Adobe Channel Partner Resource Kit

CARAHSOFT TECHNOLOGY CORP.

11493 SUNSET HILLS ROAD | SUITE 100

RESTON, VA 20190

703.871.8500 - MAIN

877.992.3623 TOLL-FREE

Table of Contents

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 RESOUCRCES
- 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)			
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 Danielle Shapins| 703.581.6633 Anthony Fuller| 571.662.3029 TBH x 1	**Justin Sandilands | 703.871.8536 *Reema Awad | 703.889.9708 *Madeleine Bourne | 703.889.9850 Matthew Jonew | 571.662.3003	*Omar Al Awadhi | 703.889.9707 Lionel Batchadji | 703.581.6780 Eric Nasr | 703.871.8507 TBH x 1	*Nada Abu-Ulbah | 703.889.9782 Ali Maghraoui | 571.662.3026 TBH X 1
Digital Media (14 + 2)			
**Amy Taira | 703.871.8643 **Chelsea Money | 703.889.9794 Gina Ryan | 703.673.3517 Cameron Marouf | 571.662.3001 Greg Malone | 571.662.3023	Tim Breswick | 703.889.9783 Tommy Mason | 703.889.9713 David Godwin | 703.581.6702 Austin Weaver | 703.921.4056 Corey Hartman | 571.662.3004	**Kelsey McClain | 703.230.7482 Brad Boyles | 703.581.6683 Marc Conklin | 703.581.6646 Kyle Swank |571.662.3025 TBH X 1	*Jimmy Otto | 703.889.9823 Patrick Luckett | 703.871.8635 Scott McGifford | 703.889.9852 Ashley Bryan | 571.662.3028 TBH X 1
Customer Retention & Upsell Business (16 + 4)			
Kara Karpowicz | 703.871.8577 - Sales Director			
Connect	Digital Media		Enterprise
*Deborah Sweeney | 703.673.3638 *Vanessa Platt | 703.673.3664 Will Freeman | 703.871.8616	**Morgan Gaiteri | 703.871.8536 Stefan Mehl | 703.889.9702 Dakota Snider | 703.921.4060 Wil Creech | 703.889.9745 Cassidy Moock | 703.581.6675 Emily Clavadetscher | 703.673.3507	**Spencer MacLeod | 703.673.3658 Carson Holder | 571.662.4664 Thomas La'Mon | 703.673.3648 Sherry Demps | 703.889.9774 Abdoulay Diakite | 703.673.3647 Jacob Widner | 571.662.3024	**Kyle Cooper | 703.871.8621 Brett LeVine | 703.673.3586 Nicholas Cirigliano | 571.662.3019 TBH X 1
Connect + Captivate Prime Team (19 + 1)			
Jacki Riedel | 703.889.9706 - Manager			
Federal	State & Local | Nonprofit		Canada
**Kathleen Kendall | 703.871.8562 *Eric Malzahn | 703.230.7429 Zupash Hussain | 703.889.9866	**Page Torney | 703.230.7566 *Stephanie Trippeer | 703.921.4156 Zachary Acito | 571-662-3017	William Redd | 703.581.6795 Erica Wolfenbarger | 703-581-6663 Julee Booth | 703-581-6664	Savannah Bowen | 571-662-3015 Sarah Myers | 703-581-6669 Janelle Maxwell | 703-581-6667
Connect Commercial | Education | Healthcare			
**Brian Withers | 703.889.9879 Stacey Davis | 703.581.6684	Matthew Wilson | 571-662-3016 Kathie Wilson | 571-662-3020	Nick Sucich | 571-662-3006 April Cole | 571-662-3021	Vanessa Platt | 703.673.3664 TBH x 1

