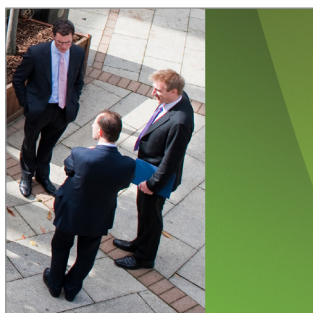




Frequently Asked Questions Reseller Program



The material in this FAQ is subject to the provisions of the latest version of the *Adobe Partner Connection Reseller Program Guide*. All support and resources provided by Adobe are subject to availability.

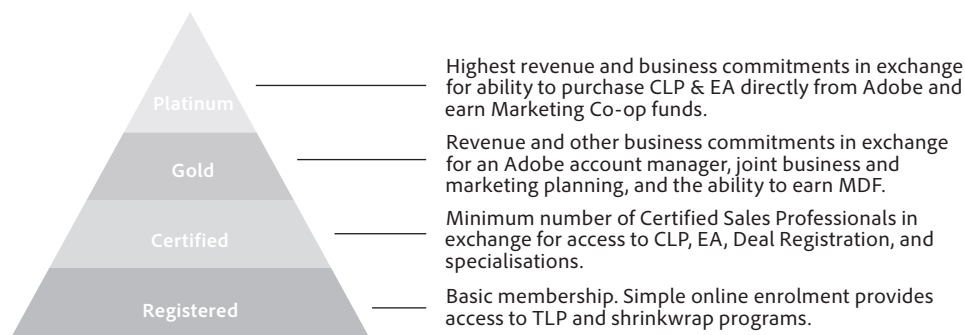
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Introduction

What is the Adobe Partner Connection Reseller Program?

The Adobe Partner Connection Reseller Program is designed to recognise 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 organisation’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 are the key changes from the current channel model?

The key changes from the current channel model are:

1. The Cumulative Licensing Program (CLP) and Adobe Enterprise Agreement (EA) are now available through the distribution channel.
2. Reseller Program benefits are expanded and formalised.

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With the Reseller Program, all resellers are able to enrol with Adobe at one of the four program levels. Enrolment provides all resellers with access to the Adobe Partner Connection Portal for program materials, communications, and other benefits. It also enables customers to contact a reseller easily and allows Adobe to engage proactively with the entire reseller community.

Resellers at the Certified and Gold levels are now entitled to purchase CLP and EA through distribution. This represents a significant expansion of the availability of CLP and EA and the opportunity for a larger number of resellers to serve the medium-to-large enterprise market.

The program benefits have also been expanded to provide greater incentives to resellers for driving demand for Adobe products and growing their Adobe business. Higher levels of commitment are rewarded with greater financial incentives and support from Adobe.

In what regions will the program be available?

The Reseller Program is available in all countries in the EMEA (Europe, Middle East, and Africa) region, with the exception of those in Northern Africa, the Middle East, and Israel.

How will the program impact my customers?

Customers will now have access to a comprehensive reseller database with the contact information, program level, and specialisations attained by all resellers at the Certified, Gold and Platinum levels.

With the expansion of CLP and EA into the distribution channel, customers will also have a greater selection of reseller partners from whom they can purchase CLP and EA licenses.

There will be no changes to the TLP, CLP, or EA licensing programs, Upgrade Plan, the list of available product offerings, or the availability of customer support.

Reseller Program Structure and Requirements

What are the requirements to join?

The following table lists the requirements to enrol in each of the four program levels.

Requirements

Registration	Registered	Certified	Gold	Platinum
Online registration and reseller profile	x	x	x	x
Click-through Reseller Program agreement	x	x	x	
Signed paper Reseller Program agreement				x
Adobe Certified Sales Professionals				
Adobe Certified Advanced Sales Professional/s			2	2
Adobe Certified Sales Professional/s, Master		1	2	2
Adobe Certified Sales Professional, Volume Licensing			1	1
Adobe Product Line Manager				1
Performance Management				
Quarterly Business Plan & Quarterly Business Review			x	x
Quarterly revenue objectives			x	x
Minimum % mix between licensing and shrinkwrap			x	x

What are the program levels and benefits?

The Reseller Program has four levels: Registered, Certified, Gold and Platinum. The following table lists the benefits available at each program level.

