

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.

Adobe Partner Connection Portal

www.adobe.com/ap/partners

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Introduction and Reseller Program overview

What is the Adobe Partner Connection Reseller Program?

The Adobe Partner Connection Distributor Program introduces the following new features:

1. A tiered program structure provides access to benefits commensurate with reseller commitment and performance.
2. Reseller Program benefits are expanded and formalized.
3. The Cumulative Licensing Program (CLP) and Enterprise Agreement (EA) are now available through the distribution channel.

With the Reseller Program, all resellers may enroll with Adobe at one of the four program levels. Enrollment provides all resellers with access to the partner 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, Gold and Platinum levels are now able 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.

For more information on the requirements and benefits available in the Reseller Program, see the *Adobe Partner Connection Reseller Program Datasheet* or *Reseller Program Guide*.

In what countries will the program be available?

The Reseller Program is now available in the following territories in Southeast Asia: Brunei, Indonesia, Malaysia, Philippines, Singapore, Thailand and Vietnam, and in Pakistan

When will the program be available?

The Reseller Program launches on 26 March, 2012. Online enrollment will be available for the Registered, Certified and Gold levels beginning 26 March, 2012. Enrollment for the Platinum level will begin on 26 March, 2012.

How will the program impact my customers?

Customers will now have access to a comprehensive reseller database with the contact information, program level, and specializations 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 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.

Do I have to join the program?

Yes. All resellers who wish to sell Adobe products must at a minimum become a Registered Reseller with Adobe. We will introduce a grace period at the start of the program to allow all resellers time to adequately enroll.

What is a specialization?

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

Individuals who have completed the certification courses required for a specialization 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 specializations, including access to education, Student & Teacher Edition and pro-video pricing, specialization-specific program resources, and additional support from Adobe.

I am currently authorized 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.

Enrollment

How do I join at the Registered, Certified, or Gold level?

Joining the Reseller Program starts with a simple online enrollment 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 enroll at the Registered level. If you would like to apply to the Certified or Gold level, you must complete your Registered level enrollment first. Thereafter, you can apply to upgrade your membership to Certified or Gold.

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

How do I upgrade to the Certified or Gold level?

To apply to the Certified or Gold level, you must enroll at the Registered level. You must also 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 links for *Your Partnerships > Upgrade Reseller Membership*. 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 new benefits!

How do I join at the Platinum level?

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 enrollment 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 will receive an email acceptance shortly, usually within thirty (30) minutes.

Enrolling at the Certified or Gold level requires you to fill out a more detailed profile questionnaire. Adobe will review your questionnaire and assess whether you meet the criteria established for the level applied for before approving your application. Please allow five (5) days for your application to be reviewed. You will receive an email notifying you of whether your application has been accepted.

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 happens if I do not enroll in the program by the launch date?

Resellers who do not enroll in the program on the launch date will have access only to TLP-commercial. Orders for any other shrinkwrap or licensing program will not be processed. You will need to resubmit them after you have enrolled in the program. At a later date determined by Adobe, all partners who have not enrolled in the program will lose permissions to sell Adobe products.

If I do not enroll in the program, will I still be able to return orders I placed prior to the launch date?

Yes. You will have the usual grace period to request and process a return for any order placed prior to the launch date, subject to any applicable terms and conditions.

What do I need to do after I enroll?

After your membership is activated, you will receive an email with detailed instructions on what 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 all resellers who enroll online, you will be asked to create an Adobe ID or enter your existing Adobe ID during the enrollment 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 Funds and the Adobe Channel Training Center, separate login instructions will be provided in a Welcome Kit that you will receive after your 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 Welcome Kit.

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 Center 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 Center – Access sales tools such as the Deal Registration Incentive, QBP/QBR, reports, and account management functions.

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 Center 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 Center account.

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

If you are moving from Registered to Certified, Gold or Platinum, your membership renewal date will be reset to one year from the date of your acceptance at the new level.

If you are moving from Certified to Gold or Certified to Platinum or Gold to Platinum, your membership renewal date will not be reset.

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 by not renewing when your annual membership expires.

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 Center. However, you will still be able to access 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.

Distributors

How can I connect with a local distributor?

