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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.

Reseller Program overview:

Registered - The Registered level allows resale of Adobe shrink-wrap products as well as the TLP commercial, government, and education/non-profit licensing programs. 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 certified under one of the Adobe Partner Connection Program certification programs. Minimum certifications required for this level are one (1) Adobe Certified Sales Professional in Creative Suite or Acrobat, and one in Volume Licensing. In addition to the benefits of the Registered level, resellers at the Certified level are eligible to sell Adobe's Cumulative Licensing Program (CLP) and Enterprise Agreement (EA) program 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.

Each Reseller Program level has a minimum personnel requirement that includes Adobe Certified Sales Professional/s and other personnel. Both the Gold and Platinum levels also require a minimum revenue threshold to enter or maintain status at that level. The revenue requirement will be calculated based on annual Qualifying Revenue.

Key Products

Acrobat - Adobe® Acrobat® software lets you communicate easier, faster, and better with PDF. Increase your productivity by editing and reusing content, streamlining reviews, and quickly creating fillable PDF forms.

Creative Suite- Adobe® Creative Suite® 6 software delivers a whole new experience for digital media creation, enabling you to work lightning fast and reach audiences wherever they may be. Now, for the first time, CS applications are also available through Adobe Creative Cloud™, giving you the flexibility to download and install them at any time. Plus, access additional applications, publishing services, and new products and features as they are released

Team Ready Creative Cloud- Adobe® Creative Cloud™ is an ongoing membership that lets you download and install any of the Adobe Creative Suite® 6 desktop applications, plus other applications including Adobe Photoshop® Lightroom® 4. You also get online services for file sharing, collaboration, and publishing. Best of all, you get the latest apps and features as soon as they're released — giving you the freedom to create anything you can imagine.

ColdFusion- Adobe® ColdFusion® application server enables developers to rapidly build, deploy, and maintain Java™-EE applications for the enterprise.