

# Adobe® Partner Connection

## Reseller Program Guide Asia Pacific (excl China)

Australia, New Zealand, Korea, India,  
Southeast Asia, Hong Kong and Taiwan

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# Adobe® Partner Connection

## Reseller Program Guide Asia Pacific (excl China)

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**Adobe Partner Connection  
Portal**

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

# Adobe® Partner Connection Reseller Program Guide Asia Pacific (excl China)

## 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.

- Acquire new Adobe customers
- Drive greater account penetration into Adobe’s existing customer base
- Drive high renewal rates
- Increase customer satisfaction

We believe that together with our partners, we can achieve these goals. We are committed to rewarding partners for driving these strategic objectives through partner program infrastructure, training, support and incentives. Adobe will provide both financial incentives (such as rebates, deal registration etc) and non-financial incentives (such as 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 Adobe Partner Connection Program consists of two unique programs designed for the following partner types: Distributor and Reseller Partners.

Distributor Program	Reseller Program
General distributors	Small, medium, and large Resellers
Specialized vertical distributors	Specialized vertical/industry Resellers

*Note: Additional partner types include solution partners, Adobe Connect partners, OEM/ISV partners, which are run as separate programs.*

## Reseller Program Overview

Eligibility to join the Partner Program is open to all businesses that sell Adobe software products to End User customers. Participation in the program is required for access to the broadest set of pricing and licensing options. Non-participating Resellers will not have access to any Adobe offerings. **Supply to unauthorized Resellers is strictly prohibited.** It is the Partners’ responsibility to verify that the End Users qualify for the various buying programs they wish to resell (e.g. only sell VIP Government licenses to qualifying Government entities).

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 Partner. Any term not defined below shall have the meanings as set forth in the Program Agreement. If there is any inconsistency between the Program Agreement and this Program Guide, the Program Agreement shall prevail to the extent of the inconsistency.

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 / partner communication website), to effect and announce changes to the Program Guide and to the policies and procedures described in this document. Any changes will be effective **14 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 Asia Pacific. If this Program Guide is provided in any language other than English, the non-English language version of this Agreement is a courtesy translation provided as a goodwill gesture by Adobe and shall not be binding on the parties. Without limiting the foregoing, if there is any conflict or inconsistency between the English language version, and the translated version, of this Program Guide, the English language version and interpretation shall prevail.

Participation in the Reseller Program is subject to compliance with the requirements for participation for each applicable partner level as detailed below and subject to approval by Adobe. Without prejudice to Adobe's right to reject any potential Reseller from participating in the Reseller Program, Adobe reserves the right to change the requirements to join the Reseller Program at any time. Reseller 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 reseller and who is obligated to keep such information confidential.

## Reseller Program Levels

The Partner Program rewards four different levels of engagement with Adobe: Registered, Certified, Gold and Platinum. Partners not participating in the Partner Program will not have access to Adobe offerings, program benefits and sales/marketing content.

### Partner Program level definitions:

**Registered** - The Registered level allows resale of Adobe shrinkwrap products as well as the TLP Commercial, Government, and Education licensing programs. It requires an online click-through agreement for each partner.

**Certified** - In addition to the benefits of the Registered level, Certified Resellers are eligible to sell Adobe's Cumulative Licensing Program (CLP), Value Incentive Plan (VIP) and VIP Marketplace (VIP MP) programs. Certified Resellers also have the option to be listed in the Partner Finder.

**Gold** - The Gold level requires a Reseller to meet the requirements for both the Registered and Certified levels and to have been an Adobe Reseller in the Adobe Partner Connection Program for a minimum of six (6) months. In addition to Certified level benefits, Gold Resellers are eligible for deal registration and may be eligible for NFR (not-for-resale) software and marketing funding, at Adobe's soles discretion.

**Platinum** - The Platinum level requires the highest level of performance and engagement in the Adobe business. In return, it provides the partner with the richest level of benefits in the Partner Program. Platinum level partners must meet all the prerequisites for the Registered, Certified and Gold levels, plus the additional requirements of the Platinum level. In addition to the benefits of Gold level, Platinum partners are eligible for performance based rebate incentives, are assigned an Adobe Account Manager and are expected to conduct quarterly business reviews (excludes Platinum partners in Hong Kong and Taiwan).

## Requirement Summary

Each Partner Program level must meet the minimum requirements detailed in the "Reseller Program Level Benefits and Requirements" section within this program guide. The Gold and Platinum program levels also require a minimum Total Qualifying Revenue threshold to be met in order to qualify and/or maintain status at that level. The Total Qualifying Revenue thresholds will be calculated based on the preceding four (4) completed Adobe fiscal quarters' qualifying revenue according to the applicable Market Region where the Reseller is located. Please refer to the table below. The full list of countries by Market Region is listed in the "Other Definitions" section within this program guide.

Partner Level	Total Qualifying Revenue*				
	ANZ	SEA	IND**	HKT	KOR
Registered	N/A	N/A	N/A	N/A	N/A
Certified	N/A	N/A	N/A	N/A	N/A
Gold	AUD\$150K	USD\$250k	Zone 1: USD\$250K <sup>3</sup> Zone 2: USD\$50K <sup>4</sup>	USD\$250K	USD\$300K
Platinum	AUD\$15M	Zone 1: USD\$2M <sup>1</sup> Zone 2: USD\$1M <sup>2</sup>	Zone 1: USD\$2M <sup>3</sup> Zone 2: USD\$250K <sup>4</sup>	Zone 1: USD\$1.5M <sup>5</sup> Zone 2: USD\$1M <sup>6</sup>	USD\$3.5M

\* Total Qualifying Revenue is partner sold eligible new and renewal revenue from VIP SKUs. See definitions section for full details. \*\* IND total qualifying revenue includes partner revenue from the VIP and ETLA program<sup>1</sup> SEA Zone 1 countries include Thailand and Singapore. <sup>2</sup> All other countries within SEA region are considered Zone 2; <sup>3</sup> India Zone 1 country is India. <sup>4</sup> All other countries within the India region are considered Zone 2; <sup>5</sup> HKT Zone 1 region is Taiwan. <sup>6</sup> All other regions within HKT are considered Zone 2

## Reseller Program Level Benefits and Requirements

The Partner 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 incentives for each Partner Program level. Eligibility to receive benefits and financial incentives depends on a partner's current standing with Adobe, and level in the program (Registered, Certified, Gold, Platinum). The table below illustrates the benefits and financial incentives that are available at each Partner Program level. Partners can enroll in the program by visiting the [enrolment page](#).

APC Requirement & Benefits		Registered	Certified	Gold	Platinum
Financial Incentives	Deal Registration <sup>#</sup>			✓	✓
	Access to marketing funds (at Adobe's sole discretion)			✓	✓
	Revenue Performance Incentive*				✓
Non-Revenue Incentives	Access to the Adobe Business & Consumer Connection Portal for enablement and assets	✓	✓	✓	✓
	Eligibility to purchase Shrinkwrap and TLP products from an Authorized Adobe Distributor	✓	✓	✓	✓
	Eligibility to purchase VIP & CLP products from an Authorized Distributor**		✓	✓	✓
	Access to dedicated Partner Helpdesk for program related enquiries (English only)		✓	✓	✓
	Public listing as a Reseller on the Adobe website and use of exclusive partner level relevant Reseller logo		✓	✓	✓
	Account management from an Adobe Distributor		✓	✓	
	Account management by an Adobe Account Manager*				✓
Partner Requirements	Register online on the Adobe Partner Connection Portal and complete the Adobe Partner Profile	✓	✓	✓	
	Accept the Partner Program Agreement T&C's	✓	✓	✓	✓
	Comply with the rules & guidelines in reference to the sale of Adobe products	✓	✓	✓	✓
	Complete the Adobe Business Partner Code of Conduct training (minimum of one representative who holds responsibility for overseeing compliance.)		✓	✓	✓
	Meet minimum annual Qualifying Revenue threshold for partner's country			✓	✓
	Appoint an Adobe Product Line Manager who is responsible for driving all partnership program elements			✓	✓
	Dedicated Adobe page on Partner website to display relevant Adobe content and promotions			✓	✓
	Develop an Annual Business Plan with Adobe Account Manager*, hold Quarterly Business Reviews and share weekly Adobe sales pipeline/quotes				✓
	Partner makes its sales team available for virtual or in-person sales training conducted by either Adobe or Distributor.			✓	✓
	Partner makes available its sales team for joint account planning sessions with Distributor or Adobe account execs			✓ Every 6 months	✓ Quarterly
	Partner resources the Adobe business with the required people resources (as outlined in quarterly rebate letter) *				✓
Execute partner funded marketing activity (1: Many customers) 1+ activity that will drive demand generation, per quarter 1+ activity that will improve retention, per quarter				✓	

\* Not applicable for HKT Platinum partners. Annual Business Plan is developed with a Distribution Account Manager

\*\*Partners in Korea must become an Adobe Substance 3D® or Education Elite Partners to sell those VIP/CLP offerings. See Appendix 1

#Certified partners in ANZ can access deal registration via authorized ANZ distributors only, subject to change

Upon Adobe's request, Reseller must submit a report certifying that its orders are correct and are supported by actual ordering documentation from Program Members or its dealers ("Quarterly Certification").

The format of such Quarterly Certification will be prescribed by Adobe. At its sole discretion, Adobe may request copies of all such supporting documentation. If Reseller (i) does not submit supporting documentation that is satisfactory to Adobe within thirty (30) days after such request, or (ii) fails to submit a Quarterly Certification, Adobe may, at its sole discretion: (a) conduct an on-site audit with ten (10) business days' prior written notice, (b) suspend rebate eligibility, or (c) terminate the Agreement with ten (10) days prior written notice.