A listing of all authorized 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, shrinkwrap, and specialty retail 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 Incentive

How does the Deal Registration Incentive work?

The Deal Registration Incentive is designed to reward resellers at the Certified, Gold, and Platinum levels for generating demand for Adobe products. Adobe recognizes that while a reseller may make a substantial and productive commitment to the pre-sales effort, the customer may choose ultimately to source their product from another reseller. 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 TLP, CLP, EA, or Upgrade Plan purchase, whether or not the reseller fulfills 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 more program details.

Who is eligible to participate?

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

What types of opportunities can I register?

A 5% Deal Registration Incentive will be provided for approved deals greater than \$5,000 USD. This \$5,000 USD threshold can be achieved with any combination of Adobe Desktop Products (licensing only), as well as upgrades and new maintenance (upgrade plan). Renewal maintenance (Upgrade Plan) and Custom ELA are however excluded and will not qualify for any Deal Registration Incentive.

What types of awards are available?

Resellers who meet all of the contractual and deal submission guidelines are eligible for the following types of awards on approved opportunities:

- 5% reward (sourcing only) - Reseller must identify and register a qualifying opportunity that is later closed by another reseller.
- 5% reward (sourcing only) - Reseller must identify the opportunity and place the qualifying order.

How do I register an opportunity?

You must register all opportunities on the Sales Center. For details on how to register and manage your opportunities, see the *Adobe Partner Connection Reseller Deal Registration Datasheet*.

Who can I contact with questions?

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

Marketing Incentives

How does Marketing Funds work?

For Gold and Platinum Resellers, Marketing funds are available to assist in the effective marketing of Adobe products. Funds are earned based on qualifying revenue and can be used to fund eligible marketing and market development activities.

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 Co-op/MDF Guidelines* for details on how funds are calculated.

Who is eligible to participate?

Marketing Funds are available to Gold and Platinum Resellers in good standing only.

What types of expenses are acceptable?

For a complete list of acceptable marketing expenses, including guidelines for how to submit requests and claims for reimbursement, see the *Adobe Partner Connection Reseller Program Co-op/ MDF Guidelines*.

Sales Certification

What is a sales certification?

New sales and product overview training courses have been created exclusively for Adobe channel partners. 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 specializations. 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.
- **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.

In addition, the following specialization courses are available. See the *Specializations* section of this document for information on specializations.

- **Adobe Certified Sales Professional, Education** - This is the required training course for resellers who wish to attain the Education Specialization. It focuses on sales strategies for the education market.
- **Adobe Certified Sales Professional, Pro-Video** - This training course focuses on product information and sales strategies for Creative Suite Production Premium. It is not required for any Reseller Program specialization, but is recommended for reseller employees who focus on this market.

See the *Adobe Partner Connection Reseller Certification Datasheet* 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.

When can I begin taking certification courses?

The Adobe Channel Training Center is currently open and all required certification courses are available. You must enroll at the Registered level before you can access the Adobe Channel Training Center.

What is required to attain a certification?

To attain the Acrobat, Creative Suite, or Adobe Volume Licensing certification, you must complete both the Level 1 and Level 2 courses in the desired subject. Each of these courses requires you to take a series of lessons and pass a final exam. To attain any of the specialization certifications, you must complete one or more 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 Acrobat, Creative Suite, or Adobe Volume Licensing 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.

You should plan to spend approximately two (2) to three (3) hours to attain each specialization certification.

Is my certification valid indefinitely?

A certification is valid until ninety (90) days after 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 enroll in a course?

To enroll 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 enroll.

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

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

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

No. You must enroll 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 Specialization

What is the Education Specialization?

The Education Specialization requires expertise in selling to the education market and the ability to validate end user eligibility. Resellers who attain the Education Specialization will have access to the Cumulative Licensing Program for education (CLP-E) and Adobe K12 Channel Enterprise Agreement (EA) for education, as well as additional education program resources.

How do I attain the Education Specialization?

To attain the Education Specialization, 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 organization'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 Specialization.

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

For a complete list of requirements, see the *Adobe Partner Connection Reseller Program Guide*.

Student & Teacher Edition Specialization

What is the Student & Teacher Edition Specialization?

