



1-800-456-8000 x76578

Adobe-licensing@Ingrammicro.com

Desk hours - 8:30-8:00 Eastern

Vendor Program Overview

Adobe Partner Connection:

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

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

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

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

Adobe APC Reseller Program overview:

Registered - The Registered level allows resale of Adobe commercial shrink wrap and TLP commercial, education, and government products. It requires an online click-through agreement for each reseller.

Certified - The Certified level requires that a reseller be Registered and have at least one employee accredited under one of the Adobe Partner Connection Program training requirements. Minimum accreditations required for this level are one (1) Adobe Creative Cloud for teams Sales Specialist or Adobe Certified Sales Professional, Acrobat. In addition to the benefits of the Registered level, resellers at the Certified level are eligible to sell Adobe's Cumulative Licensing Program (CLP), Enterprise Agreement (EA), and Value Incentive Plan (VIP) programs, and for deal registration and other incentives. Only resellers that qualify for the Certified level and above will be able to access the Adobe Sales Center for deal registration and other benefits, and 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 for a minimum of six (6) months. In addition, the Gold level reseller must have additional Adobe Certified Sales Professionals in Acrobat, Creative Suite, and Volume Licensing. The Gold level reseller will be assigned an Adobe Account Manager and will have quarterly business plans and reviews. A revenue target will be set and the reseller will be eligible for rewards such as deal registration, performance incentives, and marketing funds.

Platinum - The Platinum level requires the highest level of performance and engagement in the Adobe business. In return, it provides the reseller with the richest level of benefits in the Reseller Program.

Platinum level resellers must meet all of the requirements for the Registered, Certified, and Gold levels, plus the additional requirements of the Platinum level. The Platinum level reseller will be assigned an Adobe Account Manager and will have quarterly business plans and reviews. A revenue target will be set and the reseller will be eligible for rewards such as deal registration, performance incentives, and marketing funds.

Key Programs

TLP – (Transactional Licensing Program)

Designed to help small companies save time and resources, TLP offers volume purchase benefits to customers without membership requirements or long-term agreements.

* To quote or sell into an Education or Government TLP your organization must be a registered partner in Adobe's APC Program.

CLP- (Cumulative Licensing Program)

Designed to benefit small to large companies, CLP is a two-year membership program that offers customer's significant savings on volume purchases of Adobe products and simplifies software administration.

* To quote or sell into a commercial CLP agreement your organization must be a certified partner in Adobe's APC Program. To quote or sell into an education CLP agreement your organization must be a certified partner with an education specialization in Adobe's APC Program. To quote or sell into a government CLP agreement your organization must be a certified partner with a government specialization in Adobe's APC Program.

VIP- (Value Incentive Plan)

VIP is a subscription-based licensing program designed for companies of all sizes. With a VIP membership, no minimum license purchase is required. Management is easy. Deployment is immediate and compliance is automatic.

*To quote or sell into a commercial VIP agreement your organization must be a certified partner in Adobe's APC Program. To quote or sell into an education VIP agreement your organization must be a certified partner with an education specialization. To quote or sell into a government EA agreement your organization must be a certified partner with a government specialization.

CCE - (Creative Cloud for Education)

Creative Cloud for education is a new Creative Cloud membership offering that includes a new device licensing option for classroom and lab environments, where a license is granted to each device rather than each user. Creative Cloud for education also includes a named-user licensing option, where a license is granted to each user rather than the device.

*To quote or sell into an education CCE agreement your organization must be a certified partner with an education specialization.

Returns Overview

Returns can be done up to 75 days after the order has been placed through Adobe. If the order is past the 75 day return policy or no LOD can be obtained an exception will need to be processed. You will be notified if an exception is needed.

Adobe does not allow partial returns, only full returns. Re-orders are required at time of RMA unless the order is being cancelled.

A valid LOD (Letter of Destruction) is required to process a Licensing Return. Our licensing partners have indicated that there are times when an LOD is not possible to obtain for an order placed in error. There will be a \$200.00 fee for no LOD. The fee will be charged to either the Distributor (if they made the mistake) or the reseller (if it's their issue or end users issue). The RMA credit will not be processed by Adobe until the letter has been sent by Adobe Order Management to the end user on the order which is

being returned. The standard process requires the LOD to be on End User Letterhead and signed by the end user on the sales order.

Once you have the LOD for the return please send it to PLG-Research@Ingrammicro.com where they will process the return request. The standard lead time is 2 weeks for approval.

Please contact our licensing desk with any questions.

Letter of Destruction

For prompt processing of your return, please completely fill out and return this Adobe letter of destruction. Please call 1-800-456-8000 x76578 if you have any questions regarding this form or return procedures.

1. Ingram Micro reseller e-mails completed letter of destruction, requesting a return, to the Adobe Licensing team at Adobe-Licensing@ingrammicro.com. The letter must be on the end user's company letterhead.
2. Within two (2) weeks, Customer Service will validate the request and will issue credit to the reseller. The reseller will be notified via telephone or email unless otherwise requested.

Letter of destruction form is on next page

August 20, 2015

