



Adobe Technology Partner Program

2024 Program Guide





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Technology Partner Program overview

The Adobe Technology Partner Program supports partners that are Independent Software Vendors (ISVs) that build unique software applications and integrations for Adobe Experience Cloud products. Adobe Technology Partners are part of an ecosystem that supplies 3,800+ technology applications and integrations across 15 industries.

Program purpose

The Adobe Technology Partner Program aims to enable and accelerate the growth and long-term success of our partners by:

- Helping them connect with or build applications and integrations for Adobe Experience Cloud solutions
- Providing partners with a framework that enables them to bring their innovations to market
- Offering partners a flexible benefits model that helps them build solutions, promote products together with Adobe, and collaboratively sell with Adobe field sales

Guide contents

Read this guide for important information on the Adobe Technology Partner Program, including its mission, the value it delivers, membership levels and benefits, how to enroll, and more.

A win-win-win program

With the Adobe Technology Partner program, everyone comes out ahead—our customers, Technology Partners, and Adobe. Technology Partners are an important extension of Adobe Experience Cloud capabilities and our go-to-market strategy. That’s largely because Adobe Experience Cloud customers have complex needs that may be specific to their industry, audience, or business model, and a third-party extension is often the easiest way to meet those needs.

The Adobe Technology Partner Program is on a mission to help Adobe customers succeed. Our partners help us on this mission by building with, extending, and supporting Adobe solutions to help customers accelerate their digital transformation journeys. Ultimately, a rich, successful partner ecosystem that extends the value of Adobe Experience Cloud for our customers forms the core of our program mission.

The Adobe Technology Partner Program is the mechanism by which Technology Partners build and scale their relationship and growth with Adobe.



Adobe Experience Cloud integrations

As noted earlier, Adobe Technology Partners can build integrations that complement [Adobe Experience Cloud solutions](#). These solutions help businesses create personalized experiences for every customer, starting with data insights to really know each individual, moving to content creation for those individuals, and finally delivering that content in personalized customer experiences on any surface.

Technology Partners can join this customer experience revolution and help customers achieve value from their digital transformation journeys with Adobe and Adobe Experience Cloud. They can do that by building integrations with these Experience Cloud solutions that map to key solution areas:

Data Insights & Audiences	Content & Commerce	Customer Journeys	Marketing Workflow
Adobe Analytics Adobe Customer Journey Analytics Adobe Real-Time Customer Data Platform Adobe Audience Manager	Adobe Experience Manager Adobe Commerce Adobe GenStudio	Adobe Target Adobe Campaign Adobe Journey Optimizer Adobe Marketo Engage	Adobe Workfront

Adobe Technology Partner levels

The Adobe Technology Partner Program is not a one-size-fits-all partner program. Partners have the flexibility to innovate and engage with Adobe in a way that aligns with their business and customer needs, with a mix of base and a la carte benefits.

Partners can join opt-in tiers with distinct benefits based on level. Benefits increase by partner level, with more significant benefits starting at the Silver partner level. A la carte benefits are available for Gold level partners. The Platinum partner level is by invitation only.



Community

The Community level partnership is a prerequisite for partners to first join the Adobe Technology Partner Program. It enables partner access to resources to explore integration opportunities with Adobe solutions.

Free



Silver

The Silver level partnership is largely a self-service model to help partners get started with developing integrations, provide them access to Adobe technologies via sandboxes, and enable them to promote their integrations in the Adobe Exchange Marketplace.

\$2,500 annual program fee



Gold

The Gold level partnership is an opt-in tier that provides partners access to technical expertise as well as program and marketing resources. Gold level partners can customize the partnership with a selection of go-to-market and technical benefits available as a la carte add-ons.

\$20,000 annual program fee



Platinum

The Platinum level partnership is by invitation only. It is intended to benefit Adobe customers through the external and internal promotion of category-leading partner technologies aligned to core Adobe solution areas.

By invitation only

Program benefits

Our program offers partners valuable technical and go-to-market benefits to support their growth and expand their customer reach with Adobe.

Benefits include:

- Documentation, APIs, and sandboxes to help partners build their application integrations with Adobe Experience Cloud solutions
- A listing in the Experience Cloud area of the Adobe Exchange Marketplace that enables partners to get their applications and integrations with Experience Cloud solutions in front of thousands of potential customers
- Joint go-to-market benefits available to support our partners, such as flexible a la carte add-on benefits, account matching, deal registration, partner collateral from the Adobe internal sales enablement channel, and more
- Many others

With the enhancements for FY2024, Gold partners can access an expanded set of [a la carte benefits](#) for additional fees. A la carte benefits can be purchased on annual or quarterly terms.



Program benefits at a glance

The table below gives a quick view of program benefits for each partnership level.

