

# Adobe Channel Partner Resource Kit



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# Adobe 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. Due to years of experience working hand in hand with the Adobe sales team, we have developed wide-ranging product, organizational and customer knowledge that we are able to extend to our channel partners. 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.

## Value Added Solutions & Offerings:

### PRE-SALES SUPPORT & PROACTIVE LEAD GENERATION CAPABILITIES

- 120+ Adobe sales representatives and business development specialists
- Dedicated Adobe federal, academic, state and local government, and Canada expertise
- Proactive lead generation and business development services
- Joint customer call blitzing
- Integrated renewal management with cross/upsell support
- Strategic and whitespace account planning

### TECHNICAL AND DEMO RESOURCES

- Access to Adobe certified technical specialists to support you and your customer
- Daily and on-demand Adobe product demos and assessments: Adobe Connect, Creative Cloud, Acrobat, AEM, Adobe Sign

### ADOBE MARKETING PROGRAM

- Expert marketing resources to plan and execute end-user/customer initiatives (e.g. on-site events, webcasts, tradeshows, industry conferences, etc.)
- End to end support for hosted events including: email blasts, demand generation, social media integration, and lead follow-up

### TRAINING & ENABLEMENT

- Pre-and-post sales technical boot camps offered quarterly and on-demand
- Personalized on-demand sales and technical training courses
- Dedicated resources to assist in managing and recommending certifications and advancing partner tiers

### CONTRACT ENABLEMENT & MANAGEMENT

- Carahsoft holds numerous federal, state, and local procurement contracts, available for partners to access via agent and teaming agreements

### CONTRACT OFFERINGS

- GSA Schedule 70, Adobe JELA (DoD), Department of Interior BPA
- NASA SEWP V
- SLSA Contract #EN578-100808/155/EE
- CMAS, eVA, NCPA, TCPN, VASCUPP, Orange County National IPA