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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 and EA (purchase through authorised distributor)		x	x	
CLP and EA (purchase direct from Adobe)				x
Education programs (licensing and shrinkwrap)		With Education Specialisation only		
Incentive Programs				
Deal Registration		x	x	x
Marketing Co-op				x
Eligibility for Market Development Funds**			x	
Adobe leads		x	x	x
Training and Enablement				
Access to Adobe Channel Training Center	x	x	x	x
Specialisations				
Eligibility to attain Education and ProVideo Specialisations		x	x	x
Account Management				
Support from Adobe sales to close large deals**		x	x	x
Adobe account 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
Software				
Availability of Extended Trial for Demo Use software		x	x	x
Support				
Access to dedicated Adobe Partner Connection Help Desk	x	x	x	x

** At the discretion of Adobe

Do I have to join the program?

Yes. All resellers are required to join the program before they can resell Adobe products.

What is a specialisation?

Resellers at the Certified level and above are eligible to attain specialisations in specific disciplines or vertical markets. A specialisation 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.

Individuals who have completed the certification courses required for a specialisation are entitled to use the Adobe Certified Sales Professional logo to identify themselves as experts in the subject. Other benefits are also available exclusively to resellers who have attained various specialisations, including access to education pricing, specialisation-specific program resources, and additional support from Adobe.

What is the Education Specialisation?

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

What is the ProVideo Specialisation?

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

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Is there a Government Specialisation?

No.

All resellers may quote TLP to eligible government end users at TLP-government pricing.

Certified and above Resellers who have accepted additional government-specific terms and conditions can quote CLP to eligible government end users at CLP-government pricing.

What will my territory be?

European Economic Area (EEA) – All resellers located within the EEA (all European Union countries, plus Iceland, Liechtenstein, Norway, and Switzerland) can sell into any country within the EEA. They cannot sell outside of the EEA.

All other eligible countries – Resellers in all other eligible countries will have their territory defined by their program agreement with Adobe.

My organisation has operations in multiple countries. Does each one need to enrol separately?

Yes. For purposes of the program, if a reseller has operations in more than one country, each country will be treated separately and must enrol separately. Each location must meet the requirements for the program level at which they are enrolling. This may mean that reseller locations in different countries will be enrolled at different program levels.

My organisation has multiple locations within the same country. Does each one need to enrol separately?

No. If your organisation has multiple locations within a single country, please register only your legal entity or corporate headquarters. Other locations within the same country should use the primary location's Membership ID when placing orders. All program requirements and quarterly goals will be combined among all locations using the same Membership ID.

I am currently authorised to resell FLP and/or Connect. Can I continue to do so?

Yes. The FLP and Connect programs are not impacted by the Reseller Program, and you can continue to participate in these programs. If you are a current ALC, you may need to sign new agreements with Adobe; your Adobe account manager will work with you if this is the case.

Enrolment

I want to join at the Registered, Certified, or Gold level. How do I enrol?

Joining the Reseller Program starts with a simple online enrolment process on the Adobe Partner Connection Portal.

From the partner portal home page, follow the link for Adobe Partner Connection Reseller Program.

All resellers must enrol at the Registered level. If you would like to apply to the Certified or Gold level, you must complete your Registered level enrolment first. Then you can apply to upgrade your membership to Certified or Gold.

When you are ready to submit your application, click *Enrol* to begin.

I want to enrol at the Certified or Gold level. How do I enrol?

To apply to the Certified or Gold level, you must enrol at the Registered level. Then you must attain all of the certifications required for your desired level. See the Adobe Partner Connection Reseller Program Guide for details on which certifications are required for each program level. See the Technical and Sales Certification section of this document for instructions on taking certification courses.

When you have attained the required certifications, you can apply to upgrade your membership to the Certified or Gold level.

To apply, log in to the partner portal and follow the *Upgrade Reseller Membership* link in the *Your Partnerships* section. You will be taken to the online application for the new level.

After your application is received, your company's qualifications for membership at the Certified or Gold level will be reviewed. You will be notified if your application is accepted. If your application is accepted, you will receive detailed instructions on how to access your benefits and begin selling!

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I want to join at the Platinum level. How do I enrol?

If you are enrolling at the Platinum Reseller level, you will need to sign a paper-based program agreement. Contact your Adobe account manager to begin this process.

How long does the enrolment process take?

Enrolling at the Registered level is a simple online process that takes only a few minutes. Fill out your profile information, accept the click-through program agreement, and that's it! You can begin selling immediately.

Enrolling at the Certified or Gold level requires you to fill out a more detailed profile questionnaire. Adobe will review your questionnaire and confirm that you have the required number of Adobe Certified Sales Professionals for your desired level before approving your application. Please allow 5 days for your application to be reviewed.