**Note on reselling Adobe products via VIP Marketplace:** In regions where VIP Marketplace is offered by an authorized Adobe Distributor, resellers may sell Adobe products via VIP Marketplace by accepting the Distributor's marketplace pass through terms and conditions. Adobe encourages new VIP Marketplace resellers to join the Adobe Partner Connection program in order to become eligible for program benefits, including but not limited to financial incentives, access to sales/marketing assets via the Adobe Consumer & Business Connection portal and to receive important communications and updates directly from Adobe.

### Partner Specialization Programs (excludes ANZ and Hong Kong market regions)

Certified, Gold and Platinum Resellers are eligible to earn specializations in the Reseller Program. A specialization is defined as a specific set of skills and expertise in a particular discipline/vertical market and can be attained by meeting certain training and eligibility criteria designed specifically for each specialization. Adobe's current specializations for APAC are as follows:

Partner Specialization	Program Description	Supported Regions
Education Elite Partner Program	Addressing the education and non-profit market is a critical priority for Adobe and we would like to identify and reward Resellers who have a particular competency in in this sector	IND, KOR, SEA, TW
Adobe Substance 3D® Elite Partner Program	Addressing the 3D design and workflow category is a critical priority for Adobe and we would like to identify and reward Resellers who have a particular competency in this market	IND, KOR
Government Elite Partner Program	Designed for Partners that specialise in delivering solutions to Government organisations and would like to work closely with Adobe	IND, KOR

*Requirements and benefits for each Specialization Program can be found in Appendix 1 KOR, Appendix 2 SEA/TW/IND and Appendix 3 Government Elite IND/KOR.*

### VIP and VIP Marketplace terms/conditions and account administration

The VIP/VIP MP Member is required to accept the terms and conditions; a Partner Account Manager is not permitted to accept on the Member's behalf. When inviting a new Member to join VIP/VIP MP, the Account Manager must send the email invitation to the potential Member.

Furthermore, Partner Account Manager may not serve as the primary administrator, but the VIP/VIP MP Member may appoint its Account Manager as an additional administrator to help manage the Member's account.

### Financial Incentive Overview

Adobe offers a package of financial incentives to Resellers who meet high performance objectives (such as revenue target achievement and demand generation results – particularly with new customers). These incentives include performance-based incentives, deal registration rebates and marketing incentives. Eligibility to receive financial incentives depends on a Reseller's current standing with Adobe and their level in the program (Registered, Certified, Gold, or Platinum).

## Deal Registration Incentive

The Deal Registration Incentive is designed to reward Adobe Resellers for generating demand for Adobe products. Adobe Partner Connection Resellers at the Gold and Platinum levels are eligible to participate in the Deal Registration Incentive. In APAC markets where Specialization Programs are in place, Resellers must hold the appropriate type of specialization in order to register Education and Adobe Substance 3D® opportunities.

### Certified Resellers (\*ANZ only)

The Deal Registration Incentive for Certified Resellers in ANZ is administered through Adobe’s Authorized Distributors. The Deal Registration Incentive is available for Certified Resellers for Commercial and Government opportunities only. Contact your ANZ Distributor for submission processes and payout details. Gold and Platinum Resellers may also elect to have their Distributor administer the Deal Registration Incentive on their behalf.

### Overview and Reward Calculation

Adobe relies on its Reseller partners to create demand for our products by presenting them to customers, explaining features and benefits, and supporting the entire sales cycle from first evaluation to purchase. Adobe wishes to reward those Resellers that become trusted advisors to these customers, particularly in light of a competitive environment when customers have ample choice of Adobe Resellers from which to purchase. In order to support customer choice and to compensate committed and competent Resellers, Adobe offers the Deal Registration Incentive to reward activities that lead customers toward evaluating and adopting an Adobe solution.

Deal registration involves a monetary incentive for validated, forecasted purchases of Adobe products. Once the sale closes (the customer has purchased the product), the Reseller that forecasted and registered the purchase (and received approval from Adobe), and submitted the qualifying purchase order, will receive the reward.

### Deal Registration Incentive Benefit

Eligible Resellers that meet all contractual requirements and comply with the process and requirements for deal submission (outlined below), will be eligible to receive the following benefits:

Buying Program	Product Group	Market Segment	Eligible Partner(s)*	Thresholds and Payout	Deal Characteristics & Additional Qualification Criteria
Value Incentive Program (VIP) and VIP Marketplace (VIP MP)	Document Cloud (incl Acrobat and Acrobat Sign)	Commercial, Government*, Education*	Gold, Platinum, Government Elite, Education Elite	10% 10+ units (or 1,500 Sign transactions)	<ul style="list-style-type: none"> <li>All SKUs sold through the VIP/VIPMP program only.</li> <li>Must be a new sales opportunity.</li> <li>Must have proof of value-added activities and active selling.</li> <li>Must identify the opportunity and place the qualifying order.</li> <li>New subscriptions only; renewals are not eligible.</li> <li>Full year or any pro-rated duration. Multi-year purchases are paid out on only the first 12 months.</li> <li>Product group licenses cannot be combined to meet the Deal Registration threshold. Each product group must meet the threshold.</li> <li>In markets where specialization is in effect, Resellers must be an approved Elite partner to register Education, Substance 3D® and Government opportunities.</li> <li>Available in all APAC countries approved by Adobe. See the “Definitions” section for list of approved APAC countries.</li> </ul>
	*Adobe Substance 3D®	Commercial, Government	Gold, Platinum, Substance 3D® Elite	15% 2+ units	
	Adobe Express	Commercial, Government*	Gold, Platinum, Government Elite	20% 10+ units	
		Education*	Gold, Platinum, Education Elite	20% 100+ units	
Other Products Captivate, RoboHelp, FrameMaker, Technical Suite	Commercial, Government*, Education*	Gold, Platinum, Government Elite, Education Elite	10% 10+ units		

#Certified partners in ANZ are eligible to access deal registration via authorized ANZ distributors only, subject to change.

\*Access to deal registration limited to Elite Partners in the following markets: Education: KOR, IND, SEA, TW; Substance 3D®: KOR, IND; Government: KOR, IND

### Deal Registration Eligibility Criteria:

1. Deal registration payout will only apply to new VIP/VIP MP subscriptions.
2. Unless otherwise indicated, Qualifying Revenue for all Deal Registration Incentive calculations is based on the Adobe Estimated Street Price ("List Price").
3. Deal registration opportunities must be: (a) Net New to Adobe at the time of registration to be eligible for the Deal Registration incentive. Net New means an opportunity that is both new to the Deal Registration database and new to the Adobe sales pipeline (i.e., not a renewal of an existing VIP, CLP, or term-based license). (b) Deal registration opportunity must not have been Deal Registered by another Reseller (c) Deal cannot already be actively worked on by an Adobe Sales Representative
4. Renewal seats are not eligible.
5. Renewal opportunities for non-VIP licensing programs (such as ETLA, FLP) which are migrated, transferred, or eventually transacted through to VIP, are not eligible.
6. Customer revenue migrations from discounted price to full price at the time of renewal are not eligible.
7. Renewal opportunities that switch licensing programs are not eligible, unless the upsell/incremental component meets the minimum license quantity referenced in the table above. Upsell/incremental units must be in addition to the products Adobe is expecting customer to renew and result in incremental revenue. No payment will be made if upsell results in same or less revenue. Note: Only the upsell/incremental component will be eligible for deal registration.
8. VIP Team (e.g., CCT/DCT) renewals that switch to VIP Enterprise (e.g., CCE/DCE) are not eligible, unless the upsell/incremental component meets the minimum license quantity referenced in the table above. Upsell/incremental units must be in addition to the products Adobe is expecting customer to renew and result in incremental revenue. No payment will be made if upsell results in same or less revenue. Note: Only the upsell/incremental component will be eligible for deal registration.
9. Add-ons to renewals are not eligible, unless the add-on/incremental component meets the minimum license quantity referenced in the table above. Add-on units must be in addition to the products Adobe is expecting customer to renew and result in incremental revenue. No payment will be made if add-on results in same or less revenue. Note: Only the add-on component will be eligible for deal registration.
10. Upsell opportunities for existing customers during the year are eligible, however, the upsell/incremental component must meet the minimum license quantity referenced in the table above. Upsell/incremental units must be in addition to the products Adobe is expecting customer to renew and result in incremental revenue. No payment will be made if upsell results in same or less revenue. Note: Only the upsell/incremental component will be eligible for deal registration.
11. Customer win back: A customer that does not renew their Adobe subscription (across any Adobe subscription buying program) is only valid for new deal registration (on those un-renewed software products) 180+ days from the anniversary date of their unrenewed Adobe software.

For approved deals that are both identified and closed (by submitting the qualifying order) by a single Reseller, the rebate will be provided to the Reseller. Deals that are identified by one Reseller, but closed by another Reseller, are not eligible for a rebate.

If Adobe finds that you have registered an ineligible opportunity, we reserve the right to (i) back out such transactions from your deal registration payout, or (ii) debit any future payments by the ineligible amount, if the relevant rebate has already been paid.

### Products Eligible for Deal Registration

Unless offered via an Elite partner program benefit (or offered via an ad hoc deal registration incentive), Creative Cloud Commercial, Education and Government offerings sold via (VIP, VIP MP) and perpetual licenses (TLP, CLP, FLP) are not eligible for deal registration.

Other Adobe products such as Adobe Marketing Cloud, LiveCycle, Connect, and Digital Publishing Suite are not eligible for the Deal Registration Incentive under this Adobe Partner Connection program; however, they may be eligible for deal registration in other Adobe partner programs.



