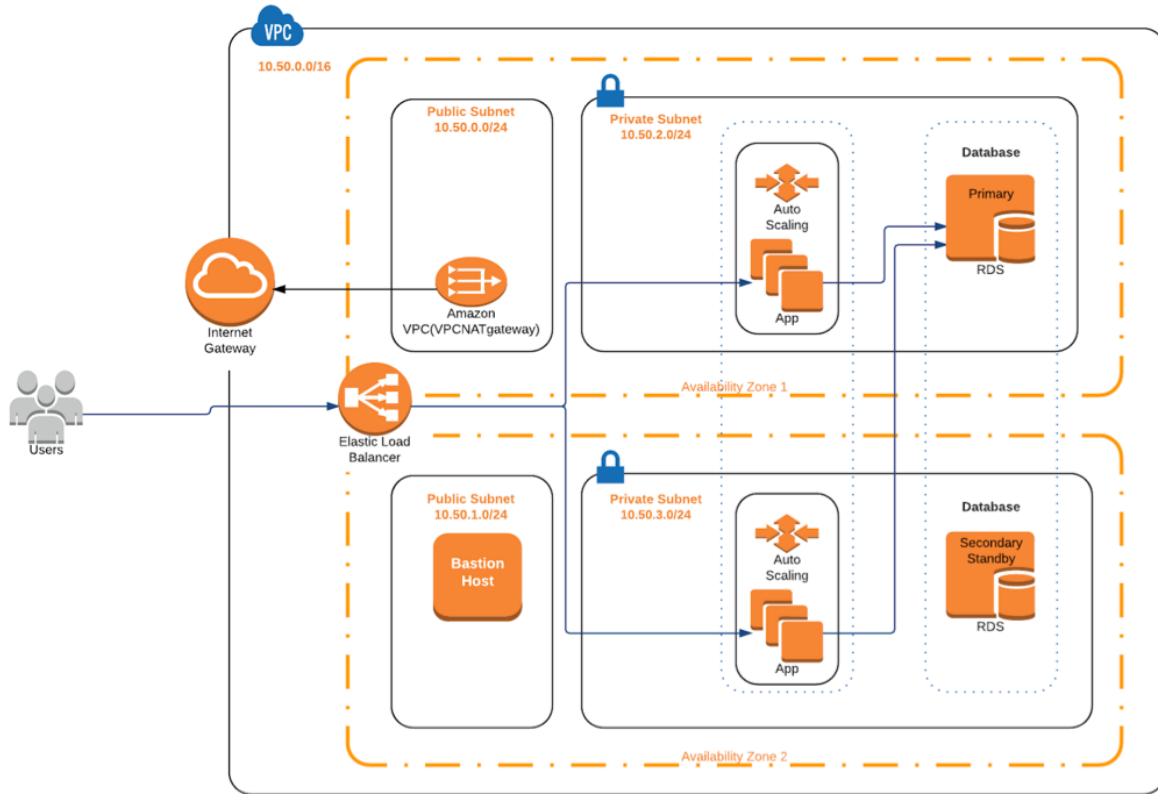
### Network and security parameters

- Ensure that the default SSH port (22) or RDP port (3389) isn't open to 0.0.0.0.
- Instead of using the default virtual private cloud (VPC), we recommend that you build a VPC with appropriate access control lists (ACLs) and security groups.
- Access to the customer's AWS environment should be enabled using an IAM role to call [AssumeRole](#) from the AWS Security Token Service.
- Set IAM roles and policies to [grant the least privilege](#) and enable write access only when absolutely necessary. For example, if your application needs only S3:GET, PUT, and DELETE operations, specify those actions only. We don't recommend the use of S3:\* in this case.

After your template is received, AWS Marketplace China validates the product configuration and information and provides feedback for any required revisions.

### Topology diagram

You must provide a topology diagram for each template. The diagram must use the [AWS product icons](#) for each AWS service deployed through the AWS CloudFormation template, and it must include metadata for the services. The diagram must be 1100 x 700 pixels in size. Make sure that your diagram meets this sizing requirement to avoid cropping or stretching, as shown in the following image.



### Meeting the submission requirements

To submit products delivered by using AWS CloudFormation templates, you must provide the following resources:

- AWS CloudFormation template or templates
- A single-AMI product can have one to three AWS CloudFormation templates
- The estimated infrastructure price for the default configuration of each template
- A topology diagram and topology metadata
- Completed product load form

For each product, most of the required product data and metadata are the same as for traditional single-AMI products. Therefore, each AMI that is delivered by using an AWS CloudFormation template must continue to meet the standards and requirements described for AWS Marketplace China. For each AWS CloudFormation template, you must also provide the following information.

