



The Adobe Exchange Partner Program for Adobe Experience Cloud

Overview of Program Benefits

With three participation levels, you can find the right fit for your business goals at every stage of growth. Here are some key benefits at a glance.

Innovate Partner

\$10k/year

(Integration support add-on: \$50k)

- > Create and maintain apps using Adobe technology in a sandbox environment
- > List your applications in our Adobe Exchange marketplace

The Innovate level is largely a self-service option to help you create and maintain applications using Adobe technology in a sandbox environment and list your apps in our Adobe Exchange marketplace. You'll have access to APIs and development resources such as online learning and community forums. If you think you'll need timely help or additional integration support from Adobe experts, consider investing in our add-on for integration support.

Accelerate Partner

\$75k/year

Get all the benefits of the Innovate, plus:

- > Priority access to Adobe integration subject matter experts
- > Participation in our partner marketing program
- > Verification for one app

The Accelerate level is designed for companies that are interested in building a deeper relationship with Adobe. As an Accelerate Partner, you'll get all the benefits of an Innovate Partner, plus priority access to Adobe integration subject matter experts and application verification for one app. Accelerate Partners also receive partner marketing support to evangelize the partnership and integrations to Adobe customers and Field teams.

Premier Partner

By invitation only

Get all the benefits of the Accelerate, plus:

- > Sales account mapping and customized marketing support
- > Deep collaboration on product development and go-to-market strategy
- > Verification for unlimited apps

The Premier level is designed for companies that are interested in a go-to-market relationship with Adobe and is by invitation only. It's a revenue sharing model with a minimum annual commitment. As a Premier Partner, you'll benefit from a field engagement model that provides strong incentives for Adobe sales reps to promote your products.

There is no fee to join the Adobe Exchange Partner Program as a member. New Adobe Exchange members will be enrolled as Innovate Partners without charge for six months. After the six-month trial period, you may continue to receive Innovate Partner benefits by signing the Innovate Partnership terms and making payment arrangements through the Adobe Exchange program website. Partners who choose not to continue as Innovate Partners may remain members in Adobe Exchange but will lose access to Innovate Partner benefits.