## Qualifying Revenue and Order Eligibility

For all orders that are purchased through an Authorized Adobe Distributor, "Qualifying Revenue" is based on the Adobe Estimated Street Price ("List Price").

VIP renewals, Upgrade Plan renewals, and EA Maintenance & Support are not eligible for deal registration.

Deal Registration payout on all new VIP seats will be capped at 12 months from the order invoice date. For example, if Reseller's customer chooses a VIP term of 18 months, Deal Registration payout will be calculated based on the value of the first 12 months of the term. All deals must be registered and approved by Adobe and comply with all published Deal Registration guidelines.

All deals are capped at USD\$300,000 revenue. This cap is inclusive of any products that are ineligible for deal registration (See "Minimum thresholds").

Opportunities submitted and/or booked outside of the Reseller's defined territory in APAC are ineligible for the Deal Registration Incentive regardless as to whether the Reseller holds Worldwide Specialization

## Minimum Thresholds

For eligible VIP-only opportunities, a unit minimum deal size will be required. This minimum threshold can be achieved with either full-year or pro-rated subscription SKUs available through VIP only. Any combination of Adobe Acrobat subscription SKUs may be used to meet VIP minimum unit threshold. Adobe Acrobat Sign opportunities must have a minimum of 1,500 transactions or 10 named user licenses.

## Deal Registration Incentive Terms & Conditions

- For VIP, all Deal Registrations must be submitted at least one **day** prior to **orders being placed**.
- Opportunities are valid for 90 days from the **approval date**.
- All orders must be placed prior to the expiration of the Deal Registration.
- All Deal Registration rebates must be claimed within **30 days** of the order date. Reseller will have thirty (30) days from the date that a qualifying order is booked to submit a rebate claim for the corresponding opportunity.
- A single **30-day extension** may be requested through the system prior to the expiration date of the opportunity.
- Eligible products on the order must meet or exceed the applicable payout **threshold to earn rebate**, even if the deal was approved at a lower amount.
- The customer account name on the Deal Registration must match the customer account name on the order.
- Orders must be for customers within the partner's APC designated market region.
- Orders placed and fulfilled through adobe.com are not eligible for a rebate.
- Orders for a Reseller's own use are not eligible for a rebate.
- Reseller is responsible for entering correct Sales order number and claiming the rebate.
- Deal Registration rebates not claimed within 30 days of booking the Sales Order will be forfeited.

Only purchases effected by an End User customer (who is not an Adobe Partner) shall be eligible for the Deal Registration Incentive. Under no circumstance will purchases of Adobe products made for internal use by an Adobe Partner, including purchases made for another partner's internal use, be eligible for Deal Registration Incentive.

For operational details of the Deal Registration Incentive, including instructions for submitting opportunities and claiming rewards, see the Adobe Partner Connection Partner Program Deal Registration Guidelines.

Opportunities originating from customer RFP / RFQ bid scenarios may be rejected unless there is adequate justification to show the Reseller is adding value to the opportunity; for example, by promoting Adobe if the solution is ambiguous or references an Adobe competitor. Opportunities sourced from bid boards are not eligible for the Deal Registration Incentive. Adobe reserves the right to revoke any opportunity that has been approved if it is discovered that the Reseller uncovered the opportunity from a bid board or as a result of a published RFP / RFQ.

Reseller is specifically forbidden from splitting an order received from a customer into multiple orders for the purpose of qualifying the orders for Deal Registration Incentive eligibility, to receive a higher payout, or to avoid the cap of **USD\$300,000 per qualifying order**.

After an opportunity expires, it cannot be extended or re-registered.

Deal registration payouts will expire, without exception, four (4) months from the date on which Adobe makes the first attempt to make payment to the Reseller, if valid Reseller banking information is not on file with Adobe. Opportunities that are denied for payment may be appealed only within four months of the order date. Opportunities may be denied for payment if a qualifying order is not submitted, if the opportunity is not claimed within 30 days, if the order is placed prior to the opportunity submission date, or if any other terms and conditions for payout are not met.

In the event two opportunities are submitted (whether or not they are approved) and are later found to be the same deal, the rebate will be provided to the Reseller who registered the first approved opportunity. Resellers submitting subsequent registrations for the same opportunity will have their opportunity revoked and will not receive a rebate, regardless of involvement in the opportunity.

Resellers agree to preserve the confidentiality of the Deal Registration Incentive and all related program materials. Information about the Deal Registration Incentive is not to be shared with end-user customers.

In the event that Adobe has reasonable suspicion that a Reseller has violated any of the terms described above with the submission of an order, including splitting or asking a customer to split an order into two or more parts, for the purpose of qualifying under this incentive, Adobe reserves the right to investigate the matter, including auditing Reseller records of purchase orders received from the customer. If Adobe determines the Reseller partner is in violation of any of the terms of this agreement, the Reseller will be suspended from the Deal Registration Incentive and may face permanent loss of deal registration participation or overall participation in the Adobe Partner Connection Reseller Program, at the sole discretion of Adobe.

In the event a Reseller loses its status in the program, this Reseller will have thirty (30) days from the date of the loss of status to submit any outstanding claim with Adobe with regard to the Deal Registration Incentive. After this period, all opportunities and/or claims will be considered expired, and the Reseller will no longer be eligible for the reward. Please note that the Reseller's Sales Center account will be blocked when the Reseller's account is suspended or terminated. If this occurs, the Reseller must work with their Adobe Account Manager or other Adobe representative to close out any outstanding eligible opportunities and/or claims.

### **Revocation of Deal Registration Opportunities**

On occasion, Adobe may decide to revoke an opportunity that was previously approved. Scenarios whereby Adobe may revoke a registration are as follows:

- Administrative error by Adobe. (Examples: System error, human error, a duplicate registration was discovered including those where the Parent company may have subsidiaries under differing names). In cases of administrative error, Adobe will make commercially reasonable efforts to notify partner as soon as the discrepancy is discovered.
- The opportunity record has not been updated for more than 90 days.
- It comes to Adobe's attention after approval that any of the information provided in the submitted registration application was falsified, inaccurate, misleading, incomplete, or omitted.
- In the event that two or more deal registrations get approved for the same End User by different Resellers, and both opportunities were approved by Adobe, the deal registration gets awarded to the Reseller that submitted the first accurate and complete registration.
- The application is accepted after the expiration or termination of the Reseller agreement with Adobe and any of its addenda.
- The partner is in material breach of their Reseller agreement with Adobe or any of its addenda.
- The customer has notified Adobe in writing that the partner is unwilling or unable to adequately support the opportunity and no longer desires to work with the partner.
- The partner has notified Adobe in writing that they are unable or unwilling to support the customer opportunity yet has not voluntarily canceled their registration.
- It comes to Adobe's attention that the partner has failed to actively promote Adobe within the opportunity.

Adobe will make commercially reasonable efforts to notify partner prior to revoking any opportunity.

## Adobe Led – Enterprise Term License Agreement (ETLA)

Adobe also wishes to reward APC partners for sourcing Adobe-led Enterprise Term License Agreement (ETLA) opportunities. Adobe’s ETLA is an Adobe-led sales engagement where Adobe directly engages with End User customer pertaining to the licensing of Adobe products. This means that the structuring and executing of an ETLA is done entirely by Adobe. The Partner’s role in an ETLA may be one of sourcing, performing specific selling activities, or fulfilling, or a combination of these, as explained under the [ETLA Financial Incentives Program](#).

## Quarterly Incentives (Rebate) – Platinum partners only (excluding HKT)

Qualifying Platinum Partners in good standing with Adobe will be eligible to participate in the following quarterly incentive as described below. This excludes Platinum partners in the HKT region.

### Revenue Performance Incentive

Platinum Resellers will be eligible to participate in one or more of the following quarterly incentives, and such other incentives as may be provided by Adobe from time to time. Available incentives, including specific targets, payout bases, and payout rates for each incentive, will be provided to the Reseller at the beginning of each Adobe fiscal quarter in a Quarterly Rebate Letter. Resellers that achieve their target/s, as applicable, will be awarded a rebate.

How Partner rebate goals will be set		Total Qualifying Revenue basis for rebate calculation
Financial Incentive	Criteria	Payout base
<b>Creative Cloud Rebate Incentive</b>	Target(s) will be set based on Eligible VIP/VIP MP New and Renewal Licenses for the specified quarter(s) for Eligible Creative Cloud products only.	VIP/VIP MP Qualifying Revenue for Eligible Creative Cloud Products Includes all Creative Cloud products, Adobe Express, Adobe Substance 3D, Adobe Stock and all other products available through VIP and VIP MP
<b>Document Cloud Rebate Incentive</b>	Target(s) will be set based on Eligible VIP/VIP MP New and Renewal Licenses for the specified quarter(s) for Eligible Document Cloud products only.	VIP/VIP MP Qualifying Revenue for Eligible Document Cloud Products Includes all Document Cloud and Adobe Acrobat Sign products available through VIP and VIP MP

See the [Definitions](#) section for complete Total Qualifying Revenue definitions.

### VIP Incentive payout details

The following table defines when various transactions will count toward your rebate attainment.

Please note the following on how renewal transactions are treated for rebate attainment/calculation:

- If a customer’s VIP cancellation date (the end of the renewal window) is in the current quarter, the transaction will count toward the current quarter’s attainment.
- If a customer’s VIP cancellation date is in the following cancellation quarter, the renewal portion of the transaction will count toward the following quarter’s attainment. Any expansion licenses will count toward the current quarter’s attainment.

