

# **Solution Provider Summit 2025**

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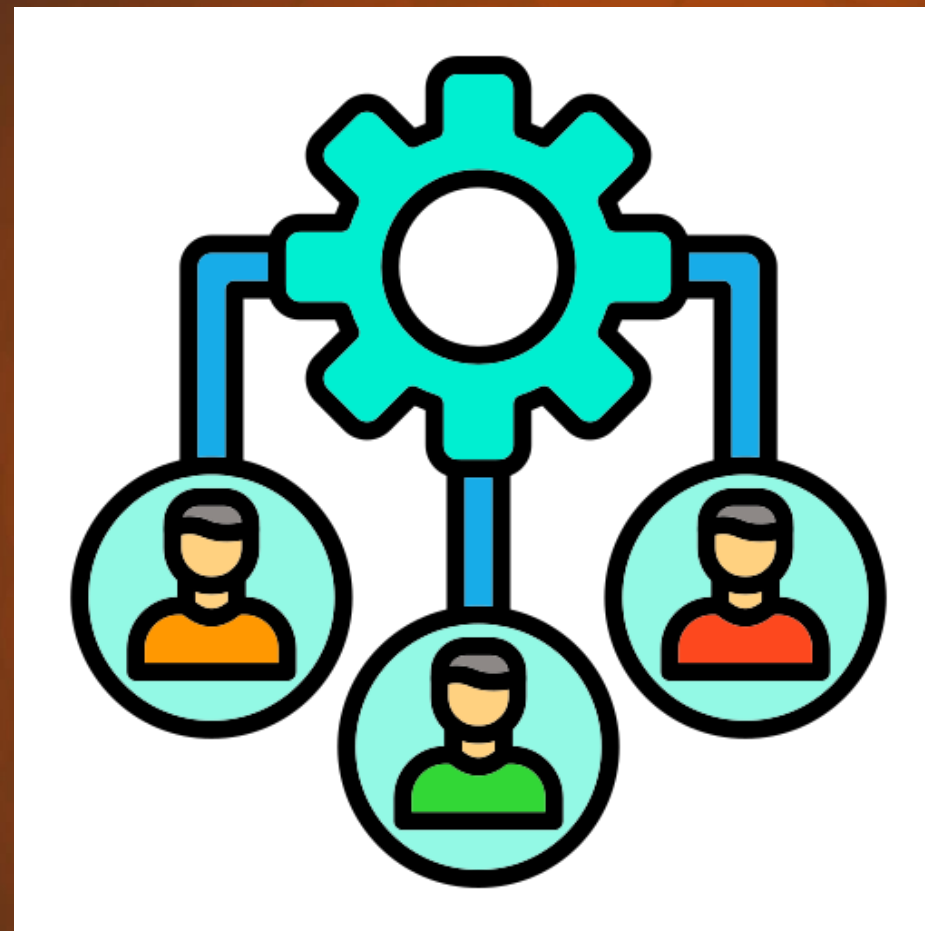
## **Implementing Compliant Workflows to access Selling Partner Accounts**

# Overview



# Getting Started with Seller Central Account Permissions

Managing seller permissions, now simplified through Global User Permissions

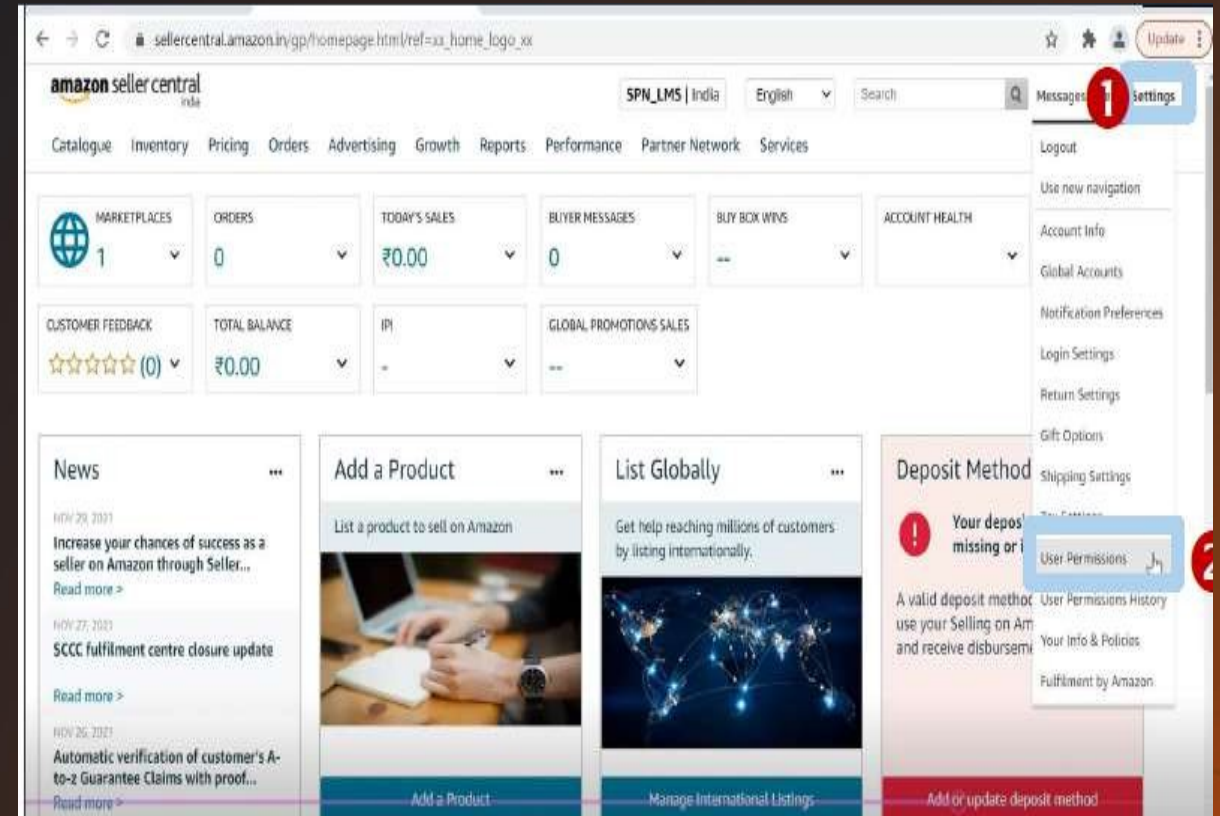




# Getting Started with Seller Account Permissions through Global User Permissions

## Setting up secure access for your selling partners

- Seller Central's Global User Permissions provides a secure and compliant pathway to access seller data
- Selling partners grant account access by inviting “Authorized partners”
- Service providers accept the invitation on Solution Provider Portal
- Once accepted, account access can be delegated to other team members



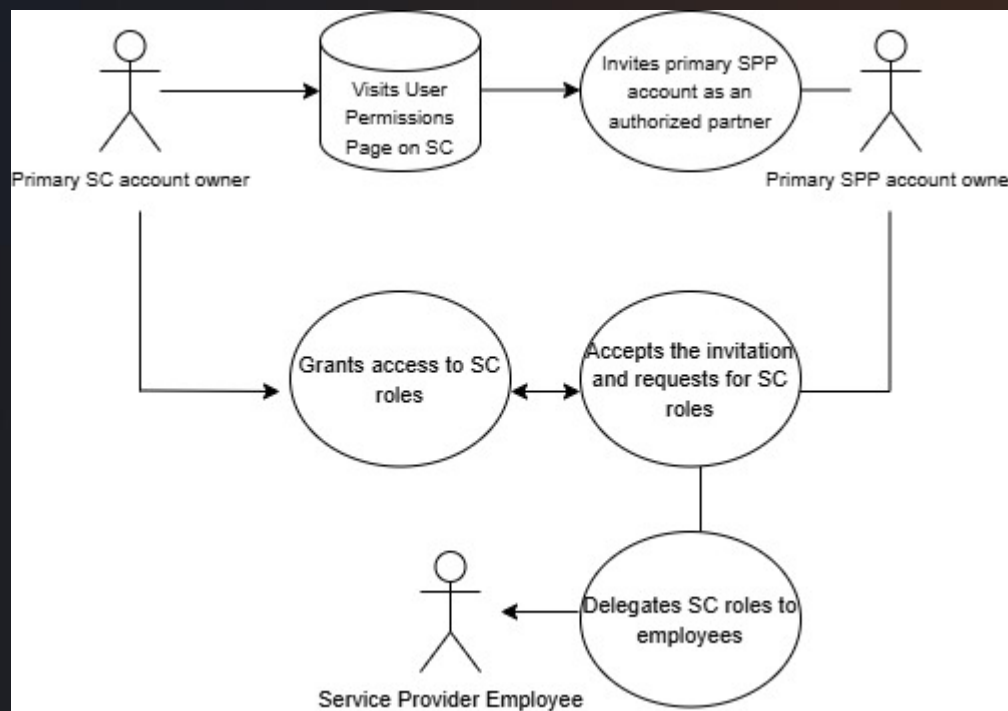
# Global User Permissions: Your key to efficient access management

