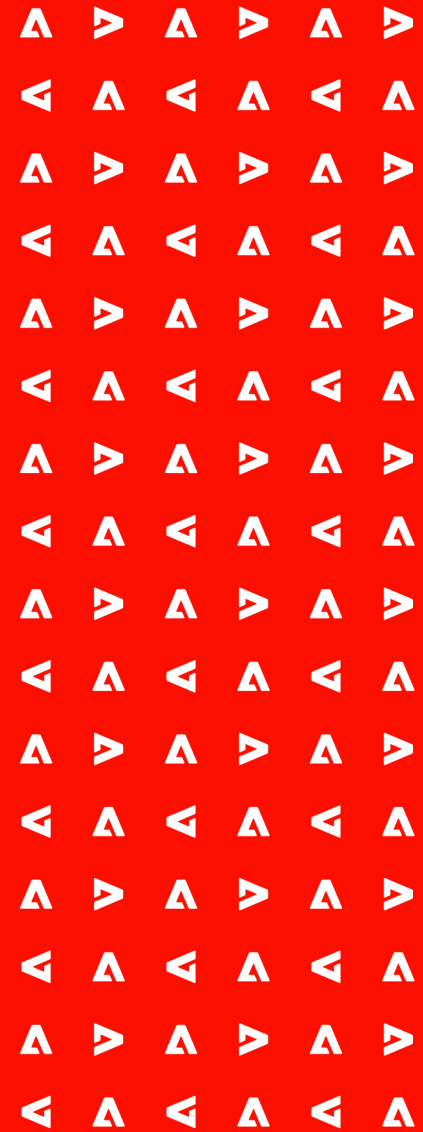




# Accelerate Welcome Webinar

Adobe Exchange Partner Program





Nikole Xue-Chen  
Partner Operations Manager

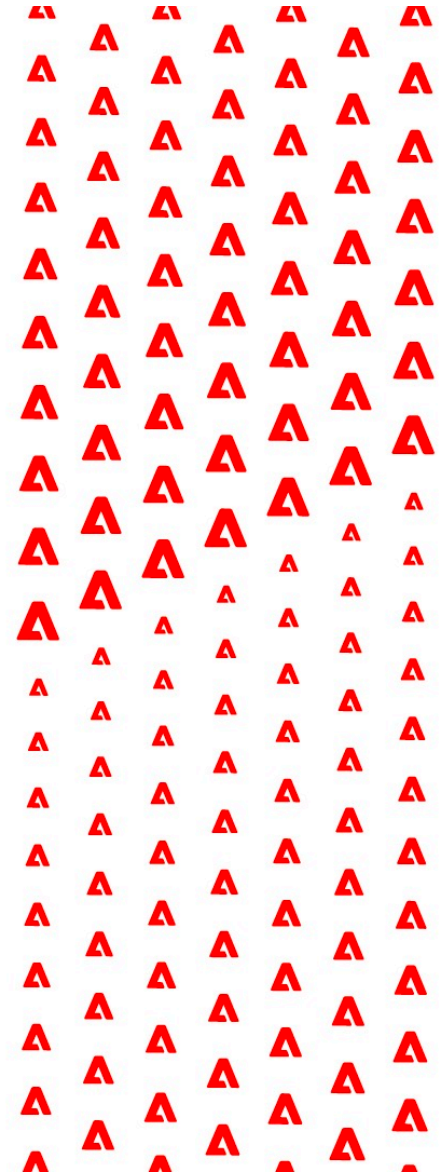


Jed Madsen  
Partner Support Manager

# Webinar Agenda

- Accelerate Tier Benefits
- Important Partner Platforms and Resources
- Proposed Self-paced Partner Journey
- Partner Support Portal

