

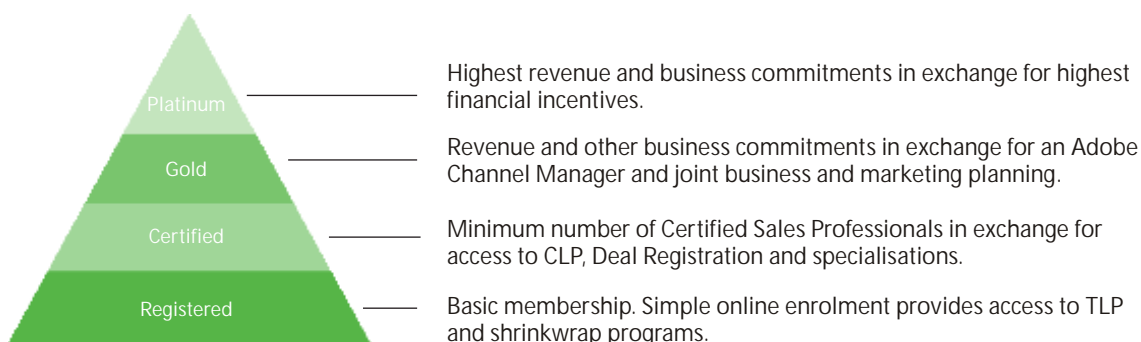


Program Highlights

- Tiered program structure
- Benefits commensurate with commitment
- Deal Registration to reward pre-sales contributions
- Technical and sales certification
- Specialisations for education and ProVideo
- Listing of reseller profile on the Adobe website
- Access to reserved content on the Adobe Partner Connection Portal

Adobe Partner Connection Reseller Program

The Adobe Partner Connection Reseller Program is designed to recognize and reward resellers for their sales and technical expertise, level of engagement with Adobe and commitment to promoting Adobe technologies and solutions to customers. Four levels of membership allow you to engage with Adobe at a level representing your organization's resources, areas of specialty, and commitment to the Adobe relationship. Membership is as simple as a short online enrolment at the registered level with obligations and benefits increasing at higher levels. What ever level you choose, Adobe will provide you with the tools and support you need to help you succeed!



Enrolment - Joining the Reseller Program starts with a simple online enrolment process on the Adobe Partner Connection Portal. *When your application has been accepted, you will receive detailed instructions on how to access your benefits and begin selling!

Deal Registration - Deal Registration is designed to reward resellers at the certified level and above for generating demand for Adobe products. Adobe recognizes that while a reseller may make a substantial and productive commitment to the pre-sales effort, the customer may choose ultimately to source their product from another reseller. Deal Registration provides a monetary reward to resellers who can demonstrate that their value-added selling activities contributed to the closure of a qualifying TLP or CLP purchase, whether or not the reseller fulfils the sale. Opportunities must be forecasted, registered and accepted by Adobe and meet all published program guidelines.

Marketing Funds - For resellers at Platinum and Gold level, Marketing funds are available to assist in the effective marketing for Adobe products. The resellers will have to submit a plan and the funds would be allocated at Adobe's discretion for approved marketing plans.

Technical and Sales Certification - Joining the Reseller Program at any level provides you with access to Adobe technical and sales certification courses. Courses are open to any individual within your organisation and are intended to provide in-depth training on Adobe products, sales strategies, and licensing programs. To become an Adobe Certified Sales Professional or to attain a specialization, you must complete and pass the required certification courses.

Specializations - Resellers at the certified level and above are eligible to attain Specializations in specific disciplines or vertical markets. A specialization is attained by meeting a set of requirements that demonstrate a high level of competence in the discipline and by one or more reseller employees successfully completing the required certification courses.

Specializations currently available are:

Education– The Education Specialization requires expertise in selling to the education market and the ability to validate end user eligibility. Attaining the Education Specialization gives a reseller the opportunity to resell Adobe education licensing products and to access additional education program resources.

ProVideo Specialization–The ProVideo Specialization requires expertise in assisting end user customers to implement ProVideo strategies. Attaining the ProVideo specialization entitles a reseller to additional training, leads and representation on the Adobe website, and other program resources.

* If you are applying at the Platinum and Gold Reseller level, you will need to sign a paper-based program agreement. An Adobe account manager will engage with you directly throughout this process.

** At the discretion of Adobe



Adobe Partner
Connection Portal

www.adobe.com/ap/partners

Requirements

Requirements	Registered	Certified	Gold	Platinum
Annual Revenue Requirement				
Minimum Revenue(USD)			x	x
Registration				
Online registration and reseller profile	x	x	x	x
Click-through Reseller Program agreement	x	x		
Signed paper Reseller Program agreement			x	x
Adobe Certified Sales Professionals				
Adobe Certified Professional/s, Acrobat(Level 1 &2)		2	2	3
Adobe Certified Sales Professional/s, CS(Level 1&2)		2	2	3
Adobe Certified Sales Professional, Volume Licensing		2	2	3
Adobe Product Line Manager(non-dedicated)			1	
Adobe Product Line Manager(dedicated)				1
Adobe Technical Certifications				
Adobe Certified Expert(Acrobat and 1 CS product)			1	2
Performance Management				
Quarterly Business Plan & Quarterly Business Review			x	x
Quarterly revenue objectives			x	x

Benefits

Licensing Programs	Registered	Certified	Gold	Platinum
TLP (purchase through authorised distributor)	x	x	x	x
Shrinkwrap(purchase through authorised distributor)	x	x	x	x
CLP (purchase through authorised distributor)		x	x	x
EA (purchase through authorised distributor)			x	x
FLP (purchase through authorised distributor)			x	x
Education programs (licensing and shrinkwrap)	x	x	x	x
Incentive Programs				
Deal Registration		x	x	x
Rebates			x	x
SAM Referral Incentive	x	x	x	x
Eligibility for Market Development Funds**			x	x
Adobe leads			x	x
Training and Enablement				
Access to Adobe Channel Training Center	x	x	x	x
Specializations				
Eligibility to attain Education, and ProVideo Specializations		x	x	x
Account Management				
Support from Adobe sales to close large deals**		x	x	x
Adobe Channel Manager			x	x
Joint business and marketing planning			x	x
Adobe Partner Connection Portal				
Access to reserved content on the partner portal	x	x	x	x
Access to sales tools, demo files, presentations, white papers and other materials	x	x	x	x
Listing of reseller profile on the Adobe website		x	x	x
Listing of any attained specialisations on the Adobe website		x	x	x
Soft ware				
Availability of Extended Trial for Demo Use software			x	x

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