



# Carahsoft | Adobe

## Channel Partner Onboarding Kit



carahsoft<sup>®</sup>

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## Distribution Capabilities

Carahsoft is the master distributor for the entirety of the Adobe product line, including Adobe Experience Management, Adobe Connect, Adobe Digital Media Solutions and Adobe Analytics. The Adobe team at Carahsoft is committed to enhancing the footprint of our channel partners to drive and develop new opportunities within the public sector and commercial agencies. As a part of our extensive years of experience working hand in hand with the Adobe sales team we have developed wide-ranging product, organizational and customer knowledge, which is made available to our partners to help drive additional revenue. Our experienced Adobe team combines traditional distribution services with proactive sales and marketing efforts to provide our channel partner ecosystem the best chance to compete in any and all Adobe opportunities.

*Benefits provided to you by leveraging Carahsoft include:*

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### Managed Contracts

- GSA Contract Management
  - Teaming Agreement Management
  - Access to State and Local Contracts (Ohio STS, CMAS, TCPN, NCPA, MD COTS)
  - BPA/ETLA Contract Management
- 

### Sales Support

- Dedicated sales team of 70+ resources
  - Quote configuration and licensing support
  - Proactive sales and lead generation
  - Agency specific expertise and established end user/procurement relationships
  - Renewal support and early notification of pending expiration
- 

### Technical Support

- The Adobe Carahsoft team holds a variety of Adobe certifications for different product lines and have trained experts in:
    - Adobe Digital Media
    - Adobe Connect
  - Dedicated demo specialists allows for in depth customer and reseller education, both pre-sales and post
  - Liaison to Adobe sales engineers for additional technical assistance
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### Marketing Support

- Dedicated marketing team for Adobe
  - Adobe | Carahsoft hosted events for partners and customers
  - Support for events, including demand generation and follow up
  - Logistical support at tradeshow and conferences
- 

### Operational Support

- Reporting
- Rebate Tracking
- Order status and delivery confirmation

## Carahsoft | Adobe Team Organizational Chart

For specific questions regarding a product or agency, please use the information below to identify the appropriate sales resource