**Streamline your authorization process  
while maintaining security and  
compliance**

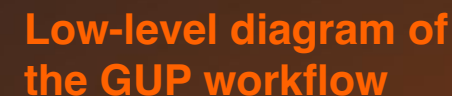


# Global User Permissions: Your key to efficient access management

Streamline your authorization process while maintaining security and compliance



High-level diagram of the GUP workflow







# Global User Permissions: Your key to efficient access management

Streamline your authorization process while maintaining security and compliance

- The seller visits the “Authorized Partners” tab and “Adds an authorized partner”

**User Management** [Learn more](#) [Take the Tour](#)

Add, remove or update users who can access your account. There are four types of users. Owners are the original creators of the selling account. This role cannot be granted or revoked. Administrators have the ability to grant or revoke the access of other users. Active users are anyone who has active access to the selling account. Users that have been invited and have not created their account or need their e-mail address confirmed will also be shown.

Users **Authorised Partners** Clients

Search

Name	
AnjanTestPA1	<input type="button" value="Edit"/> <input type="button" value="v"/>
TheWonderKart SPN	<input type="button" value="Edit"/> <input type="button" value="v"/>
Sarath Gamma Provider 1	<input type="button" value="Edit"/> <input type="button" value="v"/>
TestPartnerNA2	<input type="button" value="Edit"/> <input type="button" value="v"/>

Page  of 1

10 results per page



# Global User Permissions: Your key to efficient access management

Streamline your authorization process while maintaining security and compliance

- The selling partner receives a custom web link to share with you

The screenshot displays the 'User Management' interface with the 'Authorised Partners' tab selected. A 'Send Invitation' modal is open, providing a one-time invitation link and instructions for sharing it with a service provider. The background interface includes a search bar, a list of authorized partners, and an 'Add Authorised Partner' button.

**User Management** [Learn more](#) [Take the Tour](#)

Add, remove or update users who can access your account. There are four types of users. Owners are the original creators of the selling account. This role cannot be granted or revoked. Administrators have the ability to grant or revoke the access of other users. Active users are anyone who has active access to the selling account. Users that have been invited and have not created their account or need their e-mail address confirmed will also be shown.

Users **Authorised Partners** Clients

Search

Name	
AnjanTestPA1	<a href="#">Edit</a>
TheWonderKart SPN	<a href="#">Edit</a>
Sarath Gamma Provider 1	<a href="#">Edit</a>
TestPartnerNA2	<a href="#">Edit</a>

[Add Authorised Partner](#)

### Send Invitation

1. Please copy the one-time invitation link.

[Copy link](#)

[Generate new link](#)

2. Send the above link to your service provider through e-mail, text, chat or other messaging platform. Do not worry if this link does not match with the country in which you do business; it will still work for your solution provider.

3. The service provider will open the link within 7 days and send an invitation to your account e-mail.

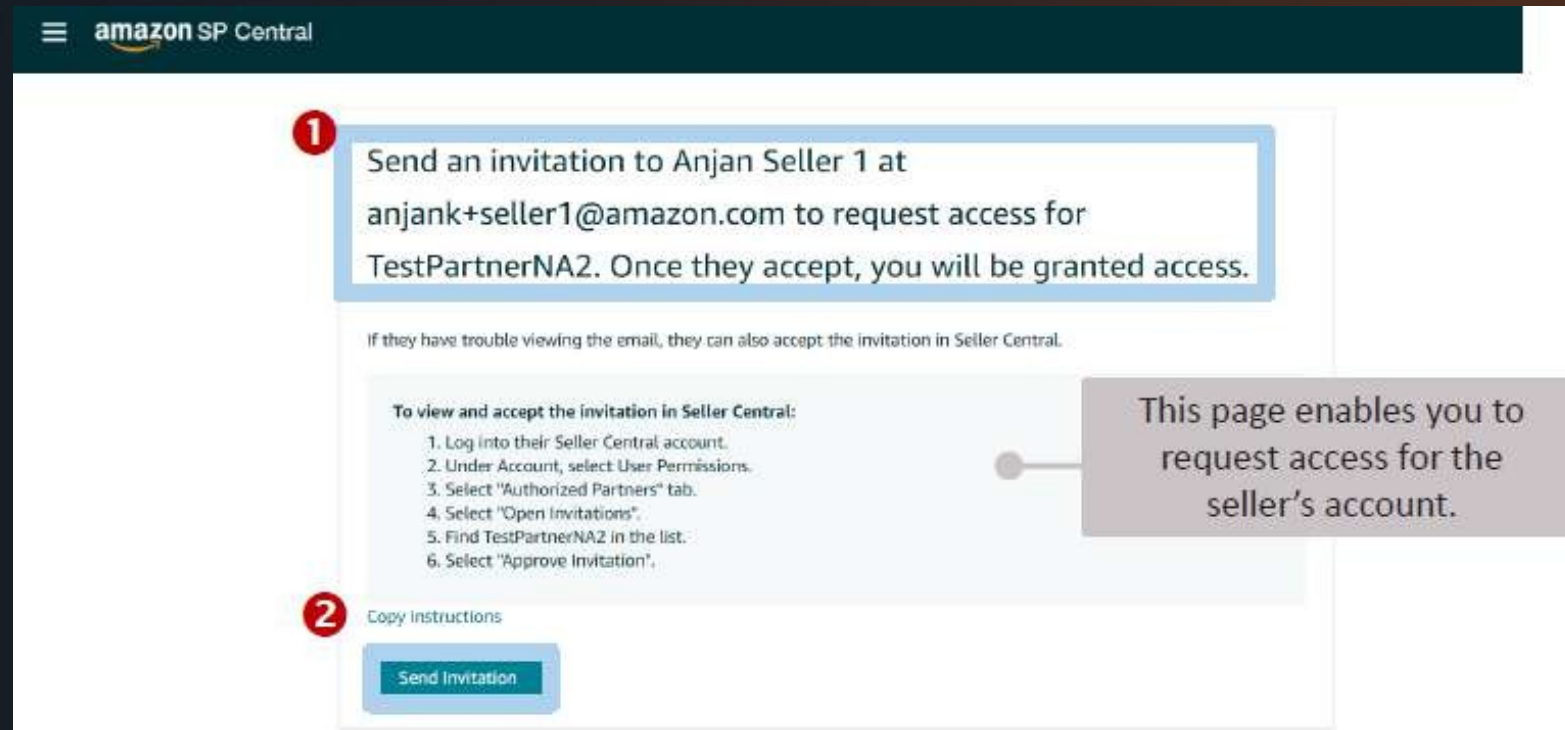
4. Accept the invitation to authorise the service provider to access your account.