Enrolling at the Platinum level involves signing a paper program agreement and undergoing a more rigorous evaluation process. The turnaround time for enrolling at the Platinum level is therefore variable.

What do I need to do after I enrol?

After your membership is activated, you will receive an email with detailed instructions on what you need to do next.

At all program levels, the partner portal is the central hub from which you can access your program benefits and membership information. (For resellers at the Registered level, benefits are limited to accessing announcements and program and product collateral only.)

For resellers who enrol online, you will be asked to create an Adobe ID or enter your existing Adobe ID during the enrolment process. Platinum Resellers who do not have an Adobe ID can create one at www.adobe.com/cfusion/membership/index.cfm.

When your program application is accepted, the appropriate permissions will be added to your Adobe ID and you will receive an email notification that your account has been activated. When you log in to the partner portal using your Adobe ID, you will be able to access your program benefits from this central location. You will be able to manage your users and contacts, membership, and profile information, as well as access price lists and other program and product collateral.

For some benefits, such as Marketing Co-op and the Adobe Channel Training Center, you will receive separate login instructions after your program application is accepted. You will be able to access these benefits from the partner portal, but you will need to log in separately. Follow the instructions provided in your email notifications.

At the Gold and Platinum levels, an Adobe account manager will contact you to discuss program activities that will require working directly with Adobe, such as jointly developing quarterly objectives and your business and marketing plan.

See the *Reseller Program Getting Started Checklist* for more information.

When I log in to the partner portal, I see two options. What are these?

If you are a Certified, Gold or Platinum Reseller with a Sales Centre account*, you will be presented with a choice of two options the first time you log in to the partner portal after your membership is activated.

- Adobe Partner Connection Portal - Browse announcements, price lists, and sales & marketing collateral.
- Adobe Partner Connection Sales Centre – Access sales tools such as Deal Registration, Marketing Co-op, training, leads, and reports.

You may choose to set one of these options as the default landing page for subsequent visits to the partner portal. You can navigate between the two areas and change your default landing page at any time.

If you are a Registered Reseller or if you do not have a Sales Centre account, you will not see these two options. You will be taken directly to the Adobe Partner Connection Portal.

*See the *Accessing Benefits* section of this document for information on how to get a Sales Centre account.

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I'm ready to move up a level. What do I need to do?

You can move up a level at any time by submitting an application for the new level.

- For Certified and Gold Resellers, log in to the Sales Centre and follow the *Upgrade Reseller Membership* link in the left navigation section of the Sales Centre home page.
- For Registered Resellers, log in to the partner portal and follow the *Upgrade Reseller Membership* link in the *Your Partnerships* section.

When upleveling, your membership renewal date will be reset to one year from the date of your acceptance at the new level.

If I drop below one or more of the minimum requirements, how long will I have to re-achieve the requirement?

If you drop below one of the minimum requirements for your level (for example, if one of your required Certified Sales Professionals leaves the company,) you must notify Adobe immediately. Failure to notify Adobe may result in your membership being dropped to the highest level for which you still meet the minimum requirements. You must re-achieve the requirement before you will be allowed to renew your program membership at your current level.

I'm not meeting the requirements for my level. How do I downgrade to a lower level?

90 days prior to your annual membership renewal date, Adobe will review your performance and assess whether you have met all of the requirements for your current program level. If you have not, you will receive an email informing you that you may be downgraded to a lower level. You can also choose to renew at a lower level when your annual membership expires.

How do I terminate my membership?

You can terminate your membership simply by not renewing when your annual membership expires.

Your membership may also be terminated at any time by Adobe for violation of any of the terms and conditions of your program agreement.

Will I be notified when it's time to renew my membership?

Yes. You will receive renewal notifications from Adobe 30 days, 15 days, 7 days, and 1 day before your membership is due to expire. The notifications will include instructions on how to renew your membership.

What happens if I do not renew my membership on time?

If you do not renew your membership by your annual renewal date, you will receive a final notification 1 day after your membership expires. If you do not renew within twenty-four (24) hours of receiving this final notification, your membership will be placed on suspended status.

While your account is suspended, you will not be able to log in to the Sales Centre. However, you will still be able to access to the Renew function by following the link in your renewal email. You will not be able to access any of your other program benefits. After ninety (90) days, your account will be terminated. If you want to re-apply, you must submit a new program application.

Current Adobe License Centres (ALCs)

I am currently an Adobe License Centre (ALC.) At what level should I enrol in the Reseller Program?