Benefit	Community	Silver	Gold	Platinum
API, documentation, and developer forum	●	●	●	●
Partner Portal access	●	●	●	●
Technology Partner communications	●	●	●	●
Product training and roadmaps		●	●	●
Sandboxes		Limited	●	●
Support team		●	Priority	Priority +
Adobe Exchange Marketplace listing		●	●	●
Solution Partner Program membership at Bronze level		●	●	●
Adobe Summit sponsorship discount			●	●
Sales collateral on Adobe Field Readiness Portal			●	●
App Assurance Program			●	●
Account mapping			Standard	Enhanced
Technical Integration Consulting			\$15,000	●
A la carte go-to-market and technical benefits			\$2,500-\$25,000	●
Gold Program Manager			\$25,000	
Platinum Partner Manager				●

Explanation of program benefits

The following section provides more details about specific program benefits.

A la carte go-to-market and technical benefits

[A la carte benefits](#) available for purchase for varied fees and durations. They are reserved for Gold and Platinum partners only.

Account mapping

Partners can use Crossbeam to accelerate discovery of common customer relationships and sales opportunities that they have with Adobe.

Adobe Exchange Marketplace listing

The [Exchange Marketplace](#) is a go-to-market benefit that acts as a one-stop shop for all integrations. It is accessible to all Adobe customers, includes capabilities for generating partner leads, and will soon include the ability to see listing analytics.

Adobe Summit sponsorship discount

Adobe's marquis global client events have sponsorship levels that offer opportunities for branding, customer speaking engagements, executive engagement tracks, receptions, customer dinners, Adobe and partner booth activity, press and analyst events, and social activation. Adobe Summit also features Adobe Partner Days and different marketing benefits at each Partner Day event.

API, documentation, and developer forum

Partners can develop apps using Adobe Experience Cloud technology in a sandbox environment. They will get trial licenses and access to APIs, the Adobe Developer Portal, and documentation sites. Available APIs and documentation sites are subject to change at Adobe's discretion.

App Assurance Program

The [App Assurance Program](#) is used to distinguish certain applications as being of a high quality. Applications that complete this Adobe process are recognized as "Assured Applications" on the Adobe Exchange Marketplace with a differentiated badge. The badge gives Adobe customers heightened confidence in the listed integration, and it helps a partner's application stand out from the rest.

Gold Program Manager

Available [a la carte](#), a Gold Program Manager will provide support and best practices for program-related initiatives. This resource will act as a single point of contact to help a partner utilize the program's diverse benefits.



Partner Portal access

The [Technology Partner Portal](#) is a gateway to the tools and resources that help partners discover, build, and market their unique solutions. This member-only, secure website focuses on providing access to all program member benefits, exclusive partner access to product information, online training, technical support, and much more.

Platinum Partner Manager

Only available to Platinum partners.

Product training and roadmaps

Product team-led sessions and documentation are provided to enable partners to build better integrations.

Sandboxes

Adobe Experience Cloud licenses and sandboxes are available to partners for non-production, not-for-resale (NFR) uses. These environments are not intended to replace software sold under development licenses. Some sandboxes may require additional trainings. Partners can visit the [Technology Partner Portal](#) for details and to submit a request for a sandbox.

Solution Partner Program membership at the Bronze level

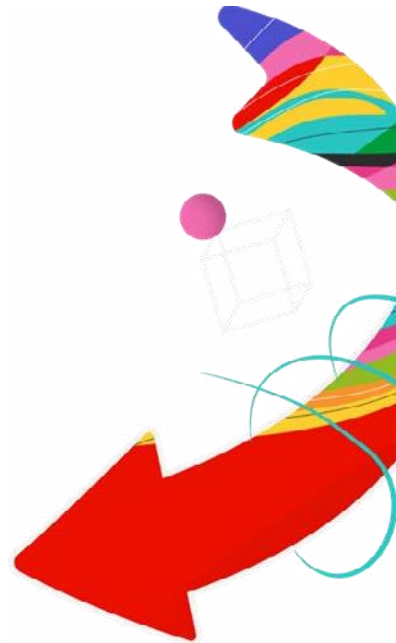
Technology Partners may join the [Adobe Solution Partner Program](#) at the Bronze level for free. They can also earn deal registration with associated partner commissions. The Adobe Solution Partner Deal Registration program is designed to increase the profitability of a partner's business by rewarding them for sales opportunities that they source or co-sell, while simultaneously improving field collaboration with Adobe in a complex enterprise co-selling environment.

Submit collateral to Adobe Field Readiness portal

Partners will have the ability to submit collateral to Adobe global sales teams on the dedicated enablement portal that is accessible by the entire Adobe field.

Technical Integration Consulting

Upper level partners can purchase or may have direct access to Adobe technical experts. Services include sandbox setup, product UI/API orientation, use case validation, integration best practices, testing and debugging guidance, documentation review, and insights to product roadmaps. The Technical Integration Consulting benefit will be available to Gold level partners as an add-on, and the team will be available to assist with all technical aspects of integrations that the partner builds with Adobe.



Technology Partner communications

Partners receive important communications from the Adobe Technology Partner Program, including newsletters, announcements, invitations to events, and updates from the program.