Adobe Team at Carahsoft Technology			
Digital Solutions Team (45 + 10)			
Jenna Hafey   703.871.8561 - Sales Director		Karen Hanscom   703.871.8642- Sales Director	
DOD   INTEL   Law Enforcement		Civilian   SLG   Canada	
Digital Experience - Enterprise Product (12 + 4)			
*Laura Gauger   703.673.3573 Megan Salvail   703.889.9835 Danielle Shapins  703.581.6633 TBH x 1	**Justin Sandilands   703.871.8536 *Reema Awad   703.889.9708 Madeleine Bourne   703.889.9850 TBH x 1	**Josh Green   703.230.7493 Omar Al Awadhi   703.889.9707 Lionel Batchadji   703.581.6780 TBH x 1	Nada Abu-Ulbah   703.889.9782 Victor Valencia   703.230.7492 Alexandra Millman   703.673.3598 TBH x 1
Digital Media (14 + 2)			
**Amy Taira   703.871.8643 *Chelsea Money   703.889.9794 Miles Herbst   703.581.6715 Stacey Davis   703.581.6684	*Jennifer Tran Nguyen   703.889.9721 Tim Breswick   703.889.9783 Tommy Mason   703.889.9713 David Godwin   703.581.6702	*Kelsey Leek   703.230.7482 Brad Boyles   703.581.6683 Marc Conklin   703.581.6646 Austin Weaver   703.921.4056 - BD	Jimmy Otto   703.889.9823 Patrick Luckett   703.871.8635 Jenny Reaves   703.673.3560 Thomas La'Mon   703.673.3648 - BD
Customer Retention & Upsell Business (16 + 4)			
Kara Bigelow   703.871.8577 - Manager			
Connect	Digital Media		Enterprise
Deborah Sweeney   703.673.3638 Vanessa Platt   703.673.3664 Will Freeman   703.871.8616 TBH x 2	*Morgan Gaiteri   703.871.8536 Stefan Mehl   703.889.9702 Dakota Snider   703.921.4060 Wil Creech   703.889.9745 Cassidy Mook   703.581.6675	Spencer MacLeod   703.673.3658 Scott McGifford   703.889.9852 Nicole Rasky   703.673.3556 Sherry Demps   703.889.9774 Abdoulay Diakite   703.673.3647	*Kyle Cooper   703.871.8621 Brett LeVine   703.673.3586 Arielle Money   703.581.6773 TBH x 2
Connect Team (12 + 2)			
Jacki Riedel   703.889.9706 - Manager			
Federal		State & Local - Non Profit	
**Kathleen Kendall   703.871.8562 TBH x 1	Zupash Hussain   703.889.9866 Eric Malzahn   703.230.7429	*Page Torney   703.230.7566 Sean Kennelly   703.673.3519	Emily Clavadetscher   703.673.3507 TBH x 2
Connect Commercial   Education   Healthcare   Canada			
*Brian Withers   703.889.9879	Jose Quijano   703.889.9829	Stephanie Trippeer   703.921.4156	William Redd   703.581.6795
Law Enforcement, Citizen Engagement, GIS,   Business Development Team (19 + 2)			
Tiffany Goddard   703.871.8556 - Sales Director, Adobe CEGIS			
**Jessica Giles   703.871.8516 **Lacey Wean   703.230.7579 **Lorin Krzywicki   703.889.9737 Sean Owusu   703.921.4166 Robert Pokrashevsky   703.230.7591	William Toti   703.581.6599 Viplav Patel   703.230.7484 Tsedey Bisrat   703.889.9778 Ken Mann   703.921.4187 Alex Gregg   703.889.9845	Brian Ellis   703.230.7457 Lara Silva   703.889.9882 Stephanie Stallings   703.921.4157 Mark Sherman   703.871.3661 TBH x 1	Sammy Mansfield   703.871.8664 John Jasper   703.889.9784 Holly Flowers   703.673.3508 Ben Hoffman   703.871.8652 TBH x 1
Adobe Product Specialists (9)			
Erik Crawford   703.871.8524 - Manager, Adobe Product Specialists			
Aaron Wolf   703.889.9781 (Connect Specialist) *Ashley Weston   703.230.7565 (eLearning)	**Hunter Mozer -   703.871.8536 (Connect Specialist) Tony Arenas   703.889.9806 (Digital Media)	Kyle Flanagan   703.230.7552 (Connect Specialist) Gary Reburn   703.673.3583 (Digital Media)	Brandon LeVine   703.673.3619 (Digital Experience) Pat Rojas   703.889.9712 (eLearning)
Marketing (6)			
Samantha Hermes   703.230.7416 - Marketing Director			
**Caitlyn Bieda   703.673.3581 Leila Al-Hamar   703.581.6585	Bethany Johnson   703.871.8618	Madeline Potter   703.230.7401	Mackenzie Moore   703.673.3621
Customer Operations Team (16 + 3)			
**Julie McCulloch   703.871.8602 Sarah Fox   702.871.8644	Magferat Akter   703.673.3622 TBH x 1	Ram Grewal   703.889.9840 TBH x 1	Amira Ali   703.871.8531 Brianna Green   703.581.6601
Kristen Talbot   703.230.7551 Sales Operations	Christina Link   703.871.8657 Sales Operations	Alejandra Morocho   703.889.9738 Sales Operations	Sales Operations TBH x 1
**Sean Hiebert   703.871.8641 Partner Alliance Manager	**Niki Quan   703.871.8541 Sales Operations Team Lead	**Natalie Mooney   703.871.8687 Training and Education Lead	*Leticia Guido   703.230.7418 Sales Operations
Craig Abod   703.871.8501 President	Cortney Steiner   703.871.8510 VP, Adobe Sales	Karina Woods   703.871.85819 Director, Customer Operations	Julie Denworth   703.871.8517 VP, Marketing

