**amazon**services
Europe

**Amazon Business**
**Developer Guide**

Version 2018-03-18

# Contents

## Introduction

Amazon Business launched in the U.S. in 2015, generating more than a billion dollars in sales in its first year; sellers and third-party businesses enjoy features such as Quantity Discounts that can help increase their sales. After a launch in December 2016 in Germany, Amazon Business is now available in the U.K. and France.

This document assists developers with the implementation of the specific features that Amazon Business offers to Sellers. It assumes that you have a full automation already in place to manage your catalogue, like stock updates and order fulfilment using our MWS APIs such as Feeds, Orders, or Reports API. If you don't have any automation in place, we recommend you set up a full automation using XML as described in this Integration guide. If you are an Integrator and require further support, please contact eu-soa-integration@amazon.com. If you are an integrator and already support Amazon Business, please contact us at eu-soa-integration@amazon.com to be included in the list of Integrators that support Amazon Business on the services site and the Seller central help pages. For all other questions, kindly contact our Seller Support.

Amazon Business Sellers have a prioritized access to Amazon Business Customers. Business Sellers can access several business features such as Business Pricing and Quantity Discounts. For Business Sellers who use Amazon VAT Calculation Services (VCS), they also have access to VAT exclusive pricing display and a free and automated invoicing solution.

## 1   Prerequisites

Sellers who wish to become an Amazon Business Seller need to fulfil these prerequisites to have access to all the Amazon Business features.

### 1.1   Account registration

If Sellers do not have any Amazon Seller Account, they can create an Amazon Business Seller Account from the following registration pages:

- Germany
- UK
- France

Existing Sellers can upgrade to an Amazon Business Account by clicking on one of these links:

- Germany
- UK
- France

If Sellers have an individual Seller account, they need to upgrade to a professional Seller Account before upgrading to an Amazon Business Seller Account.  All Sellers need to have registered in Merchant Web Services (MWS) in DE or UK or FR to use any automation.

## 2   Technical implementation

We have updated our APIs with new attributes unique to Amazon Business. As a result, there are necessary changes to be performed when sending the product information but also when processing orders as there are several new attributes to capture. In the following sections, we will list the different Amazon Business features and provide documentation with examples.

## 2.1   Amazon Business specific inputs

To implement the new features, we have updated our input feed files:
For XML, we updated Price.xsd and Product.xsd.

For Flat files, we have added several Amazon Business specific templates such as Business Price/Quantity File, Business Inventory Loader File, Business Listing Loader, and several Amazon Business specific category flat files. All these files are available from this page.  Amazon Business specific files can be found at the end of the page, under the section "Amazon Business Templates".

### 2.1.1   Business Pricing

The Business Price is the price set specifically for Business Customers. Like the Standard price, this price needs to be VAT inclusive. Sellers who have subscribed to VCS will also benefit from the VAT exclusive price display on the search result, product detail, cart, and checkout pages. The exclusive price will be derived from the inclusive price provided automatically. Please refer to the VCS Calculation Methodology document to learn more about how the exclusive price is calculated.

If the Business Price is higher than the standard price then we will ignore the Business Price and only display the standard price.

- Example in XML. The element's name is *BusinessPrice.*

...
<Price>
<SKU>mySKU0001</SKU>
<StandardPrice>35.00</StandardPrice>
**<BusinessPrice>25.00</BusinessPrice>**
...
</Price>
...

- Example with flat files. The column's name is *Business_price*

| TemplateType=homeimprovement | Version=2016.1123 | mazon.de vorgesehen. Verändern oder löschen Sie die obersten drei Zeilen nicht. | | | | | | b2b |
|---|---|---|---|---|---|---|---|---|
| Verkäufer-SKU | Hersteller-Barcode | Barcode-Typ | Titel | Marke | Preis | Währung | Anzahl des Lagerbestandes | Business-Preis |
| item_sku | external_product_id | external_product_id_type | item_name | brand_name | standard_price | currency | quantity | business_price |
| mysku001 | XXXXXXXXXXX | EAN | Title | Brand | 10 | EUR | 10 | 8 |

### 2.1.2   Business Only Offers

To make an SKU only available and purchasable by registered Business Customers, the normal price needs to be left blank and the Business Price needs to be filled. By filling both the standard and the Business Price, the product is available to both regular Amazon Customers and Amazon Business Customers. A sample use case for business-only offers are certain products that might be only allowed to be sold to businesses, not regular customers.

