

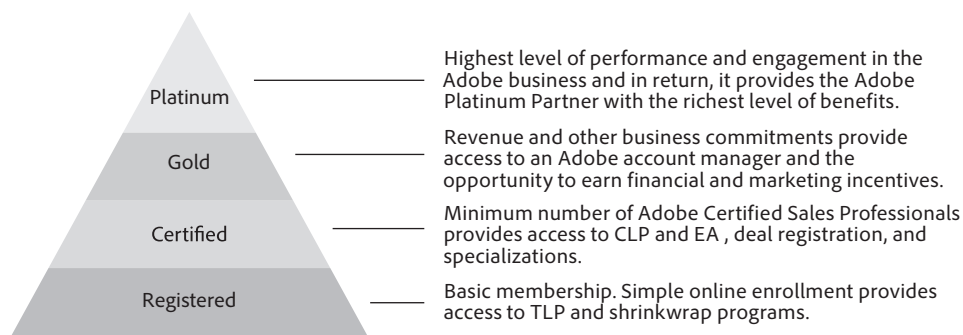
Adobe Partner Connection Reseller Program



Program Highlights

- Tiered program structure
- Benefits commensurate with level of commitment
- Online training and sales certification
- Access to reserved content on the Adobe Partner Connection Portal
- Listing of reseller profile on the Adobe website
- Specialization benefits for qualifying Education, Teacher & Student Edition and pro video resellers
- Deal Registration Incentive to reward pre-sales contributions
- Eligibility to earn Marketing funds
- Opportunity to earn Financial rebates

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!



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 Certified 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 fulfills 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 resellers with the opportunity to earn rebates in two different areas, as well as marketing incentives such as marketing funds. The specific goals in each area will be determined on a quarterly basis between you and your Adobe account manager.

Revenue Performance Incentive — (Gold and Platinum only) Based on qualifying revenue.

Flexible Performance Incentive — (Gold and Platinum only) Based on completion of specific quarterly targets such as product launches, special initiatives, unique reseller achievements, or product focus.

Marketing Funds — For Gold and Platinum Resellers, Marketing funds are available to assist in the effective marketing of Adobe products. Marketing funds are earned based on qualified revenue and can be used to fund marketing and market development activities such as lead generation and end user communication.

Training and Sales Certification — Joining the Reseller Program at any level provides you with access to Adobe training and sales certification courses. Courses are open to any individual within your organization 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 such as education and pro video. 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.

- 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

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 Professionals				
Adobe Certified Sales Professional/s, Acrobat*		1	2	3
Adobe Certified Sales Professional/s, Creative Suite*		1	2	3
Adobe Certified Sales Professional, Volume Licensing*		1	2	3
Adobe Certified Sales Professional/s, Education (Education/ Teacher & Student Edition Specialization only)		1	1	1
Adobe Certified Sales Professional/s, Pro Video (Pro Video Specialization only)		1	1	1
Adobe Product Line Manager		1	1	1
Performance Management				
Quarterly Business Plan & Quarterly Business Review			x	x
Quarterly revenue objectives			x	x

**For Gold and Platinum Resellers who operate in more than one (1) Reseller Location, the required number of Adobe Certified Sales Professionals must be operating out of and met for each Reseller Location. If only one Reseller Location exists, the minimum requirement for Adobe Certified Sales Professionals must still be met in that Reseller Location. Gold and Platinum Resellers are required to attain Level 1 and Level 2 Certification in Acrobat, Creative Suite and Volume Licensing.*

Benefits

Licensing Programs	Registered	Certified	Gold	Platinum
TLP (purchase through authorized distributor)	x	x	x	x
Shrinkwrap (purchase through authorized distributor)	x	x	x	x
CLP & EA commercial & Government (purchase through authorized distributor)		x	x	x
Incentive Programs				
Deal Registration Incentive		x	x	x
Marketing incentives (Co-op and MDF**)			x	x
Revenue Performance Incentive (Rebate)			x	x
Flexible Performance Incentive (Rebate)			x	x
Training and Enablement				
Access to Adobe Channel Training Center	x	x	x	x
Specializations				
Eligibility to attain Education, Student & Teacher Edition and Pro Video Specializations		x	x	x
Account Management				
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 specializations on the Adobe website		x	x	x
Software				
Availability of NFR software			x	x
Support				
Availability of NFR software				x
Events				
Participation in Adobe Partner Council				x

** At the discretion of Adobe