Transaction type	Definition	Attainment quarter
Net new VIP units	New VIP units on a net new VIP agreement. Customer does not have an existing VIP agreement	Current quarter
Add-on VIP units	New VIP or VIP Marketplace licenses added to an existing VIP ID outside the Renewal Window	Current quarter
Renewals	VIP renewals on existing VIP agreements during the renewal window. License renewals through VIP or VIP Marketplace are considered renewals.	Cancellation quarter Note that this may be in the following quarter.
Expansion units	New VIP or VIP Marketplace license quantities or products added to an existing VIP ID during the Renewal Window.	Current quarter

### Rebate Performance Payout

At the end of each fiscal quarter, Adobe will calculate each Platinum Reseller’s performance (excluding Platinum Partners from the HKT market region) and corresponding payout rate for each component of the rebate program and generate a total quarterly payout rate for the Reseller. The payout rate will be paid out against Qualifying Revenue as indicated in the quarterly rebate letter.

For Platinum Resellers that transact directly with Adobe, the rebate payout will be made as a credit to their trade account with Adobe. For any Reseller that transacts with Adobe through a distributor, the rebate payout will be made via wire transfer.

Upon the close of the quarter, Adobe will examine attainment against the assigned revenue targets, and performance of each Platinum Reseller. In addition, Adobe will verify compliance with contractual obligations such as reporting and credit. If a partner has achieved the targets specified and complied with all mandatory contractual obligations, Adobe will authorize the payment of the Revenue Performance Incentive Rebates. The decision of Adobe and of its representatives on any claim or dispute to the targets is final.

Before placing any order for Software Products (other than shrink-wrap orders), authorized Resellers must ensure that they have received corresponding order documentation from End Users for the Software Products. If Adobe finds that in advance of placing an order with Adobe (a) acceptable End User order documentation has not been received by the Reseller or (b) acceptable Reseller order documentation has not been received by Distributor, then Adobe may (i) refuse to consider the transaction(s) when calculating the Reseller’s financial incentives such as rebate, or (ii) debit any future payments to Reseller by any amount previously awarded due to such transactions.

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.

## Revenue Performance Incentives (Rebate) Terms and Conditions

A Reseller that is in good standing with Adobe and has achieved the program requirements, target(s)/goal(s)/objective(s) as prescribed by Adobe from time to time, shall be entitled to receive Rebates under the Revenue Performance Incentives (Rebate) Program ("Rebates").

The Reseller will be informed, in a separate notification, of its quarterly target(s)/goal(s)/objective(s) and any additional terms and conditions for which the Reseller must accept in order to receive the Rebates ("Rebate Targets Letter"). Reseller's eligibility to receive Rebates is subject to the applicable terms and conditions as set forth in the Program Agreement, this Program Guide and the Rebate Targets Letter ("Rebate Terms"). Reseller's continued participation in the Reseller Program shall be deemed Reseller's unequivocal acceptance of the Rebate Terms.

1. No payment of any Rebates will be made by Adobe unless Reseller has achieved the applicable target(s)/goal(s)/objective(s) set out in the Rebate Targets Letter and Adobe is satisfied that Reseller has complied with the Rebate Terms. Without limiting the generality of the foregoing, Adobe shall be entitled to suspend, withhold, or refuse payment of any Rebates, require Reseller to refund any Rebates that has been paid, and/or remove Reseller's eligibility to participate in the Revenue Performance Incentive(s) program, without prejudice to any of its rights, if:
  - a) Reseller has not provided proof of attainment of applicable target(s)/goal(s)/objective(s) set out in the Rebate Targets Letter to Adobe's satisfaction; or
  - b) Adobe determines that Reseller has provided information that is inaccurate, untrue, misleading or fraudulent, or has otherwise failed to comply with the Rebate Terms.
  - c) Reseller has not resourced the Adobe business with the required people resources (as outlined in Partner rebate letter)
  - d) Reseller has not completed the required number of demand generation and retention activities during the quarter (as outlined in the Partner program requirements)
  - e) Reseller has outstanding payments due to Adobe that are beyond the agreed payment terms
2. Adobe shall be entitled to do all that is necessary to verify Reseller's eligibility to receive Rebates, including checks on whether all relevant sales transactions are supported by valid End User orders. Adobe reserves the right to check all relevant transaction documents, including but not limited to Reseller's purchase order(s), end customers' purchase order(s), correspondence and email between Reseller and end customers, billing acceptance and payment receipts.
3. All payments of Rebates shall, in Adobe's sole discretion, be made by cheque or wire transfer to Reseller's designated bank account. No payment shall be made to any person, firm or corporation other than Reseller.
4. If, for any reason, Adobe reverses a license or transaction in respect of which a Rebate has been paid to Reseller, Reseller shall pay back to Adobe an amount equal to the rebate stemming from the reversed license or transaction, within forty-five (45) days of a written notice from Adobe.
5. The Revenue Performance Incentive(s) program is not part of the trading process that a Reseller has with Adobe, other Resellers and/or Authorized Adobe Distributors. A Reseller should not deduct monies from payments to Adobe, Authorized Adobe Distributor(s) and/or other Resellers on account of Incentive(s) being distributable. Reseller is free to set its own prices for all Software Products.
6. It shall be Reseller's obligation to report as income all Rebates received by Reseller pursuant to the Revenue Performance Incentive(s) program and Reseller shall indemnify Adobe and hold Adobe harmless to the extent of any obligation imposed on Adobe to pay any taxes or insurance, including without limitations, withholding taxes, social security, unemployment, or disability insurance, including the interest and penalties thereon. Reseller agrees to pay any Tax imposed by any governmental authority with respect to any payment made by Adobe under the Rebate Program. For the purposes of the Rebate Program, "Tax" shall mean any tax, fee or cost not based on Adobe's net income, including, but not limited to, sales, use, excise, value added, withholding or similar tax or any fees and penalties or interest associated with any of the foregoing.
7. Expiration or termination of the Program Agreement at any time will result in immediate disqualification of eligibility for participation in the Revenue Performance Incentive(s) program. Upon expiration or termination of the Program Agreement, or the Revenue Performance Incentive(s) program, no further payment of any Rebates shall be made to Reseller, except that Adobe will pay Rebates legitimately earned by Reseller and due and payable at the time of termination or expiration of the Program Agreement or the Revenue Performance Incentive(s) program. Notwithstanding the foregoing, in the event that the Program Agreement or the Revenue Performance Incentive(s) program is terminated for Reseller's breach of the Program Agreement or the terms and conditions under this section, as applicable, all unpaid Rebates will be canceled, without prejudice to other rights that Adobe may have.

## Channel Incentive Program (Ad-hoc)

The "Channel Incentive Program" is an existing ad-hoc performance incentive program which Adobe may offer to qualifying Partners from time to time, under which Adobe makes available certain incentive(s) (financial or non-financial) for the benefit of individual representative(s) of qualifying Partners ("Partners' Individual Representative(s)"), upon the attainment of prescribed target(s)/goal(s)/objective(s).

1. The Partners that will qualify for each Channel Incentive Program shall be determined by Adobe in its sole discretion.
2. The general terms and conditions, set out below, shall apply to each Channel Incentive Program Adobe makes available to Partners.
3. Adobe will notify qualifying Partners in writing, of the applicable target(s)/goal(s)/objective(s) and any additional terms and conditions that may apply, each time Adobe makes available the Channel Incentive Program. Adobe, in its sole discretion, may also require Partner to acknowledge in writing.
4. Partner's acceptance of any additional terms and conditions applicable to the Channel Incentive Program.

## Channel Incentive Program Terms and Conditions

Partner who is in good standing with Adobe and has met all obligations under the Program Agreement may be eligible to receive incentive(s) under the Channel Incentive Program for the benefit Partner's Individual Representative(s). Such entitlement shall be subject to attainment of applicable target(s)/ goal(s)/objective(s) through qualified sales-out of qualifying Software Products as prescribed by Adobe from time to time.

Partner represents that Partner's internal policies and processes permit Partner's Individual Representative(s) to participate in the Channel Incentive Program.

### Partner further acknowledges and agrees:

1. Partner's representatives shall have no rights of enforcement under the Channel Incentive Program.
2. The Channel Incentive Program is made available to Partner on the condition that Partner, depending on the incentive being issued, may need to sign and return Adobe's acknowledgment form ("Acknowledgment Form") provided by Adobe prior to receiving the incentive(s). Adobe shall be under no obligation to provide Partner with the incentive(s) if the Acknowledgment Form is not duly executed by Partner and returned to Adobe.
3. Partner shall distribute the incentive(s) to Partner's Individual Representative(s) in accordance with these terms and conditions and shall provide proof of having done so, upon request by Adobe. Adobe shall be entitled to require a refund of any incentive paid to the Partner if such proof is not provided to Adobe's satisfaction.
4. At all times, Adobe retains sole discretion in approving or disallowing the distribution of the incentive(s), and all decisions made by Adobe are final.
5. In the event that the applicable target(s)/goal(s)/objective(s) are based upon attainment of revenue targets, the following shall apply:
  - a) All revenue-based target(s)/goal(s)/objective(s) are in the currency stipulated by Adobe from time to time.
  - b) Unless otherwise expressly provided in Adobe's Notification of Channel Incentive Program, all revenue-based target(s)/goal(s)/objective(s) are based upon net revenue to Adobe through qualified sales-out of the qualifying Software Products (net of returns, and excluding taxes, shipping, insurance and other fees) to Authorized Adobe Distributor(s) during the period of the Channel Incentive program ("Revenue Sell-Through"). All Revenue Sell-Through counts towards the Partner's target(s)/goal(s)/ objective(s) achievement, except where the licenses for qualifying Software Products are installed outside the Territory.
  - c) Although Adobe will use reasonable efforts to include all qualified sales-out of the qualifying Software Products during the period of the Channel Incentive Program, products ordered and not delivered (for any reason) during the period of the Channel Incentive Program will not be considered as Revenue Sell-Through that counts towards Partner's target(s)/goal(s)/objective(s) achievement under the Channel Incentive Program.
6. All orders for the qualifying Software Products must be supported by purchase orders from Partner's customers. If any products are returned, those products will be excluded from computation of Partner's attainment of target(s)/goal(s)/objective(s).
7. It shall be Partner's obligation to report as income all incentive(s) received by Partner pursuant to the Channel Incentive Program and Partner shall indemnify Adobe and hold Adobe harmless to the extent of any obligation

imposed on Adobe to pay any taxes or insurance, including without limitations, withholding taxes, social security, unemployment, or disability insurance, including the interest and penalties thereon. Partner agrees to pay any Tax imposed by any governmental authority with respect to any payment to be made by Adobe under the Channel Incentive Program. For the purposes of this Channel Incentive Program, "Tax" shall mean any tax, fee or cost not based on Adobe's net income, including, but not limited to, sales, use, excise, Sourcing, withholding or similar tax or any fees and penalties or interest associated with any of the foregoing.