[Close](#)

# Global User Permissions: Your key to efficient access management

**Streamline your authorization process while maintaining security and compliance**

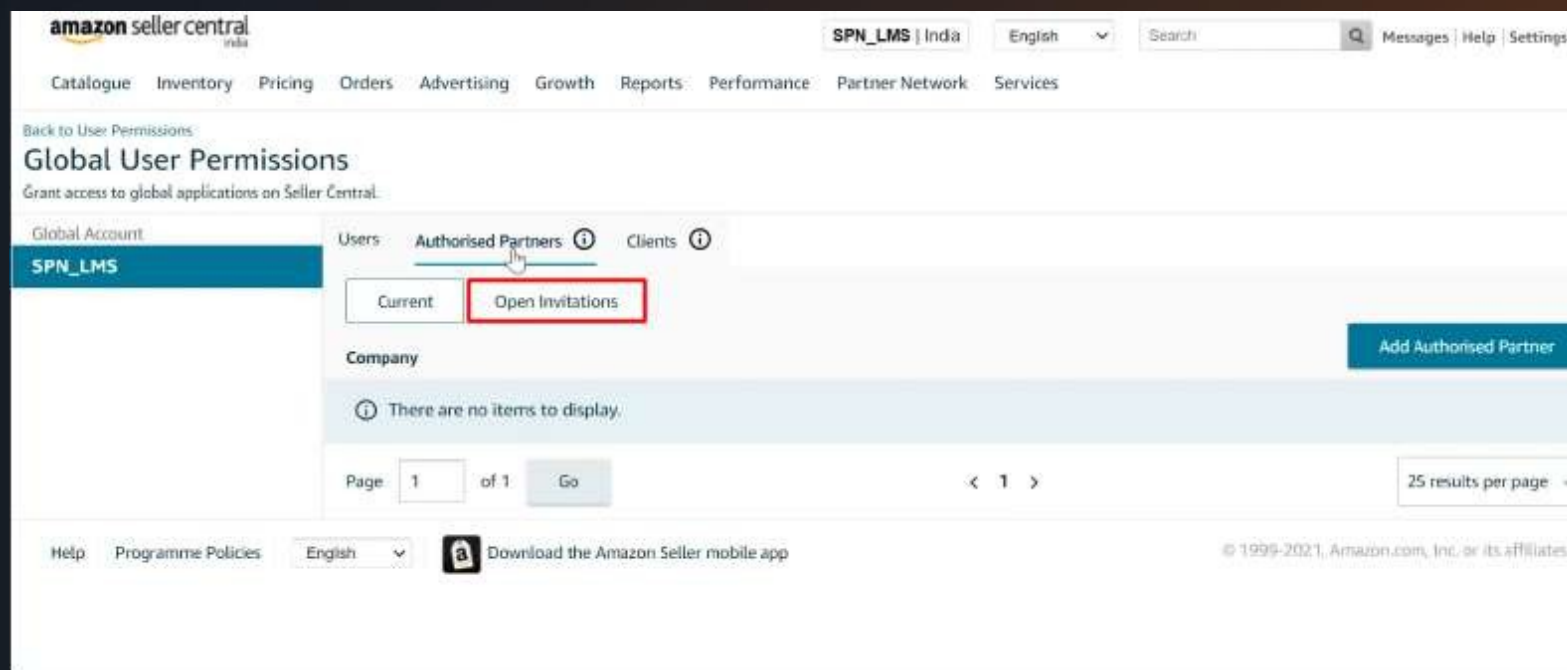
- This will bring you to a page where you can accept the invitation and return an invitation for the selling partner to authorize you for Seller Central roles



# Global User Permissions: Your key to efficient access management

Streamline your authorization process while maintaining security and compliance

- The selling partner can select the “Authorized Partners” tab and visit the “Open Invitations” page



# Global User Permissions: Your key to efficient access management

Streamline your authorization process while maintaining security and compliance

- The next step allows them to configure the permissions your service requires

amazon seller central  
SPN\_LMS | India | English | Search | Messages | Help | Settings

Catalogue | Inventory | Pricing | Orders | Advertising | Growth | Reports | Performance | Partner Network | Services

Back to Global User Permissions

## Authorised Partner Permissions

TestPartnerNA2

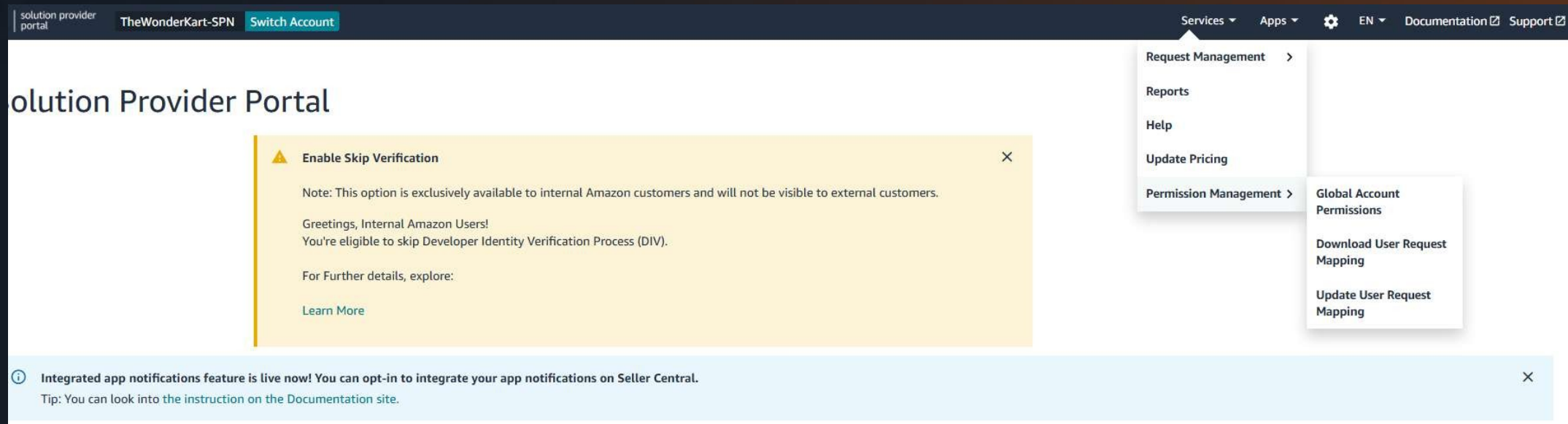
Global Account	Advertising	None	View only	View and Edit	Admin
SPN_LMS	A+ Content Manager	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	
	Brand Posts Users with edit/admin brand posts permissions will be able to access posts.amazon.com and provide content on behalf of the seller	<input checked="" type="radio"/>		<input type="radio"/>	
	Campaign Manager	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	
	Coupons	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	
	Deals	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Early Reviewer Program	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	
	Prime Exclusive Discounts	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	
	Promotions	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



# Global User Permissions: Your key to efficient access management

**Streamline your authorization process while maintaining security and compliance**

- Please sign in to Solution Provider Portal using your primary account and visit the “Global Account Permissions” feature from the drop-down under the services tab to see the latest status reflect



