



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
-

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
-

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 (40 + 14)			
Karen Hanscom 703.871.8642 - Sales Director, Digital Solutions US & Canada			
DOD & Intel	Civilian	State & Local + Canada	
Jenna Hafey - Manager		Karen Hanscom - Manager	
Kathleen Kendall 703.871.8562 Team Lead	Justin Sandilands 703.871.8536 Team Lead	Josh Green 703.230.7493 Team Lead	*Kelsey Leek 703.230.7482
Natalie Mooney 703.871.8687 Team Lead	Reema Awad 703.889.9708	*Kyle Cooper 703.871.8621	*Leticia Guido 703.230.7418
*Amy Taira 703.871.8643 Program Manager & Team Lead	Tim Breswick 703.889.9783	Vanna Jarrett 703.230.7481	Emily Higgins 703.230.7492
*Jacki Riedel 703.889.9706	Jeff Farah 703.871.8600	Matt Brokaw 703.889.9738	TJ Shaw 703.889.9854
Chelsea Campbell 703.889.9794	Jennifer Tran Nguyen 703.889.9721	Maggie Rhodes 703.889.9876	Nada Abu-Ulbah 703.889.9782
Laura Gauger 703.673.3573	Paris Carter 703.889.9866	Erika Scaggs BD (703) 871-8536	
Sadia Ali 703.230.7510	Madeleine Bourne 703.889.9850		TBH x 4 SLG
TBH X 1	Will Beck 703.889.9817		TBH x 1 Canada
TBH X 1	TBH X 1		TBH x 4 Federal
Customer Retention & Upsell Business (CRU)			
Kara Bigelow - Manager			
Ivy Bae 703.230.7591	Lara Silva 703.889.9881	Andrew Labus 703.230.7440	Brett LeVine 703.673.3586
Luke McCulloch 703.871.8536	Sam Chenevey 703.889.9835	Glenna Golding 703.871.8631	TBH x 1
Joel Quinones Cust. Nurture(DOD)	Stefan Mehl Cust. Nurture (CIV)	Trevor Davidson Cust. Nurture	Matt Jones Cust. Nurture
TBH Cust. Nurture	TBH Cust. Nurture	Wil Creech Cust. Nurture	Glenna Golding Cust. Nurture (Connect Team)
Connect Team (10 + 3)			
Tiffany Goddard 703.871.8640 - Sales Director, Adobe Connect			
DOD & Intel	Civilian	State & Local / NP	Canada
Tiffany Chang - Manager			
Nancy Milad 703.888.8138	*Shane Terry 703.889.9780	Page Torney 703.230.7566	
TBH x 1	Jennifer Kamakua 703.230.7549	Stephanie Trippeer (Part-Time)	
TBH x 1	TBH x 1	TBH x 1	TBH x 1 Canada
Connect Commercial/EDU/Non-Profit			
*Joon Choi 703.871.8536	*Seth Money 703.889.9813	Brian Withers 703.889.9879	Bryce Sutherland 703.673.3588
Citizen Engagement, GIS, & Business Development Team (9 + 3)			
Tiffany Goddard 703.871.8556 - Sales Director, Adobe CEGIS			
*Jessica Giles 703.871.8516	*Lorin Hicks 703.871.8596	Braedon Schmelz 703.230.7474	Clay O'Connor 703.889.9701
*Lacey Wean 703.230.7579	Matt Hefflin (703) 889-9713	Alex Stanton 703.871.8522	David Eaddy 703.230.7528
Ally Haines 703.871.8616	TBH x 1	TBH x 1	TBH x 1
Adobe Demo Specialist (7 + 1)			
Erik Crawford 703.871.8524 - Manager, Adobe Demo Specialists			
Aaron Wolf 703.889.9781 (Connect Specialist)	Hunter Mozer - 703.871.8536 Team Lead (Connect Demo Specialist)	Jake Ronza 703.230.7512 (Digital Media Demo Specialist)	Kyle Flanagan 703.230.7552 (Connect & Digital Media)
Ashley Weston eLearning 703.230.7565		Gary Reburn Digital Media 703.673.3583	
Marketing (4 + 1)			
Samantha Holland 703.230.7416 Team Lead	Nina Jacoby 703.889.978	Caitlin Bieda 703.673.3581	Chris Jezior 703.673.3568
Customer Operations Team			
Nicole Bitters 703.871.8610	Julie McCulloch 703.871.8602	Kassy Huffman 703.673.3554	TBH x 1
Sarah Fox 702.871.8644	Rachel Wright 703.673.3551	Candice Reed 703.871.8619 (Services ALL Products)	Cassie Conlon 703.871.8557 (Collections)
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	Dan Cosentino 703.871.8507 Sales Operations TBH x 1

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.