Current ALCs in good standing will be transitioned to the Platinum level. Your Adobe account manager will contact you about your transition plan. If you do not wish to enrol at the Platinum level, notify your Adobe account manager. You are welcome to enrol at any level that meets your desired level of commitment.

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Will current ALCs be required to meet the new requirements?

Yes. All ALCs must meet the program requirements of the Platinum Reseller level of the Reseller Program, including having a minimum number of Adobe Certified Sales Professionals. Your Adobe account manager will work with you on a transition plan for achieving the new program requirements.

I currently have a 3rd party (worldwide) ALC agreement. Will I still be able to sell worldwide under the new program?

If you wish to continue to sell worldwide, you must apply to the Worldwide ALC program separately. Contact your Adobe account manager for additional information.

Distributors

Is there an Adobe Partner Connection Distributor Program?

Yes. The Adobe Partner Connection Distributor Program is a companion program that defines the requirements and benefits for distributors.

How can I connect with a local distributor?

A listing of all authorised distributors is available on the partner portal.

What services and support will my distributor be able to provide?

Distributors are responsible for providing resellers at the Registered, Certified, and Gold levels with the following services and support:

- Information on Adobe licensing programs and products
- Information on the Reseller Program
- Price quotes for TLP, CLP, EA, and shrinkwrap purchases
- Other pre-sales support
- First-line post-sales support for order status and order errors
- Returns

For assistance with issues not listed here, see the *Reseller Support* section of this document.

Deal Registration

How does Deal Registration work?

Deal Registration is designed to reward resellers at the Certified, Gold and Platinum levels for generating demand for Adobe products. Adobe recognises 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, CLP, or EA purchase, whether or not the reseller fulfils the sale. Opportunities must be forecasted and approved by Adobe and meet all published program guidelines.

See the *Adobe Partner Connection Reseller Program Guide* for complete program details.

Who is eligible to participate in Deal Registration?

Deal Registration is available to all Certified, Gold and Platinum Resellers in good standing.

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What types of opportunities can I register?

Only licensing (TLP, CLP, and EA) opportunities (including new and upgrade licenses, new upgrade plan, and new and renewal EA maintenance and support) are eligible. Opportunities for Upgrade Plan, support, shrinkwrap, or products not appearing on the TLP, CLP, or EA price lists, such as server-based products, are not eligible.

You may register one opportunity per customer, per product, in each 30-day period.

How do I register an opportunity?

You must register all opportunities on the Sales Centre. For details on how to register an opportunity, see the *Reseller Program Quick Start Guide*.

How do I check the status of my registered opportunities?

To check the status of a registered opportunity, log in to Sales Centre and select the *Opportunities* tab. The *View* menu allows you to filter and view all of your registered opportunities.

How do I claim my reward?

To receive your reward, you must submit a claim within 90 days after the purchase order is received by Adobe.

For details on how to submit a claim, see the *Reseller Program Quick Start Guide*.

Who can I contact with questions?

If you have questions about the program or a specific opportunity, contact EMEA_ProgramManagement@adobe.com.

Marketing Co-op

How does Marketing Co-op work?

For resellers at the Platinum level, Marketing Co-op funds are available to assist in the effective marketing of Adobe products. Funds are earned based on qualified TLP, CLP, and EA revenue and can be used to fund marketing and market development activities such as lead generation, end user communication, and advertising.

Funds are calculated on a quarterly basis as a percentage of eligible revenue booked in the previous quarter. These funds are then held in an account that is available to the reseller for claims against eligible expenses.

See the *Adobe Partner Connection Reseller Program Guide* for details on how funds are calculated.

Who is eligible to participate in Marketing Co-op?

Marketing Co-op is available to Platinum Resellers in good standing only.

What types of expenses are acceptable?

Marketing Co-op funds can be used to fund the following marketing and market developing activities:

Activity type	Activity samples
Advertising and media	Print and online materials, including newsletters, signs, inserts and banners, and catalog placements
Point-of-sale material	Brochures, flyers, displays, datasheets, and white papers for point-of-sale activities
Lead-generation activities	Direct mail and email, flyers, list acquisition (database acquisition), demand-generation campaigns, call blitzes, and telemarketing

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Program marketing	Designated partner programs targeting select focus areas or vertical segments
Seminars and events	End-user demand generation, customer training or awareness, Adobe days, and roadshows
Tradeshows and fairs	Industry tradeshows, fairs and end-user tradeshows
Training/ Certification	Reseller sales, technical, and program training
Web marketing	Banners, landing pages, micro-sites, and content syndication

When can I access my Marketing Co-op funds?

