



Adobe

Adobe Partner Connection



Retail Program Guide North America



Adobe® Partner Connection Retail Program

North America Program Guide

v4.1

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Adobe® Partner Connection Retail Program

North America Program Guide

Adobe Partner Connection Portal
www.adobe.com/partners

Overview of Adobe Partner Connection Program

The primary goal of the Adobe Partner Connection Program is to reward Adobe partners for helping to drive our mutual strategic objectives.

- Grow profitable revenue
- Drive greater account penetration
- Acquire new customers
- Keep customers current on Adobe's latest technology innovations

We believe that together with our partners, we can achieve these goals. We are committed to rewarding partners who work toward these goals through better partner program infrastructure, training, and incentives. Adobe will provide both financial incentives, such as rebates, marketing funds, and non-financial incentives, such as NFR software, training, and public recognition, to partners who work with us to drive these objectives.

Programs and partner types

A primary goal of the Adobe Partner Connection Program is to recognize and reward the unique competencies of each partner. To do this, it is important to identify the role that each partner plays. The Partner Connection Program consists of three unique programs designed for the following partner types: Distributor, Reseller, and Retail Partner. In addition, when a partner focuses on a particular business model such as online retail, or a unique vertical market such as education or government, the Partner Connection Program will treat these attributes differently and reward for unique areas of focus or specialization.

Programs and examples of partner types

Distributor Program	Reseller Program	Retail Program
General distributors	Small, medium, and large resellers	Retail stores
Specialized vertical distributors	Value-added resellers	Online retailers
	Large account resellers (LARs)	Campus stores
	Direct marketing resellers (DMRs)	

Note: Additional partner types include solution partners, Connect partners, OEM/ISV partners, and system integrators, which will continue to be run as separate programs at this time.

Retail Program overview

Eligibility to join the Retail Program is open to all resellers or retail partners that market primarily to individual consumers, professionals, and students. Partners may participate in either the Reseller or the Retail Program, but not both. Within the Retail Program, a retail partner may select only one specialization (Retail or Campus Store). Any retail partner that does not meet the specific requirements for one of the retail specializations will participate in the Adobe Partner Connection Reseller Program.

Participation in the program is required for access to the broadest set of pricing and licensing options.

The description of the program that follows is an integral part of the Adobe Partner Connection Program Agreement and is designed to be read in conjunction with the Program Agreement that must be executed by each participating retail partner. Any terms and definitions covered here shall have the same meaning as set forth in the Program Agreement.

Adobe retains the right, by email notification and other communication posted to the Adobe Sales Center, Adobe Partner Connection Portal, or any other similar partner/retail partner communication website, to effect and announce changes to the Program Guide and to the policies and procedures described in this document and such changes that will be deemed to be incorporated herein by reference. Any changes will be effective 30 days from the date of the announcement. All new versions of the Program Guide shall supersede and replace all prior and existing versions of the Program Guide. All support and resources provided by Adobe are subject to availability. The Adobe Partner Connection Program is defined as a worldwide program and leverages a common framework for our partners across the globe. This document reflects the regional implementation of the framework for North America (US and Canada).

Participation in the Retail Program is subject to approval by Adobe. Without prejudice to Adobe's right to reject any potential retail partner from participating in the Retail Program, Adobe reserves the right to change the requirements to join the Retail Program at any time. Retail Partner will treat all materials relating to the Adobe Partner Connection Program, including this Program Guide, as confidential and will only disclose such information to a person who is an employee of Retail Partner and who is obligated to keep such information confidential.

Retail Program specializations and levels

The Retail Program defines three types of retail partners, each with requirements and benefits tailored to one of the following specializations: Retail and Campus Store.

The Retail Program also defines two (2) levels of engagement for each specialization: Certified and Platinum.

Retail Program specializations

The **Retail** Specialization requires that a partner meet one of the following requirements:

Retail focus: Have at least one physical retail store front, stock Adobe retail inventory at each store location, and generate a majority of its Adobe revenue from physical store front sales.

