Carahsoft | Adobe

Channel Partner Onboarding Kit

Contents

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 tradeshows 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 (42 + 10)

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	703.2307493 Team Lead	*Kelsey Leek	703.230.7482
Natalie Mooney	703.871.8687 Team Lead	Reema Awad	703.889.9708	Vanna Jarrett	703.230.7481	*Leticia Guido	703.230.7418
*Amy Taira	703.871.8643 Program Manager & Team Lead	Tim Breswick	703.889.9783	Matt Brokaw	703.889.9738	Emily Higgins	703.230.7492
*Jacki Riedel	703.889.9706	Jeff Farah	703.871.8600	Maggie Rhodes	703.889.9876	TJ Shaw	703.889.9854
Chelsea Campbell	703.889.9794	Jennifer Tran Nguyen	703.889.9721	Erika Scaggs	BD (703) 871-8536	Nada Abu-Ulbah	703.889.9782
Laura Gauger	703.673.3573	Paris Carter	703.889.9866	TBH x 3 SLG	TBH x 1 Canada
Sadia Ali	703.230.7510	Madeleine Bourne	703.889.9850	TBH x 4 Federal	
TBH X 2	Will Beck	703.889.9817		

Customer Retention & Upsell Business (CRU)

Kara Bigelow - Manager

*Kyle Cooper	703.871.8621	Lara Silva	703.889.9881	Andrew Labus	703.230.7440	Brett LeVine	703.673.3586
Ivy Bae	703.230.7591	TBH	Cust. Nurture	Glenna Golding	703.871.8631	TBH	Cust. Nurture
Joel Quinones	Cust. Nurture(DOD)	Stefan Mehl	Cust. Nurture (CIV)	Matt Jones	Cust. Nurture	Spencer MacLeod	Cust. Nurture
TBH	Cust. Nurture	TBH	Cust. Nurture	Wil Creech	Cust. Nurture	TBH	Cust. Nurture

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 Canada
TBH x 1	TBH x 1	TBH x 1	

Connect Commercial/EDU/Non-Profit

*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 Heflin	(703) 889-9713	Alex Stanton	703.871.8522	David Eaddy	703.230.7528
TBH x 1	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 McCullock	703.871.8602	Candice Reed	703.871.8619 **(Services ALL Products)**	TBH x 1
Sarah Fox	702.871.8644	Rachel Wright	703.673.3551	TBH x 1	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

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"

- 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"

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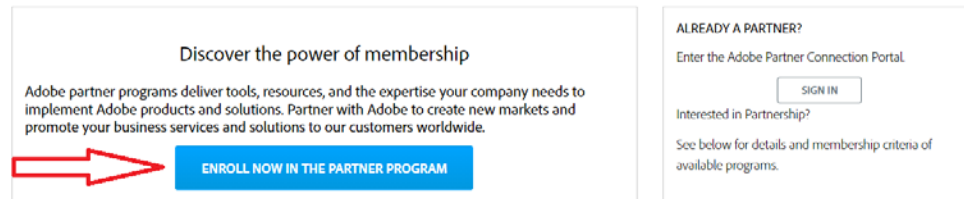
  > **Please note that if you are already a member in another Adobe Partner Program (Solution Partner Program for AEM or the Connect Partner Program) then you must use a different Adobe ID. The login credentials for each partner portal must be unique. **

- 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.com site. In order to become a Certified reseller, you must complete the Certified Reseller online application.

If you are a Registered or Certified Reseller and would like to apply for an uplevel, 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.

Partner Training

Once you are established as a Registered or Certified reseller in the Adobe Partner Connection Portal, Carahsoft recommends that you review and complete 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.

You can access the Training Center by clicking the "Support" tab at the top of the Partner Connection Portal

- 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 "Browse" at the top of the page.

- The page will refresh and display training modules available to you and your team. Click on the pertinent module that you are interested in and then "Enroll".
- You can monitor your completion status within each course by clicking the "Me" link at the top left side of the screen to bring up all of your enrolled modules.

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.
    - o 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.
    - o 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.