Marketing Co-op funds are available on the first day of the Adobe fiscal quarter following the quarter in which they are earned.

How can I access my Marketing Co-op funds?

You must take the following steps before beginning your marketing activity.

1. Work with your Adobe primary contact to develop a quarterly business plan, including a section on marketing activities.
2. Based on the quarterly business plan, develop marketing activities targeted toward achieving the agreed on objectives.
3. Submit an Adobe Co-op activity request via the Adobe Channel Administration Portal. If the activity is approved, you will receive confirmation and the activity reference number via email.
4. Begin the approved activity.
5. Adobe will not reimburse for activities that are started without prior approval.

Note: Once approved, the activity approval is valid for six (6) months. However, claims must be submitted in ACAP within 60 days of the activity completion date.

To access Marketing Co-op to manage your claims, log in to the Adobe Channel Administration Portal at www.adobecoopmdf.com.

Do I have to use all of my funds within a certain period of time?

Yes. Funds will expire four (4) quarters after they are accrued. You must submit funding requests for all funds at least thirty (30) days before they expire or they will be re-claimed by Adobe.

Technical and Sales Certification

What is a sales certification?

New sales and product overview training courses have been created exclusively for Adobe resellers and distributors. These training courses cover both introductory and in-depth topics on Adobe products (currently Acrobat and Creative Suite) and Adobe Volume Licensing. Additional courses are available as pre-requisites to attaining specialisations. Completing these training courses is the path to attaining a certification and earning the title of Adobe Certified Sales Professional!

Individuals employed by resellers at all levels are eligible to take the certification courses.

What types of certifications are currently available?

The following courses are currently available. A certification requires successful completion of both the Level 1 and Level 2 courses in the desired subject.

- *Acrobat Level 1* – This is the introductory Acrobat training. (Note: Acrobat Level 1 also includes the *Adobe Volume Licensing Level 1* training.)
- *Acrobat Level 2* – The Level 2 training is required to become an Adobe Certified Sales Professional, Acrobat.

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- *Creative Suite Level 1* – This is the introductory Creative Suite training. Level 1 is a pre-requisite for Level 2.
- *Creative Suite Level 2* – The Level 2 training is required to become an Adobe Certified Sales Professional, Creative Suite.
- *Adobe Volume Licensing Level 1* – This is the introductory Adobe Volume Licensing training. Level 1 is a pre-requisite for Level 2.
- *Adobe Volume Licensing Level 2* – The Level 2 training is required to become an Adobe Certified Sales Professional, Volume Licensing.

- *Adobe Certified Sales Professional, Master* – This certification requires successful completion of all of the Level 1 and Level 2 courses listed above.

The following advanced sales certification exam is currently available.

- *Adobe Certified Advanced Sales Professional* - This exam covers proficiency in Acrobat and Creative Suite.

In addition, the following specialisation courses are available. See the *Specialisations* section of this document for information on specialisations.

- *Adobe Certified Sales Professional, Education* – This is the required training course for resellers who wish to attain the Education Specialisation.
- *Adobe Certified Sales Professional, ProVideo* – This is the required training course for resellers who wish to attain the ProVideo Specialisation.

See the *Reseller Program Quick Start Guide* for information on which certifications are required for each level of program membership.

Who is eligible to take the certification courses?

Individuals employed by resellers at all levels are eligible to take the certification courses.

What is required to attain a certification?

To attain a certification, you must complete both the Level 1 and Level 2 courses in the desired subject. Each course requires you to take a series of lessons and pass a final exam.

How long does it take to attain a certification?

You should plan to spend approximately six (6) to eight (8) hours to attain each certification.

- Each Level 1 course takes between thirty (30) minutes to two (2) hours to complete.
- Each Level 2 course takes between five (5) to six (6) hours to complete.

Is my certification valid indefinitely?

A certification is valid for ninety (90) days following an announcement by Adobe that the requirements for the certification have changed; for example, when a new product version is released and the relevant training courses are updated. You will have 90 days to update your certification. If you do not update your certification within this period, your certification will expire.

How do I enrol in a course?

To enrol in a course, log in to the Adobe Channel Training Center. Select *Add Training*. You will see a list of all available courses in which you can enrol.

Note: You will not be able to enrol in a Level 2 course until you have completed the pre-requisite Level 1 course.

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For instructions on accessing the Adobe Channel Training Center, see the *Accessing Benefits* section of this document.

I am a Registered Reseller. Can I enrol in a course?

