

# Adobe® Solution Partner Program

Connecting to enable solutions.



The Adobe Solution Partner Program benefits partners who extend, enhance and support Adobe products and technologies in the solutions they deliver to customers. Solution Partner Program members receive access to the latest Adobe technical, sales and marketing tools and resources, and they share use of the Adobe brand when working with mutual customers. The Adobe Solution Partner Program opens and extends markets and promotes members of the global partner community to millions of Adobe customers.

#### Partner for success

Adobe recognises the value of solution partners in revolutionising how businesses engage with ideas and information. Your integration of Adobe technologies into products, systems or solutions that address customer needs in specific industries and applications augments our reach. That's why we've developed the Adobe Solution Partner Program to help you build and market your products and services and achieve your business goals.

#### Stay ahead of your customers and competitors

Adapting to changing customer demands and technology trends is essential to your delivery of solutions matched to customer business needs. The Adobe Solution Partner Program gives you access to Adobe's latest technical information, support services, sales resources and business information. Choosing from two levels of membership further assures that you receive the support and information that is right for your business.

#### Attract more business

Effective marketing in today's highly competitive business environment is essential for recognition as a leader in your area of expertise. Adobe would like to help you get the word out to our mutual customers about the products, services and solutions you provide. The Adobe Solution Partner Program offers a range of marketing opportunities —

from a listing in the Adobe Partner Finder, our online partner directory, to eligibility to participate with Adobe in trade shows, seminars and events.

#### Make the most of your membership

The Adobe Solution Partner Program includes Basic and Premium membership levels. You can select the investment level and the benefit level that best serve your business needs.

Joining is easy.\* Submit the Adobe Solution Partner Program application and agreement (available online at <http://partners.adobe.com/public/asn/solutionpartner/detail.html>) along with the annual membership fee of €820 (or country equivalent) for Premium membership or €159 (or country equivalent) for Basic membership.

\* Companies eligible to join the Adobe Solution Partner Program include hosting providers, independent software vendors, value-added resellers, system integrators, corporate solution providers, original equipment manufacturers and similar businesses who develop, sell, deliver and support business solutions that incorporate Adobe products and technologies.

# Adobe Solution Partner Program benefits—Europe, Middle East and Africa

## Support benefits

BENEFIT DESCRIPTION	BASIC	PREMIUM
Monthly program newsletter	•	•
Access to members-only online resources for sales and technical training, support and technical information	•	•
Five (5) developer (SDK) support cases*		•
Five (5) Bronze technical support cases**		•

\* See the Adobe Solution Partner Program Membership Agreement for a list of supported product SDKs. Additional developer (SDK) support cases are available for purchase in single, 5- and 10-pack case quantities.

\*\*Product versions supported by Bronze technical support are listed at <http://www.adobe.com/support/programs/bronze.html>.

## Product benefits

BENEFIT DESCRIPTION	BASIC	PREMIUM
Access to Adobe software developer kits (SDKs)	•	•
Access to your choice of one single-user copy of the Adobe® Web Bundle or Adobe Video Bundle*		•
Access to one product of your choice from a list of products designated by Adobe** (Products are provided for both the Microsoft® Windows® and Apple® Macintosh® platforms, as available.)		•
Access to upgrades, as they occur, to software provided under the Adobe Solution Partner Program Agreement		•

\* The Adobe Web Bundle offers Macromedia® Studio 8, the essential solution for web design and development, and the unified design environment of Adobe Creative Suite 2 Premium software. The Adobe Video Bundle offers the Windows-based production toolset of Adobe Production Studio Premium and Macromedia Flash® Professional 8 software for authoring rich interactive content for the web.

\*\*See the Adobe Solution Partner Membership Agreement for details.

## Promotional benefits

BENEFIT DESCRIPTION	BASIC	PREMIUM
Listing in the online Adobe Partner Finder and a link to your business Web site	•	•
Permission to use Adobe trademarks and the Adobe Solution Partner logo to promote your business	•	•
Invitation to attend program events	•	•
Access to Adobe global sales and merchandising tools	•	•
Where applicable, eligibility to sell your plug-in product through the Adobe Store on adobe.com	•	•
Eligibility to submit a success story for publication by Adobe	•	•
Eligibility to participate in Adobe trade shows, seminars, and events	•	•

## FOR MORE INFORMATION

on the Adobe Solution Partner Program, please visit: <http://partners.adobe.com/public/asn/solutionpartner/detail.html>.

Adobe revolutionises how the world engages with ideas and information — any time, anywhere, through any medium.

**Better by Adobe.™**

**Adobe Solutions Network**  
345 Park Avenue, San Jose, CA 95110-2704 USA  
[www.adobe.com](http://www.adobe.com)

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