# Adobe Team Org Chart - Sales

Adobe Team at Carahsoft Technology			
Digital Solutions Team (51 + 5)			
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	**Justin Sandilands   703.871.8536	*Omar Al Awadhi   703.889.9707	*Nada Abu-Ulbah   703.889.9782
*Danielle Shapins   703.581.6633	**Reema Awad   703.889.9708	Lionel Batchadji   703.581.6780	Anthony Fuller   571.662.3029
Eric Nasr   703.871.8507	*Madeleine Bourne   703.889.9850	TBH X 1	TBH X 1
TBH X 1	TBH X 1	TBH x 1	TBH X 1
Digital Media (14 + 2)			
**Amy Taira   703.871.8643	Tim Breswick   703.889.9783	**Kelsey McClain   703.230.7482	*Jimmy Otto   703.889.9823
**Chelsea Money   703.889.9794	*Tommy Mason   703.889.9713	Brad Boyles   703.581.6683	Patrick Lockett   703.871.8635
Gina Ryan   703.673.3517	David Godwin   703.581.6702	Marc Conklin   703.581.6646	Scott McGifford   703.889.9852
Cameron Marouf   571.662.3001	Austin Weaver   703.921.4056	Kyle Swank   571.662.3025	Ashley Bryan   571.662.3028
Greg Malone   571.662.3023	Corey Hartman   571.662.3004	TBH x 1	TBH X 1
	Jacob Zigler   571.662.3061		
Customer Retention & Upsell Business (16 + 4)			
Kara Karpowicz   703.871.8577 - Sales Director			
Connect	Digital Media		Enterprise
**Deborah Sweeney   703.673.3638	**Morgan Gaiteri   703.871.8536	**Spencer MacLeod   703.673.3658	**Kyle Cooper   703.871.8621
*Vanessa Platt   703.673.3664	Stefan Mehl   703.889.9702	Carson Holder   571.662.4664	Brett LeVine   703.673.3586
Will Freeman   703.871.8616	Dakota Snider   703.921.4060	Sherry Demps   703.889.9774	James Hudson   571.662.3042
	Wil Creech   703.889.9745	Abdoulay Diakite   703.673.3647	Blake M. Green   571.662.3054
	Cassidy Mook   703.581.6675	Jacob Widner   571.662.3024	Jennifer Millner   571.662.3022
	Emily Clavadetscher   703.673.3507	Mariza Dovic   703.673.3644	
	Jonathan Kielkopf   571.662.3055		
Connect + Captivate Prime Team (20 + 3)			
Jacki Riedel   703.889.9706 - Manager			
Federal	State & Local   Nonprofit   Canada		
**Kathleen Kendall   703.871.8562	Bailey Z. Hubacher   571.662.3060	**Page Torney   703.230.7566	Savannah Bowen   571-662-3015
*Eric Malzahn   703.230.7429	TBH x 1	Veronica Nobles   571.662.3067	*Sarah Myers   703-581-6669
Zupash Hussain   703.889.9866	TBH x 1	Zachary Acito   571-662-3017	Sandra Gauthier   571.662.3075
		TBH x 1	Julee Booth   703-581-6664
Commercial   Education   Healthcare			
Matthew Wilson   571-662-3016	Nick Sucich   571-662-3006	Margo Fahey   571.662.3074	Janelle Maxwell   703-581-6667
Stacey Davis   703.581.6684	Kathie Wilson   571-662-3020	April Cole   571-662-3021	Samuel Netter   571.662.3080
Adobe Product Specialists (9)			
Erik Crawford   703.871.8524 - Manager, Adobe Product Specialists			
Aaron Wolf   703.889.9781 (Connect Specialist)	Kyle Flanagan   703.230.7552 (Connect Specialist)	**Josh Green   703.230.7493 (Digital Experience)	Brandon LeVine   703.673.3619 (Digital Experience)
*Ashley Weston   703.230.7565 (eLearning)	Tony Arenas   703.889.9806 (Digital Media)	Gary Reburn   703.673.3583 (Digital Media)	Pat Rojas   703.889.9712 (eLearning)
David Wilmer   571.662.3033 (Digital Media)			
Marketing (10)			
Samantha Hermes   703.230.7416 - Marketing Director			
**Caitlyn Bieda   703.673.3581	*Bethany Johnson   703.871.8618	Carleigh Saunders   571.662.4948	Matt Jones   571.662.3003
Anna Flynn   571.662.4904	TBH x 1	TBH x 1	TBH x 1
Customer Operations Team (16 + 3)			
**Julie McCulloch   703.871.8602 Order Management	Ram Grewal   703.889.9840 Order Management	Neha Dutta   703.871.8531 TBH X 1	TBH X 1
Sarah Fox   702.871.8644 Order Management	Sara Grover   571.662.3081 Order Management	Patrick McInnis   571.662.3032 Sales Operations	Eugene Noi   571.662.3034 Sales Operations
Trent Lang   571.662.3039	Caitrin Chandler   571.662.3045	Patrick McCombs   571.662.3043	Brittany Goodpasture   571.662.3049
**Sean Hiebert   703.871.8641 Partner Alliance Manager	Niki Quan   703.871.8541 Director, Sales Operations	**Natalie Mooney   703.871.8687 Training and Education Lead	*Leticia Rojas   703.230.7418 Sales Operations

# 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
- Purchase Order which includes the information specified below
  - Please indicate any specific instructions required to process order.
- 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 out to:

Carahsoft Technology Corp.  
11493 Sunset Hills Rd Suite 100  
Reston, VA 20190  
(703) 871-8500 (Main)  
(703) 871-8505 (Fax)

### **\*\*Orders made via Credit Card will incur a processing fee\*\***

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

### Additional hyperlink resources useful during the onboarding process:

- [List of the contract vehicles Carahsoft holds and information on how to partner](#)
- [Adobe's Partner Connection Program Website – Digital Media](#)
- [Adobe Solution Partner Program Website - AEM](#)
- [Carahsoft's Vendors](#)

# Adobe Partner Connection Program Enrollment Instructions

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.