Field	Description	Restrictions
Title	Title of the topology. This appears on the detail and fulfillment pages and the popup that shows the topology details.	50 characters
Short description	This appears on the detail and fulfillment pages.	200 characters
Long description	This appears in the topology details pop-up.	2000 characters

## Submitting Product to AWS Marketplace China

Product submission is the process to make your products available to AWS Marketplace China customers. Once you have completed the seller registration, AWS Marketplace China Seller Operations team will guide you through the process of product submission.

We recommend that you do the following checks before submitting your AMI product:

- Remove all user credentials from the system; all default passwords, authorization keys, key pairs, security keys or other credentials.
- Ensure that root login is disabled / locked; only sudo access accounts are allowed.

## Product ID and Product Codes

Each product in AWS Marketplace China is assigned a unique Product ID which is used to track and identify the product in our catalog, and is included in seller reports.

Once your AMI is submitted, AWS Marketplace China will create cloned AMIs for each region that you have indicated that software should be available in. During this cloning and publishing process, AWS Marketplace China will attach a product code to each cloned AMI. The product code is used to both control access and to meter usage. All submissions must go through this AMI cloning process.

AWS Marketplace China sets a unique product code on all AMIs associated with AWS Marketplace China during our ingestion process. These codes are a key component in ensuring that only customers subscribed to a product are able to launch instances of AMIs, as well as ensuring correct billing. Sellers can obtain the product code while developing their software so it can be used for extra security, such as a validating product code at product start. API calls to an AMI's product code will not be possible until the product has been published.

These product codes automatically propagate as customers work with the software. For example, a customer subscribes and launches an AMI, configures it and produces a new AMI. The new AMI will still contain the original product code so correct billing and permissions will still be in place. For more information, see [Instance Metadata and User Data in the Amazon EC2 User Guide](#).

## Multiple Versions

AWS Marketplace China product listings allow for multiple versions of the product to be available to subscribers as part of their subscription as separate AMIs. The seller can request any number of versions to be available on a product listing. Note that once a subscriber has access to an AMI, they will always have launch permissions on the AMI regardless of the visibility or status of that version on the listing. For example, product "Data Cleaner" might have versions "1.0.0", "1.2.5" and "2.0.1", all of which can be available to subscribers. If "1.0.0" is requested to be removed from the listing, it will still be available to customers who were subscribed at that time.

## Managing Your Listings

Once your product is published, you can sunset (unpublish) the product. You can also replace your current product with a new one. Once you request to unpublish your product, new customers will no



longer be able to subscribe. You are required to support any existing customers for a minimum of 90 days. Requests for a product to be removed from AWS Marketplace China will be processed with the following conditions:

- The product is removed from search, browse and other discovery tools. The subscribe functionality is disabled, and messaging on the page clearly indicates the product is no longer available.
- A reason for takedown must be specified (i.e. end of support, end of product updates, replacement product). The Terms and Conditions for AWS Marketplace China Sellers contains the requirements for continuing support for these removed products.
- Current subscribers will be messaged by AWS Marketplace China informing of the product takedown, reasons, and provide seller contact information.
- Current subscribed customers will retain access to the software until they cancel their subscription and will not be impacted in any way.

## Product and AMI Policies

These policies exist to ensure that the products and offerings in AWS Marketplace China contribute to a safe, secure and trusted source for customers. All products and metadata will be reviewed to ensure they meet or exceed current AWS Marketplace China policies. Product policies are always being reviewed and adjusted to meet current security guidelines and it is possible for products to no longer be compliant with current policy.

## Security

Keep the following security requirements in mind:

- AMIs must not contain any known vulnerabilities, malware or viruses.
- AMIs must not contain default passwords, authorization keys, key pairs, security keys or other credentials for any reason. All instance authentication must use key pair access rather than password based authorization, even if the password is generated, reset or defined by the user at launch.
- AMIs must not request or use access /secret keys from users to access AWS resources. Instead they should use IAM roles and policies.
- AWS Marketplace China AMIs must not allow password authentication. Disable password authentication via your `sshd_config` file by setting the `PasswordAuthentication` to `NO`.