Online retail focus: Maintain a dedicated Adobe online storefront separate from any online marketplace selling presence and generate at least half of its Adobe revenue from online sales.

The **Campus Store** Specialization requires that a partner must have a retail store with a physical presence on, or in close proximity to, an accredited public or private university or college or must be a computer center of an accredited public or private university or college that functions as a reseller for that institution.

Retail Program levels

Certified - The Certified level requires a retail partner to select and meet the requirements for one of the two Retail Program specializations. Benefits at the Certified level vary by specialization, and include access to restricted pricing programs, exclusive content on the partner portal, training, and listing as a Certified Retail Partner on the Adobe website.

Platinum - The Platinum level requires the highest level of performance and engagement in the Adobe business and requires the partner to meet the Platinum level requirements for their specialization, including ESD and/or POSA capabilities. The Platinum level retail partner will be assigned an Adobe Account Manager and will have quarterly business plans and reviews. A revenue target will be set and the retail partner will be eligible for the highest level of rewards such as performance incentives and marketing funds.

Restrictions on non-participating resellers

Only participating resellers and retail partners will have access to any Adobe offerings. In addition, only Retail Partners at the Certified level and above may resell Adobe products on public online marketplaces. Any Retail Partner operating an online public marketplace (e.g., eBay, Amazon) is prohibited from allowing unauthorized resellers or retail partners to resell Adobe software on their marketplace.

Requirement summary

Each Retail Program specialization has a minimum revenue or Creative Cloud unit threshold to enter or maintain status at each program level. The revenue requirement will be calculated based on annual Qualifying Revenue (defined below).

Retail Program level	Annual Requirements	
	Retail	Campus Store
Certified	\$100K	N/A
Platinum	\$4M Total Qualifying Revenue AND 1,000 annual Creative Cloud and/or Document Cloud units*	\$400K Campus Store Qualifying Revenue AND 1,000 annual Creative Cloud and/or Document Cloud units*

* All market segments, new units only, full and partial subscriptions

Pricing and licensing program summary

Retail partner access to Adobe pricing and licensing options varies based on program level and specialization.

	Shrink C	TLP C	TLP G & E*	CLP, EA, & VIP C	CLP E, EEA, & VIP E	STE POSA	Retail
Non-participating reseller or retail partner							
Registered Reseller/Retail Partner	✓	✓	✓				
Retail Partner (Certified +)	✓	✓	✓			✓	✓
Campus Store Partner (Certified +)	✓	✓	✓		✓	✓	

C = Commercial

E = Education

G = Government

TLP = Transactional Licensing Program

CLP = Cumulative Licensing Program

EA = Adobe Enterprise Agreement

VIP = Value Incentive Plan

EEA = Education Enterprise Agreement

STE POSA = Student Teacher Edition (Point-of-Sale Activation only)

*TLP education includes non-profit entities.

A detailed description of additional eligibility, program requirements, and benefits follows.

Retail Program specialization details

All retail partners must register at the Registered level of the Reseller Program before applying for one of the Retail Program specializations. Registered Resellers and Retail Partners are eligible to purchase Adobe commercial shrinkwrap product and TLP commercial, government, and education products from an authorized Adobe distributor. Additional benefits of each Retail Program level and specialization are listed below.

Retail

The Retail Specialization is designed for traditional brick-and-mortar retail partners and those retailers that derive the majority of their Adobe revenue from online sales.