Yes. All Registered Resellers can access the Adobe Channel Training Center at any time to take certification courses. For instructions on requesting a login, see the *Accessing Benefits* section of this document.

I have not joined the Reseller Program yet. Can I enrol in a course?

No. You must enrol at the Registered level before you can access the Adobe Channel Training Center.

How long do I have to complete a course?

You may take as much time as you need to complete a course.

I've completed a certification. How do I access my credentials?

When you have completed a certification, you can print your Adobe Certified Sales Professional certificate from the *My Transcripts* section of the Adobe Channel Training Center.

You can also download your Adobe Certified Sales Professional logo by returning to your list of lessons and selecting *Download CSP Logo*. The logo and usage guidelines will be located in the *My Resources* section in the folder for the applicable lesson.

Education Specialisation

What are the requirements of the Education Specialisation?

Before applying for the Education Specialisation, you must meet all of the following qualifying requirements:

- Be a Certified, Gold or Platinum Reseller in good standing.
- Have a history of promoting a major software vendor's strategies and products in the education market by performing promotional and/or marketing activities.
- Be able to provide evidence of such activities.
- Employ one or more Adobe Certified Sales Professional/s, Education.

On an ongoing basis, you must meet all of the following additional requirements:

- Purchase education-specific products made available by Adobe exclusively through an education-authorized distributor.
- Verify that all end users wishing to purchase education products are eligible according to the definition published by Adobe.
- Have access to a database or directory of eligible education institutions in your target customer group.
- On a weekly basis, submit all opportunities under quotation to the Deal Registration Incentive.
- Maintain full electronic records of all end user purchases for a period of two (2) years and submit them to Adobe upon request.

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How do I attain the Education Specialisation?

To attain the Education Specialisation, you must meet all of the qualifying requirements, and you must complete an additional application process. This process includes the following steps:

1. Complete a questionnaire on your organisation's history in education sales.
2. Provide evidence of your active engagement in the education market.
3. Accept the terms and conditions of the Education Specialisation.

Adobe will review your application and notify you if your application is accepted.

ProVideo Specialisation

What are the requirements of the ProVideo Specialisation?

Before applying for the ProVideo Specialisation, you must meet all of the following qualifying requirements:

- Be a Certified or above member in the Reseller Program, in good standing
- Reseller specialises in and has expertise in, the business of value-added sales of professional video equipment and supplies, which can be demonstrated by the following activities which include but are not limited to:
 - Sales of video solutions must constitute at least 30% of the reseller's overall revenue.
 - Reseller must have trained personnel on staff with the ability to demonstrate Adobe software products and has systems suitable for demonstrating Adobe software products.

On an ongoing basis, Reseller shall meet the following obligations:

- Employ one or more Adobe Certified Sales Professional(s), ProVideo
- Reseller must have ability to conduct end user awareness and demand generation programs such as eSeminars, marketing campaigns (e-mail, web, direct mail, in-store promotions) and participation in industry or Adobe sponsored local shows
- Reseller will allow Adobe, or its authorised representative(s), to train reseller's sales force, either at an on-site training facility or via Adobe Connect web conferencing tool, at least twice per calendar year
- Upon request, provide Adobe with monthly sales-out/POS reporting
- Reseller shall not advertise any Software Products available under this program, that Adobe has announced to have transitioned into an End of Life period, discontinued sale or whose development ended at least two versions prior to the then currently available version of such Software Product
- Submit for Deal Registration, on a weekly basis, all opportunities under quotation exceeding \$25K (RRP), in the format communicated by Adobe, as part of the Deal Registration incentive.
- Use the ProVideo logo according to the then published guidelines and requirements.

How do I attain the ProVideo Specialisation?

To attain the ProVideo Specialisation, you must meet all of the qualifying requirements, and you must complete an additional application process. This process includes the following steps:

1. Complete a questionnaire on your organisation's experience as a software reseller and in the ProVideo field.
2. Accept the terms and conditions of the ProVideo Specialisation.

Adobe will review your application and notify you if your application is accepted.

Adobe Partner Connection Portal

German: www.adobe.com/de/partners
Spanish: www.adobe.com/es/partners
French: www.adobe.com/fr/partners
English: www.adobe.com/uk/partners
Italian: www.adobe.com/it/partners

Leads

What kinds of leads are available?

Adobe receives leads from a variety of sources, including the Adobe website, marketing programs, trade shows, and other activities. These leads can be valuable opportunities for resellers to cultivate new business. Access to leads is a benefit for resellers at the Certified, Gold and Platinum levels. Resellers can claim leads from the Sales Centre, with the intention that resellers develop the leads and ultimately turn qualifying leads into opportunities to be submitted to Deal Registration.