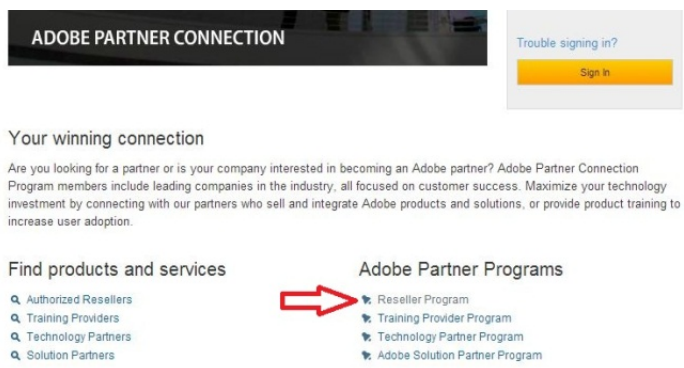
- **Registered:** Basic membership. Simple online enrollment provides access to TLP and shrink-wrap programs. All partners wishing to get access to the Partner Portal and resources must be Registered.
- **Certified:** Adds access to CLP/VIP/EA pricing and Specializations and the option to be listed in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

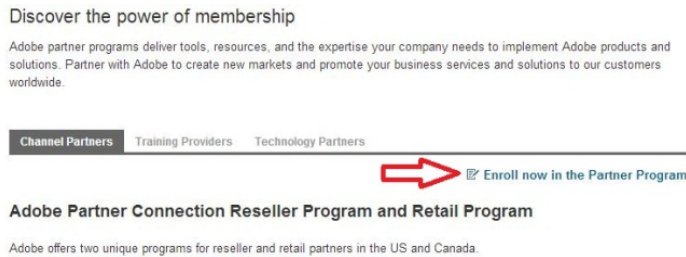
Registered Reseller Onboarding

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
- Select "Reseller Program"



- Select “Enroll Now”



- 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.
- 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

- At the middle right hand side of the Partner Connection Portal screen, click on “Your Partnerships”
 - Click on “Upgrade Membership” to begin the process to become a Certified Adobe partner

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 as well as NFR software to use internally in your organization.

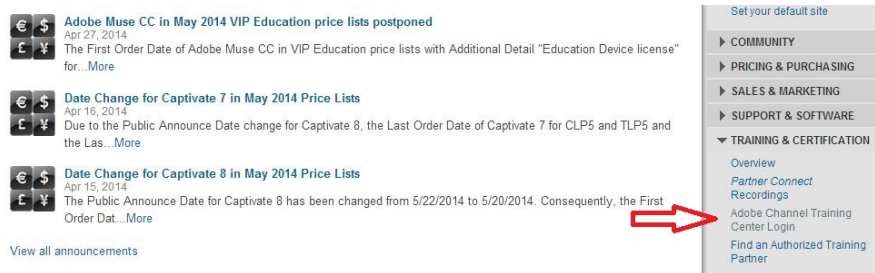
It is recommended that all Certified Desktop partners become Government Specialized. Information and minimum requirements on Government Specialization can be found in the Reseller Program Guide.

- Additionally, a video walkthrough of the uplevel process can be found on the APC Enablement Roadmap page under “All Things Training” – Apply for Specialization.
 - [Link to Government Specialization Walkthrough](#)

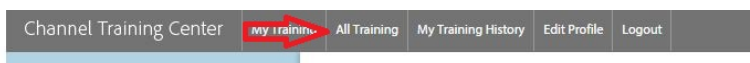
Partner Training

Once you are established as a Registered or Certified reseller in the Adobe Partner Connection Portal, Carahsoft recommends that you complete the following product certifications. 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 customer.

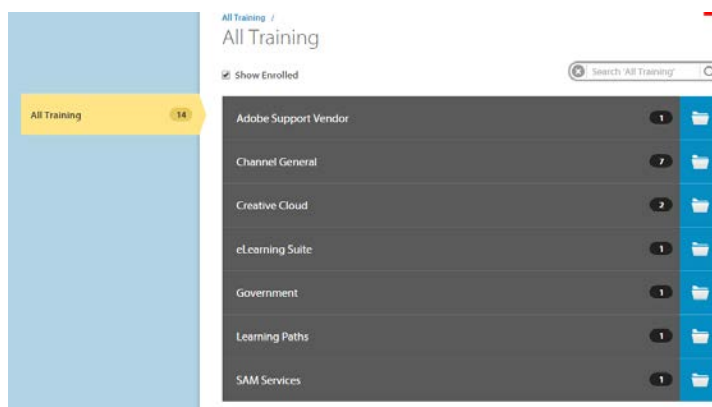
- Log in to the Adobe Partner Portal using the www.adobe.com/partners page, select “Training and Certification” on the right hand side, and then “Adobe Channel Training Center Login”



- Follow the instructions for first time users to create a profile and log in to the ACTC website.
- To access the full list of training modules and tests, select “All Training” at the top of the page.

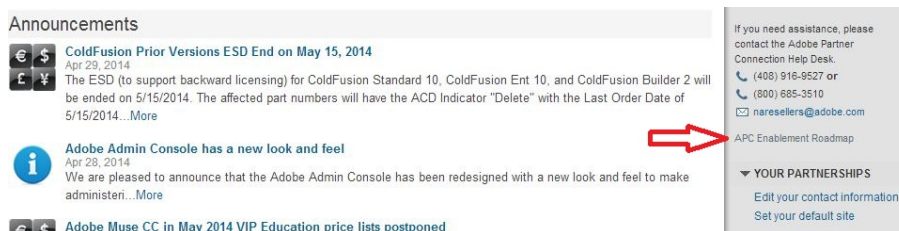


- And then select the training resource you are interested in.



Additional Resources

Adobe makes a variety of other resources available to educate you as a partner. To access these documents, simply select “APC Enablement Roadmap” from the partner portal homepage. This will open a new page with a variety of frequently asked questions and program documents.



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.