Sales & Marketing Content Policy Matrix (*Where to post assets*)

	MARKETING HUB	PARTNER CONNECTION PORTAL (APC)	READINESS PORTAL	SOLUTION PARTNER PORTAL (SPP)
		< -- Shared Content Library -- >		
Description	Executive-approved global repository for Adobe marketing digital assets, including all creative files, templates, and brand guidelines	External website for Adobe partners (Adobe Marketing Cloud and LiveCycle content EXCLUDED)	Internal field collateral portal for Digital Marketing, Digital Media and Print & Publishing collateral; access to Pricing, Licensing, Support program and Customer Reference content.	External website for Adobe partners (Adobe Marketing Cloud, DPS and LiveCycle content ONLY)
System Users	Adobe Marketing and Adobe-approved marketing vendors; all Adobe employees	Partners (Channel/Training/Influencers/ Technology) and internal Partner Sales Managers	Adobe field: internal Partner Sales Managers, Solution Consultants, Consulting Services, Support (Accessible by all Adobe employees)	Partners (Solution) and internal Partner Sales Managers
Asset Examples	All marketing digital assets that have been created or purchased with the intention of reuse or repurposing and critical deliverables that might be referenced at a future date are required to be published to the Marketing Hub. Required assets include: •Advertising (ex: print ads, web banners) •Art (ex: campaign imagery, logotypes, mnemonics, box shots, photography, product/program identity) •Collateral and sales tools (ex: channel copy, datasheets, program overviews, telesales guides, white papers) •Corporate assets (ex: corporate profiles, corp logos, corp presentation template, email signature) •Direct marketing (ex: email, direct mail, landing pages) •Guidelines (ex: brand, campaign, editorial) •Interactive (ex: animations, feature tours, marquees) •Public Relations (ex: customer stories, reviewer's guides, what's new) •Videos (ex: demonstration, instructional) *Read Reference: Marketing Hub Content Policy for a complete list of required digital assets*	SEE NEXT SLIDES FOR DETAILED LIST OF ASSET TYPES NOTE: All language assets permitted Materials & source files customized for or approved for use by partners: • Advertising * • Collateral and sales tools • Direct marketing * • Event graphics * • Guidelines * * Channel/reseller/partner-specific versions ONLY. Often designed to incorporate reseller logo.	NOTE: Tier 1 (English; French; German; Japanese) language assets ONLY • Collateral and sales tools • Sales compensation plans • Pricing materials • Partner & Deal Registration program materials • Support program information	NOTE: English, French, Italian, German, Spanish, Japanese, Chinese, Korean language assets ONLY Materials & source files customized for or approved for use by solution partners with focus on Adobe Marketing Cloud solutions.
Never Publish	• Pricing materials • Sales compensation plans • Third-party logos	• Adobe Marketing Cloud or LiveCycle assets • Corporate assets	• Tier 2+ language assets • Channel Copy • Telesales Guides	• Adobe Creative Cloud or Document Cloud assets • Corporate assets

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Asset Type	RP	APC	SPP
Advertising > Advertorials	X	*	X
>Event	X	*	X
>Out of Home	X	X	X
>Print Ads	X	*	X
>Web Banners	X	*	X
Art > Badge	X	*	X
>Boxshot	X	√	X
>Button	X	X	X
>Campaign Imagery	X	X	X
>Cardshot	X	√	X
>Diagrams & Info Graphics	√	√	√
>Endorsement Signatures	X	X	X
>Icon/Logo/Mnemonic	X	√	√
>Illustrations	X	X	X
>Lock-up	X	X	X
>Logotype	X	√	X
>Photography	X	*	X
>Product/Program Identity	X	X	X
>Screenshot	X	X	X
>Totem	X	√	X

Asset Type	RP	APC	SPP
Collateral > Brochure	√	√	√
> Case Study	◊	◊	◊
> Channel Copy	X	√	X
> Comparison Guide	√	√	√
> Configuration Charts	√	√	√
> Corporate Fast Facts	X	X	X
> Corporate Profiles	X	X	X
> Datasheet	√	√	√
> Event	√	√	√
> FAQ	√	√	√
> Flyers	√	√	√
> Licensing Program Info	√	√	√
> Messaging/Copy	√	√	√
> Messaging/Positioning	√	√	√
> Other	√	√	√
> PDF Portfolios	√	√	√
> Postcard	√	√	√
> Poster	X	X	X
> Presentations	√	√	√
> Prod Fam Overviews	√	√	√