# Accelerate Partner Tier Benefits



# Technical Benefits

TYPE	BENEFIT	SUPPORT	RESOURCE
Priority Integration Support	<ul style="list-style-type: none"> <li>Access to Technical support</li> <li>Access to SMEs for integration best practices</li> </ul>	<ul style="list-style-type: none"> <li>1-2 Business Day SLA for general questions</li> </ul>	<a href="#">Contact Exchange Partner Support</a>  <a href="#">Support Portal Articles</a>  <a href="#">Product Planning</a>
Adobe APIs & Developer Resources	<ul style="list-style-type: none"> <li>Access to Adobe Experience Cloud Technology &amp; APIs</li> <li>Access to Adobe Developer Portal &amp; documentation sites</li> </ul>	<ul style="list-style-type: none"> <li>Partner will receive product updates &amp; invitations to workshops or roadmap sessions upon availability</li> <li>Request API consultation from integration SMEs through Support Portal</li> </ul>	<a href="#">Adobe Developer Portal</a>  <a href="#">Adobe Products and Integration technology Training</a>
DX Product Overview Session	<ul style="list-style-type: none"> <li><a href="#">On-demand webinar on Adobe Products</a></li> </ul>	<ul style="list-style-type: none"> <li>Partners can request a private follow up session using the Adobe Exchange Partner Support Portal</li> </ul>	
DX Integration Brainstorming Session	<ul style="list-style-type: none"> <li>1:1 session with Adobe Subject Matter Expert(SME) to brainstorm &amp; discuss partner integration use cases</li> </ul>	<ul style="list-style-type: none"> <li>Partners can request session using the Adobe Exchange Partner Support Portal</li> </ul>	
Adobe Exchange App Verification	<ul style="list-style-type: none"> <li>Get your Adobe App Integration reviewed &amp; approved by our Technical Integration Team</li> <li>Verification Badge provided upon completion*</li> <li>Requires 3 customer installations before verification</li> </ul>	<ul style="list-style-type: none"> <li><a href="#">Review support article on App Verification</a></li> </ul>	

## Marketing Benefits

TYPE	BENEFITS	SUPPORT/PROCESSES	RESOURCES
Promotion	<ul style="list-style-type: none"> <li>• Adobe Exchange Marketplace</li> <li>• Magento Marketplace</li> <li>• The use of Adobe marks</li> <li>• Mentions in partner newsletters</li> <li>• Adobe event sponsorship</li> </ul>	<p><a href="#">Support article: Creating &amp; Updating your App Listing using App Manager</a></p> <p>Monthly "Open House" session</p>	<p><a href="#">Contact Support</a></p> <p><a href="#">Partner Support Portal</a></p> <p><a href="#">Partner Marketing Center</a></p> <p><a href="#">Support article: Marketing Deliverable Request Portal</a></p>
Marketing Deliverables	<ul style="list-style-type: none"> <li>• Press Release</li> <li>• Adobe Publication opportunity - Adobe Blog</li> <li>• Adobe SME supported Partner Event</li> </ul>	<p>We support up to 3 partner-driven Marketing deliverables</p> <p>1 Marketing request at a time</p> <p>Access Partner Marketing Center</p> <p>Requests after Month 10 will be considered but not guaranteed</p>	
Field Enablement	<ul style="list-style-type: none"> <li>• Adobe Field Readiness Portal</li> </ul>	<p>Share partner created enablement/marketing content with the global Adobe field</p> <p>Partners upload contents to Marketing Deliverable Request Portal for approval, we share with the Adobe field</p>	

\*The listed marketing benefits are subject to availabilities

# Marketing Deliverable Process (PRs, Adobe Publications, SME Supported Partner Event)

1

## Access to Partner Marketing Center to learn guidelines for each kind of Marketing deliverable

1. Self-register & sign into the [Adobe Partner Marketing Center](#)
2. Navigate to "Guides" tab, all guides are organized by deliverable type
3. Review the different guidelines, download templates, and view examples

2

## Build Content

- All Marketing Deliverables are partner-driven
- Partner is responsible for creating content
- Follow guidelines and use the right templates when building out content