Certified Level	
Requirements	Benefits
Register online on the Adobe Partner Connection Portal and complete the Adobe Partner Profile	Access to resources & communications on the Adobe Partner Connection Portal
Accept the Retail Program Agreement in the format of a click-through online agreement	Access to no-charge, online training & accreditation on the Adobe Channel Training Center
Comply with the rules & guidelines in reference to the marketing and sale of Adobe products	Eligibility to purchase Adobe retail and TLP commercial, education, and government products from an authorized Adobe distributor (list available on the partner portal)
Meet minimum \$100K annual Qualifying Revenue	Access to retail point-of-sale and merchandising display assets and content materials
Ability to transact using point-of-sale activation (POSA) and/or electronic software delivery (ESD). (Not required at the Certified level, but recommended for access to the broadest set of Adobe product offerings.)	Public listing as a Certified Retail Partner on the Adobe website and use of exclusive Certified Retail Partner logo
Sell software from at least two (2) other software vendors	Eligibility to participate in exclusive Adobe partner events, as invited by Adobe
Appoint a Designated Product Line Manager or Merchandising Manager with responsibility for Adobe products	Exclusive content for Certified Retail Partners on the partner portal
For retail focus, meet all of the following: <ul style="list-style-type: none"> • Have at least one physical retail store front, and • Stock Adobe retail inventory at each store location, and • Allocate shelf space to display Adobe software product, product information, and/or product materials, and • Generate at least 75% of Adobe revenue from physical store front sales 	All benefits of the Registered level
For online retail focus, meet all of the following: <ul style="list-style-type: none"> • Maintain a dedicated Adobe store front separate from any online marketplace selling presence • Generate at least 50% of Adobe revenue from online sales • Be able to track and report on website traffic, unique visitors per month, and conversion rate 	

Platinum Level	
Requirements	Benefits
All requirements above, plus:	All benefits above, plus:
Execute the Platinum Retail Partner agreement	Account management by an Adobe Account Manager
Meet minimum \$4M annual Qualifying Revenue AND 1,000 Creative Cloud and/or Document Cloud units (all market segments, new and renewal, full and partial subscriptions)	Ability to implement a consignment purchasing arrangement with Adobe. (Separate agreement required).
Develop an Annual Business Plan with your Adobe Account Manager and hold Quarterly Business Reviews	Eligibility to earn performance incentives (rebates) tied to quarterly objectives
Submit end user sell-through and point of sale (POS) reports as specified by Adobe	Eligibility for marketing funds at Adobe's sole discretion
Ability to transact using point-of-sale activation (POSA) and/or electronic software delivery (ESD)	Public listing as a Platinum Retail Partner on the Adobe website and use of exclusive Platinum Retail Partner logo
	Eligibility to participate in joint product launches, promotions, or campaigns as invited by Adobe
	Eligibility to receive one dedicated headcount at the discretion of Adobe for approved online sales and marketing activities
	Exclusive content for Platinum Retail Partners on the partner portal

Campus Store

The Campus Store Specialization is designed for bookstores on or near accredited universities or colleges and for computer centers of accredited universities or colleges that act as a reseller for that institution.

Certified Level	
Requirements	Benefits
Register online on the Adobe Partner Connection Portal and complete the Adobe Partner Profile	Access to resources & communications on the Adobe Partner Connection Portal
Accept the Retail Program Agreement in the format of a click-through online agreement	Access to no-charge, online training & accreditation on the Adobe Channel Training Center
Comply with the rules & guidelines in reference to the marketing and sale of Adobe products	Eligibility to purchase Adobe CLP, VIP, EEA, and STE POSA (for POSA-enabled partners only) education products from an authorized Adobe distributor (list available on the partner portal)
Must be the primary supplier of textbooks and/or related education materials, including computer equipment or supplies, to students, faculty, staff, and administration of an accredited public or private university or college.	Access to retail point-of-sale and merchandising display assets and content materials
Must have a retail store with a physical presence on, or in close proximity to, an accredited public or private university or college OR must be a computer center of an accredited public or private university or college that functions as a reseller for the institution.	Exclusive content for Certified Campus Store Partners on the partner portal
Ability to transact using point-of-sale activation (POSA) and/or electronic software delivery (ESD)	Public listing as a Certified Campus Store Partner on the Adobe website and use of exclusive Certified Campus Store Partner logo
	Eligibility to participate in exclusive Adobe partner events, as invited by Adobe
	All benefits of the Registered level