Adobe recognizes that selling to students and teachers requires extra dedication and skills. Therefore Adobe would like to specifically identify and reward partners who have invested in addressing this unique market and are committed to developing plans around the sales of Adobe's student teacher edition. Education specialization is a pre-requisite to qualifying for the Student/Teacher Edition specialization.

How do I attain the Student & Teacher Edition Specialization?

To attain the Student & Teacher Edition Specialization, you must meet all of the qualifying requirements, and you must complete an additional application process. This process includes the following steps:

1. Qualify for the Adobe Education Specialization
2. Submit a Student Teacher Edition business plan to demonstrate how the partner will address this market for Adobe.
3. Demonstrate the capabilities and competency needed to increase Student/Teacher Edition sales. Evidence of this capability may include:
 - Strong education sales practice (qualifying the partner for the Adobe Education specialization)
 - Roadshows to K-12 or post K-12 educational institutions
 - Current sales to education verticals

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

For a complete list of requirements, see the *Adobe Partner Connection Reseller Program Guide*.

Pro-Video Specialization

What is the Pro-Video Specialization?

The objective of Adobe's Specialist Reseller Program is to provide qualified resellers with resources to increase sales of specific software products. An important set of Adobe customers are Digital Video professionals. To that effect, Adobe makes available to resellers who have attained the Pro Video specialization and who meet and continue to meet the criteria and requirements below, specific products for resale to such customers and resources to assist resellers in promoting such products in the market.

How do I attain the Pro-Video Specialization?

To attain the Pro-Video Specialization, you must meet all of the qualifying requirements, and you must complete an additional application process. This process includes the following steps:

1. Reseller must apply for participation in the program. The application form is available on the Adobe Sales Center.
2. Reseller must be a Certified (or above) member of the Reseller Program and be in good standing.
3. Reseller must have expertise in value-added sales of professional video equipment and services.
4. Sales of video solutions and service must constitute at least 50% of the reseller's business.

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

For a complete list of requirements, see the *Adobe Partner Connection Reseller Program Guide*.

Reporting

What reports are available?

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

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 specialization 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 a Registered, Certified, or Gold Reseller, you will place all of your orders through an authorized 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 may place your orders directly through an authorized distributor.

How do I get a login to 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 or a return?

If you place orders through a distributor, contact your distributor with any questions about your orders, including returns.

Accessing Benefits

Where can I get additional information on the Reseller Program?

You can find additional program information on the partner portal, in your Welcome Kit, or by contacting an authorized 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 authorized distributor.

How do I get a login to the partner portal?

During the enrollment 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 Center?

Program membership at the Certified, Gold, and Platinum levels includes one account on the Sales Center. This account is given to the user whose Adobe ID is used during the enrollment process. This account will be the primary contact and will have access to all of the Sales Center 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 Center, the user must have a separate account.

Resellers can request additional accounts at no charge based on their membership level.

Reseller Program level	Request up to the following total number of accounts (no charge)
Certified	1
Gold	1
Platinum	1

You can also add additional Sales Center accounts to your program membership. There is a fee of US\$195 for each additional account.

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

How do I access pricing?

Registered, Certified, Gold and Platinum Resellers must request all pricing from an authorized 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 Center. This profile information determines how your profile appears in the Reseller Finder.

Certified and Gold Resellers can edit all profile information from the Sales Center.

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

How do I access the Deal Registration Incentive?

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

How do I access Marketing Funds?

You can access Marketing Funds in the Sales Center.

When your program application is accepted, you will receive a separate email with your login credentials for Marketing Funds. Follow the instructions in this email to access the system.

How do I access the Adobe Channel Training Center?

Reseller primary contacts can find instructions for accessing the Adobe Channel Training Center by logging in to the partner portal and following the links for *Training and Certifications > Adobe Channel Training Center Login*. Instructions for creating new accounts are available on this page.

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 or Platinum 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.

Reseller Support

Who can I contact for pre-sales support?

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

Email	apacresellers@adobe.com	
Telephone:	Indonesia:	001803447405
	Malaysia:	1-300-80-0028
	Philippines:	180014410441
	Singapore:	8004481641
	Thailand:	0018004418847
	Rest of APAC:	+65 66221458

For pricing and other order-specific questions, resellers at the Registered, Certified, Gold and Platinum level should contact their authorized 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