## Order Processing Requirements and Credit Application

### Required Items for Purchase Orders

- Completed credit application / Established credit terms
- Executed GSA Agent or GSA Teaming agreement for orders placed referencing Carahsoft's GSA schedule
  - A copy of the end user purchase order or a confirmation that the order was open market will be required to verify the contract
  - Open market/Commercial orders can be placed with no additional documentation
- Purchase Order which includes the information specified below
  - Please indicate any specific instructions required to process order. Ex: Shipping, Serial Number, Invoice Terms, etc.
- Shipping/Handling Instructions (Additional charges may apply)

The below information should be included on all quote requests and orders for timely processing and to verify end user delivery information.

### Required on quote requests and orders:

Bill To/Ship To/End User Information:

- Agency Name
- Street Address
- City, State, Zip code
- POC Name
- POC Phone Number
- POC Email Address

### Purchase Orders should be made to:

Carahsoft Technology Corp.  
 1860 Michael Faraday Drive Suite 100  
 Reston, VA 20190  
 (703) 871-8500 (Main)  
 (703) 871-8505 (Fax)

**Orders made to State and Local agencies may require additional documentation in the form of Resale Certificates in order to avoid additional charges for tax. Please work with your Carahsoft sales representative to determine which states have this requirement.**

For any questions, please contact us at [adobe@carahsoft.com](mailto:adobe@carahsoft.com) or 703-871-8536

## Adobe Partner Connection Program How-To- Guide

To attain the ability to resell the Adobe Desktop product line, all resellers must participate in the Adobe Partner Connection Program.

The Partner Connection Program is designed for resellers who focus primarily on software licensing sales to commercial, government, and education customers. Four levels of membership allow you to engage with Adobe at a level representing your organization's resources, areas of specialty, and commitment to the Adobe relationship. Obligations and benefits increase at higher levels.

- **Registered:** Basic membership. Simple online enrollment provides access to TLP and shrink-wrap programs. All partners wishing to get access to the Partner Portal and resources must be Registered.
- **Certified:** Adds access to CLP/VIP/EA pricing and Specializations and the option to be listed in the Adobe Partner Finder.
- **Gold:** Adds revenue, minimum sales quantities and other business commitments in exchange for deal registration. May also be eligible for NFR software at Adobe's discretion.
- **Platinum:** Increased revenue requirements and the ability to purchase directly from Adobe, an Adobe Account Manager and performance incentives. May be eligible for marketing funding at Adobe's discretion.

*In order to provide you the most competitive pricing, sales certifications and support, Carahsoft would like to help you to become a Certified Adobe Reseller with Government Specialization.*

### Registered Reseller Onboarding

In order to begin the process to become an Authorized Adobe reseller partner, you must submit your application on the Adobe Partner Connection Portal to become a "Registered" partner.

- Go to [www.adobe.com/partners](http://www.adobe.com/partners)
- Scroll down to find "Adobe Partner Connection Program" and select "Learn More"

Extend the value of your Adobe Marketing Cloud solutions with third-party applications on Exchange.

[Learn more](#)

Explore Adobe partner programs.

Gain access to resources, tools and information to help you expand your reach in the marketplace and prosper from a deeper relationship with Adobe. Choose the partner program that's right for your business.

**Adobe Marketing Cloud Solution Partner Program**

The Adobe Solution Partner Program is designed for leading companies that provide digital marketing solutions, professional services and integrated technologies and are interested in a co-selling relationship with Adobe.

[Learn more](#)

**Adobe Partner Connection Reseller Program**

The Reseller Program provides various membership levels for those who distribute and sell Adobe digital media products and solutions.

[Learn more](#)

[Sign in](#)

**Training Provider Program**

The Adobe Training Provider Program benefits those who provide commercial instructor-led training on Adobe products.

