



# ADOBE DOCUMENT CLOUD PARTNERS

Partner Program Guide

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2016

# Partners are **CRITICAL.**

Partners are critical in driving success for enterprise customers. And when you partner with Adobe Document Cloud, you're not only enhancing your customers' performance — you're helping them digitally transform their business.

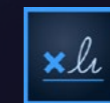
Document Cloud Partners make their customers more successful, plain and simple. The Partner Program helps your company build and deliver solutions that integrate with any Adobe Document Solution: **Adobe Acrobat DC**, **Adobe PDF Services**, and **Adobe Sign**.

## Overview

The Document Cloud Partner Program provides access to tools and resources for companies to build, test and deliver integrations with Adobe Document Cloud solutions.

No matter your business model, as a member of the program, you'll get the support you need to accelerate your product development.

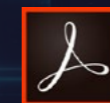
We work with a variety of partner types, including ISVs, System Integrators and Technology Providers. Below are the most common types of partners and integrations we see in the Partner Program.



Adobe Sign

Co-Sell

Embedded Resellers



Acrobat DC

Desktop Plugin

Storage Connector

Productivity

PDF Conversion Services

# Membership **LEVELS.**

The Document Cloud Partner Program provides access to tools and resources for you to build, test and deliver integrations with Adobe Document Cloud solutions. Below are the three ways in which you can partner with Adobe.

## COMMUNITY



The **community level** guides companies establishing a technology relationship with Adobe. Partners at this level

have access to SDKs via our Developer Portal so they can learn about our products and APIs. Community partners also receive basic developer and marketing support.

This level of partnership is best for companies just beginning their technology relationship with Adobe and seeking an integration with Document Cloud products.

The program is designed to enable partners—regardless of their go-to-market model—to learn, build, and deploy solutions.

*To become a Community Level partner, you must fill out our web form, submit it and sign our basic Partner Program Agreement. Adobe must verify and approve your submission before you are granted Community Level status.*

## BUSINESS



The **business level** is ideal for companies looking for additional development and marketing support. Business-level partners are committed to

building and deploying a top-notch joint solution, and must have a unique opportunity for expanding the use of Adobe products.

This level of partnership provides extra support from Adobe sales, marketing, and development teams (including a Product Manager).

*To become a Business Level partner, you must have previously been verified and approved as a Community Level partner. Based on potential alignment of business goals in strategic markets, Adobe will determine if you are eligible for this upgrade.*

## PREMIER



The **premier level** is designed for companies with solutions whose joint value propositions with Adobe will be key to their performance.

Premier-level partners receive greater onboarding and sales enablement support, as we work closely together to help influence revenue.

This level of partnership is available to companies who want to work closely with Adobe to incorporate our solutions as key elements to the business value they bring to their customers.

OPERATIONAL			
 Access to Partner Portal*	•	•	•
 Partner Program Newsletter	•	•	•
 Partner email support	•		
 Partner success email support	•	•	
 Named Business Development Contact		•	•
 Named Partner Success Manager contact during integration		•	•
 Option to participate in Referral Program			•
TECHNICAL			
 Dev account & SDK Documentation	•	•	•
 Community Developer Forum	•	•	•
 Access to Technical Evangelist	option to purchase hours	<b>2x</b> , + option to purchase hours	<b>5x</b> , + option to purchase hours
 Access to Product Manager		once/year	twice/year
 Access to Sandbox*		case-dependant	•
SALES & MARKETING			
 Ability to publicly state Adobe Partner status	•	•	•
 Listing on Adobe partner webpage	•	•	
 Listing + dedicated page on Adobe.com			•
 Customer-facing datasheet (template)	•	•	
 Sales-facing hotsheet (template)	•	•	
 High-level messaging + toolkit of materials			•
 Blog Post (partner-driven with quotes from Adobe)		•	•
 Adobe sales training + Partner Solution Engineer training			•

\*coming soon

# How to APPLY.

We break down the process of becoming a partner step-by-step, from your initial interest to being featured in our Partner Showcase. For more information, check out our website, or fill out the application form today!



## Submit

Check out our website to learn more about the Partner Program, visit our Developer Portal, and access our API documentation. You can fill out and submit the Partner Application form at any time. We'll get back to you within the next 5-7 business days.



## Develop

Leverage our Developer Portal, SDK documentation, and Developer Community Forum to learn about our technology and determine how best to integrate our solutions with your own.



## Validate

Before distributing or enabling the integration, partners must have their integration verified and approved by Adobe. Adobe must review the joint solution you've built before you can publicize the integration.



## Promote

Only once you've successfully completed all prior steps may you begin to publicize and promote your integration with Adobe Document Cloud technology. Congrats on joining us in the quest for digital transformation!

If you'd like to learn more about the Adobe Document Cloud Partner Program, please apply on our website at: [www.adobe.com/go/doc-cloud-partner-form](http://www.adobe.com/go/doc-cloud-partner-form). If you have specific questions, please email us [here](#).

Thank you for your interest in the Adobe Document Cloud Partner Program. We look forward to partnering with you!



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