8. Adobe, in its sole discretion, may revise or terminate the Channel Incentive Program at any time. In accordance with the terms of the Program Agreement.
9. Upon expiration or termination of the Channel Incentive Program, all undistributed incentive(s) will be cancelled, and no further distribution of any incentive(s) shall be made to Partner.
10. The Channel Incentive Program is not part of the trading process that a Partner has with Adobe, other Partners and/or Authorized Adobe Distributor(s). A Partner should not deduct monies from payments to Adobe, Authorized Adobe Distributor(s) and/or other Partners on account of Incentive(s) being distributable. Partner is free to set its own prices for all Software Products.
11. Adobe, in its sole discretion and without any prejudice to any of its rights, may refuse to distribute the incentive(s) to Partner, require Partner to return the incentive(s) that have been distributed, and/or remove Partner's eligibility to participate in the Channel Incentive Program, if:
  - a) Adobe deems that Partner has failed to comply with these Channel Incentive Program terms and conditions; and/or
  - b) Partner provides any information that is inaccurate, untrue, misleading or fraudulent.

## Rules of Engagement

Eligible partners participating in the APC Reseller program, must adhere to the following guidelines:

- Reseller Partners are not permitted to engage with Adobe managed accounts, as defined by Adobe, unless prior written authority is provided.
- Adobe Distributors will be provided a list of Adobe's managed account list so that Resellers can check with the Distributor prior to pursuing a customer.
- For all resale transactions, Reseller Partners are expected to lead any post-sale support, implementation, and services.
- Note: If at any time Adobe determines a Reseller Partner has failed to comply with these guidelines, Adobe shall be entitled to suspend and/or remove the Reseller Partners' eligibility to participate in the APC Reseller program.

## Exception Return Policy

From time-to-time channel partners find it necessary to ask for an RMA that falls outside of our standard terms. Adobe has an Exception Return Policy that allows returns for limited periods after the standard return time under certain conditions. This Exception Return Policy can be found on the partner portal and is incorporated by reference into this Program Guide. Adobe may update the Exception Return Policy from time to time by updating the version found on the partner portal.

## Onboarding

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

For a new partner applying at the Registered, Certified or Gold membership level, onboarding involves submitting an online application and completing online code of conduct training. The online application form will include compliance-related questions, confirmation of required certifications, and additional questions used to help Adobe evaluate whether the partner meets the criteria required for the new membership level or specialization). Adobe will use this questionnaire as well as other performance metrics to determine whether the partner meets the criteria to be accepted to the new membership level or specialization.

For Platinum and/or Specialization Partners (Education/Adobe Substance 3D®), much of the onboarding process is conducted off-line in partnership with an Adobe or Distribution account manager. Platinum Partners must also complete compliance training and participate in Adobe's global vetting and onboarding process. This additional onboarding consists of more in-depth due diligence processes, e.g., those related to the U.S. Foreign Corrupt Practices Act "FCPA."

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

### Onboarding steps for a Registered, Certified or Gold Partner:

This process is followed for new and uplevel requests:

1. Partner completes online enrollment questionnaire specific to the desired level
2. Partner accepts click-through program agreement.
3. For Certified and Gold level: Adobe evaluates partner's application and confirms acceptance or denial at the desired program level. Adobe's evaluation includes review of the partner's compliance questionnaire and confirmation that the partner meets all of the requirements of the desired level, including required personnel, completion of required code of conduct training, minimum revenue criteria, time required at a previous level, and any other requirements.
4. Partner is provided with systems access, including access to the Adobe Partner Connection Portal, Sales Center (Gold and above) and Adobe Channel Training Center.

### Onboarding steps for a Platinum Partner:

1. Partner completes offline compliance questionnaire.
2. Adobe conducts due diligence compliance onboarding process.
3. Adobe evaluates partner's application and confirms acceptance or denial. Adobe's evaluation includes review of the partner's compliance questionnaire and confirmation that the partner meets all of the requirements of the Platinum level (including any required code of conduct training, minimum revenue and or/ unit criteria, 12 months minimum as a Gold Partner) as well as success against other performance criteria (such as QBR completion, punctual payment history, customer satisfaction surveys and any other requirements).
4. Partner and Adobe execute hard copy program agreement.
5. Partner and Adobe meet to discuss and submit the Annual Business Plan.

### Onboarding steps for an Education, Government or Substance 3D® Elite Partner:

1. Partner must be in good standing as a Certified, Gold or Platinum Reseller in the Reseller Program
2. Partner completes online application form (form can be requested from an Adobe Distributor or an Adobe Channel Account Manager)
3. Adobe evaluates partner's application and confirms acceptance or denial. Adobe's evaluation includes a review that partner has met all requirements of the Specialization level, as well as a compliance review



## Ongoing Performance Evaluation

During the start of each Adobe fiscal year, Platinum/Elite Specialization Partners will be required to develop an Annual Business Plan jointly with their Adobe Account Manager. This business plan will include at minimum the following topics:

### Platinum and Specialization Partner Business Plan Topics

#### Market Overview:

A commentary on the general business climate, highlights & challenges for the year ahead, and any significant shifts in sales or marketing strategy.

#### Business Review:

An analysis of the Adobe business for the year just completed. This should include revenue achieved, growth rates for the year, and customer satisfaction. It should also include a review of personnel and relevant certifications.

#### Business Objectives:

An overview of revenue goals for the year, critical success factors, and a discussion of sales and marketing strategy. This should include a focus on product mix, licensing mix (e.g. target mix of licensing vs Subscription sales) industry vertical, and customer segment focus.

#### Marketing Plan:

This should include any significant campaigns, launches, or demand generation activities for the year ahead.

On a quarterly basis, Platinum/Gold/Specialization Partners who receive Marketing funds (or "MDF") will be required to formally report performance against objectives and plans/strategies for the approved marketing activities. This quarterly reporting will be administered through the "Partner Marketing Performance" (PMP) Program, as well as conducted through the Quarterly Business Review (QBR).

## Down-leveling

Adobe reserves the right to conduct an evaluation of a partner's program level at any point in time. A formal evaluation will take place prior to a partner's contract renewal. In the event Adobe determines that a partner no longer qualifies for their current program level, Adobe may assign the partner a new level based on their current qualifications. In such an event, Adobe will notify the partner of its change in program level. Down-leveling will also result in a partner's benefits being adjusted to those appropriate to the new level.

Furthermore, Adobe reserves the right to down-level a Platinum and/or Gold Partner to a lower program level (or terminate the partner's membership in the program) on the basis of not adhering to [Adobe's Partner Code of Conduct](#), or the partner is considered to not be in good financial standing with Adobe.

**Certified Partners** - Certified Partners being down-leveled to Registered will lose access to all Adobe pricing and licensing programs applicable to the Certified level. All other benefits of the Registered level will remain in full effect. Any partner moving from Certified level to Registered level will not be able to transact VIP orders.

**Gold Partners** - Gold Resellers being down-leveled to the Certified level will lose the ability to submit new opportunities to the Deal Registration Incentive effective immediately. Resellers will have 30 days to claim any opportunities that have already been submitted and approved by Adobe. All other benefits of the Certified level will remain in full effect.

**Platinum Partners** - Platinum Partners being down-leveled to the Gold level will continue to have access to the Platinum level rebate 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 Gold level will remain in full effect.

## Termination

On occasion, it may be necessary for Adobe to terminate its relationship with a partner. Adobe may terminate a partner's membership in the program, or any benefit provided by the program at any time without cause upon **14 days'** notice to the partner.

## Definitions

### Qualifying Revenue Definitions:

**Add-on VIP Licenses** means new VIP or VIP Marketplace licenses added to an existing VIP ID outside the Renewal Window.

**Cancellation Quarter** means the quarter when a VIP Member's Renewal Window ends, even if an order is placed with Adobe or invoiced in a different quarter.

**Eligible Creative Products** include the following Adobe products: All Creative Cloud products available on the VIP and VIP Marketplace price lists, including Creative Cloud for teams, Creative Cloud for enterprise, all Creative Cloud single apps, Adobe Substance 3D, Adobe Express, Adobe Stock, and all other products available on the VIP and VIP Marketplace price lists, except for Eligible Document Cloud Products. For clarity, Eligible Document Cloud Products are not included in Eligible Creative Products

**Eligible Document Cloud Products** include the following Adobe products: All Adobe Acrobat and Adobe Acrobat Sign products available on the VIP and VIP Marketplace price lists.