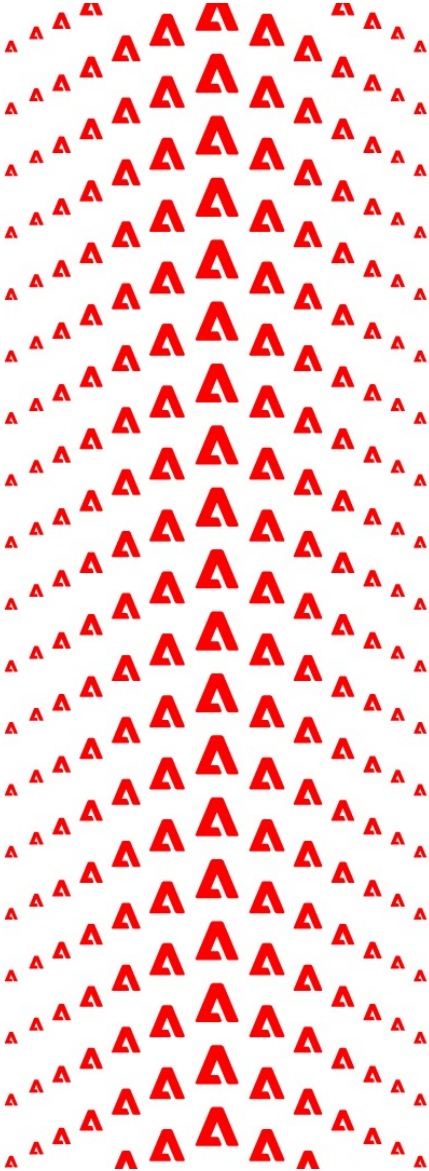
3

## Submit/Track Your Deliverables

1. Submit a marketing deliverable by logging into [Marketing Deliverable Request Portal](#) (powered by Workfront)
  - [Create a Support ticket to get access](#)
2. Track and manage your deliverables/projects in the *Partner Dashboard* inside our Marketing Deliverable Request Portal

\*For Marketing Support from the Adobe Exchange team, please contact us through the [Partner Support Portal](#)

# Important Partner Platforms & Resources





# Important Platforms & Resources for Accelerate Partners

## [Exchange Partner Portal: App Manager](#)



- [Adobe Exchange Listing Creation/Management](#)
- [Sandbox Requests](#)

*Note: Each partner contact will need to register themselves in the partner portal to receive communications, [instruction here](#)*

## [Partner Marketing Center](#)



- Marketing guidelines, templates, examples, and logos

*Note: Partner needs to self-register [here](#)*

## [Marketing Deliverable Request Portal \(Powered by Workfront\)](#)



- Use to submit marketing activities/deliverables
- Manage/track your deliverables

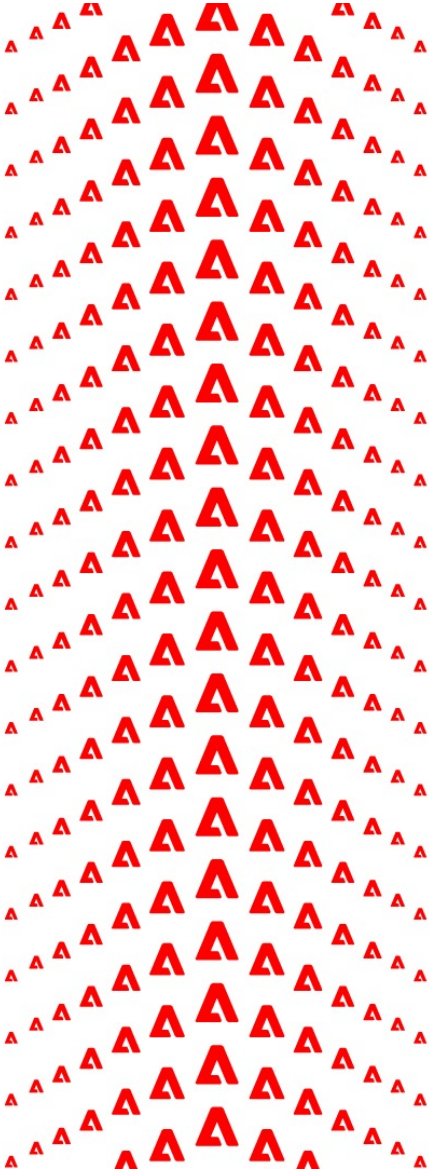
*Note: [Submit a Support ticket](#) to gain access to the Marketing Deliverable Request Portal*

