

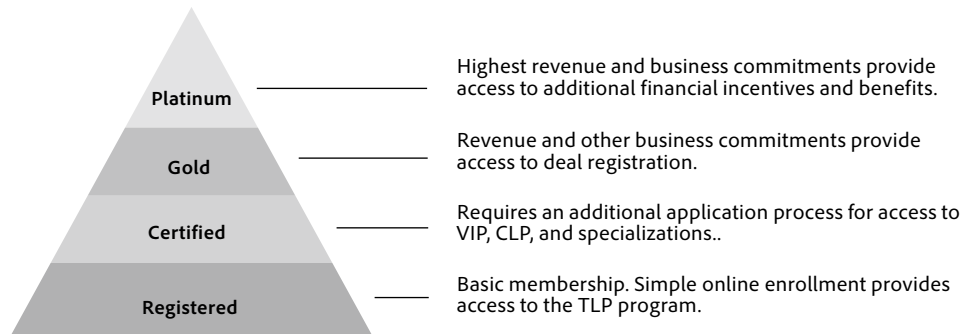
# Adobe Partner Connection Reseller Program



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 desktop 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 enrollment at the Registered level, with requirements and benefits increasing at higher levels. Whatever level you choose, Adobe will provide you with the tools and support you need to help you succeed!

## Program Highlights

- Tiered program structure
- Benefits commensurate with level of commitment
- Access to reserved content on the Adobe Partner Connection Portal
- Listing of reseller profile on the Adobe website
- Specialization benefits for qualifying education and government resellers
- Deal Registration Incentive to reward pre-sales contributions
- Opportunity to earn rebates



**Enrollment**—Joining the Reseller Program starts with a simple online enrollment 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 Incentive**—The Deal Registration Incentive is designed to reward resellers at the Gold level and above for generating demand for Adobe products. The Deal Registration Incentive provides a monetary reward to resellers who can demonstrate that their value-added selling activities contributed to the closure of a qualifying license purchase, whether or not the reseller fulfils the sale. Opportunities must be forecasted, registered, and accepted by Adobe and meet all published program guidelines.

**Reseller Financial Incentive Package**—The Reseller Financial Incentive Package provides Platinum Resellers with the opportunity to earn rebates for attainment of quarterly goals. The specific goals will be determined on a quarterly basis between you and your Adobe account manager.

**Specializations**—Resellers at the Certified level and above are eligible to attain specializations in specific disciplines or vertical markets such as education and government. 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 sales training courses.

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



**Adobe Partner Connection Portal**

[www.adobe.com/ap/partners](http://www.adobe.com/ap/partners)

**Requirements**

Registration	Registered	Certified	Gold	Platinum
Online registration and reseller profile	x	x	x	
Click-through Reseller Program agreement	x	x	x	
Signed paper Reseller Program agreement				x
Adobe Certified Sales Professional/s, Education (Education Specialization only)		1	1	1
Adobe Product Line Manager				1
<b>Performance Management</b>				
Quarterly revenue and/or unit-based objectives				x
<b>Prior Performance</b>				
Minimum six (6) months as an Adobe authorized reseller in good standing			x	
Minimum one (1) year as a Gold Reseller in good standing				x

**Benefits**

Licensing Programs	Registered	Certified	Gold	Platinum
TLP commercial, government, and education	x	x	x	x
Shrinkwrap	x	x	x	x
CLP & VIP commercial, government, and education		x	x	x
<b>Incentive Programs</b>				
Deal Registration Incentive			x	x
Revenue/Unit Performance Incentive (Rebate)				x
<b>Specializations</b>				
Eligibility to attain specializations		x	x	x
<b>Account Management</b>				
Adobe account manager and joint business planning				x
<b>Adobe Partner Connection Portal</b>				
Access to reserved content on the partner portal	x	x	x	x
Access to sales tools, demo files, and other materials	x	x	x	x
Listing of reseller profile, including specializations, on the Adobe website		x	x	x
<b>Software</b>				
Availability of select NFR software			x	x
<b>Support</b>				
Access to dedicated Partner Help Desk	x	x	x	x
Access to pre-sales support line			x	x