## Accessibility

Keep the following AMI access requirements in mind:

- Linux-based AMIs must [lock/disable root login](#) and allow only sudo access through a user account (not "root"). Using sudo allows you to control which users are allowed to perform root functions and logs the activity so that there is an audit trail.
- AMIs must allow OS-level administration capabilities to allow for compliance requirements, vulnerability updates and log file access. For Linux-based AMIs this is through SSH, and for Windows-based AMIs this is normally through RDP.
- Linux-based AMIs must not have blank or null root passwords.
- AMIs must not contain Authorized Passwords or Authorization Keys

- AMIs must not use default passwords for user interface access. It is recommended to use a randomization process such as using the instance\_id from the [AWS EC2 Metadata Service](#).
- Windows-based AMIs must:
  - Use the most recent version of [Ec2ConfigService](#)
  - ENABLE “Ec2SetPassword”, “Ec2WindowsActivate” and “Ec2HandleUserData”
  - Remove Guest Accounts or Remote Desktop Users (none are allowed)
- You must not maintain access to the customer’s running instances. The customer has to explicitly enable any outside access, and any accessibility built into the AMI must be off by default.

## Customer Information

When providing an AMI product on AWS Marketplace China, you must be a good steward of customer information. In that regard, keep the following in mind:

- All AMI non-BYOL products must not require customer registration with the seller, or require customer information to use the product (i.e. email address required).
- Software must not require, collect or export customer data without the customer’s knowledge and express consent.
- AWS Marketplace China will not share private or personally identifying customer information (name, email, contact info, etc.) with any seller or outside party without the consent of the customer.

## AMI Usage

The following requirements outline how you can and cannot restrict access to AMI products on AWS Marketplace China

- Products must not restrict access to the product or product functionality by time or other restrictions; "Trial", "Beta", or “Evaluation” products are not supported.
- All AMIs must be compatible with either the AWS 1-click fulfillment experience or the Clusters and AWS Resources Feature. For 1-click, the AMI cannot require customer or user data at instance creation in order to function correctly. Master/Slave (Head/Worker) launches are not currently supported or allowed as part of usage instructions.
- Each AMI must contain everything a subscriber needs to use the software, including any client applications.
- The fulfillment process must not require the customer to leave the AWS Marketplace China.
- AMIs must not require a subscription API or launches from outside the AWS Marketplace China.
- Products must not use copyrighted material you do not have the rights to use.
- Product software and metadata must not contain language that redirects users to other cloud platforms, additional products or upsell services not available in AWS Marketplace China.
- Private products are not supported. Each listing must be publicly available.

## Architecture

When architecting your AMI product, keep the following requirements in mind:

- Source AMIs for AWS Marketplace China must be provided in the AWS China (Ningxia) Region. Or in certain cases, source AMIs for AWS Marketplace China can be provided in the AWS East (N. Virginia) Region.
- AMIs must use Hardware Virtual Machine ([HVM](#)) virtualization
- AMIs must use 64-bit architecture
- AMIs must be EBS-backed AMIs; we do not currently support S3-backed AMIs.
- AMIs must use a supported file system; Ext2, Ext3, Ext4, Xfs, Vfat, Lvm, and NTFS. Encrypted file systems are not supported.
- FreeBSD products must be built from Linux-based OS.
- AMIs must be built such that they can run in all regions and is region agnostic. AMIs built differently for regions are not allowed.
- You must map any non-Amazon owned AKI to all applicable regions and the mapping information. For more information, see [User Provided Kernels](#) in the Amazon EC2 User Guide.
- It is strongly recommended that you use the Amazon provided [PV-GRUB](#) Linux Kernel (AKI) when creating your AMIs.

## Metadata

Here are best practices, tips and notes on supplying product metadata. Please note that AWS Marketplace China will make revisions to the product metadata provided solely for quality assurance and error correction.

### Naming and Describing Your Product

The information about your product becomes the face of the product to customers. As you decide on your product name, description, highlights, and so on, consider using information that is both compelling and differentiates your software from other software. The information you provide is important to ensure that potential customers have enough information to make informed acquisition and buying decisions.

#### Optimizing the Product Name Field

Keep the following guidelines in mind as you create the product name.

- Use title case (first letter of each word is capitalized)
- Ensure that a customer can identify the product by the name alone
- Use the name of the brand or manufacturer
- Do not include descriptive data or hyperbole

**Example:** Smart Solution Load Balancer - Premium Edition

#### Writing the Product Description

The product description lists the product's features, benefits, usage, and provides other relevant and specific product information. A customer might read the description if they are interested enough to learn more about the product than is obvious from the name or highlights. Keep the following guidelines in mind as you create the product description.

