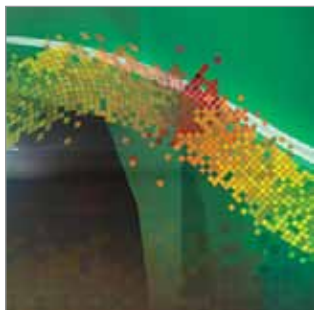




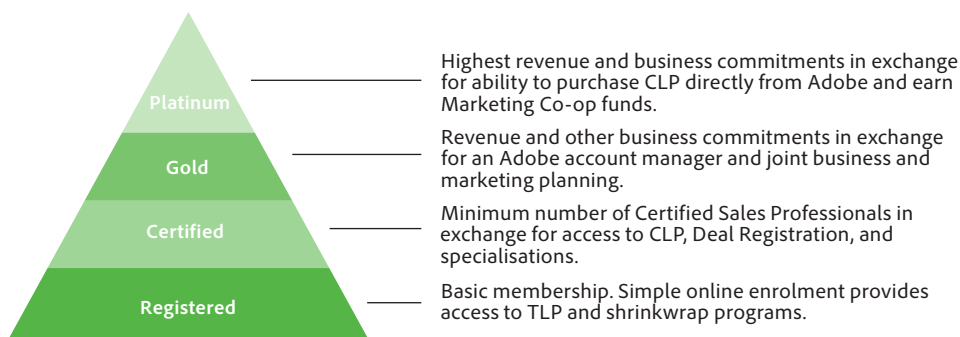
Adobe Partner Connection Reseller Program



The Adobe Partner Connection Reseller Program is designed to recognise and reward resellers for their sales and technical expertise, level of engagement with Adobe, and commitment to promoting Adobe technologies and solutions to customers. Four levels of membership allow you to engage with Adobe at a level representing your organisation’s resources, areas of specialty, and commitment to the Adobe relationship. Membership is as simple as a short online enrolment at the Registered level, with obligations and benefits increasing at higher levels. Whatever level you choose, Adobe will provide you with the tools and support you need to help you succeed!

Program Highlights

- Tiered program structure
- Benefits commensurate with commitment
- Deal Registration to reward pre-sales contributions
- Eligibility to earn Marketing Co-op funds
- Technical and sales certification
- Specialisations for education and SAM services and ProVideo
- Listing of reseller profile on the Adobe website
- Access to reserved content on the Adobe Partner Connection Portal



Enrolment—Joining the Reseller Program starts with a simple online enrolment process on the Adobe Partner Connection Portal.* When your application has been accepted, you will receive detailed instructions on how to access your benefits and begin selling!

Deal Registration—Deal Registration is designed to reward resellers at the Certified level and above for generating demand for Adobe products. Adobe recognises that while a reseller may make a substantial and productive commitment to the pre-sales effort, the customer may choose ultimately to source their product from another reseller. Deal Registration provides a monetary reward to resellers who can demonstrate that their value-added selling activities contributed to the closure of a qualifying TLP or CLP purchase, whether or not the reseller fulfils the sale. Opportunities must be forecasted, registered, and accepted by Adobe and meet all published program guidelines.

Marketing Co-op—For resellers at the Platinum level, Marketing Co-op funds are available to assist in the effective marketing of Adobe products. Marketing Co-op funds are earned based on qualified CLP revenue and can be used to fund marketing and market development activities such as lead generation, end user communication, and advertising.

Technical and Sales Certification—Joining the Reseller Program at any level provides you with access to Adobe technical and sales certification courses. Courses are open to any individual within your organisation and are intended to provide in-depth training on Adobe products, sales strategies, and licensing programs. To become an Adobe Certified Sales Professional or to attain a specialisation, you must complete and pass the required certification courses.

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

Specialisations currently available are:

Education - The Education Specialisation requires expertise in selling to the education market and the ability to validate end user eligibility. Attaining the Education Specialisation gives a reseller the opportunity to resell Adobe education licensing and shrinkwrap products and to access additional education program resources.

SAM Services- The SAM Services Specialisation requires expertise in assisting end user customers to implement comprehensive software asset management strategies. Attaining the SAM Services Specialisation provides a reseller access to additional training, leads, and other program resources.



Adobe Partner Connection Portal

German: www.adobe.com/de/partners
 Spanish: www.adobe.com/es/partners
 French: www.adobe.com/fr/partners
 English: www.adobe.com/uk/partners
 Italian: www.adobe.com/it/partners

ProVideo Specialisation – The ProVideo Specialisation requires expertise in assisting end user customers to implement ProVideo strategies. Attaining the ProVideo specialisation entitles a reseller to additional training, leads and representation on the Adobe website, and other program resources.

Requirements

| Registration | Registered | Certified | Gold | Platinum |
|---|------------|-----------|------|----------|
| Online registration and reseller profile | x | x | x | x |
| Click-through Reseller Program agreement | x | x | x | |
| Signed paper Reseller Program agreement | | | | x |
| Adobe Certified Sales Professionals | | | | |
| Adobe Certified Advanced Sales Professional/s | | | 2 | 2 |
| Adobe Certified Sales Professional/s, Master | | 1 | 2 | 2 |
| Adobe Certified Sales Professional, Volume Licensing | | | 1 | 1 |
| Adobe Product Line Manager | | | | 1 |
| Performance Management | | | | |
| Quarterly Business Plan & Quarterly Business Review | | | x | x |
| Quarterly revenue objectives | | | x | x |
| Minimum % mix between licensing and shrinkwrap | | | x | x |
| Prior Performance | | | | |
| Minimum one year as a Gold Reseller or ALC in good standing | | | | x |

Benefits

| Licensing Programs | Registered | Certified | Gold | Platinum |
|---|------------|------------------------------------|------|----------|
| TLP (purchase through authorised distributor) | x | x | x | x |
| Shrinkwrap (purchase through authorised distributor) | x | x | x | x |
| CLP (purchase through authorised distributor) | | x | x | |
| CLP (purchase direct from Adobe) | | | | x |
| Education programs (licensing and shrinkwrap) | | With Education Specialisation only | | |
| Incentive Programs | | | | |
| Deal Registration | | x | x | x |
| Marketing Co-op | | | | x |
| Eligibility for Market Development Funds** | | | x | x |
| Adobe leads | | | x | x |
| Training and Enablement | | | | |
| Access to Adobe Channel Training Center | x | x | x | x |
| Specialisations | | | | |
| Eligibility to attain Education, ProVideo and SAM Services Specialisations | | x | x | x |
| Account Management | | | | |
| Support from Adobe sales to close large deals** | | x | x | x |
| Adobe account manager | | | x | x |
| Joint business and marketing planning | | | x | x |
| Adobe Partner Connection Portal | | | | |
| Access to reserved content on the partner portal | x | x | x | x |
| Access to sales tools, demo files, presentations, white papers, and other materials | x | x | x | x |
| Listing of reseller profile on the Adobe website | | x | x | x |
| Listing of any attained specialisations on the Adobe website | | x | x | x |
| Software | | | | |
| Availability of Extended Trial for Demo Use software | | x | x | x |
| Support | | | | |
| Access to dedicated Adobe Partner Connection Help Desk | x | x | x | x |



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* If you are applying at the Platinum Reseller level, you will need to sign a paper-based program agreement. An Adobe account manager will engage with you directly throughout this process.

** At the discretion of Adobe