**Eligible VIP Renewals** are defined as all VIP Renewals and Expansion transactions, notwithstanding that new license SKUs are used for Expansion transactions. For clarity, Eligible VIP Renewals count toward the Creative Rebate Incentive and Document Cloud Rebate Incentive attainment during the relevant Cancellation Quarter, even if such renewals are transacted or invoiced by Adobe in a different quarter. All products available on the VIP and VIP Marketplace price lists in all vertical markets for which you are authorized are eligible, so long as such licenses are deployed in your respective APAC Market Areas. Only VIP Renewals on which you are the Incumbent Reseller are eligible for the Creative Rebate Incentive or Document Cloud Rebate Incentive.

**Expansion units** means new VIP or VIP Marketplace license quantities or products added to an existing VIP ID during the Renewal Window.

**Incumbent Reseller** is defined as the Reseller of record for the customer. The customer must place the renewal order through the same Reseller and the VIP agreement number must be the same as the VIP agreement number of the prior orders. Additional clarifications are below:

- **Incumbent Reseller (for qualifying VIP/VIP MP product add-on and renewal orders):** A sales order is considered "reseller incumbent" for rebate purposes if the customer purchasing the qualifying "add-on" or "renewal" order has historically transacted with that reseller (any time over the last 12 months) and uses the same VIP agreement number for the order. Product "add on" and "renewal" orders processed with a reseller, where the customer has historically purchased via another reseller (any time over the last 12 months), are considered non-incumbent for Partner rebate purposes. Customers that switched from buying directly from Adobe to now purchasing via a partner are considered non-incumbent.
- **Incumbent Reseller (for net new VIP/VIP MP agreement orders):** All net new orders processed with a new VIP/VIP MP agreement are considered "non-incumbent" for Partner rebate purposes. Additionally, any VIP/VIP MP renewal order that creates a new VIP ID to process that renewal order (instead of renewing via their existing VIP/VIP MP agreement number) is considered "non-incumbent" for Partner rebate purposes. Customers that switched from buying directly from Adobe to now purchasing via a partner are considered non-incumbent.

**Net New VIP Licenses** means new VIP or VIP Marketplace licenses on a net new VIP membership ID where the Customer does not have an existing VIP agreement.

**Renewals** means VIP or VIP Marketplace renewal licenses on existing VIP IDs during the Renewal Window and includes renewal licenses for customer migrating from VIP to VIP Marketplace.

**Renewal Window** means the 60-day window beginning 30 days before until 30 days after Member's Anniversary Date.

**Total Qualifying Revenue** is defined, unless otherwise stated herein or in any supplementary documentation provided to the Reseller, such as a quarterly rebate letter, as the amount paid to Adobe, less any returns, for purchases effected by Reseller ("sell-through value"), either directly from Adobe (in the case of Direct Platinum Resellers) or from an Adobe Authorized Distributor, for all Eligible VIP Renewals and all VIP New Licenses. Licensing includes all Adobe desktop products sold through the VIP and VIP Marketplace, excluding ETLA. CCDA for Government through CLP is also included (please note, India market region total qualifying revenue includes partner revenue from the VIP and ETLA program).

Additionally, the following revenue is specifically excluded from Total Qualifying Revenue: Non-product revenue (rebates, revenue share, referral fees, etc.), OEM, EA Maintenance & Support, shrinkwrap, TLP, CLP, EA, EEA, ETLA, and all non-VIP enterprise product revenue (including but not limited to DPS, LiveCycle, Connect, Adobe Marketing Cloud, Adobe Experience Cloud, and Adobe Site Catalyst). For Resellers holding the Worldwide Specialization, revenue booked outside of the Reseller's home region is excluded from Total Incentive Qualifying Revenue. Total Qualifying Revenue is capped at USD\$500,000 per deal.

**VIP Incentive Qualifying Revenue** is defined unless otherwise stated herein or in any supplementary documentation provided to the Reseller, such as a quarterly rebate letter, as the amount paid to Adobe, less any returns, for purchases effected by Reseller ("sell-through value"), either directly from Adobe (in the case of Direct Platinum Resellers) or from an Adobe Authorized Distributor, for all Eligible VIP Renewals and all VIP New Licenses.

Additionally, the following revenue is specifically excluded from VIP Incentive Qualifying Revenue: Non-product revenue (rebates, revenue share, referral fees, etc.), OEM, shrinkwrap, TLP, CLP, ETLA, and all non-VIP enterprise product revenue (including but not limited to LiveCycle, Connect, Adobe Marketing Cloud, Adobe Experience Cloud, and Adobe Site Catalyst). For Resellers holding the Worldwide Specialization, revenue booked outside of the Reseller's home region is excluded from VIP Incentive Qualifying Revenue. VIP Incentive Qualifying Revenue is capped at USD\$500,000 per deal.

**VIP Marketplace Qualifying Revenue** is defined unless otherwise stated herein or in any supplementary documentation provided to the Reseller, such as a quarterly rebate letter, as the amount paid to Adobe, less any returns, for purchases effected by Platinum Reseller ("sell-through value") of all SKUs available on the VIP Marketplace price lists for all Eligible Renewals and New Licenses.

Additionally, the following revenue is specifically excluded from VIP Marketplace Qualifying Revenue: Non-product revenue (rebates, revenue share, referral fees, etc.), OEM, shrinkwrap, TLP, CLP, ETLA, VIP SKUs that are not on the VIP Marketplace price lists, and all non-VIP enterprise product revenue (including but not limited to LiveCycle, Connect, Adobe Marketing Cloud, Adobe Experience Cloud, and Adobe Site Catalyst.) For Resellers holding the Worldwide Specialization, revenue booked outside of the Reseller's home region is excluded from VIP Marketplace Qualifying Revenue. VIP Marketplace Qualifying Revenue is capped at USD\$500,000 per deal.

**VIP New Licenses** are defined as all new license SKUs through Net New VIP License transactions and Add-on VIP License transactions. All products available on the VIP and VIP Marketplace price lists are eligible. CCDA for government via CLP is also eligible. For VIP, new license SKUs may be used only for purchases for either 1) additional VIP license quantities (over the quantity of VIP licenses from the prior Subscription Period) for an existing VIP Member not purchased during the Renewal Window or 2) all licenses added during Member's first Subscription Period for a New VIP Member. New VIP Member means an entity without a prior VIP ID or without an Affiliate with a prior VIP ID: Changing products within a product family (e.g., Creative Cloud) during the renewal period does not require new license SKUs. For example, a VIP customer may reassign Creative Cloud for teams complete licenses to Creative Cloud for teams single app licenses using renewal SKUs. Refer to the VIP Program Guide for details. For rebate purposes, Expansion transactions are included in Eligible VIP Renewals, not VIP New Licenses, even though new license SKUs are used for Expansion transactions.

## Other definitions

**Adobe Partner Connection Portal** means Adobe's web portal for Partners under the Adobe Partner Connection @ [www.adobe.com/ap/partners](http://www.adobe.com/ap/partners)

**Adobe Product Line Manager** is an individual who is responsible for all of the Partner's activities with respect to Adobe products and will be the main interface in communications and collaboration between Adobe and the Partner. In particular, the Product Line Manager will be responsible for ensuring that (a) the relevant organizational units within the Partner are appropriately staffed, trained and resourced (b) the relevant personnel within this Partner achieves and retains the mandated competence and compliancy levels (c) the appropriate product line goals are in place, as well as measurement programs so progress can be tracked (d) All program elements and marketing activities are well executed in line with requirements (if applicable) (e) All required reporting requirements are met.

**CLP** means the Cumulative Licensing Program, as described in the "CLP Program Guide" located on Adobe's website at <http://www.adobe.com/volume-licensing.html> (or any successor website thereto) which may be updated by Adobe from time to time.

**Enterprise Term License Agreement (ETLA)** means an agreement that Adobe has entered into with an End User customer pertaining to the licensing of Adobe products and/or the provision of maintenance and support services to an End User customer.

**Membership Level** means the membership tiers available within the Adobe Partner Connection, namely the Platinum Level, Gold Level, Certified Level, Registered Level.

**Program Agreement** means the Adobe Partner Connection Program Agreement that every Partner must accept in order to participate in the Adobe Partner Connection.

**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.

**TLP** means the Transactional Licensing Program, as described in the “TLP Program Guide” located on Adobe’s website at <http://www.adobe.com/sea/volume-licensing.html> (or any successor website thereto) which may be updated by Adobe from time to time.

**Value Incentive Plan** is a membership-based program that allows customers to immediately download and deploy available Adobe products under a subscription type payment plan, as described in the “VIP Program Guide” available at <https://helpx.adobe.com/enterprise/vip.html> (or successor site thereto) which may be updated by Adobe from time to time. VIP may be sold only in countries authorized by Adobe.

**VIP Product** means the Software Products licensed under the VIP Program.

**VIP Marketplace (VIP MP)** is a membership-based Buying Program that allows partners and customers to purchase Adobe subscription products through online partner marketplaces. Unless otherwise indicated, all references in this document to “VIP” or “Value Incentive Plan” include VIP Marketplace.

**Territory** means the countries in which partners are authorized to distribute Adobe products, depending on the country of Partner Location. The Territory applicable will be the country of Partner Location. For example, if Partner location is in Singapore, the authorized Territory will be Singapore.