Platinum Level	
Requirements	Benefits
All requirements above, plus:	All benefits above, plus:
Execute the Platinum Campus Store Partner agreement	Exclusive content for Platinum Campus Store Partners on the partner portal
Meet minimum \$400K annual Campus Store Qualifying Revenue AND 1,000 Creative Cloud units (all market segments, new and renewal, full and partial subscriptions)	Eligibility to earn performance incentives (rebates) tied to quarterly objectives
Develop an Annual Business Plan with your Adobe Account Manager and hold Quarterly Business Reviews	Eligibility for marketing funds at Adobe's sole discretion
Appoint a Designated Product Line Manager or Merchandising Manager with responsibility for Adobe products	Eligibility to participate in joint product launches, promotions, or campaigns as invited by Adobe
Submit end user sell-through and point of sale (POS) reports as specified by Adobe	Exclusive content for Platinum Campus Store Partners on the partner portal
	Public listing as a Platinum Campus Store Partner on the Adobe website and use of exclusive Platinum Campus Store Partner logo

Retail Program benefits

The Retail Program is designed to offer rich benefits for partners who develop a deep expertise in the Adobe business and align their goals and objectives accordingly. There are varying levels of benefits for each Retail Program specialization and program level.

Adobe's program of benefits includes performance incentives (rebates), marketing funds, and non-financial benefits. These benefits will be awarded to those retail partners that meet Adobe's expectations for growing the business and increasing customer loyalty.

Financial incentive overview

The Retail Partner Performance Incentive Framework defines the package of financial incentives that Adobe offers to retail partners who meet high performance objectives such as revenue target achievement, unique quarterly goals (such as by vertical market or product), and demand generation, particularly with new customers. These incentives include performance incentives (rebates) and marketing incentives. Eligibility to receive financial incentives depends on a retail partner's current standing with Adobe, level in the program (Certified or Platinum) and specializations.

Marketing funds

Platinum Retail and Campus Store Partners will be eligible for access to Adobe marketing funds. These are one-off marketing contributions, generally available for specific marketing activities and to drive end-user demand generation. The amount and purpose of these funds will be made available at the sole discretion of Adobe and will be subject to additional terms and conditions, which resellers must accept in order to receive marketing funds.

Adobe marketing personnel will inform qualifying partners when applicable, of the availability of such marketing funds and of the conditions and selection criteria for their availability.

Marketing funds are made available for the sole purpose of actively planning and implementing marketing activities for Adobe products. All marketing activities, whether funded by Adobe or not, must be in accordance with Adobe's policies regarding advertising and trademark usage as established from time to time by Adobe and made available on the partner portal or otherwise as provided by Adobe to retail partners.

All marketing activities shall be carried out in accordance with applicable laws and regulations, even if Adobe has approved such an activity with respect to Adobe funding, and retail partners agree that Adobe is in no manner whatsoever responsible for rendering legal or financial consultation services to retail partners.

Funds will expire, without exception, two (2) quarters from the first day of the quarter in which they are made available to the retail partner, if not claimed. Funds that have not been claimed or have not been allocated for a specific activity 30 days prior to their expiration may be reclaimed by Adobe without further notice.

Quarterly incentives (rebate)

Qualifying retail partners in good standing with Adobe will be eligible to participate in the following quarterly incentive programs.

Revenue/Unit Performance Incentive

Platinum Retail Partners will be eligible to receive a Revenue and/or Unit Performance Incentive which will be calculated as a percentage of Qualifying Revenue (defined below), and/or other revenue or unit targets as specified in the quarterly rebate letter provided to the retail partner at the beginning of each Adobe fiscal quarter. Platinum Retail Partners that achieve their revenue target will be awarded a rebate.

At the beginning of each new quarter, each Platinum Retail Partner will be advised of their quarterly target/s based on the previous quarter's performance, the Adobe business environment, and/or general market conditions.

Dedicated headcount

In order to ensure adequate resources are in place to focus on supporting Adobe technologies and sales and marketing activities, Adobe has designed a model to provide resource funding for qualifying Platinum Retail Partners only.

Platinum Retail Partners are eligible for one (1) dedicated headcount. The dedicated headcount must be in place for at least eight (8) weeks of each quarter and be performing the mutually agreed upon job functions in order to be eligible for Adobe funding.