## [Partner Support Portal](#)

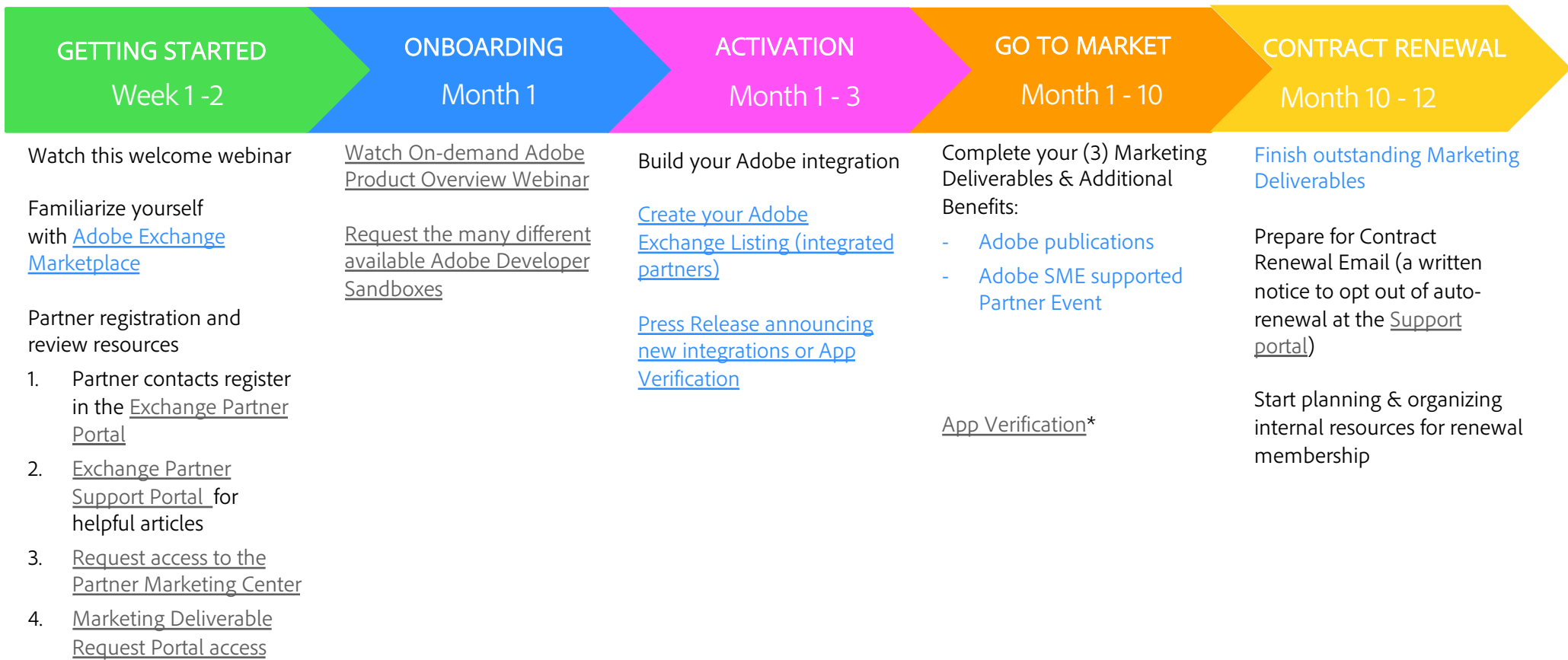


- Helpful articles for partners
- Get ticket-based support
- Technical Support available, follow guide [here](#)