Adobe Team Org Chart – Demos and Operations

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) David Wilmer | 571.662.3033 (Digital Media)	Kyle Flanagan | 703.230.7552 (Connect Specialist) Tony Arenas | 703.889.9806 (Digital Media)	**Josh Green | 703.230.7493 (Digital Experience) *Gary Reburn | 703.673.3583 (Digital Media)	Brandon LeVine | 703.673.3619 (Digital Experience) Pat Rojas | 703.889.9712 (eLearning)
Marketing (10)			
Samantha Hermes | 703.230.7416 - Marketing Director			
**Caitlyn Bieda | 703.673.3581 Leila Al-Hamar | 703.581.6585 Marissa Panchal | 571.662.4979	*Bethany Johnson | 703.871.8618 Eleanor Drake | 571.662.4978	*Madeline Potter | 703.230.7401 Jacqueline Howell | 571.662.4993	*Mackenzie Moore | 703.673.3621 Katherine Piper | 571.662.4967
Customer Operations Team (16 + 3)			
**Julie McCullock | 703.871.8602 Order Management	Magferat Akter | 703.673.3622 Order Management	Ram Grewal | 703.889.9840 Order Management	Neha Dutta | 703.871.8531 Brianna Green | 703.581.6601
Sarah Fox | 702.871.8644 Order Management	Rackel Jurdi | 703.581.6596 Order Management	Patrick McInnis | 571.662.3032 Sales Operations	Eugene Noi | 571.662.3034 Sales Operations
Trent Lang | 571.662.3039 Sales Operations	Caitrin Chandler | 571.662.3045 Sales Operations	Patrick McCombs | 571.662.3043 Sales Operations	Nicholas Rios | 571.662.3044 Sales Operations
**Sean Hiebert | 703.871.8641 Partner Alliance Manager	**Niki Quan | 703.871.8541 Sales Operations Lead	**Natalie Mooney | 703.871.8687 Training and Education Lead	*Leticia Guido | 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 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.
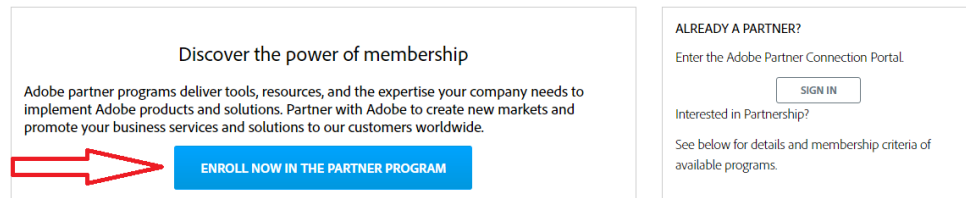
Registered Reseller Onboarding

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
- Scroll down to find "Adobe Partner Connection Program" and select "Learn More"
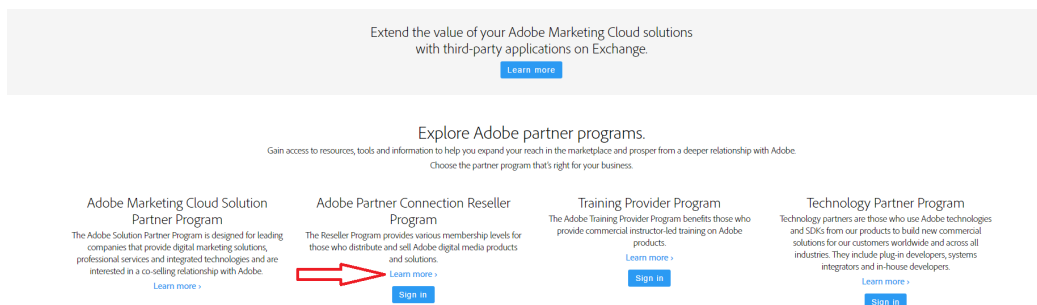
- A new page will open with additional collateral and details regarding the Partner Connection Program
- Scroll down and select "Enroll Now in the Partner Program"

Adobe Partner Connection

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. **
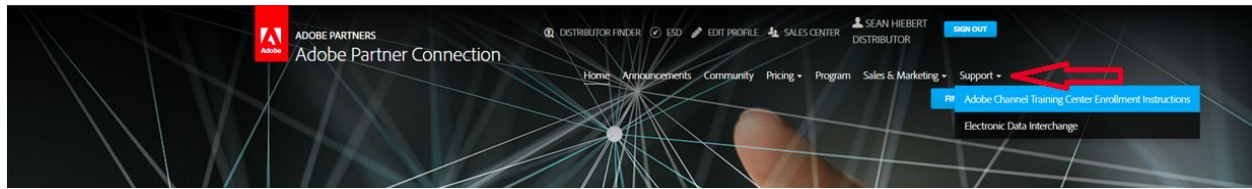
- After you have logged in with your Adobe ID, you will be prompted to enter or update your company information, including contacts and profile information. You will be prompted to review and accept the Adobe Partner Connection terms and conditions. You must click to accept the program agreement before 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 (AM0XXXXXXX). 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 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

For **Partner Questions** – Email adobepartners@carahsoft.com

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

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