If you have an existing offer with a standard price, you need to delete it before creating a Business only offer.
To create a business only offer, you need to remove completely the element *StandardPrice* from the feed.

- Example in XML. The element's name is *BusinessPrice.*

...
<Price>
        <SKU>mySKU0001</SKU>
        **<BusinessPrice>25.00</BusinessPrice>**
        ...

```
</Price>
…
```

- <u>Example with flat files</u>. The columns' names are *standard_price* and *business_price*.

| TemplateType=homeimprovement | | Version=2016.1123 | mazon.de vorgesehen. Verändern oder löschen Sie die obersten drei Zeilen nicht. | | | | | b2b |
|---|---|---|---|---|---|---|---|---|
| Verkäufer-SKU | | Hersteller-Barcode | Barcode-Typ | Titel | Marke | Preis | Währung | Anzahl des Lagerbestandes | Business-Preis |
| item_sku | | external_product_id | external_product_id_type | item_name | brand_name | standard_price | currency | quantity | business_price |
| mysku001 | | XXXXXXXXXXX | EAN | Title | Brand | | EUR | 10 | 8 |

## 2.1.3  Quantity Discount

Sellers can setup Quantity Discount which are tiered discounts available to Amazon Business Customers for higher-volume purchases. Sellers in the Amazon Business Seller Program specify tiers for Quantity Pricing.

The first step is to fill the *QuantityPriceType* element that defines whether the Quantity Discounts is a percentage based discount of if they want to fix the prices directly. Two values are possible: *percent* and *fixed*.

The second step is to fill the *QuantityPrice* and *QuantityLowerBound* elements that are meant to setup the prices and thresholds for each tiered discounts. Sellers can configure up to 5 tiered discounts for each product.

### 2.1.3.1  Example of a percent based discount

- <u>Example in XML</u>.

```
<Message>
        <MessageID>1</MessageID>
        <OperationType>Update</OperationType>
        <Price>
                <SKU>mySKU0001</SKU>
                <StandardPrice currency="EUR">12.00</StandardPrice>
                <BusinessPrice>10.00</BusinessPrice>
                <QuantityPriceType>percent</QuantityPriceType>
                <QuantityPrice>
                        <QuantityPrice1>5.00</QuantityPrice1>
                        <QuantityLowerBound1>3</QuantityLowerBound1>
                        <QuantityPrice2>10.00</QuantityPrice2>
                        <QuantityLowerBound2>6</QuantityLowerBound2>
                        <QuantityPrice3>15.00</QuantityPrice3>
                        <QuantityLowerBound3>9</QuantityLowerBound3>
                </QuantityPrice>
                …
        </Price>
    …
</Message>
```

- <u>Example with flat files with *percent* type of discount</u>

| e die obersten drei Zeilen nicht. | | | b2b | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Preis | Währung | es Lagerb | Business-Preis | Mengenpreisarten | Mengenuntergrenze 1 | Mengenpreis 1 | Mengenuntergrenze 2 | Mengenpreis 2 | Mengenuntergrenze 3 | Mengenpreis 3 |
| standard_price | currency | quantity | business_price | quantity_price_type | quantity_lower_bound1 | quantity_price1 | quantity_lower_bound2 | quantity_price2 | quantity_lower_bound3 | quantity_price3 |
| 12 | EUR | 5 | 10 | percent | 3 | 5 | 6 | 10 | 9 | 15 |