Asset Type	RP	APC	SPP
Collateral > Program Overview	√	√	√
Quick Start Guide	√	√	√
> Sales Enablement	√	√	√
> Solutions Brief	√	√	√
> Success Stories	◊	◊	◊
> Telesales Guide	X	√	X
> Template	√	*	√
> Webcast Guide	√	√	X
> What's New	√	√	√
> White Paper	√	√	√
Demos (contact Marc Eaman to publish to demo.adobe..com)	X	X	X
Digital Assets	X	X	X
Direct Mail	√	*	X
E-mail	√	*	X
E-mail Signature	X	X	X
Event Graphics	√	*	X
Fonts	X	X	X
Guidelines	*	*	*
Interactive > Animation	X	X	X
> Content Player	X	X	X
> Experiences	X	X	X

RP = Readiness Portal APC = Connection Partner Portal SPP =Solution Partner Portal √ = Okay to post X = Do not post * = Channel/Reseller-specific assets ONLY ◊ = Post if not available on Adobe.com

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Asset Type	RP	APC	SPP
Interactive > Feature Tour	√	√	√
> Flash Ad	X	X	X
> Galleries	X	X	X
> Tools(ROI, Analysis, Product Selector)	√	√	√
>Web Tours	X	X	X
Landing Pages	X	*	X
Packaging	X	X	X
Presentations > Corp Presentation Module/Template	√	X	X
> Customer Facing	√	√	√
> Internal Facing	√	X	X
> Keynote Presentations	√	√	√
> Other	√	√	√
> Presentation Templates	√	X	X
Print Ad Templates	X	*	X
Public Relations > Abstracts	X	X	X
> At-a-Glance	√	√	√
> Bio	X	X	X
> Blog Post	X	X	X

Asset Type	RP	APC	SPP
> Briefing Document	X	X	X
> Contributed Article	X	X	X
> Coverage Report	X	X	X
> Demos	X	X	X
> E-mail Media Updates	X	X	X
> Event	X	X	X
> Guidelines & Process	X	X	X
> Installation Guide	X	X	X
> Media Alert	X	X	X
> New Feature Highlights	√	√	√
> Newsletter	X	X	X
> Other	X	X	X
> PDF Portfolios	X	X	X
> Pitches	X	X	X
> PR Plans	X	X	X
> PR Toolkits	X	X	X
> Presentations	X	X	X
> Press Clippings, Kits, Releases,	X	X	X
> Release Notes	√	√	√
> Press Target Lists	X	X	X

Asset Type	RP	APC	SPP
Public Relations >Statements	X	X	X
> Reviewer's Guide	√	√	√
> Template	X	X	X
Screensavers	X	X	X
Signage	X	X	X
Social Media	X	X	X
Stationery	X	X	X
Video > Advertising	X	*	X
> Corporate	X	X	X
> Customer	◊	X	X
> Demonstration	X	X	X
> Event	√	*	X
> Featurette	√	√	√
> Instructional	√	√	√
> Solutions	X	X	√
> Vignette	◊	X	X
> Wrapper	X	X	X
Wallpaper	X	X	X
Web Asset > FMA	X	X	X
> Marquee	X	*	X