Retail Program financial incentive summary

See the *Retail Program specialization details* section above for eligibility for the following financial incentives.

Financial Incentive	Criteria	Attainment method	Payout
Quarterly rebate	Qualifying Revenue (see Definitions) and other revenue and/or unit target(s) determined by Adobe on a quarterly basis	Variable	Variable
Marketing Funds	Qualified and approved marketing activities. Reimbursed after proof of activity.	No set amount. Awarded at Adobe's discretion.	Variable. Awarded at Adobe's discretion.
Dedicated headcount	Platinum Retail only. Dedicated headcount must be hired on staff for a minimum of eight (8) weeks for each quarter to be eligible for reimbursement.	1	\$25K/quarter \$100K/year

Rebate performance payout

At the end of each fiscal quarter, Adobe will calculate each Platinum Retail Partner's performance and corresponding payout rate for each component of the rebate program and generate a total quarterly payout rate for the retail partner. The payout rate will be paid out on Qualifying Revenue as indicated in the quarterly rebate letter.

For Platinum Retail Partners that transact directly with Adobe, the rebate payout will be made as a credit to their trade account with Adobe. For those Platinum Retail Partners that transact with Adobe through a distributor, the rebate payout will be made via wire transfer.

Upon the close of the quarter, the Adobe Account Manager will examine the revenue targets, revenue target achievement, MBOs, any dedicated headcount staffing levels, and performance of each Platinum Retail Partner. In addition, the Adobe Account Manager will verify compliance with contractual obligations such as end-user sell-through data reporting. If a partner has achieved the targets specified and complied with all mandatory contractual obligations, the rebate will be paid. The decision of Adobe and of its representatives on any claim or dispute to the targets is final.

Any administrative fees associated with use of the Channel Return Exception Policy will be deducted from the retail partner rebate. The Channel Return Exception Policy is available on the Adobe Partner Connection Portal or from your Adobe Order Management representative.

Adobe may, by email notification or other communication posted to the Sales Center or other similar partner communication vehicle, announce permanent or temporary modifications to the Revenue or Flexible Performance Incentive terms. Such changes shall become effective from such time as determined by Adobe at the sole and reasonable discretion of Adobe.

Non-financial incentives

In addition to the financial incentives described above, retail partners are eligible for non-financial benefits based on membership level.

Benefit	Certified	Platinum
Training	✓	✓
Partner communications	✓	✓
Pre-sales support line	✓	✓
Public recognition	✓	✓
Exclusive partner events, as invited by Adobe	✓	✓
Retail merchandising display materials	✓	✓
NFR software		✓
Marketing resources for joint promotions and campaigns		✓
NDA product roadmap briefings		✓
Assigned Adobe Account Manager		✓

Onboarding

Adobe wishes to create business relationships only with retail partners that meet the company's business objectives and criteria for integrity and compliance. Therefore, all retail partners wishing to participate in the Retail Program, including applying for a higher level of membership, must successfully complete Adobe's onboarding process.

For a new retail partner, the first step is to apply at the Registered level of the Reseller Program. (The Retail Program and Reseller Program are the same at the Registered level).

For a Registered Reseller wishing to apply to the Certified Campus Store level, onboarding involves completing an additional online enrollment process which may include compliance-related questions and additional questions used to help Adobe evaluate whether the partner meets the criteria required for the new membership level. Adobe will use this questionnaire as well as other performance metrics to determine whether the retail partner meets the criteria to be accepted to the new membership level.

For Certified and Platinum Retail Partners and Platinum Campus Store Partners, the onboarding process is conducted offline in partnership with an Adobe account manager. Platinum Retail Partners must also participate in Adobe's global vetting and onboarding process for channel partners who wish to be considered direct business partners with Adobe. This additional onboarding consists of more in-depth due diligence processes, e.g. those related to the Foreign Corrupt Practices Act "FCPA."