Example price using above configuration of Quantity Discounts

| Type of Customer | Quantity purchased | Price for each product |
|---|---|---|
| Business | 1 | 10 |
| Business | 2 | 10 |
| Business | 3 | 9.5 (10 – 0.5) |
| Business | 7 | 9 (10 – 1) |
| Business | 11 | 8.5 (10 – 1.5) |
| Non-Business<br>*No quantity Discounts available to Non-Business Customer* | 11 | 12 (standard price only available) |

### 2.1.3.2    Example of a fixed based discount

- Example in XML.

```
…
<Price>
        <SKU>mySKU0001</SKU>
        <StandardPrice currency="EUR">15.00</StandardPrice>
        <BusinessPrice>12.00</BusinessPrice>
        <QuantityPriceType>fixed</QuantityPriceType>
        <QuantityPrice>
        <QuantityPrice1>10.00</QuantityPrice1>
        <QuantityLowerBound1>5</QuantityLowerBound1>
        <QuantityPrice2>7.00</QuantityPrice2>
        <QuantityLowerBound2>10</QuantityLowerBound2>
        <QuantityPrice3>4.00</QuantityPrice3>
        <QuantityLowerBound3>15</QuantityLowerBound3>
        </QuantityPrice>
        …
</Price>
```

- Example with flat files.

| e die obersten drei Zeilen nicht. | | | b2b | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| Preis | Währung | es Lagerb | Business-Preis | Mengenpreisarten | Mengenuntergrenze 1 | Mengenpreis 1 | Mengenuntergrenze 2 | Mengenpreis 2 | Mengenuntergrenze 3 | Mengenpreis 3 |
| standard_price | currency | quantity | business_price | quantity_price_type | quantity_lower_bound1 | quantity_price1 | quantity_lower_bound2 | quantity_price2 | quantity_lower_bound3 | quantity_price3 |
| 15 | EUR | 5 | 12 | fixed | 5 | 10 | 10 | 7 | 15 | 4 |

Example price using above configuration of Quantity Discounts

| Type of Customer | Quantity purchased | Price for each product |
|---|---|---|
| Business | 1 | 12 |
| Business | 5 | 10 |
| Business | 11 | 7 |
| Business | 19 | 4 |
| Non-Business | 15 | 15 |

### 2.1.4    Delete Business Price and quantity discount

To delete a previously set Business price or quantity discount without deleting the entire offer, you can use Flat file or XML. Please note that it will delete both quantity discount and business price.

### 2.1.4.1    Using Flat file

To achieve, you need to use any of the following files available on this page: the Business Inventory File, Price/Quantity File or category specific templates. These templates contain a new column named "Pricing Action" at SKU level. To delete a business price for a SKU, you will need to set its value to "delete business_price".

### 2.1.4.2    Using XML

Using the Price feed, you need to add an element *PricingAction* with the value "delete business_price" for the SKU where you want to delete the business price and quantity discounts previously set.

```
<Price>
<SKU>SKU</SKU>
<StandardPrice currency="EUR">15.00</StandardPrice>
<BusinessPrice>12.00</BusinessPrice>
<PricingAction>delete business_price</PricingAction>
</Price>
```

## 2.2   Amazon Business specific outputs

### 2.2.1    Introduction

To consume the Business specific outputs, we have updated the MWS Orders and Reports API.

In the Orders API, we have updated the Responses of these calls: GetOrder, ListOrder and ListOrderItems.

We have also updated several Reports from the Reports API, here are some ReportType of those we have updated:

MFN (Merchant Fulfilled) only orders Reports:
- _GET_ORDERS_DATA_
- _GET_FLAT_FILE_ACTIONABLE_ORDER_DATA_
- _GET_FLAT_FILE_ORDERS_DATA_
- _GET_CONVERGED_FLAT_FILE_ORDER_REPORT_DATA_

And these reports containing all orders (MFN + FBA):
- _GET_FLAT_FILE_ALL_ORDERS_DATA_BY_ORDER_DATE
- _GET_XML_ALL_ORDERS_DATA_BY_ORDER_DATE
- _GET_FLAT_FILE_ALL_ORDERS_DATA_BY_LAST_UPDATE
- _GET_XML_ALL_ORDERS_DATA_BY_LAST_UPDATE

In the following sections, we will list the different Business specific values we recommend to consume for Amazon Business. For each attribute, we will provide output examples with Reports API (XML and Flat file orders reports) and Orders API Response.