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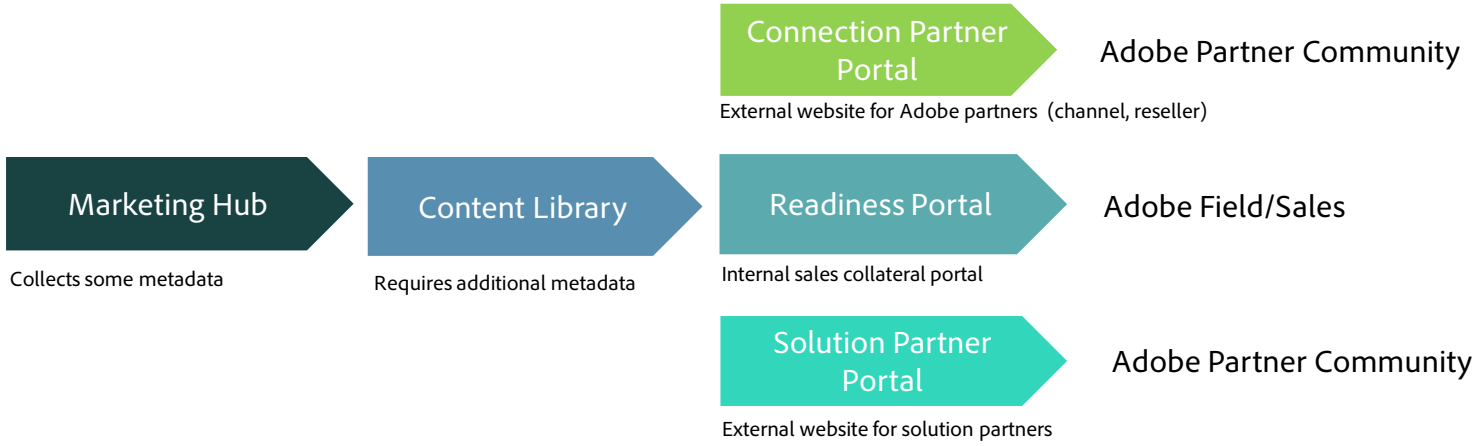
Sales & Marketing Content Transfer Process (*How does it get there?)*

Publish Once, Reach Multiple Audiences

Assets published to the Marketing Hub can be reposted to Adobe's Content Library for delivery to field/sales teams via the Readiness portal and to the partner community via APC or SPP.

Only assets created specifically for or approved for use by partners should be published to the Adobe Partner Connection Portal. Please work directly with the asset owner if you have questions about the intended audience of an asset.
Contact the Readiness Support team Readiness-Support@adobe.com with questions.



Asset Transfer from Marketing Hub

Assets flagged for the Readiness portal, Connection Partner Portal and/or the Solution Partner Portal are systematically delivered to the Content Library daily. The Readiness Support team reviews the assets and contacts asset owners and asks them to complete a form, providing required metadata not captured in the Marketing Hub. Once required metadata is gathered, the Readiness Support team releases the assets to the appropriate site(s).

Marketing Hub Asset Publishers

1. When posting to the Marketing Hub, please complete all metadata fields as completely and accurately as possible, since much of this information is displayed to Readiness portal/APC/SPP users.
2. The Readiness Support team will contact the individual(s) listed in the Asset Owner tag to gather additional metadata. Thus, please ensure the appropriate Adobe stakeholders are selected.
3. Determine if the asset is appropriate to publish to the Readiness portal, Connection Partner Portal (APC) and/or the Solution Partner Portal (SPP), per the charts on the previous slides. If so, select "Yes" for the "Publish to Readiness portal", "Publish to Connection Partner Portal" and/or "Publish to Solution Partner Portal" options.
4. Adobe employees only: To accelerate the asset transfer process, you are encouraged to submit the appropriate Review and Release/Asset Transfer form to the Readiness Support team as soon as an asset is uploaded to the Marketing Hub, instead of waiting to be contacted. Go to the Content Delivery Team SharePoint site (LDAP credentials required for access) to access the required Review and Release/Asset Transfer form and submit it to Readiness-Support@adobe.com.

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Sales & Marketing Content Policy Guidelines

- The content and user/audience of assets is what dictates the appropriate storage repository, not the type of asset, per se
- Key questions to ask when determining the asset user and audience:
  - Who is the target audience we are creating the asset for?
  - Who is using the asset to communicate it to the audience?
  - How are they going to use the asset?
- Audience-specific portals/repositories identified are:
  - Marketing Hub
  - Adobe Partner Connection Portal - APC
  - Readiness portal
  - Adobe Solution Partner Portal - SPP

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Audience Reference (Who is the asset targeting?)

Delivery Mechanism Used by Audience

Target Audience

	Marketing Hub	APC	Readiness	SPP
Sales	X		X	
Partner Sales Managers (all partner types)		X	X	X
Solution Consultants			X	
Consulting Services			X	
Support			X	
Partners (Channel/Enterprise/Training)		X	X*	
Partners (Solution)			X*	X
Customers		X*	X*	X*
Internal Non-Sales Employees	X			
Adobe.com	X			
Online Store	X			
Adobe TV	TBD			

** For selected asset types ONLY, the end user may receive the asset from an intermediary (ex: sales rep or partner manager) who accesses it via the delivery mechanism listed. The end user does not have direct access to the delivery mechanism.*

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