What are lead pools?

All leads are categorised into one of the following pools. Access to the leads in each pool is based on a reseller's level in the Reseller Program.

Lead Pool	Accessible to Reseller Level/s
Enterprise	Gold, Platinum
Small-Medium Business (SMB)	Certified, Gold, Platinum
Education	Education Specialisation only

How do I claim a lead?

Leads can be claimed by logging into the Sales Centre and selecting the Leads tab. You can claim as many leads as you would like; however, leads will be returned to the lead pool if they are not changed to *Working* status within seven (7) days after the date they are claimed.

See the *Reseller Program Quick Start Guide* for additional instructions on claiming leads.

What do I do with my leads?

After you have claimed and qualified a lead, do one of the following:

- If the lead qualifies for Deal Registration, submit it as an opportunity.
- If the lead does not qualify for Deal Registration, continue working on it until you either close it or determine that the lead is not viable.

If you do not take one of these actions within 7 days after changing its status to *Working*, it will be returned to the lead pool.

See the *Reseller Program Quick Start Guide* for additional instructions on managing leads.

Reporting

What reports are available?

Resellers at the Certified, Gold and Platinum levels have access to a variety of reports in the Sales Centre. These reports allow resellers to track leads and Deal Registration opportunity activity.

The following reports are available:

Deal Registration Incentive Reports	Data
Paid-out Opportunities	Opportunities that have been paid out
Open Opportunities	Open opportunities grouped by stage
New Opportunities	Opportunities created within the last five (5) days
Red-flagged Opportunities	Opportunities expiring within the next thirty (30) days
Top 5 Opportunities	Top five (5) opportunities based on forecasted revenue
Closed Opportunities	Closed opportunities

How do I run a report?

To run a report, log in to the Sales Centre and select the *Reports* tab.

A list of available reports is provided in the *All Reports* section. You can also select *Recent Reports* to view reports you have accessed recently.

See the *Reseller Program Quick Start Guide* for additional information on running reports.

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Ordering Information

What is my Membership ID?

Your Membership ID is a unique identifier that will be assigned to your account when you are accepted into the Reseller Program. You must reference your Membership ID on every order that you place with your distributor (for Registered, Certified, and Gold Resellers.) For Platinum Resellers, your Membership ID will be your Sold-to ID.

Your Membership ID is the method by which your distributor or Adobe validates that you are a member of the Reseller Program with the appropriate program level and/or specialisation for the order you are placing.

Orders that do not reference a Membership ID will not be processed.

Your Membership ID will be included in the email confirmation you receive when your Reseller Program application is accepted.

I am a Registered, Certified, or Gold Reseller. How do I place orders?

If you are Registered, Certified, or Gold Reseller, you will place all of your orders through an authorised distributor. Contact your distributor for detailed ordering guidelines.

I am a Platinum Reseller. How do I place orders?

If you are a Platinum Reseller, you will place your CLP orders directly with Adobe. You may place them directly using the Adobe Licensing Website (LWS) at <http://licensing.adobe.com> or via EDI.

For information on placing orders with Adobe, see the How to Order Guide for Adobe License Centers and Platinum Resellers available on the partner portal.

For information on submitting orders via EDI, see the Electronic Data Interchange section of the partner portal at www.adobe.com/partnerportal/edi/.

How do I get a login to the Adobe Licensing Website (LWS)?

If you already have a login to LWS, you can continue to use it.

If you do not have a login to LWS, one will be created for you the first time you submit your email address as the reseller contact on an order. You will receive an email notification with instructions on how to log in to LWS and reset your password if necessary.

Who can I contact if I have questions about an order?

If you are a Registered, Certified, or Gold Reseller, contact your authorised distributor with any questions about your orders, including returns.

If you are a Platinum Reseller, contact your Adobe Order Management representative.

Where can I get additional information about the ordering and return processes?

If you are a Registered or Gold Reseller, contact your authorised distributor for their specific ordering and return processes.

Accessing Benefits

Where can I get additional information on the Reseller Program?

You can find additional program information on the partner portal or by contacting an authorised distributor.

Where can I get additional information on selling CLP and EA?

You can find CLP and EA program information and training materials on the partner portal or by contacting an authorised distributor.

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How do I get a login to the partner portal?