### 2.2.2    Use the column picker for order reports

Several Amazon Business relevant columns are available but not selected by default. You can use the column picker (available in Orders > Order Reports> Add or remove columns) to manually select what are the columns you want to include in the order reports.

For optimal reporting and invoicing, we recommend to ensure those group of columns are selected "Billing", "Business orders", "Buyer tax identifiers", and "VAT Details".

### 2.2.3    Check if the order is an Amazon Business Order

A Business Order means that the transaction has been made between a verified Business Customer and a Business Seller. The element's name is *IsBusinessOrder* (or *is-Business-order*) set to either *true* or *false* which indicates whether the current order is a Business order or not. The flag will provide an indication in your software to mark Business orders distinctly and will help you identifying Business orders.

#### 2.2.3.1    In Reports API

This element is either named *IsBusinessOrder* in XML Reports or *is-Business-order* in Flat file Reports.

- With Flat file Reports (example with _GET_FLAT_FILE_ORDERS_RECONCILIATION_DATA_)

| A | B | C | K | L | N | O | P | U | V | W | X | Y | Z | AA | AB | AI | AJ | AK |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|----|----|----|----|-----|
| order-id | order-item | purchase- | currency | item-price | shipping-p | shipping-f | ship-servi | ship-city | ship-state | ship-post | ship-coun | ship-phor | item-pror | item-pror | ship-pror | is-business-order | purchase- | price-designation |
| YYY-XXXX | 123456789 | 2016-06-0 | USD | 18.67 | 4.99 | 0 | Standard | CHICAGO | IL | 000 0000 | US | 00 000 000 | 0 | | 0 | TRUE | | Business Price |

- With XML Reports (example with _GET_ORDERS_DATA_)

```
<OrderReport>
    <AmazonOrderID>XXXXXXXXXXXX</AmazonOrderID>
          ...
    <BillingData>
       <BuyerEmailAddress>XXXXXXX@marketplace.amazon.com</BuyerEmailAddress>
       <BuyerName>Jimmy Wilson</BuyerName>
       <BuyerPhoneNumber>101-101-0110</BuyerPhoneNumber>
    </BillingData>
          ...
    <IsBusinessOrder>true</IsBusinessOrder>
    <PurchaseOrderNumber>2016060101_PO_example</PurchaseOrderNumber>
    <Item>...</Item>
  </OrderReport>
```

#### 2.2.3.2    In Orders API

This element is named *IsBusinessOrder,* part of the Order datatype*,* and is returned by both the *ListOrder* and *GetOrder* calls.

- Example of *GetOrder* response

```
...
   <Orders>
    <Order>
      <AmazonOrderId>000-1234567-1234567</AmazonOrderId>
      <PurchaseDate>2013-09-05T00%3A06%3A07.000Z</PurchaseDate>
      ...
      <BuyerName>Jane Smith</BuyerName>
      <BuyerEmail>XXXXXXXX@marketplace.amazon.com</BuyerEmail>
      <ShipmentServiceLevelCategory>Standard</ShipmentServiceLevelCategory>
      <IsBusinessOrder>true</IsBusinessOrder>
      <IsPrime>false</IsPrime>
      <IsPremiumOrder>false</IsPremiumOrder>
    </Order>
   </Orders>
...
```

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### 2.2.4    Check if the Customer has provided a Purchase Order Number

PurchaseOrderNumber (XML Reports) or purchase-order-number (Flat file Reports). Contains the value of the purchase order number in case the Business Customer has provided one during the checkout process.