Market Region	Market Region Description	Territory
ANZ	Australia & New Zealand	Australia, New Zealand, the Independent State of Samoa, Cook Islands, Fiji, Papua New Guinea, Marshall Islands, Solomon Islands
HKT	Hong Kong & Taiwan	Hong Kong, Taiwan, Macau, Mongolia
IND	India	India, Bangladesh, Sri Lanka, Bhutan, Nepal, Maldives
KOR	South Korea	South Korea
SEA	Southeast Asia	Singapore, Malaysia, Thailand, Vietnam, Philippines, Indonesia, Cambodia, Myanmar, Laos, Brunei, Pakistan

## Conclusion

In conclusion, Adobe believes that our success as a company hinges upon the success of our Partners. By driving towards 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
5.1	17th February 2017	4th March 2017
5.2	14th March 2017	20th April 2017
5.3	23rd May 2017	7th June 2017
5.4	15th September 2017	1st October 2017
5.5	16th November 2017	2nd December 2017
5.6	16th February 2018	3rd March 2018
5.7	18th May 2018	2nd June 2018
5.8	16th November 2018	1st December 2018
5.9	14th February 2019	2nd March 2019
5.92	5th April 2019	22nd April 2019
5.94	5th December 2019	19th December 2019
6.0	14th February 2020	29th February 2020
6.1	29th May 2020	12th June 2020
6.2	19th February 2021	6th March 2021
6.3	26th March 2021	9th April 2021
6.4	11th January 2022	5th March 2022
6.5	16th February 2022	5th March 2022
6.6	28th May 2022	11th June 2022
7.0	17th February 2023	4th March 2023
8.0	16th February 2024	2nd March 2024

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## Appendix 1: Partner Specialization Programs –Education & Adobe Substance 3D® (KOR only)

### Education Elite Partner Program (KOR only)

The Education Elite Partner program has been designed for the Adobe Channel to work more closely with Adobe, be part of a network of Education focused partners, earn additional incentives and together build the digital literacy story with Education institutions. If you are interested in joining the Education Elite Partner Program, please contact your Adobe Channel Account Manager.

The Education Elite Partner program has the following benefits and requirements:

Program benefits	Ability to promote your Adobe Elite Education status to the Education market and approval to use the specialization partner logo
	Listed as an Education Elite Reseller on Adobe's partner finder
	Access to VIP Education deal registration programs
	Ability to request Education marketing funds (at Adobe's sole discretion)
	Ability to sell CLP/VIP/VIP Marketplace Education products
	Access to VIP Education specific rebate incentive program
	Receive Education leads from Adobe
	Comprehensive training on Adobe's Education offerings and direct connection to Adobe's Education teams
	Access to NDA product briefings and partner advisory council meetings
	Invitation to exclusive Education events
	Access to Adobe NFR Software (applicable only if partner is not already receiving an NFR benefit from our Platinum/Gold partner program)
Program Requirements	Current good standing as a Certified, Gold, or Platinum Reseller in the Reseller Program.
	Have a history of positioning software, solutions and products in the education market through promotional, marketing, and/or sales activities. Acceptable evidence includes a minimum of three (3) of the following: <ul style="list-style-type: none"> <li>• Website promoting education products and pricing</li> <li>• Can demonstrate sponsorship of education events or conferences</li> <li>• Elevated membership in other IT vendor's Education partner programs</li> <li>• Have 20+ existing Adobe VIP educational customers</li> <li>• Provide one public facing education customer case study that your organization has been involved with</li> <li>• Provide a customer reference letter from a K12 or Higher Education institution</li> </ul>
	Assign resources to drive the Adobe Education business: 1 x primary Adobe education business manager that coordinates/drives all partnership activity (dedicated or shared resource), 1+ sales account exec/BDM (100% dedicated), 1+ Inside Sales representatives (dedicated or shared resource)
	Ensure that all customers purchasing Education products meet Adobe's purchasing criteria
	Build an annual Education business plan which contains jointly agreed goals on revenue growth, improved customer retention/deployment and marketing activity
	Ongoing quarterly business reviews with Adobe that review progress against agreed goals and activities from annual business plan
	Partner makes their sales team available for joint account planning sessions with Adobe account execs
	Partner agrees to make their Education sales team available for live "in person" or "online" sales training (at least once per quarter)
	Partner has an Adobe Education landing page on their website that promotes Adobe's products, our Education ambassador programs and the Adobe Education Exchange website
	Partner conducts 1+ partner funded demand generation activity per quarter
	Partner conducts 1+ partner funded activity per quarter that improves renewal rates, active use or deployment - or drives Adobe's education ambassador programs and the Adobe Education Exchange
	Regular achievement of growth goals and minimum activity requirements (Education Elite partners that do not deliver Adobe's growth targets and/or activity requirements for 2 consecutive quarters can be removed from the program)
	Employ 3+ accredited APAC Education certified sales professionals: Rep is required to pass Adobe's education online training program + deliver a presentation to Adobe personnel on Adobe's education value proposition (K12 and higher ed)

**Adobe Substance 3D® Elite Partner Program (KOR only):**

The Adobe Substance 3D® Elite Partner Program has been designed for the Adobe Channel to work more closely with Adobe, be part of a network of Adobe Substance 3D® focused partners, earn additional incentives and together demonstrate how Adobe Substance 3D® can be implemented to help drive our customer's 3D Design workflows. If you are interested in joining the Adobe Substance 3D® Elite Partner Program, please contact your Adobe Channel Account Manager.

The Adobe Substance 3D® Elite Partner Program has the following benefits and requirements:

<b>Program benefits</b>	Ability to promote your Adobe Substance 3D® Elite partner status to the market and approval to use the specialization partner logo
	Listed as an Adobe Substance 3D® Elite Reseller on Adobe's partner finder
	Access to VIP Adobe Substance 3D® deal registration programs
	Ability to request Adobe Substance 3D® marketing funds
	Ability to sell VIP/VIP Marketplace Adobe Substance 3D® products
	Access to VIP Adobe Substance 3D® rebate incentive program
	Receive Adobe Substance 3D® leads from Adobe
	Comprehensive training on Adobe Substance 3D® offerings and direct connection with Adobe's Regional product specialists
	Access to NDA product briefings and partner advisory council meetings
	Invitation to exclusive Adobe Substance 3D® events
	Access to Adobe NFR Software (applicable only if partner is not already receiving an NFR benefit from our Platinum/Gold partner program)
<b>Program Requirements</b>	Current good standing as a Certified, Gold, or Platinum Reseller in the Reseller Program.
	Have a history of positioning software, solutions and products in industries that require 3D design/workflow tools. Acceptable evidence includes a minimum of four (4) of the following: <ul style="list-style-type: none"> <li>• Website promoting 3D design/workflow products and pricing</li> <li>• Can demonstrate sponsorship of events or conferences that focus on 3D design/workflow</li> <li>• Elevated membership in other IT vendors partner programs that have complimentary 3D design/workflow tools</li> <li>• Have 10+ existing Adobe VIP Adobe Substance 3D® customers</li> <li>• Provide one public facing customer case study that demonstrates how your organization has helped the customer with their 3D design/workflow requirements</li> <li>• Provide a customer reference letter from a customer who you've helped implement 3D design/workflow tools</li> </ul>
	Assign the following resources to drive the Adobe Substance 3D® business: 1 x primary Adobe Substance 3D® business manager that coordinates/drives all partnership activity (dedicated or shared resource); 1+ sales specialist/BDM (dedicated or shared resource); 1+ Inside Sales representatives (dedicated or shared resource); 1+ Solution Consultant (100% dedicated to Adobe) – to drive presales and post sales activities)
	Build an annual Adobe Substance 3D® business plan which contains jointly agreed goals on revenue growth, improved customer retention/deployment and marketing activity
	Ongoing quarterly business reviews with Adobe that review progress against agreed goals and activities from annual business plan
	Partner makes their sales team available for joint account planning sessions with Adobe account execs
	Partner agrees to make their sales team and solution consulting (presales technical team) available for live "in person" or "online" Adobe Substance 3D® sales/technical training (at least once per quarter)
	Partner has an Adobe Substance 3D® landing page on their website that promotes the product offerings and resources to help support customers
	Conduct 1+ Partner funded demand generation activity per quarter
	Conduct 1+ Partner funded activity per quarter that drives improved usage, deployment or renewal rates of Adobe Substance 3D® product offerings
	Regular achievement of growth goals and minimum activity requirements (Adobe Substance 3D® Elite partners that do not deliver Adobe's growth targets and/or activity requirements for 2 consecutive quarters may be removed from the program)
	Employ 3+ accredited APAC Adobe Substance 3D® certified sales professionals: Rep is required to pass Adobe Substance 3D® online training program + deliver a presentation to Adobe personnel on the value proposition of the offering

## Appendix 2: Partner Specialization Programs – Education and Adobe Substance 3D® (SEA, IND and Taiwan only)

### Education Elite Partner Program (Southeast Asia, India and Taiwan only)

The Education Elite program has been designed for the Adobe Channel to work more closely with Adobe, be part of a network of Education focused partners, earn additional incentives and together build the digital literacy story with Education institutions. If you are interested in joining the Education Elite Partner Program, please contact your Adobe Channel Account Manager.