# Starting with Global User Permissions: Important Requirement

**Essential steps and documentation needed to begin your setup**

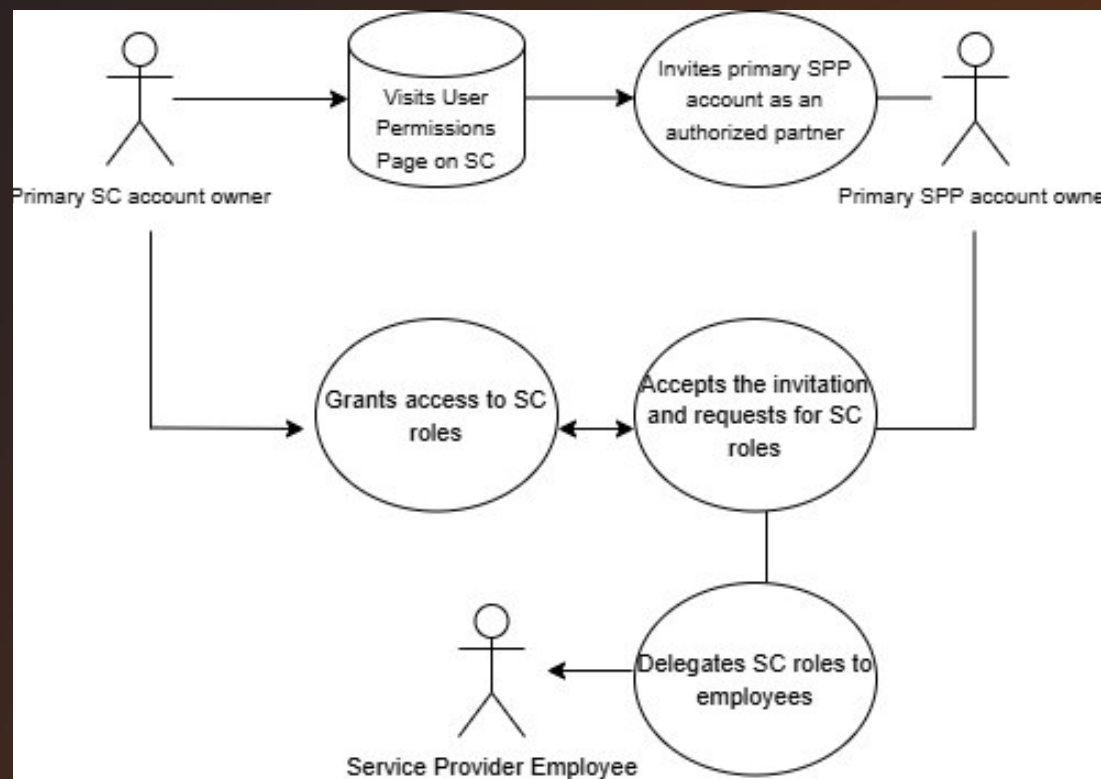




# Starting with Global User Permissions: Important Requirement

## Essential steps and documentation needed to begin your setup

- Registration as a service provider on Solution Provider Portal (SPP) is mandatory
- Once authorized by the seller, you can delegate permissions to other team members by inviting them to SPP
- Global User Permissions is the only compliant workflow to access seller account data





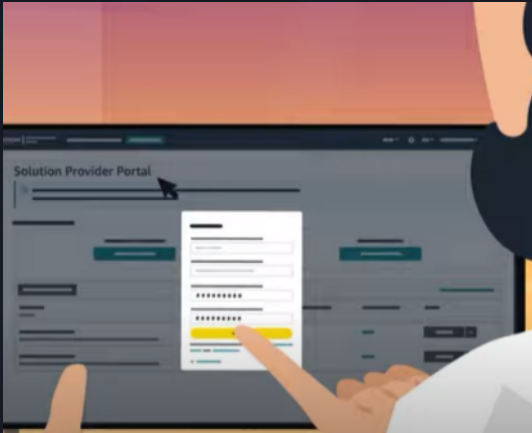
# Enrolling as a service provider on Solution Provider Portal (SPP)

Steps to register as a service provider on Solution Provider Portal



# Registering as a service provider on Solution Provider Portal (SPP)

Service provider registration: What can you expect?



Sign in to SPP



Verify your identity



Business qualification



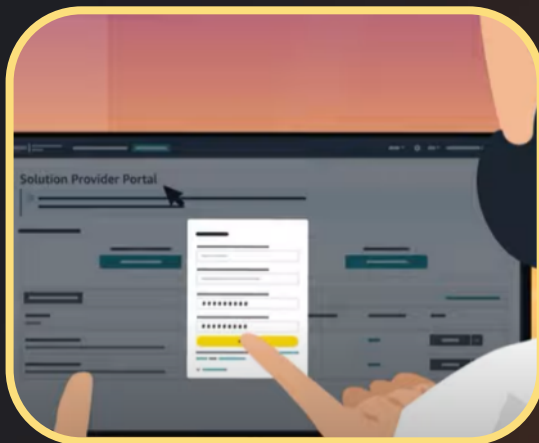
Data access qualification

# Key Features and Advantages of Solution Provider Portal (SPP)

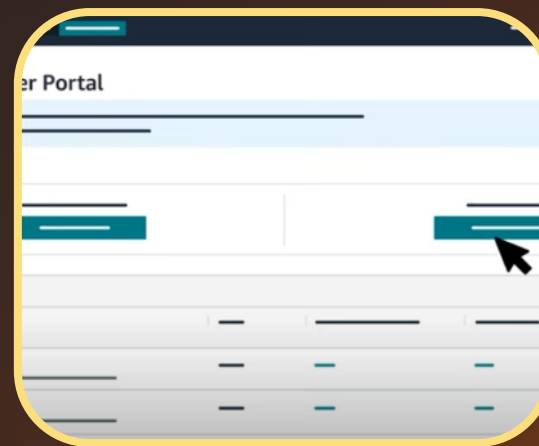
Your gateway to improved efficiency and permissions management



Merge your multiple  
solution provider  
accounts



Manage all your seller  
engagements in a  
single place



Add new service  
listings with ease

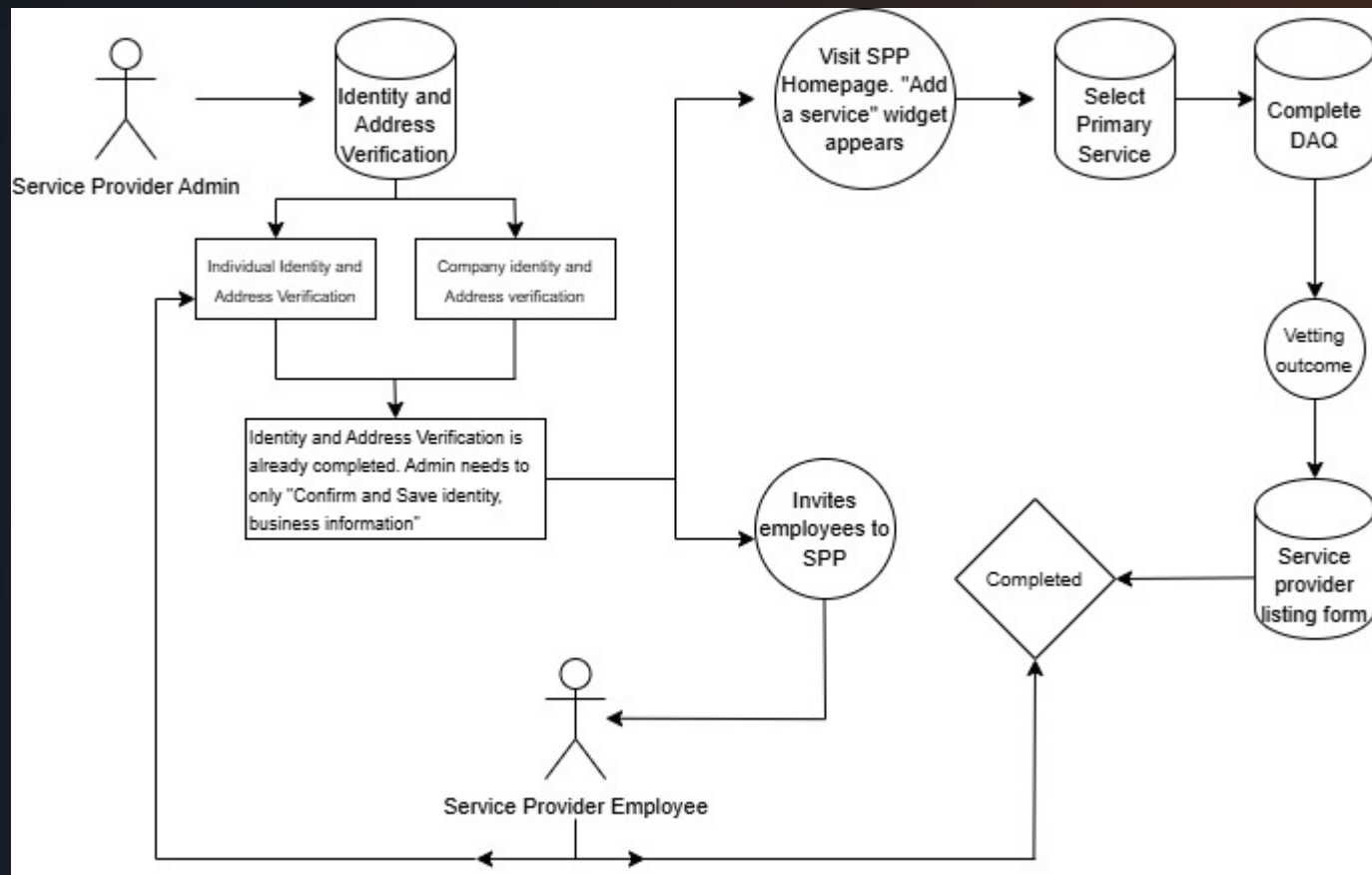
```

graph TD
    SPP_Admin[Service Provider Admin] --> IAV[(Identity and Address Verification)]
    IAV --> DAQ[(Data Access Qualification)]
    IAV --> IIV[Individual Identity and Address Verification]
    IAV --> CIV[Company identity and Address verification]
    DAQ --> V[Vetting Outcome]
    DAQ --> AEP[Adds employees to SPP]
    V --> SPLF[(Service Provider listing form)]
    SPLF --> RC{Registration completed}
    RC --> SPP_Employee[Service Provider Employee]
    SPP_Employee --> AEP
    SPP_Employee --> IIV
    SPP_Employee --> CIV
    SPP_Employee --> RC
  
