



Carahsoft | Adobe

Channel Partner Onboarding Kit



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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:

Managed Contracts

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

Adobe Team at Carahsoft Technology			
Digital Solutions Team (47 + 9)			
DOD, Intel, & LE Jenna Hafey - Sales Director		Civilian/SLG/Canada Karen Hanscom - Sales Director	
Digital Marketing (20 + 4)			
**Kathleen Kendall 703.871.8562	**Justin Sandilands 703.871.8536	**Josh Green 703.230.7493	Emily Higgins 703.230.7492
**Natalie Mooney 703.871.8687	*Reema Awad 703.889.9708	Matt Brokaw 703.889.9738	Nada Abu-Ulbah 703.889.9782
**Jacki Riedel 703.889.9706	Madeleine Bourne 703.889.9850	Molly McAnany 703.871.8515	Elliot Dean 703.673.3619
Laura Gauger 703.673.3573	Paris Carter 703.889.9866	TBH x 1	Ronald Davis 703.230.7481
*Sadia Ali 703.230.7510	DOD - Megan Salvail 703.889.9835	TBH x 1	TBH x 1
Digital Media (12 + 3)			
**Amy Taira 703.871.8643	*Jennifer Tran Nguyen 703.889.9721	*Kelsey Leek 703.230.7482	Nicole Rasky 703.673.3556
*Chelsea Campbell 703.889.9794	Tim Breswick 703.889.9783	Kristen Talbot 703.230.7511	Jimmy Otto 703.889.9823
TBH x 1	Alex Holt 703.673.3647	Steven Padilla 703.581.6594	SLG TBH x 1
TBH X 1	Sherif Mattar 703.673.3624	Tommy Mason 703.889.9713	Canada Team TBH x 1
Customer Retention & Upsell Business ("CRU") (15 + 2)			
Kara Bigelow & Erik Crawford - Manager			
Federal		State & Local + Canada	
Ivy Bae 703.230.7591	*Kyle Cooper 703.871.8621	*Andrew Labus 703.230.7440	Brett LeVine 703.673.3586
Vanessa Platt 703.673.3664	*Morgan Gaiteri 703.871.8536	Deborah Sweeney 703.673.3638	Jason Ehule 703.673.3661
Will Freeman 703.871.8616	Lara Silva 703.889.9882	Matt Jones 703.889.9729	Spencer MacLeod 703.673.3658
TBH X 1	Stefan Mehl 703.889.9702	Clay O'Connor 703.889.9701	Wil Creech 703.889.9745
Connect Team (13 + 3)			
Tiffany Goddard 703.871.8640 - Sales Director, Adobe Connect			
DOD & Intel	Civilian	State & Local + Canada	
Tiffany Chang - Manager			
*Nancy Milad 703.888.8138	*Nancy Milad 703.888.8138	Page Torney 703.230.7566	Julia Plant 703.673.3671
Raven Smith 703.673.3659	Gina Wilson 703.230.7429	Emily Clavadetscher 703.673.3507	TBH x 1
Connect Commercial/EDU/Non-Profit			
COMM	EDU	Nonprofit	Healthcare
*Brian Withers 703.889.9879	*Seth Money 703.889.9813	Amanda Rego 703.230.7471	Sean Kennelly 703.673.3519
Jose Quijano 703.889.9829	TBH x 1	TBH x 1	Paige Riley 703.230.7549
Law Enforcement, Citizen Engagement, GIS, Business Development Team (11 + 2)			
Tiffany Goddard 703.871.8556 - Sales Director, Adobe CEGIS			
**Jessica Giles 703.871.8516	**Lorin Hicks 703.871.8596	Braedon Schmelz 703.230.7474	Deanna Watford 703.581.6176
**Lacey Wean 703.230.7579	William Toti 703.581.6599	*Alex Stanton 703.871.8522	Daniela Canedo 703.871.8663
Andrew Giannotti 703.871.8567	TBH x 1	Gavin Saunders 703.851.6605	TBH x 1
Adobe Product Specialists (9)			
Erik Crawford 703.871.8524 - Manager, Adobe Product Specialists			
Aaron Wolf 703.889.9781 (Connect Specialist)	*Hunter Mozer - 703.871.8536 (Connect Specialist)	*Jake Ronza 703.230.7512 (Digital Media & Digital Marketing)	Kyle Flanagan 703.230.7552 (Connect Specialist)
Ashley Weston 703.230.7565 (eLearning)	Tony Arenas 703.889.9806 (Digital Media & Digital Marketing)	Gary Reburn 703.673.3583 (Digital Media)	TBH x 1 Digital Marketing
Marketing (4)			
**Samantha Holland 703.230.7416	Nina Jacoby 703.889.9778	*Caitlin Bieda 703.673.3581	Lindsay Brown 703.673.3533
Customer Operations Team (15 + 1)			
Julie McCulloch 703.871.8602 Order Management Team Lead	Nick Tucker 703.889.9805	Ram Grewal 703.889.9840	Cassie Conlon 703.871.8557 Collections
Sarah Fox 702.871.8644 Commercial Connect Sr OM	Magferat Akter 703.673.3622	TBH x 1	Zachary Kouri 703.673.3628 Services Coordinator
Sean Hiebert 703.871.8641 Partner Alliance Manager	Niki Quan 703.871.8541 Sales Operations Team Lead	*Hillary Van Beek 703.230.7536 Sales Operations & Training	*Leticia Guido 703.230.7418 Sales Operations