- Avoid unnecessary capitalization
- Avoid unnecessary punctuation marks

- Do not include redirect information
- Check spelling and grammar
- Include only critical, useful information

**Example:** Smart Solution automatically distributes incoming application traffic across multiple Amazon EC2 instances. It enables you to achieve even greater fault tolerance in your applications, seamlessly providing the amount of load balancing capacity needed in response to incoming application traffic. Smart Solution detects unhealthy instances within a pool and automatically reroutes traffic to healthy instances until the unhealthy instances have been restored. Customers can enable Smart Solution within a single AWS availability zone or across multiple zones to ensure more consistent application performance.

### Writing the Product Highlights

The product information page displays up to three product highlight bullet points. The descriptive text you write for each highlight should describe the product's primary selling points in brief, informative, and easy-to-understand language.

### Writing the Release Notes

Each time you update an AMI product, you must provide a description of the changes in release notes. Your release notes should contain specific information to help the user decide whether to install the update. Use clear labels for the update, such as "Critical" for a security update or "Important" or "Optional" for other types of updates.

### Writing the Usage Instructions

The usage instructions are critical to ensure that each user is able to successfully configure and run the software. This field will display during the AMI configuration process so the usage instructions must contain all information the user will need. Failure to provide clear instructions could result in unnecessary support contacts.

- Usage instructions should be written with a new or moderately technical person in mind and not necessarily an IT Manager or Engineer. It is also best not to assume the user has prior experience with the product or extensive product knowledge.
- Usage should take the customer from 1-click launch all the way to using the product, including any configuration or special steps to get the application running.

### Example:

1. Launch the product via 1-click.
2. Access the application via web browser at `https://<EC2_Instance_Public_DNS>/index.html`.
3. Login using the username "user" and the instance\_id of the instance as the password.

### Choosing Categories and Keywords

Keep the following in mind before listing your product in AWS Marketplace China:

### Choosing Software Categories

When you list your product, you can choose up to three software categories and corresponding subcategories for your product. This helps customers discover your product as they browse or search the listings in AWS Marketplace China. Please choose only categories that are relevant to your product. In most cases, only one category will apply.

Categories are not the same as keywords. The categories and subcategories available are predefined for AWS Marketplace China and you decide which categories and subcategories apply to your product by selecting these from a list during the listing process. Keywords are not predefined, but are created during the listing process.

### Creating Search Keywords

During the product listing process, you can enter up to three keywords (single words or phrases) to help customers discover your product through site searches. The field for the keywords can contain a maximum of 250 characters.

The following tips can help you create a relevant set of search keywords.

- Use terms that are relevant so that customers can easily find your products
- Choose keywords from your customer’s vocabulary—that is, choose words and phrases that customers are likely to use when thinking about your type of product
- Create keywords based on specific features in your product
- The product title is already indexed in our search; the terms you submit should not contain the title of your product

### Regions and Instance Types

For the most current list of EC2 instance types, see [EC2 Instance Types](#). All the supported instance types and regions are listed in the Product Load Form.

### Security groups

When setting up security groups for your AMI product, keep the following in mind:

- Add ingress rules only for ports required for the product to function.
- Limit broad ranges of IP addresses to reduce security risk.
- Ingress rules currently only support TCP and UDP

## AWS Marketplace China Listing Checklist

This checklist can help you quickly create your AMI product in accordance to the AWS Marketplace China best practices:

### Product usage

- Production-ready
- Does not restrict product usage by time or other restrictions
- Compatible with 1-click fulfillment experience

- Everything required to utilize the product is contained within the software including client applications
- Default user utilizes a randomized password and/or creation of initial user requires verification that the subscriber is authorized to use the instance using a value unique to the instance such as instance ID

#### AMI preparation

- Utilizes hardware virtual machine (HVM) virtualization and 64-bit architecture
- Does not contain any known vulnerabilities, malware or viruses
- Subscribers have OS-level administration access to the AMI

#### For Windows AMIs:

- Utilizes the most recent version of Ec2ConfigService
- Ec2SetPassword, Ec2WindowsActivate and Ec2HandleUserData are enabled
- No Guest Accounts or Remote Desktop Users are present

#### For Linux AMIs:

- Root login is locked/disabled
- No authorization keys, default passwords or other credentials are included

#### Load form or Self-service listings preparation

- All required fields are completed
- All values are within specified character limits
- All URLs load without error
- Product image is at least 110px wide and between a 1:1 and 2:1 ratio