```

The flowchart illustrates the Service Provider Registration Process. It begins with the Service Provider Admin, who initiates the process by sending data to the Identity and Address Verification database. This database then feeds into the Data Access Qualification database and also branches into two parallel verification paths: Individual Identity and Address Verification, and Company identity and Address verification. The Data Access Qualification database also feeds into the Vetting Outcome database and the Adds employees to SPP process. The Vetting Outcome database leads to the Service Provider listing form, which then leads to the Registration completed decision point. The Service Provider Employee is involved in the Adds employees to SPP process and provides input to the Individual Identity and Address Verification, Company identity and Address verification, and the Registration completed decision point.

# Registering as a service provider on Solution Provider Portal (SPP)

Service provider registration: How it works for developers with an existing account on SPP

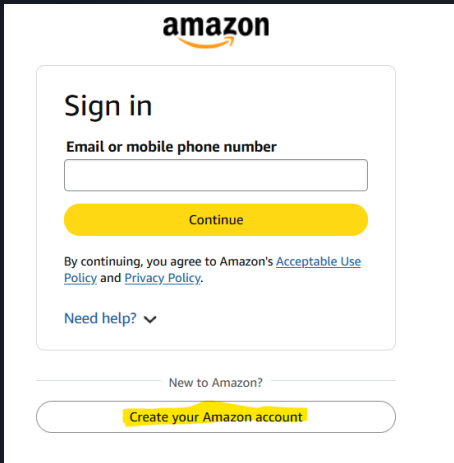




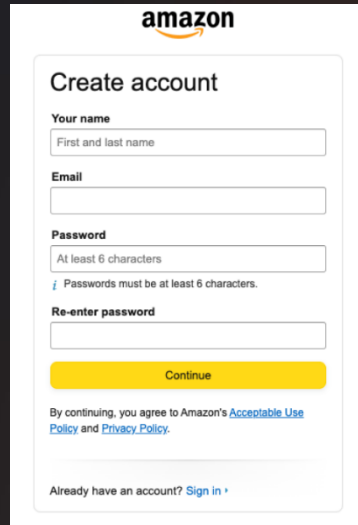
# Registering as a service provider on Solution Provider Portal (SPP)

## Taking the first step: Service provider registration

- Register on <https://solutionproviderportal.integ.amazon.com/mario/spectrum/account-verification/global/node/welcome/render> using your SP central credentials. If you do not have an SP Central account, you can create a new account on SPP.



The image shows the Amazon sign-in page. At the top is the Amazon logo. Below it is the heading "Sign in". There is a text input field labeled "Email or mobile phone number". Below the field is a yellow "Continue" button. Underneath the button, there is a line of text: "By continuing, you agree to Amazon's [Acceptable Use Policy](#) and [Privacy Policy](#)." Below that is a link "Need help?" with a downward arrow. At the bottom, there is a section for "New to Amazon?" with a button labeled "Create your Amazon account".



The image shows the Amazon create account page. At the top is the Amazon logo. Below it is the heading "Create account". There are three input fields: "Your name" (with a sub-label "First and last name"), "Email", and "Password" (with a sub-label "At least 6 characters" and a note "Passwords must be at least 6 characters."). Below the password field is a "Re-enter password" field. A yellow "Continue" button is below the fields. At the bottom, there is a line of text: "By continuing, you agree to Amazon's [Acceptable Use Policy](#) and [Privacy Policy](#)." Below that is a link "Already have an account? [Sign in](#)".





# Registering as a service provider on Solution Provider Portal (SPP)

## Taking the first step: Service provider registration

### Solution Provider Portal Account Setup : General Guidance

Welcome to the Solution Provider Portal (SPP) Account Setup process. Before you proceed, here's what you need to know:

**1. Existing SPP Account Holders**

If you already have an SPP account, simply use your existing credentials and SPP account to access the portal.

**2. Service Provider Central (SPCentral) Account Holders**

You can use your SPCentral credentials for SPP. We have enabled a seamless transition between the two portals. Make sure you select the account that is used for SPCentral in the 'Program Enrollment' step.

**3. Solution Provider Employees**

If you are an employee of a Solution Provider and don't have either an SPP or SPCentral account, please follow these steps:

- Identify the Owner of this solution business in your company
- Request that they set up the necessary SPP account on behalf of your company

**4. Companies with Existing Apps or Services**

If your company already has an app listed in the [Selling Partner Appstore](#) OR a service listed in the [Service Provider Network](#), here are the steps:

- Identify the Owner of the app or service account
- Request that they initiate the SPP setup process on behalf of your company

**5. Companies with Both Apps and Services**

If your company owns separate accounts for apps and services, there is no action needed at this moment. You can exit by closing this window.

By adhering to these guidelines, you'll ensure that your SPP account is correctly set up. You will not need to complete vetting steps including identity verification and data qualification separately for your API application and service solutions. That will allow you to maximize the benefits of SPP while maintaining appropriate access controls within your organization. Should you encounter any issues or have questions during the setup process, please reach out to our dedicated support team.

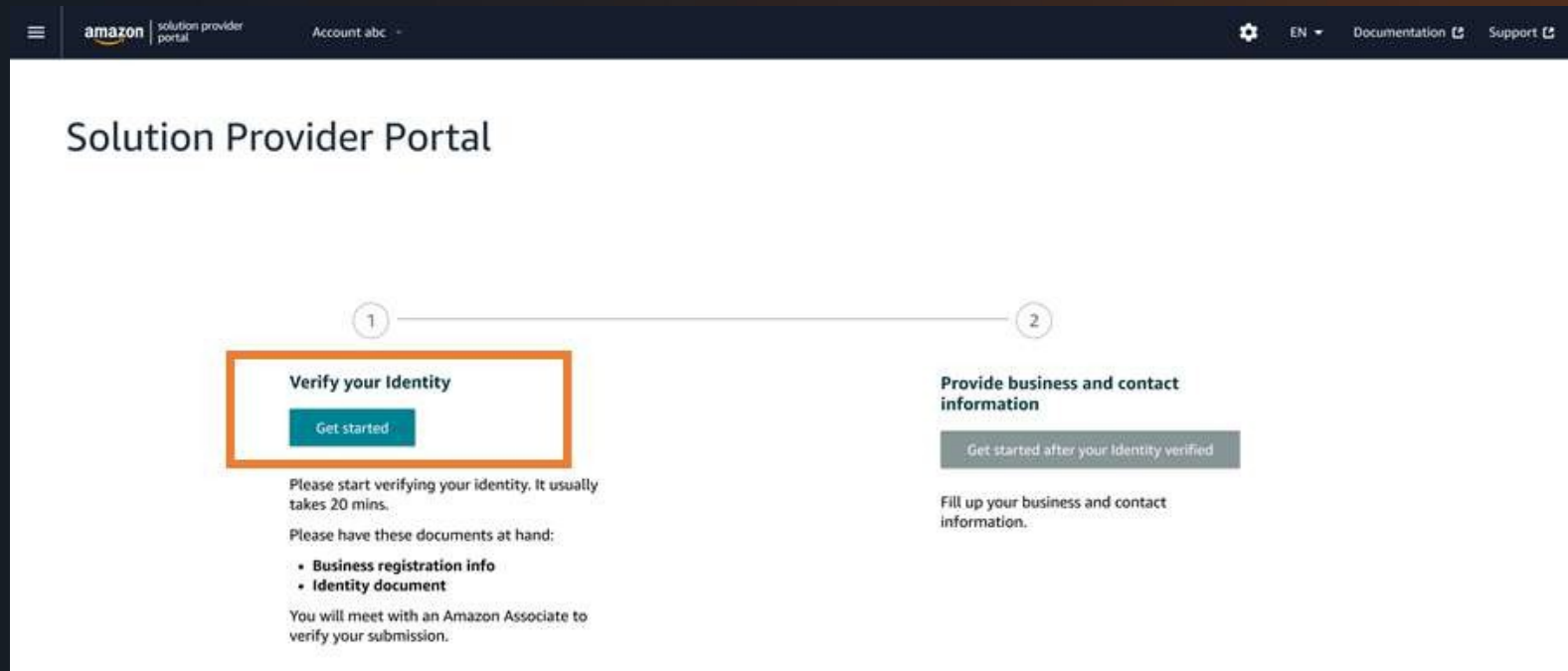
[Acknowledge & Continue](#)