#### 2.2.4.1    In Reports API

This element is either named *PurchaseOrderNumber* in XML Reports or *purchase-order-number* in Flat file Reports.

- Example of Flat file Reports (example with _GET_FLAT_FILE_ORDERS_RECONCILIATION_DATA_)

| A | B | C | K | L | M | N | O | P | U | V | W | X | Y | Z | AA | AB | AI | AJ | AK |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| order-id | order-item | purchase- | currency | item-price | item-tax | shipping-f | shipping-t | ship-servi | ship-city | ship-state | ship-posta | ship-coun | ship-phor | item-pron | item-pron | ship-prom | is-business-order | purchase-order-number | price-designation |
| YYY-XXXX | 123456789 | 2016-06-0 | USD | 18.67 | 0 | 4.99 | 0 | Standard | CHICAGO | IL | 000 0000 | US | 00 000 000 | 0 | | 0 | TRUE | 20160502 PO Xeamans | Business Price |

- Example of XML Reports (example with _GET_ORDERS_DATA_)

```
<OrderReport>
     <AmazonOrderID>XXXXXXXXXXXX</AmazonOrderID>
          ...
     <BillingData>
       <BuyerEmailAddress>XXXXXXX@marketplace.amazon.com</BuyerEmailAddress>
       <BuyerName>Jimmy Jones</BuyerName>
       <BuyerPhoneNumber>101-101-0110</BuyerPhoneNumber>
     </BillingData>
          ...
     <IsBusinessOrder>true</IsBusinessOrder>
     <PurchaseOrderNumber>2016060101_PO_example</PurchaseOrderNumber>
     <Item>
       <AmazonOrderItemCode>27865838695634</AmazonOrderItemCode>
       <SKU>998215</SKU>
       ...
     </Item>
  </OrderReport>
```

#### 2.2.4.2    In Orders API

This element is named *PurchaseOrderNumber,* part of the Order datatype, and is returned by the ListOrder and GetOrder calls.

- Example of *GetOrder* response

```
<Orders>
  <Order>
   ...
   <FulfillmentChannel>MFN</FulfillmentChannel>
   <OrderTotal>
    <CurrencyCode>USD</CurrencyCode>
    <Amount>150.00</Amount>
   </OrderTotal>
   <ShippingAddress>...</ShippingAddress>
   ...
   <MarketplaceId>ATVPDKIKX0DER</MarketplaceId>
   <BuyerName>Jane Smith</BuyerName>
   <BuyerEmail>XXXXXXXX@marketplace.amazon.com</BuyerEmail>
   <ShipmentServiceLevelCategory>Standard</ShipmentServiceLevelCategory>
   <IsBusinessOrder>true</IsBusinessOrder>
          <PurchaseOrderNumber>        20160525_PurchOrderNumberFromBuyer<PurchaseOrderNumber>
   <IsPrime>false</IsPrime>
   <IsPremiumOrder>false</IsPremiumOrder>
  </Order>
```

</Orders>

## 2.2.5  Check if the item was sold with a Business specific price

PriceDesignation (XML reports) or *price-designation* (Flat File Reports). Indicates that the selling price is a special price that is available only for Amazon Business. Only present if *IsBusinessOrder = true*. Price Designation distinguishes between Business Price and Quantity Discount.

### 2.2.5.1  In Reports API

This element is either named *PriceDesignation* in XML Reports or *price-designation* in Flat file Reports.