During the enrolment process, you will be asked to create an Adobe ID or enter your existing Adobe ID. When your program application is accepted, the appropriate permissions will be added to your Adobe ID. You will use this Adobe ID to log in to the partner portal.

You can also add other contacts to your account. These contacts will receive welcome emails with instructions on logging in to the partner portal.

How do I get a login to the Sales Centre?

Program membership at the Certified, Gold and Platinum levels includes one account on the Sales Centre. This account is given to the user whose Adobe ID is used during the enrolment process.

You can also add users to your program membership if you would like additional accounts on the Sales Centre.

How do I add a colleague to my reseller membership?

Program membership at the Certified, Gold and Platinum levels includes one account on the Sales Centre. This account will be the primary contact and will have access to all of the Sales Centre functions including account management and program administration.

One membership can have multiple contacts, but these contacts will have access to partner portal announcements and program and product collateral only. If you would like another user to have access to the Sales Centre, the user must have a separate account. For additional users, you will have a choice of profiles that provide access to various functions on the Sales Centre.

There will be a fee of €135, payable in local currency, associated with adding a new user.

See the *Reseller Program Quick Start Guide* for instructions on adding a new user.

How do I access pricing?

Platinum Resellers can access the Adobe CLP and EA price lists on the partner portal. Platinum Resellers must request TLP pricing from an authorised distributor.

Registered, Certified, and Gold Resellers must request all pricing from an authorised distributor.

How do I verify and edit my reseller profile information?

Certified, Gold and Platinum Resellers can verify and edit their reseller profile information in the Accounts section of the Sales Centre. This profile information determines how your profile appears in the Reseller Finder.

Platinum Resellers must contact their Adobe account manager to change their organisation name or address, but can edit all other profile information from the Sales Centre.

How do I access Deal Registration?

You can access Deal Registration from the *Opportunities* section of the Sales Centre.

How do I access Marketing Co-op?

Log in to the Adobe Channel Administration Portal at www.adobecoopmdf.com

When your program application is accepted, you will receive a separate email with your login credentials for Marketing Co-op. Follow the instructions in this email to access the Adobe Channel Administration Portal.

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How do I access the Adobe Channel Training Center?

Reseller primary contacts can find instructions for accessing the Adobe Channel Training Center by following the *Adobe Channel Training Center* link in the *Training and Certifications* section of the partner portal. Follow the on-screen instructions to retrieve your enrolment key and temporary password. You will use these temporary credentials to create your account.

I am a Gold or Platinum Reseller. How do I get my quarterly revenue targets and business objectives?

Gold and Platinum Resellers will work with their Adobe account managers on all quarterly targets.

I don't have an Adobe account manager yet. How do I contact one?

If you are applying to become a Gold Reseller, your new Adobe account manager will contact you when your application has been accepted. If you would like to speak to an Adobe account manager about the application process, contact the Partner Help Desk.

If you are applying to become a Platinum Reseller and you do not yet have an Adobe account manager, contact the Partner Help Desk. An account manager will contact you about your application.

Reseller Support

Who can I contact for pre-sales support?

All resellers can contact the Adobe Partner Connection Help Desk for program-related questions.

Telephone (all countries in EMEA): +44 (0)20 7365 0734

Toll free numbers are available for:

- Germany: 0800 664 7893
- UK: 0800 783 6954
- France: 0805 540 199

Email: euroresellers@adobe.com

For pricing and other order-specific questions, resellers at the Registered, Certified, and Gold level should contact their authorised distributor.

Who can I contact for post-sales support questions?

- Self-help resources – A number of volume licensing self-help resources are available at www.adobe.com/aboutadobe/volumelicensing/resources
- Send license certificate or retrieve serial numbers – See the *How to Retrieve Your Serial Numbers in LWS* demo at www.adobe.com/aboutadobe/volumelicensing/resources
- Transfer of licenses – Reference Adobe Volume Licensing policies at www.adobe.com/aboutadobe/volumelicensing/policies
- Installation issues – Contact Customer Service at www.adobe.com/support/contact
- Upgrade paths – All upgrade paths are available at www.adobe.com
- Retrieve or reset LWS password – To retrieve or reset your LWS password, go to <http://licensing.adobe.com> and follow the *Forgot Your Password* or *Create New Password* link.
- Self-help resources – A number of volume licensing self-help resources are available at www.adobe.com/aboutadobe/volumelicensing/resources



Adobe Systems Software
Ireland Limited
4-6 Riverwalk
Citywest Business Campus
Dublin 24
Ireland
www.adobe.com

Adobe Partner Connection Portal

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