# Registering as a service provider on Solution Provider Portal (SPP)

## Taking the first step: Service provider registration

- The first stage of your registration begins with verifying yours and your company's identity please follow the prompt on your screen that says "get started" to begin





# Registering as a service provider on Solution Provider Portal (SPP)

## Taking the first step: Service provider registration

YOU WOULD BE ASKED TO ENTER BASIC INFORMATION SUCH AS NAME, CONTACT DETAILS, ADDRESS OF THE PRIMARY BUSINESS OWNER/ LEGAL REPRESENTATIVE. PLEASE HAVE THESE DOCUMENTS WITH YOU AT THE TIME OF BEGINNING YOUR REGISTRATION.

The screenshot shows the 'Identity Verification' page on the Amazon Solution Provider Portal. The page has a dark blue header with the Amazon logo, 'solution provider portal', and a user account 'Account abc'. Navigation links for 'EN', 'Documentation', and 'Support' are on the right. A breadcrumb trail shows 'Home > Identity Verification and Account Permissions'. The main heading is 'Identity Verification'. Below it is a progress bar with five steps: 1. Basic Info (active), 2. Business Info, 3. Primary contact info, 4. Update docs, and 5. Verification. The 'Basic Information' section includes a 'Business location' dropdown menu with the placeholder 'Choose your business location', a 'Business type' dropdown menu with the placeholder 'Choose your business type', and a light blue informational box with an icon and text: 'Please ensure your business type selection is correct. You have selected to register as a Privately-owned business which is controlled and operated by private individuals. The business seller is registered in the context of a commercial or professional activity. An incorrect selection may affect the status of your account.' Below this is a text input field for 'Business name, used to register with your state or federal government' with the placeholder 'Input the business name'. A checkbox is present with the text 'I confirm my business location and type are correct, and I understand that this information cannot be changed later.' Below the checkbox is a link for 'Amazon Terms and Conditions'. At the bottom are two buttons: '< Back' and 'Agree and continue >'. On the right side of the page is an 'FAQ' section with five questions, each with a right-pointing arrow: 'Why is verification needed?', 'How will I know my verification status?', 'What can I expect during verification?', 'What if I don't see a convenient date?', and 'I cannot speak in the language mentioned? How do I change the language of communication?'. The last question is followed by 'What is a valid ID document?'.



# Registering as a service provider on Solution Provider Portal (SPP)

## Taking the first step: Service provider registration

The screenshot shows the 'Identity Verification' page on the Amazon Solution Provider Portal. The progress bar indicates five steps: 1. Basic Info, 2. Business info (current step), 3. Primary contact info, 4. Update docs, and 5. Verification. The 'Business Information' section includes fields for 'Business name, used to register with your state or federal government', 'Business registration number', and 'Registered business address' (with dropdowns for Country, State/Region, City/Town, and ZIP/Postal code). There are also fields for 'Address Line 1' and 'Apartment/Building/Suite/Other'. A 'Receive PIN through' section offers 'SMS' and 'Call' options. A 'Phone number for verification' field is present, followed by an 'SMS verification language' dropdown and a 'Send SMS' button. An FAQ section on the right lists questions like 'Why is verification needed?' and 'How will I know my verification status?'.

The screenshot shows the 'Identity Verification' page on the Amazon Solution Provider Portal, specifically the 'Primary contact person information' section. The progress bar shows five steps: 1. Basic Info, 2. Business info, 3. Primary contact info (current step), 4. Update docs, and 5. Verification. The 'Primary contact' section includes fields for 'First name', 'Middle name(s)', and 'Last name', with a note 'Full name as it appears on passport or ID'. Below are dropdowns for 'Country of Citizenship' and 'Country of Birth', and a 'Date of birth' section with dropdowns for 'Day', 'Month', and 'Year'. The 'Identity proof document' section has a dropdown for 'Select a document type', a 'Document number' field, and an 'Expiration date' section with 'Month' and 'Year' dropdowns. The 'Residential address' section includes dropdowns for 'Country', 'State/Region', 'City/Town', 'ZIP/Postal code', 'Address Line 1', and 'Apartment/Building/Suite/Other'. An FAQ section on the right lists questions like 'Why is verification needed?' and 'How will I know my verification status?'.



# Registering as a service provider on Solution Provider Portal (SPP)

## Taking the first step: Service provider registration

PLEASE UPLOAD RELEVANT DOCUMENTS FOR WHICH YOU ENTERED THE BASIC DETAILS

amazon | solution provider portal Account abc

Identity Verification and Account Permissions

### Identity Verification

1 Basic Info 2 Business info 3 Primary contact info 4 Update docs 5 Verification

#### Upload Document

Primary contact person information

Primary contact person	John au doe
Country of citizenship	Australia
Country of birth	Australia
Date of birth	07/05/1985
Identity proof document	Passport
Document number	N356553355
Expiration date	03/09/2031
Residential address	AU, NSW 2000, Sydney, Sydney, Bennelong Point
Phone number for verification	+918475894590
Primary contact email address	abc@xyz.com
Alternate email address (optional)	abc@xyz.com
Document copy	Please upload a copy of your document <button>Upload document</button>

#### FAQ

- Why is verification needed?
- How will I know my verification status?
- What can I expect during verification?
- What if I don't see a convenient date?
- I cannot speak in the language mentioned? How do I change the language of communication?
- What is a valid ID document?



# Registering as a service provider on Solution Provider Portal (SPP)

## Taking the first step: Service provider registration

THE DETAILS REQUESTED FOR IN THIS STEP ARE PERTAINING TO YOUR COMPANY. PLEASE ENTER THE COMPANY NAME, ADDRESS AND THE CONTACT INFORMATION OF THE PRIMARY POC.