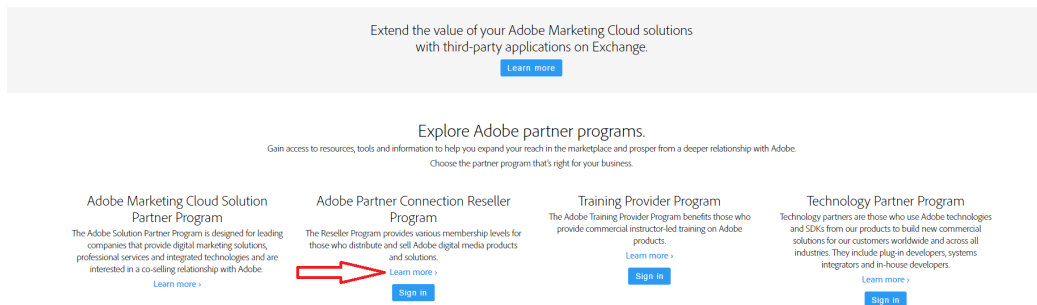
- **Registered:** Basic membership. Simple online enrollment provides access to TLP and shrink-wrap programs. All partners wishing to get access to the Partner Portal and resources must be Registered.
- **Certified:** Adds access to CLP/VIP/ETLA pricing and Specializations and the option to be listed 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

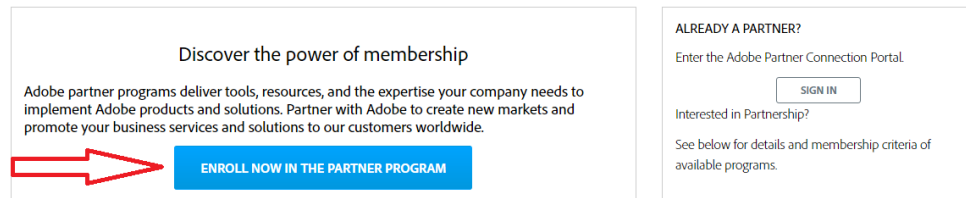
In order to begin the process to become an Authorized Adobe reseller partner, you must submit your application on the Adobe Partner Connection Portal to become a “Registered” partner.

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



- 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



- **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.

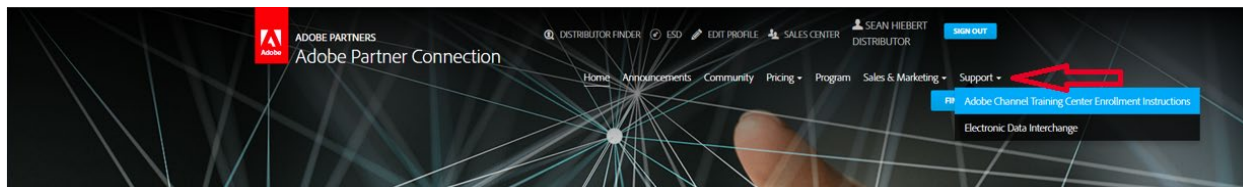
\*\*Please note that if you are already a member in another Adobe Partner Program (Solution Partner Program for AEM or the Connect Partner Program) then you must use a different Adobe ID. The login credentials for each partner portal must be unique. \*\*

- 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 uplevelled 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 ETLA 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, ETLA, & 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.



## Contact Us!

**Demos/Assessments** – Email [Adobe Demos](#) team at Carahsoft

For our **Sales line**, call 877-992-3623 toll free or email [adobe@carahsoft.com](mailto:adobe@carahsoft.com)

For **Partner Questions** – Email [adobepartners@carahsoft.com](mailto:adobepartners@carahsoft.com)

For **Adobe Support** and documentation - <https://www.carahsoft.com/adobetechsupport/>

**Carahsoft/Adobe** Team Website - <https://www.carahsoft.com/vendors/adobe>