[Learn more](#)

[Sign in](#)

**Technology Partner Program**

Technology partners are those who use Adobe technologies and SDKs from our products to build new commercial solutions for our customers worldwide and across all industries. They include plug-in developers, systems integrators and in-house developers.

[Learn more](#)

[Sign in](#)

- A new page will open with additional collateral and details regarding the Partner Connection Program

- Scroll down and select “Enroll Now in the Partner Program”

### Adobe Partner Connection

Discover the power of membership

Adobe partner programs deliver tools, resources, and the expertise your company needs to implement Adobe products and solutions. Partner with Adobe to create new markets and promote your business services and solutions to our customers worldwide.

**ENROLL NOW IN THE PARTNER PROGRAM**

ALREADY A PARTNER?

Enter the Adobe Partner Connection Portal.

**SIGN IN**

Interested in Partnership?

See below for details and membership criteria of available programs.

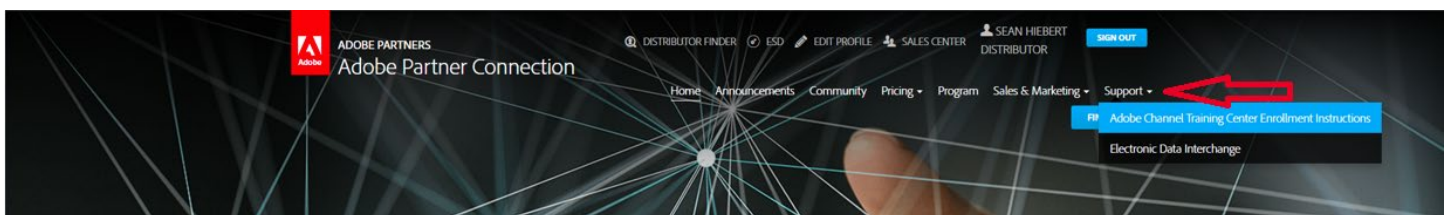
- Create or enter your Adobe ID. Your Adobe ID is required to begin the application process. You will also use it later to access your program benefits on the partner portal. If you have an Adobe ID, use it to initiate the application process. If you do not have an Adobe ID, select the *Create an Adobe ID* link and follow the on-screen instructions.
 

**\*\*Please note that if you are already a member in another Adobe Partner Program (Solution Partner Program for AEM or the Connect Partner Program) then you must use a different Adobe ID. The login credentials for each partner portal must be unique. \*\***
- After you have logged in with your Adobe ID, you will be prompted to enter or update your company information, including contacts and profile information. You will be prompted to review and accept the Adobe Partner Connection terms and conditions. You must click to accept the program agreement before your application can be completed.
- The review process for the Registered level is automated, and you will receive your confirmation shortly (usually within sixty minutes). Once you have received your confirmation, you will receive a unique 10 digit Membership identification number (AM0XXXXXX). This number is what is used to track your progress and certification level within Adobe’s system.

### Certified Partner Up Leveling

Certified partners receive additional benefits within the Adobe Partner Connection program, as well as additional visibility on the Adobe website. In order to become a Certified reseller, you must complete the Certified Reseller online application as well as the Partner Code of Conduct Training.

In order to complete the Code of Conduct training, you must first create a login ID for the Adobe Channel Training Center. From the home page of the Partner Connection Portal, click on “Support” and then “Adobe Channel Training Center Enrollment Instructions”.



Follow the instructions for a First Time User to create a login ID the same as your Adobe ID to move forward. After you have created your ID and logged in to the Channel Training Center, search for Code of Conduct in the search bar at the top right hand side of the screen. A minimum of one person must have completed the training in order for your company to be eligible to move to Certified Status.



Once you have completed the Code of Conduct training, you can request to be upleveled to Certified status. If you are a Registered or Certified Reseller, sign in to the APC Partner Portal and click *Uplevel Membership* in the top navigation bar. If you are a Gold Reseller, contact your Adobe Account Manager or the Partner HelpDesk.