- Example of Flat file Reports (example with _GET_FLAT_FILE_ORDERS_RECONCILIATION_DATA_)

| A | B | C | K | L | M | N | O | P | U | V | W | X | Y | Z | AA | AB | AI | AJ | AK |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| order-id | order-item | purchase- | currency | item-price | item-tax | shipping-p | shipping-t | ship-servi | ship-city | ship-state | ship-posta | ship-coun | ship-phon | item-pron | item-pron | ship-prom | is-busines | purchase- | price-designation |
| YYY-XXXX | 123456789 | 2016-06-0; | USD | 18.67 | 0 | 4.99 | 0 | Standard | CHICAGO | IL | 000 0000 | US | 00 000 000 | 0 | | 0 | TRUE | | Business Price |

- Example of XML Reports (example with _GET_ORDERS_DATA_)

```
<OrderReport>
    <AmazonOrderID>XXXXXXXXXXXX</AmazonOrderID>
         ...
    <BillingData>
       <BuyerEmailAddress>XXXXXXX@marketplace.amazon.com</BuyerEmailAddress>
       <BuyerName>Jimmy Jones</BuyerName>
       <BuyerPhoneNumber>101-101-0110</BuyerPhoneNumber>
    </BillingData>
         ...
    <IsBusinessOrder>true</IsBusinessOrder>
    <PurchaseOrderNumber>2016060101_PO_example</PurchaseOrderNumber>
    <Item>
       <AmazonOrderItemCode>27865838695634</AmazonOrderItemCode>
       <SKU>00001</SKU>
       ...
       <Quantity>1</Quantity>
       <ProductTaxCode>A_GEN_TAX</ProductTaxCode>
       <ItemPrice>...</ItemPrice>
       <ItemFees>...</ItemFees>
       <PriceDesignation>Business Price</PriceDesignation>
    </Item>
</OrderReport>
```

### 2.2.5.2  In Orders API

This element is named *PriceDesignation,* part of the OrderItem datatype*,* and is returned by the call ListOrderItems.

- Example of *ListOrderItems* response

```
...
    <OrderItems>
     <OrderItem>
      <ASIN>BCTU1104UEFB</ASIN>
      <OrderItemId>123456789111213</OrderItemId>
      <SellerSKU>CBA_anynon001</SellerSKU>
      <Title>Example item name</Title>
      <QuantityOrdered>2</QuantityOrdered>
      <ItemPrice>
       <CurrencyCode>USD</CurrencyCode>
       <Amount>17.95</Amount>
      </ItemPrice>
```

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```
    <ConditionId>New</ConditionId>
    <PriceDesignation>BusinessPrice</PriceDesignation>
  </OrderItem>
</OrderItems>
```

## 3   FAQ

**Who is eligible to become an Amazon Business Seller?**
Every professional Seller having an EU professional account can enroll into Amazon Business.

Existing Sellers can upgrade to an Amazon Business Account by clicking on one of these links:
- Germany
- UK
- France

New Sellers can create an account with Amazon Business directly using the registration pages below:
- Germany
- UK
- France

**What are the main differences between the Amazon Business Seller program and Selling on Amazon?**
Amazon Business is a set of features on top of the normal Selling on Amazon account just like FBA (Fulfilment by Amazon). Amazon Business Sellers will have access to exclusive features such as Business Pricing, Quantity Discounts, VAT exclusive pricing display and an invoicing solution (for Sellers on Amazon VAT Calculation Services).

**Can I use my account to sell to both Business and private Customers?**
Yes, Amazon Business will just give you access to Business Customers on top of private Customers. You will be able to differentiate orders from private Customers from Business orders and set different prices for both types of Customers.

**Are business orders only available for MFN?**
No, Business orders are available for both MFN and FBA.

**Can I have orders flagged "IsBusinessOrder=false" coming from businesses?**
Yes, buyers who do not have a verified Business Buyer accounts can be legitimate businesses.

**How do I cancel my Amazon Business Seller status?**
You can cancel at any time by following these links:
- Germany
- UK
- France

**What is an Amazon Business Customer?**
Only Customers who purchase for Business purposes and not for individual or household use are allowed to have (and make purchases through) an Amazon Business account.  Amazon verifies the information supplied by Customers on registration before they can start purchasing as an Amazon Business Customer.

**I want to do repricing, how can I obtain Business Price and Quantity discount programmatically?**
We have not updated yet our APIs such as Products and Subscription APIs to retrieve Business or Quantity discounts prices. We will update this guide whenever it is launched.