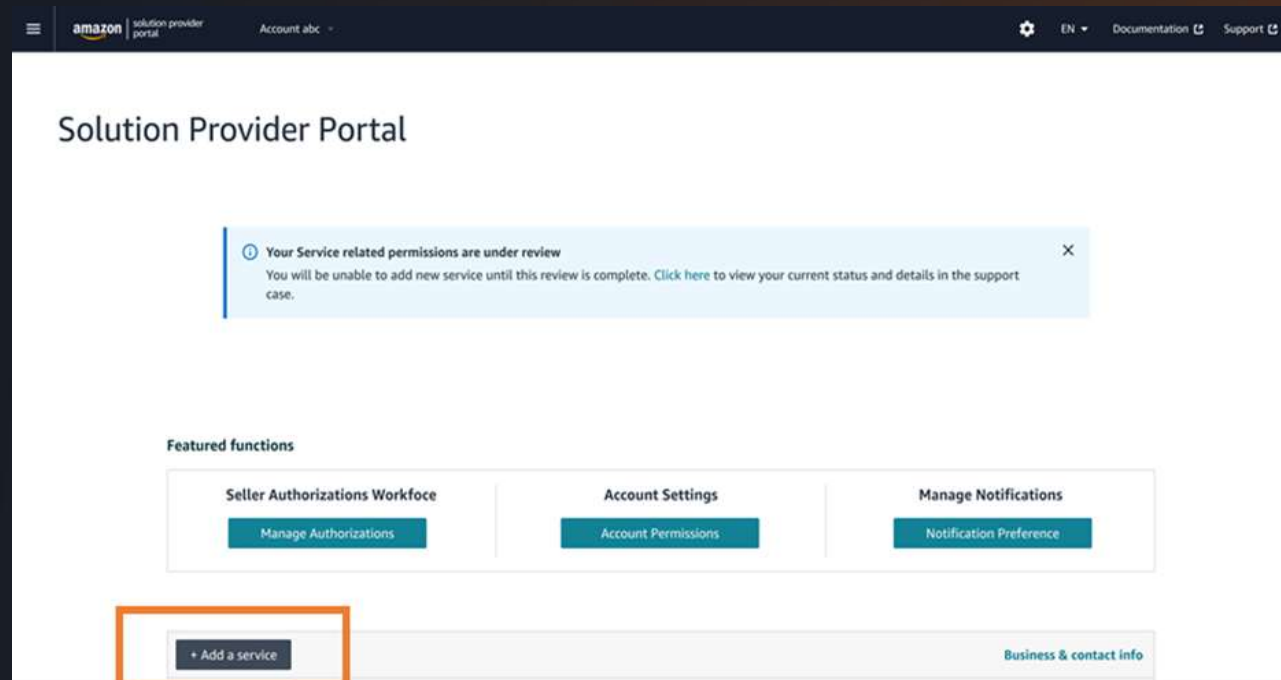
The screenshot shows the 'Solution Provider Portal' registration progress. A progress bar at the top indicates two steps: '1. Verify your identity' (marked as 'Completed!') and '2. Provide business and contact information' (highlighted with an orange box and a 'Get started' button). Below the progress bar, text states: 'Your identity has been verified on Mar 01, 2025. You can look up your [Business Info](#) and [Edit your Contact Info](#) in your [Profile](#).' The 'Get started' button is a blue rectangle with white text.

The screenshot shows the 'Business & contact information' registration form. The page title is 'Business & contact information'. Below the title, a paragraph explains: 'Solution Provider Profile collects your organization's contact information, information about the data you require in Amazon Services APIs and Seller Central, and security and user information to ensure your compliance with Amazon's [Acceptable Use Policy](#) and [Data Protection Policy](#). Once you complete the Service Provider Profile, Amazon will evaluate your information and create a case with next steps. You may be asked to provide additional information or documentation, so please complete all fields truthfully and accurately.' The form contains the following fields: 'Organization name' (text input), 'Organization website' (text input), 'Organization home country' (dropdown menu with 'Select' as the current value), 'Primary contact name' (text input), 'Contact email' (text input), 'Contact country code' (text input), and 'Contact phone number' (text input).

# Registering as a service provider on Solution Provider Portal (SPP)

## Taking the first step: Service provider registration

- The second stage is the Data Access Qualification stage you can begin with this stage by selecting the “Add a service” widget on the bottom of your screen



# Registering as a service provider on Solution Provider Portal (SPP)

## Taking the first step: Service provider registration

- Please select your primary service to complete your registration

amazon solution provider portal Account abc

Identity Verification and Account Permissions

### Service Permissions

Solution Provider Profile collects your organization's contact information, information about the data you require in Amazon Services APIs and Seller Central, and security and user information to ensure your compliance with Amazon's [Acceptable Use Policy](#) and [Data Protection Policy](#). Once you complete the Service Provider Profile, Amazon will evaluate your information and create a case with next steps. You may be asked to provide additional information or documentation, so please complete all fields truthfully and accurately.

1 Service category & use cases 2 Service Provider roles

#### Service Category

Roles determine access to Seller data. Role definitions can be found [here](#).

Note: Restricted roles contain Personally Identifiable Information (PII) about Amazon Buyers, and you will be required to provide additional information about your data use and security controls.

Service category ⓘ

Account Management X





# Registering as a service provider on Solution Provider Portal (SPP)

## Taking the first step: Service provider registration

- Please share your responses to the prompts requesting for more details on the use-cases you aim to fulfill through the requested SC roles

**Use Cases**

Describe the service you want to create using the functionality in the requested roles?

500 characters maximum

Describe how your application or service(s) will benefit authorized users.

500 characters maximum

List all outside parties with whom your organization shares Amazon Information and describe how your organization shares this information.

500 characters maximum

List all other sources through which you receive Amazon and Amazon customer data. That includes other Amazon programs you participate in or non-Amazon sources including other third party software and service providers.

500 characters maximum

# Registering as a service provider on Solution Provider Portal (SPP)

## Taking the first step: Service provider registration

- Please submit your application after selecting seller central roles you need access to

amazon solution provider portal Account abc

EN Documentation Support

Identity Verification and Account Permissions

### Service Permissions

Solution Provider Profile collects your organization's contact information, information about the data you require in Amazon Services APIs and Seller Central, and security and user information to ensure your compliance with Amazon's [Acceptable Use Policy](#) and [Data Protection Policy](#). Once you complete the Service Provider Profile, Amazon will evaluate your information and create a case with next steps. You may be asked to provide additional information or documentation, so please complete all fields truthfully and accurately.

1 Service category & use cases 2 Service Provider roles

#### Service Provider Roles

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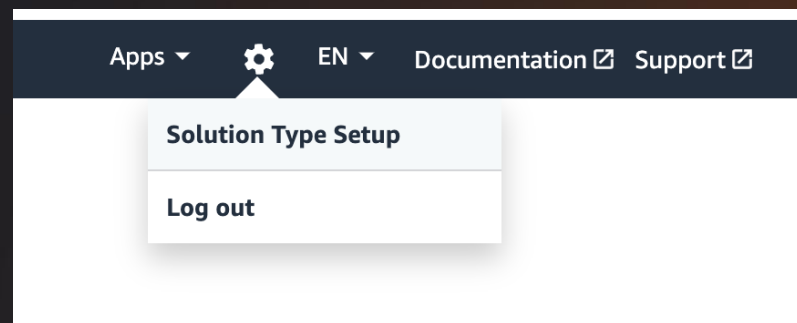
Search for a permission

Advertising	None	View	Edit	Admin
A+ Content Manager	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coupons (Restricted)	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Deals	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# Registering as a service provider on Solution Provider Portal (SPP)