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

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 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
- 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.

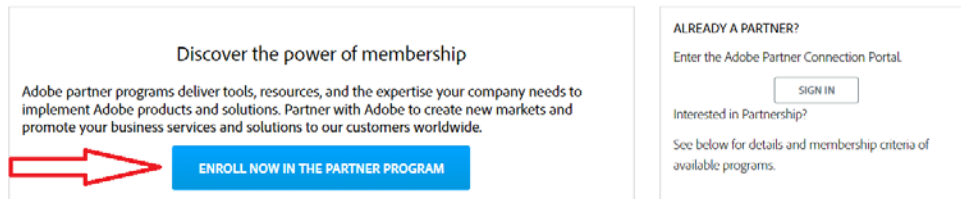
Gain access to resources, tools and information to help you expand your reach in the marketplace and prosper from a deeper relationship with Adobe. Choose the partner program that's right for your business.

<p>Adobe Marketing Cloud Solution Partner Program</p> <p>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.</p> <p>Learn more</p>	<p>Adobe Partner Connection Reseller Program</p> <p>The Reseller Program provides various membership levels for those who distribute and sell Adobe digital media products and solutions.</p> <p>Learn more</p> <p>Sign in</p>	<p>Training Provider Program</p> <p>The Adobe Training Provider Program benefits those who provide commercial instructor-led training on Adobe products.</p> <p>Learn more</p> <p>Sign in</p>	<p>Technology Partner Program</p> <p>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.</p> <p>Learn more</p> <p>Sign in</p>
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- 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

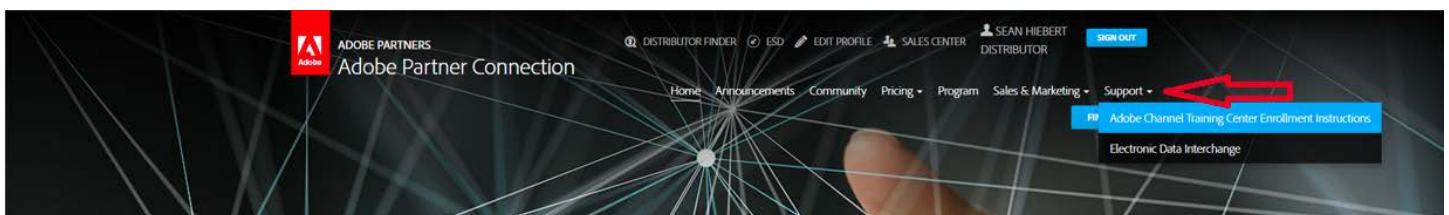


- Create or enter your Adobe ID. Your Adobe ID is required to begin the application process. You will also use it later to access your program benefits on the partner portal. If you have an Adobe ID, use it to initiate the application process. If you do not have an Adobe ID, select the *Create an Adobe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

Once you have submitted your uplevel request, 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.

It is recommended that all Certified Desktop partners become Government Specialized. Information and minimum requirements on Government Specialization can be found in the Reseller Program Guide.

- 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 desired 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 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.