For retail partners upleveling to the Platinum level, all benefits associated with the new level will apply beginning on the first day of the Adobe fiscal quarter after the retail partner's uplevel request has been approved by Adobe.

Participation in the enrollment process does not guarantee acceptance to the Adobe Partner Connection Program or approval of any specialization application. Without prejudice to Adobe's right to reject any potential retail partner from participating in the Adobe Partner Connection Program for any reason, Adobe reserves the right change the application process and requirements to join the Adobe Partner Connection Program at any time.

Onboarding steps for a Registered Reseller or Retail Partner:

1. Retail partner completes online enrollment questionnaire.
2. Retail partner accepts click-through program agreement.
3. Retail partner is provided with systems access, including access to the Adobe Partner Connection Portal and Adobe Channel Training Center.

Onboarding steps for a Certified Campus Store Partner:

This process is followed for new and uplevel requests.

1. Retail partner selects the Campus Store specialization.
2. Retail partner completes online enrollment questionnaire specific to the desired level and specialization.
3. Retail partner accepts click-through program agreement.
4. Adobe evaluates retail partner's application and confirms acceptance or denial at the desired program level and specialization. Adobe's evaluation includes review of the retail partner's compliance questionnaire and confirmation that the retail partner meets all of the requirements of the desired level and specialization.

Onboarding steps for a Certified or Platinum Retail Partner or a Platinum Campus Store Partner:

1. Retail partner completes offline compliance questionnaire.
2. Adobe conducts due diligence compliance onboarding process.
3. Adobe evaluates retail partner's application and confirms acceptance or denial. Adobe's evaluation includes review of the retail partner's compliance questionnaire and confirmation that the retail partner meets all of the requirements of the desired level.
4. Adobe conducts credit evaluation and establishes credit line (for direct partners only).
5. Retail partner and Adobe execute hardcopy program agreement.
6. Retail partner and Adobe meet to discuss objectives and strategies for the upcoming quarter/s.

Ongoing performance evaluation

On a quarterly basis, Platinum Retail and Campus Store Partners will meet with their Adobe account managers for a joint discussion of performance against objectives and to discuss objectives and strategies for the upcoming quarter. This quarterly review will include both a focus on the previous quarter's performance as well as a look ahead to readjust strategy to achieve goals the next quarter. These quarterly reviews are an opportunity for retail partners to get a preview of Adobe's strategy for the upcoming quarters and to align sales and business objectives accordingly.

Down-leveling

Adobe reserves the right to conduct an evaluation of a retail partner's program level at any point in time. A formal evaluation will take place on an annual basis. In the event Adobe determines that a retail partner no longer qualifies for their current program level, Adobe may assign the retail partner a new level based on their current qualifications. In such an event, Adobe will notify the retail partner of its change in program level.

Down-leveling will also result in a retail partner's benefits being adjusted to those appropriate to the new level.

Certified Retail Partners - Certified Retail Partners being down-leveled to Registered will lose access to all Adobe pricing and licensing programs applicable to the Certified level of their specialization.

All other benefits of the Registered level will remain in full effect.

Platinum Retail Partners - Platinum Retail Partners being down-leveled to the Certified level will continue to have access to Platinum-level rebate (if applicable) for the remainder of the quarter in which they are down-leveled. Rebate will be paid at the end of the quarter if objectives are met per the terms of the Revenue Performance Incentive.

All other benefits of the Certified level will remain in full effect.

Termination

On occasion, it may be necessary for Adobe to terminate its relationship with a retail partner. Adobe may terminate a retail partner's membership in the program or any benefit provided by the program at any time without cause upon 30 days notice to the retail partner.

Definitions

Eligible Adobe Desktop Products are defined as all products within the Creative Cloud, Creative Suite & Acrobat families of products, including platform products. Products excluded include Photoshop Lightroom, Adobe Marketing Cloud, Adobe Site Catalyst, LiveCycle, Connect, and Digital Publishing Suite (DPS) products.

Authorized Partner is a partner that has registered with Adobe, has agreed to the Partner Program Agreement and meets and continues to meet the obligations outlined below for the level and role in the Adobe Partner Connection Program that they wish to attain.