## Service provider registration for an SP-API developer with an existing SPP account

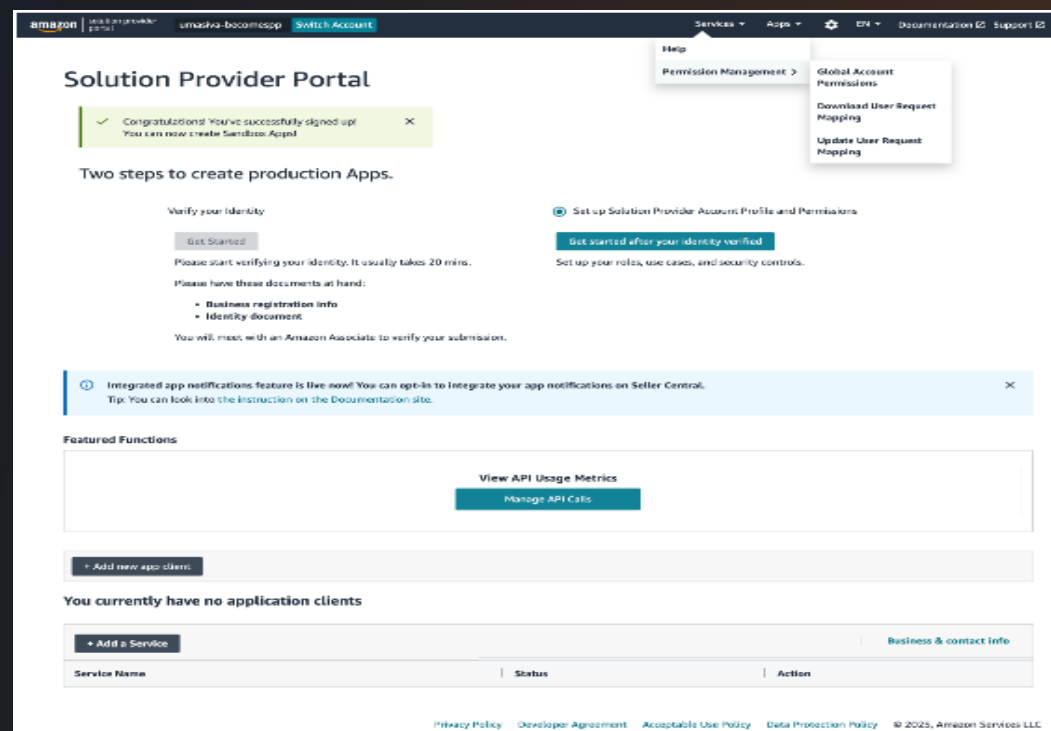
- An existing SP-API developer can initiate their SPN registration with the primary account that is already registered on Solution Provider Portal (SPP). They need to confirm and save their business and contact information by following this URL: <https://solutionproviderportal.integ.amazon.com/mario/spectrum/account-verification/global/node/welcome/render>
- Once saved, they can go back to the homepage and select “Solution Type Setup” to get started



# Registering as a service provider on Solution Provider Portal (SPP)

## Service provider registration for an SP-API developer with an existing SPP account

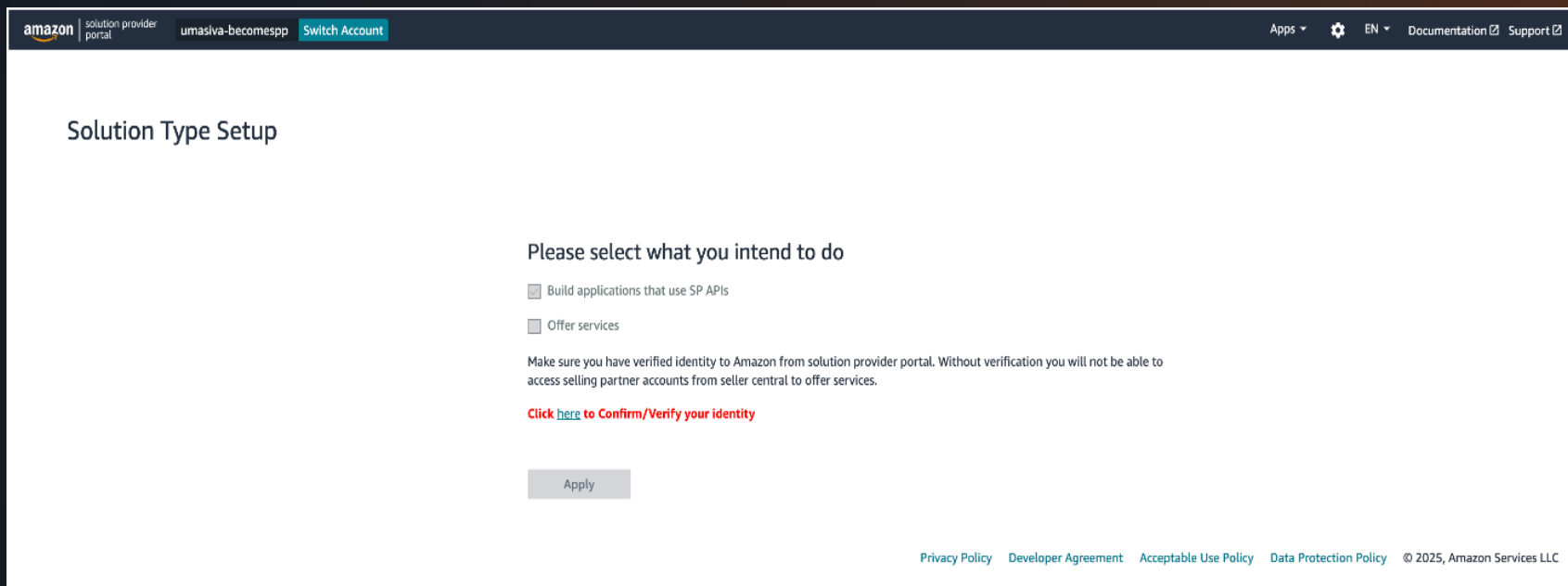
- They can also scroll to the bottom of their homepage to find a widget to “Add a service”.



# Registering as a service provider on Solution Provider Portal (SPP)

Service provider registration for an SP-API developer with an existing SPP account

- Please select “Offer services”



amazon | solution provider portal | umasiva-becomespp | [Switch Account](#) | Apps | Settings | EN | Documentation | Support

## Solution Type Setup

Please select what you intend to do

☒ Build applications that use SP APIs

☐ Offer services

Make sure you have verified identity to Amazon from solution provider portal. Without verification you will not be able to access selling partner accounts from seller central to offer services.

[Click here to Confirm/Verify your identity](#)

[Apply](#)

[Privacy Policy](#) [Developer Agreement](#) [Acceptable Use Policy](#) [Data Protection Policy](#) © 2025, Amazon Services LLC

# Registering as a service provider on Solution Provider Portal (SPP)

## Service provider registration for an SP-API developer with an existing SPP account

amazon solution provider portal Account abc

Identity Verification and Account Permissions

### Service Permissions

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1 ————— 2

Service category & use cases Service Provider roles

#### Service Category

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Note: Restricted roles contain Personally Identifiable Information (PII) about Amazon Buyers, and you will be required to provide additional information about your data use and security controls.

Service category ⓘ

Account Management X

### Use Cases

Describe the service you want to create using the functionality in the requested roles?

500 characters maximum

Describe how your application or service(s) will benefit authorized users.

500 characters maximum

List all outside parties with whom your organization shares Amazon Information and describe how your organization shares this information.

500 characters maximum

List all other sources through which you receive Amazon and Amazon customer data. That includes other Amazon programs you participate in or non-A Amazon sources including other third party software and service providers.


500 characters maximum



# Registering as a service provider on Solution Provider Portal (SPP)




## Merging separate SPP accounts

To begin merging your accounts, please visit the Global Accounts page under settings


 solution provider portal

TheWonderKart-SPN

Switch Account

Services ▾ Apps ▾  EN ▾ Documentation  Support 

Solution Provider Portal

 Enable Skip Verification

Note: This option is exclusively available to internal Amazon customers and will not be visible to external customers.

Greetings, Internal Amazon Users!  
You're eligible to skip Developer Identity Verification Process (DIV).

For Further details, explore:


[Learn More](#)


User Permissions

Solution Type Setup

Global Accounts

Log out

 Integrated app notifications feature is live now! You can opt-in to integrate your app notifications on Seller Central.







# Registering as a service provider on Solution Provider Portal (SPP)

## Merging separate SPP accounts

Visit the “Merge Accounts” tab and select the accounts you would like to merge. Once merged, you should be able to view solutions for both accounts through either of the accounts.

### Your Global Accounts [Rate this page](#)

Below are the accounts you are the owner of and also accounts you are a member of.

Accounts

Merge Accounts

FAQs

Account you are an admin of:

By merging your accounts, you can benefit from global selling.  
You can only merge two accounts at a time.

☐

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>

Don't see your Global Account?

Sign in to other account

or [sign in to Japan-based account](#)

Select two accounts from the list to the left to preview the resulting merged account.

# Key takeaways

## Summarizing the session

- Selling partners initiate the process of inviting you as an “Authorized partner” by visiting the User Permissions page on Seller Central
- You can accept these invitations by registering with us as a service provider on SPN
- You can further delegate these permissions to other individuals within your company by adding users to your SPP account

- For any queries related to SPN or SPP, please reach out to us here [SPP Support](#)
- Please refer to this resource for more information: [FAQs](#)

# Resource s