After your uplevel request has been submitted, you will receive a confirmation (or next steps) within 15 business days. When you attain Certified status, you are now eligible for CLP, VIP and EA pricing.

Starting March 3rd, 2018, all Certified Desktop partners who will be transacting business with the public sector must become Government Specialized. *“Addressing the government sector is a critical priority for Adobe and we would like to identify any resellers who have a particular competency in the government market. The Government Specialization is a prerequisite to selling CLP, EA, & VIP government licensing programs.”* – Reseller Program Guide

Information and minimum requirements on Government Specialization can be found in the Reseller Program Guide, which can be downloaded from the Adobe Partner Connection Portal.

- If you are a Certified Reseller, you will manage your specializations from the *Edit Profile* page. Scroll down to the “Add/Renew Specializations” section and follow the appropriate link.
- If you are a Gold Reseller, you will continue to manage your specializations from the Sales Center. Click *Access Sales Center*. From the Sales Center home page, click *My Company Profile*. Scroll down to the “Add/Renew Specializations” section and follow the desired link.

### **Additional Partner Training**

Once you are established as a Registered or Certified reseller in the Adobe Partner Connection Program and have access to the Training Center, Carahsoft recommends that you review and complete product training through the Training Catalog. This will allow your team to be able to correctly identify and discuss the appropriate product and volume licensing program you will need to quote your customers as well as stay up to date on any changes to functionality that may be released.

If you are experiencing any issues with the Adobe Partner Connection Portal or need additional direction, please contact Carahsoft with any questions or concerns.



## Frequently Asked Questions

### Does Carahsoft compete with me?

- Not at all. Carahsoft is an authorized distributor for all of the Adobe Desktop, Connect and Enterprise software lines and does not take deals direct without a partner involved. Carahsoft from time to time may fulfill an order on behalf of an authorized partner if approved by the partner and Adobe. 100% of our sales are tied to a partner. Our team is dedicated to adding value to your sales efforts and assisting from initial customer contact to close of the sale.
  - If you are ever concerned or have questions regarding this process and where you fit, please do not hesitate to contact Sean Hiebert, our Partner Alliance Manager, at any time. He can be reached at [Sean.Hiebert@carahsoft.com](mailto:Sean.Hiebert@carahsoft.com) or 703-871-8641.

### Can Carahsoft provide me with my deal registration margin up front, and what is the process?

- Yes! For select Digital Media opportunities, once you have found your opportunity and registered it with Adobe you can reach out to Carahsoft for an updated quote reflecting your new cost. Please review the Reseller Program Guide for specifics on what Digital Media products are eligible for deal registration.
  - All other product deal registration programs are managed directly by Adobe and will be paid out per their standard terms and conditions.

### Can you show the Adobe SKU on quotes?

- Yes, if you or your order management team needs that information reflected on the quote, we are happy to provide an updated quote upon request.

### What if I need a quote turned around faster than 2 hours?

- Carahsoft can accommodate urgent requests. Please reach out to our sales team if there is additional urgency.

### Who do I call if I need help presenting Adobe to a customer?

- You can leverage our sales and marketing team on any customer requirements that you may have. From initial configuration to final deployment of licenses, our team has the necessary expertise to walk you and your customer through the entire process. Additionally, we have several product and demo specialists that can be made available for in depth training and sales purposes.

### Do you have a resource that can help us understand Adobe Licensing?

- Carahsoft's sales team is fully trained on all of the Adobe licensing programs and can be used as a resource to educate both your teams and your customers.

### What happens when I send a lead to Carahsoft?

- Carahsoft will work with you and your team to set the correct expectation on each lead that you send across. All leads that are received are tagged specifically to your company in the Carahsoft system and are not shared.

**Can I use Carahsoft to help me qualify Adobe opportunities?**

- If you or your team requires additional support anywhere in the sales process, from initial contact to close of the deal, Carahsoft should be your first resource! We are always willing and able to assist and look forward to driving additional success.