Dedicated Personnel means a partner's employees who devote 100% of their time to the sales, support and/or marketing of Adobe Products.

Designated Personnel means a partner's employees who devote at least 25% of their time to the sales, support and/or marketing of Adobe Products.

Product Line Manager (may be referred to as **Merchandising Manager**) is an individual who is responsible for all partner's activities with respect to Adobe products. In particular, the Product Line Manager will be responsible for ensuring that the relevant organizational units within the partner are appropriately staffed and resourced, that relevant personnel within this partner achieves and retains the mandated competence levels, that the appropriate product line goals and measurement programs to track progress in meeting such goals are in place, and will be the main interface in communications and collaboration between Adobe and the partner.

Qualifying Revenue is defined unless otherwise stated herein or in any supplementary documentation provided to the retail partner such as a quarterly rebate letter, as the value to Adobe of purchases effected by Retail Partner ("sell-through value") either directly from Adobe (in the case of Platinum Retail Partners) or from an Adobe Authorized Distributor, for shrinkwrap, Creative Cloud, and Document Cloud. Shrinkwrap includes traditional boxed product and digital formats of Eligible Adobe Desktop Products delivered via point-of-sale-activated (POSA) boxes, POSA cards, and electronic software delivery (ESD). Creative Cloud includes all Creative Cloud sales in any format. Document Cloud includes all Document Cloud sales in any format. Qualifying Revenue includes upgrade plan that is sold through to end users. Photoshop Lightroom is specifically excluded from Qualifying Revenue. Non-product revenue (rebates, revenue share, referral fees, etc.), OEM revenue, enterprise product revenue (including but not limited to DPS, LiveCycle, Connect, Adobe Marketing Cloud, and Adobe Site Catalyst) are specifically excluded from Qualifying Revenue. Sell-through value is adjusted for shippable backlog. Qualifying Revenue is capped at \$500,000 USD per deal.

Campus Store Qualifying Revenue is defined unless otherwise stated herein or in any supplementary documentation provided to the retail partner, such as a quarterly rebate letter, as the value to Adobe of purchases effected by Retail Partner ("sell-through value") from an Adobe Authorized Distributor, for shrinkwrap, education licensing, Creative Cloud, and Document Cloud. Shrinkwrap includes traditional boxed product and digital formats of all Adobe Desktop Products delivered via point-of-sale-activated (POSA) boxes, POSA cards, Student Teacher Edition (STE) boxes, and electronic software delivery (ESD). Education licensing includes all Adobe Desktop Products sold through the VIP, TLP, CLP, EA, and EEA programs. Creative Cloud includes all Creative Cloud sales in any format. Document Cloud includes all Document Cloud sales in any format. Campus Store Qualifying Revenue includes upgrade plan that is sold through to end users. Photoshop Lightroom is specifically excluded from Campus Store Qualifying Revenue. Non-product revenue (rebates, revenue share, referral fees, etc.), OEM revenue, enterprise product revenue (including but not limited to DPS, LiveCycle, Connect, Adobe Marketing Cloud, and Adobe Site Catalyst) are specifically excluded from Campus Store Qualifying Revenue. Sell-through value is adjusted for shippable backlog. Campus Store Qualifying Revenue is capped at \$500,000 USD per deal.

Conclusion

In conclusion, Adobe believes that our success as a company hinges upon the success of our partners. By driving toward the same objectives, we can accomplish a profitable and mutually beneficial business relationship that will grow into the future.

Version history

Version	Notification date	Effective date
1.1	n/a	June 4, 2012 (APC launch)
2.0	October 1, 2012	November 5, 2012
2.1	December 11, 2012	January 11, 2013
2.2	April 1, 2013	May 1, 2013
2.3	May 3, 2013	June 3, 2013
2.3.1 (typo correction)	June 13, 2013	June 13, 2013
3.0	May 2, 2014	May 31, 2014
4.0	January 26, 2015	February 28, 2015
4.1	February 5, 2016	March 5, 2016