Technology Partner Support Center

The [Support Center](#) is an excellent knowledge base with the most up-to-date information about the partner program. The Technology Partner Program Support Team provides dedicated resources to help answer questions and provide program support, including:

- Answering general questions about the Technology Partner Program and membership renewal
- Helping update a partner's application listing on the Exchange Marketplace
- Helping with portal login and password issues
- Helping navigate the Technology Partner Portal to find tools and benefits
- Answering questions about entitlement to the program's support benefit
- Serving as the first point of contact for escalations and issues

Partners may visit the Support Center and [submit a ticket](#).



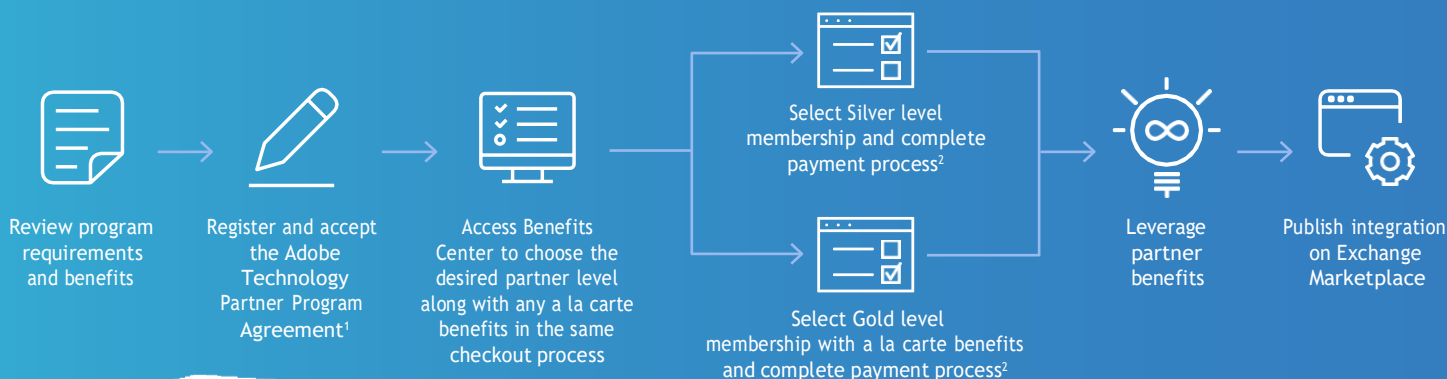
Program enrollment

Now that you know about the program, its value, and its many benefits, we hope you are ready to become an [Adobe Technology Partner](#) by enrolling in the program. Initiate the enrollment process by signing up on the Technology Partner Portal. Then complete your enrollment and start your partner journey right away by selecting and purchasing your desired partner level and any available a la carte benefits in the newly launched [Benefits Center](#).

Purchasing from the Benefits Center

The Benefits Center is designed like an online marketplace, offering a user-friendly experience akin to browsing through an e-commerce store. Within the Benefits Center, you have the flexibility to browse and select items just as you would in a traditional online shopping platform. You can add desired benefits to your virtual cart and remove them as needed. When you're satisfied with your selections, you proceed to the checkout phase, where you finalize your choices and enter payment details for processing. This streamlined process ensures ease of access and efficiency in acquiring the benefits tailored to your preferences and requirements.

Partner enrollment journey



¹ The process to join the Adobe Technology Partner Program includes a legal click-through agreement, the Technology Partner Program Agreement, which you must accept before you can submit an application.

² Partners may get denied approval at this stage if they fail to provide the minimum requested information.

Adobe Experience Cloud partner programs

In addition to the Technology Partner Program, Adobe Experience Cloud has a second partner program – the Adobe Solution Partner Program. This program is designed for companies that help customers use Adobe Experience Cloud solutions to drive digital reinvention with strategic thought leadership, consulting, solution development, implementation, system integration, and creative services.

The Solution Partner Program provides support to its partners through:

- Training and support to sell and implement Adobe Experience Cloud solutions
- Deal registration/partner-influenced revenue commission
- A partner finder directory

Many partner practices are evolving to include aspects of both the Solution Partner and Technology Partner programs.

To accommodate these partners, both programs offer a mutual benefit of joining the other program for free. You may wish to consider exploring how you can benefit from this second Experience Cloud partner program.



Adobe Technology Partner Program resources

The lists below provide quick access to some of the resources that partners and prospective partners most use.

Program-specific resources

- Adobe Technology Partner Program [registration](#)
- Adobe Technology Partner Program [Portal](#)
- Adobe Technology Partner [Benefits Center](#)
- Adobe Technology Partner Program [Support Center](#)
- [Adobe Exchange Marketplace](#)
- Gold [a la carte benefits](#) available to purchase

Additional resources

- [Adobe Experience Cloud solutions](#)
- [Adobe Solution Partner Program](#)

Version control

Version	Date	Description of changes
1.0	2/22/2023	Initial draft of 2023 Adobe Technology Partner Program Guide
2.0	3/18/2024	Updated draft of 2024 Adobe Technology Partner Program Guide
3.0	4/24/2024	Updated draft of 2024 Adobe Technology Partner Program Guide

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