The Education Elite program has the following benefits and requirements:

Program benefits	Ability to promote your Adobe Education Elite status to the Education market and approval to use the specialization partner logo
	Listed as an Education Elite Reseller on Adobe's partner finder
	Access to VIP Education deal registration programs
	Ability to request Education marketing funds (at Adobe's sole discretion)
	Receive Education leads from Adobe
	Comprehensive training on Adobe's Education offerings and direct connection to Adobe's Education teams
	Access to NDA product briefings and partner advisory council meetings
	Invitation to exclusive Education events
	Access to Adobe NFR Software (applicable only if partner is not already receiving an NFR benefit from our Platinum/Gold partner program)
Program Requirements	Current good standing as a Certified, Gold, or Platinum Reseller in the Reseller Program.
	Have a history of positioning software, solutions and products in the education market through promotional, marketing, and/or sales activities. Acceptable evidence includes a minimum of three (3) of the following: <ul style="list-style-type: none"> <li>• Website promoting education products and pricing</li> <li>• Can demonstrate sponsorship of education events or conferences</li> <li>• Elevated membership in other IT vendor's Education partner programs</li> <li>• Have 20+ existing Adobe VIP educational customers</li> <li>• Provide one public facing education customer case study that your organization has been involved with</li> <li>• Provide a customer reference letter from a K12 or Higher Education institution</li> </ul>
	Partner appoints an Adobe Education business manager that coordinates/drives all Educational partnership activity that drives the Adobe Education business (dedicated or shared resource)
	Ensure that all customers purchasing Education products meet Adobe's purchasing criteria
	Build an annual Education business plan which contains jointly agreed goals on revenue growth, improved customer retention/deployment and marketing activity
	Ongoing business reviews with Adobe that review progress against agreed goals and activities from annual business plan (at least once every 6 months)
	Partner makes their sales team available for joint account planning sessions with Adobe account execs
	Partner agrees to make their Education sales team available for live "in person" or "online" sales training (at least once every 6 months)
	Partner has an Adobe Education landing page on their website that promotes Adobe's products, our Education ambassador programs and the Adobe Education Exchange website
	Partner conducts 1+ partner funded demand generation activity per quarter
	Partner conducts 1+ Partner funded activity per quarter that drives improved usage, deployment or renewal rates of the Education business. Activity can also drive membership to Adobe's education ambassador programs or the Adobe Education Exchange
	Regular achievement of minimum activity requirements (Education Elite partners that do not deliver activity requirements for 2 consecutive quarters can be removed from the program)
	Employ 1+ accredited APAC Education certified sales professionals: Rep is required to pass Adobe's education online training program + deliver a presentation to Adobe personnel on Adobe's education value proposition (K12 and Higher Ed)



**Adobe Substance 3D® Elite Partner Program (India only)**

The Adobe Substance 3D® Elite program has been designed for the Adobe Channel to work more closely with Adobe, be part of a network of Adobe Substance 3D® focused partners, earn additional incentives and together demonstrate how Adobe Substance 3D® can be implemented to help drive our customer's 3D Design workflows. If you are interested in joining the Adobe Substance 3D® Elite Partner Program, please contact your Adobe Channel Account Manager.

The Adobe Substance 3D® Elite program has the following benefits and requirements:

<b>Program benefits</b>	Ability to promote your Adobe Substance 3D® Elite partner status to the market and approval to use the specialization partner logo
	Listed as a Adobe Substance 3D® Elite Reseller on Adobe's partner finder
	Access to VIP Adobe Substance 3D® deal registration programs
	Ability to request Adobe Substance 3D® marketing funds
	Receive Adobe Substance 3D® leads from Adobe
	Comprehensive training on Adobe's Substance 3D® offerings and direct connection with Adobe's regional product specialists
	Access to NDA product briefings and partner advisory council meetings
	Invitation to exclusive Adobe Substance 3D® events
	Access to Adobe NFR Software (applicable only if partner is not already receiving an NFR benefit from our Platinum/Gold partner program)
	<b>Program Requirements</b>
Have a history of positioning software, solutions and products in industries that require 3D design/workflow tools. Acceptable evidence includes a minimum of three (3) of the following: <ul style="list-style-type: none"> <li>• Website promoting 3D design/workflow products and pricing</li> <li>• Can demonstrate sponsorship of events or conferences that focus on 3D design/workflow</li> <li>• Elevated membership in other IT vendors partner programs that have complimentary 3D design/workflow tools</li> <li>• Have 10+ existing Adobe VIP Adobe Substance 3D® customers</li> <li>• Provide one public facing customer case study that demonstrates how your organization has helped the customer with their 3D design/workflow requirements</li> <li>• Provide a customer reference letter from a customer who you've helped implement 3D design/workflow tools</li> </ul>	
Assign the following resources to drive the Adobe Substance 3D® business: 1 x primary Adobe Substance 3D® business manager that coordinates/drives all partnership activity (Dedicated or shared resource); 1+ Solution Consultants in their organization to become skilled on Adobe Substance 3D® to conduct product demonstrations, help answer product enquiries and provide onboarding assistance (Dedicated or shared resource)	
Build an annual Adobe Substance 3D® business plan which contains jointly agreed goals on revenue growth, improved customer retention/deployment and marketing activity	
Ongoing business reviews with Adobe that review progress against agreed goals and activities from annual business plan (at least once every 6 months)	
Partner makes their sales team available for joint account planning sessions with Adobe account execs	
Partner agrees to make their sales team and solution consulting (presales technical team) available for live "in person" or "online" Adobe Substance 3D® sales/technical training (at least once every 6 months)	
Partner has an Adobe Substance 3D® landing page on their website that promotes the product offerings and resources to help support customers	
Partner conducts 1+ Partner funded demand generation activity per quarter	
Partner conducts 1+ Partner funded activity per quarter that drives improved usage, deployment or renewal rates of Adobe Substance 3D® tools	
Regular achievement of minimum activity requirements (Adobe Substance 3D® Elite partners that do not deliver the activity requirements for 2 consecutive quarters can be removed from the program)	
Employ 1+ accredited APAC Adobe Substance 3D® certified sales professionals: Rep is required to pass Adobe's Adobe Substance 3D(R) online training program + deliver a presentation to Adobe personnel on the value proposition of the offerings.	

### Appendix 3: Adobe Government Elite Partner Program (IND and KOR only)

The Adobe Government Elite Partner Program is designed for Adobe channel partners to work more closely with Adobe on driving solutions into the Government vertical. It allows Partners with special focus on reselling Adobe products to the Government, to earn additional incentives for partnering with Adobe to help drive new customer solutions, whilst providing good post sales customer experiences. If you are interested in joining the Adobe Government Elite Partner Program, please contact your Adobe Channel Account Manager.

The Adobe Government Elite Partner Program has the following benefits and requirements:

<b>Program benefits</b>	Ability to promote your 'Adobe Government Elite Partner' status in the market, and use the specialized partner logo provided by Adobe
	Be listed as an 'Adobe Government Elite Partner' on Adobe's partner finder portal on Adobe's official website
	Get exclusive access to VIP deal registration programs for Government sales opportunities (applicable to Document Cloud and Creative Cloud products)
	Ability to request Adobe Government marketing funds (provided at Adobe's sole discretion)
	Access to Adobe Government rebate program, target-based incentive on new/renew results (Korea only)
	Receive Adobe Government leads from Adobe and be invited to exclusive Adobe Government events
	Receive comprehensive training on Adobe's Government offerings
	Access to product briefings and partner advisory council meetings, (upon signing a NDA with Adobe)
	Access to Adobe NFR (not-for-resale) software (applicable only if Partner is not already eligible to receive a NFR software from being in Adobe's Platinum or Gold Partner Program)
<b>Program Requirements</b>	Be in good standing as a Certified, Gold, or Platinum Reseller in Adobe's Reseller Program.
	Have a history of positioning software, solutions, and products in Government organizations. Acceptable evidence includes a minimum of three (3) of the following: <ul style="list-style-type: none"> <li>▪ Partner's official website that specifically promotes products and/or solutions suited for the Government vertical</li> <li>▪ Provide evidence of historical sponsorship of events/conferences that have targeted Government organizations</li> <li>▪ Elevated membership (i.e., being on a higher-tier than a standard or basic reseller) in other IT vendor's specialized Government programs</li> <li>▪ Have 10+ existing Adobe VIP Government customers</li> <li>▪ Provide one public facing customer case study that demonstrates how the Partner has helped the Government with their business and/or technology requirements</li> <li>▪ Provide a customer-reference letter from a Government customer that describes the value that the Partner has provided them with their technology/business requirements, while also highlighting Partner's expertise in providing solutions to the Government</li> </ul>
	Assign the following resources to specifically drive Partner's Government business with Adobe: <b>1 x primary Adobe Business Manager</b> that drives and coordinates all Partner activities with Government customers (dedicated or shared resource); <b>1+ Sales Specialist/BDM</b> (Korea: dedicated resource; India: dedicated or shared resource); <b>1+ Inside Sales Rep</b> (dedicated or shared resource); <b>1+ Solution Consultant</b> (dedicated or shared resource) – to drive presales and post sales activities
	Build an annual Adobe Government business plan which contains jointly agreed goals on revenue growth, improving customer retention/deployment and marketing activity
	Ongoing quarterly business reviews with Adobe that review progress against agreed goals and activities from annual business plan
	Partner makes their sales team available for joint account planning sessions with Adobe's channel account executives
	Partner makes their sales team and solution consulting team (i.e., pre-sales technical team) available for live "in person" or "online" Adobe Government sales/technical training (at least twice per year)
	Partner has an Adobe landing page on their website that promotes Adobe's product offerings and resources to support customers (with certain sections of the page having specific messaging for Government entities)
	Conduct 1+ Partner funded demand generation activity (per Adobe quarter) that focuses on Government customers for new business
	Conduct 1+ Partner funded activity (per Adobe quarter) that drives improved usage, deployment or renewal rates for products sold into the Partner's Adobe Government customer base
	Regular achievement of growth goals and Program Requirements set out in this table (Adobe Government Elite partners that do not deliver Adobe's growth targets and/or Program Requirements set out in this table for 2 consecutive quarters may be removed from the program)
	Partner must share their Government-e-Marketplace (GeM) registration status and provide evidence of transacting 3 or more orders via GeM (India only)
	3+ sales professionals are required to deliver a presentation to Adobe on Adobe's value proposition to government customers. Upon Adobe's approval of their presentation, they will be accredited as APAC Adobe Government certified sales professionals.