



Macromedia Authorized Breeze Partner Program

The Macromedia Authorized Breeze Partner Program is designed to enable value added partners to sell and deliver Breeze solutions to their customers. Companies wishing to join the Macromedia Authorized Breeze Partner Program are expected to meet or exceed the minimum level of requirements outlined below. To qualify for this program a partner must complete a comprehensive sales and technical training/certification process. This process is designed to ensure the consistent delivery of high quality software and services based solutions through Authorized Breeze Partners to their customers. For additional information about this and other Macromedia partner programs please contact us at partners@macromedia.com.

Program Benefits

Benefits	Alliance Level
Breeze Hosted Account	10 Authors
Breeze Licensed Server (NFR)	50 Learners 25 Concurrent Users - Meeting
Reseller Discount	√
Quarterly Incentive Rebate Based on achievement of quota and identified objectives	√
Technical Support	Gold
Regional Channel Account Manager	√
Sales Training and Certification	√
Technical Training and Certification	√
Partner Advisory Counsel Participation	Invitation Only
Alliance Partner Benefits 1 Macromedia University Complete license, 3 Certification Vouchers, Alliance Software Kit (NFR), Access to Technical Staff, Marketing Support, Website listing, Discounted Training, Newsletter, Access to Partner Extranet & Asset Portal	√

Program Requirements

Requirements	Alliance Level
Program Fee	Contact Macromedia
Program Training and Certification	Sales, Basic Services, Advanced Services
Sales Training and Certification Vendor Champion to be trained within first 30 days. 3 days of Training.	Minimum 1 per location, Vendor Champion
*Basic Services Technical Training and Certification Technical resource to be trained within first 30 days. 3 days of training.	Minimum 1 per location, Pre-sales, Technical Resource
**Advanced Services Technical Training and Certification Technical resource to be trained within first 30 days. 3 days of training. Technical pre-requisites may apply.	
Reseller Revenue Targets: Quarterly / Yearly	√
Marketing: Events per quarter	Minimum 1 per location
Sales Training: Sales training per quarter	Minimum 1 per location

All program benefits including software are contingent upon partner meeting certification, training, marketing, reporting and revenue requirements.

* **Basic Services Technical Training and Certification:** Includes installation, administration, configuration, user training and basic customization. Each partner is required to be certified to deliver these services. Partners may elect to deliver these services to their customers or resell Macromedia Services.

** **Advanced Services Technical Training and Certification:** Includes advanced customization, custom application development and extensibility. The expectation is that partners will become certified to deliver these services or contract with Macromedia or another certified Breeze partner.



Macromedia Breeze Influencer Partner Program

The Macromedia Breeze Influencer Partner Program is designed to reward partners who refer qualified Breeze opportunities to Macromedia or a Macromedia Authorized Breeze Partner. To qualify for this program the partner must review and complete all training modules and materials related to the value and benefits of the Breeze platform. This process is designed to ensure consistent development and delivery of highly qualified opportunities. For additional information about this and other Macromedia partner programs please contact us at partners@macromedia.com.

Program Benefits

Benefits	Alliance Level
Breeze Hosted Account	3 Authors 10 Learners 5 Concurrent Users - Meeting
Influencer Fee (Software only including Licensed and ASP versions)	10%
Technical Support	√
Regional Channel Account Manager	√
Sales Training and Certification	√
Technical Training and Certification	√
Partner Advisory Counsel Participation	Invitation Only
Alliance Partner Benefits 1 Macromedia University Complete license, 3 Certification Vouchers, Alliance Software Kit (NFR), Access to Technical Staff, Marketing Support, Website listing, Discounted Training, Newsletter, Access to Partner Extranet & Asset Portal	√

Program Requirements

Requirements	Alliance Level
Program Fee	Contact Macromedia
Optional Program Training and Certification	Sales, Basic Services, Advanced Services
Sales Training and Certification Vendor Champion to be trained within first 30 days. Free (via Breeze) and Fee based (classroom/onsite): Call Macromedia for details	Recommend 1 per location, Vendor Champion
*Basic Services Technical Training and Certification Technical resource to be trained within first 30 days. 3 days of training.	Recommend 1 per location, Pre-sales, Technical Resource
**Advanced Services Technical Training and Certification Technical resource to be trained within first 30 days. 3 days of training. Technical pre-requisites may apply. Fee based (classroom/onsite): Call Macromedia for details	
Influencer Revenue Targets: Yearly	√
Marketing Events	√

All program benefits including software are contingent upon partner meeting certification, training, marketing, reporting and revenue requirements.

* **Basic Services Technical Training and Certification:** Includes installation, administration, configuration, user training and basic customization. Each partner is required to be certified to deliver these services. Partners may elect to deliver these services to their customers or resell Macromedia Services.

** **Advanced Services Technical Training and Certification:** Includes advanced customization, custom application development and extensibility. The expectation is that partners will become certified to deliver these services or contract with Macromedia or another certified Breeze partner.