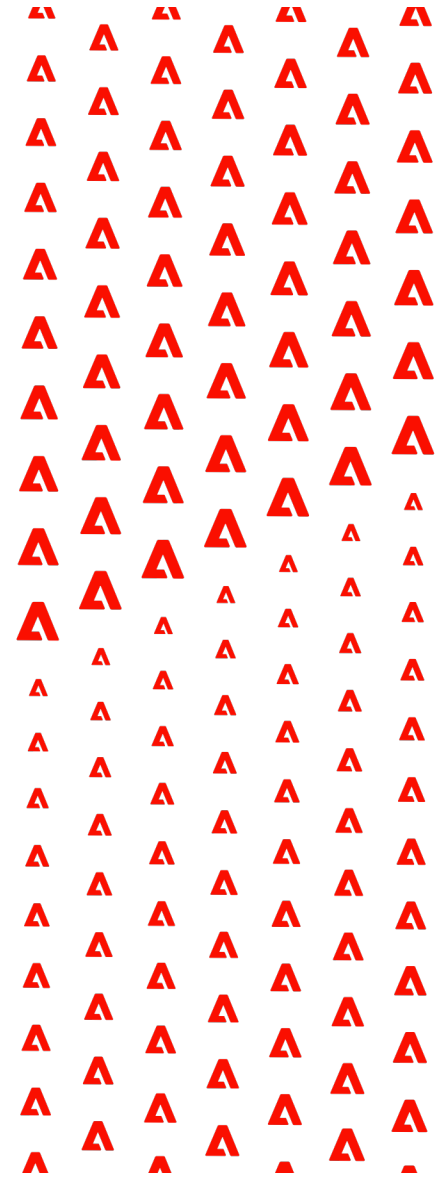
# Proposed Partner Journey



# Proposed self-paced partner journey



# Partner Support Portal



# Partner Support Portal: Main Page

The screenshot shows the main page of the Adobe Exchange Partner Support Center. At the top left is the Adobe logo. At the top right, there is a "Submit a request" button and a user profile for "Jed". The main content area has a blue background with a white search bar containing the text "How can we help you?". Below the search bar, there is a row of six icons with corresponding text labels: a network icon for "Adobe Partner Marketing Center", a megaphone icon for "Adobe Marketing Deliverable Request", a person with a checkmark icon for "Adobe Solution Partner Portal", a ribbon with a checkmark icon for "Adobe Exchange Partner Program Benefits", a handshake icon for "Adobe Exchange Partner Program Registration", and a person icon for "Adobe Exchange Partner Portal".

Adobe

Submit a request Jed

## Welcome to the Adobe Exchange Partner Support Center

View our FAQs & Support articles related to products and services for the Exchange Partner Program. Can't find what you're looking for? Contact Adobe Exchange Support

How can we help you?

- Adobe Partner Marketing Center
- Adobe Marketing Deliverable Request
- Adobe Solution Partner Portal
- Adobe Exchange Partner Program Benefits
- Adobe Exchange Partner Program Registration
- Adobe Exchange Partner Portal

# Support Portal: Main Page

Get help from the partner support team

Search our pool of technical and program support articles

Access Accelerate resources from our handy links

Adobe

Submit a request Jed

## Welcome to the Adobe Exchange Partner Support Center

View our [FAQ](#) and support articles related to products and services for the Exchange Partner Program. Can't find what you're looking for? Contact Adobe Exchange Support

How can we help you?

- Adobe Partner Marketing Center
- Adobe Marketing Deliverable Request
- Adobe Solution Partner Portal
- Adobe Exchange Partner Program Benefits
- Adobe Exchange Partner Program Registration
- Adobe Exchange Partner Portal

# Support Portal: Articles

Find articles on topics ranging from how to obtain a sandbox to how to pull large datasets from Adobe Analytics and much more...

## Adobe Exchange: Sandbox Provisioning Details [Follow](#)

Anna · 4 days ago · Updated

### Sandbox access

Sandbox provisioning is requested during the process of creating an application listing for Exchange using Adobe Exchange App Manager. Below is the process to get sandboxes provisioned during the application listing process:

- Login to the [Partner Portal](#) and click on App Manager in the upper right hand corner and to the left of your name.
- Once in App Manager start to [build your application listing](#), and during this process you will be prompted to select the integrations for your solution on the Connections tab. We can provision for these solutions:
  - Adobe Experience Manager
  - Adobe Experience Platform Launch (Adobe Experience Platform is available for partners at the Accelerate/Premier partnership tiers)
  - Adobe Analytics
  - Adobe Target
- Once the Required and Optional API's have been selected on the Connections tab, and the page saved, the sandbox request for available solutions will go to our provisioning team. When the request is sent you will receive an email confirmation, and you will also receive an email when the provisioning is complete. Generally it takes about a week to get a product provisioned on the account.

### Articles in this section

Exchange Program: Making payment for Innovate partnership

Adobe Exchange Partner

Adobe Exchange Program, Experience Cloud > Adobe Analytics > Adobe Analytics

## Adobe Analytics: Pulling Large Data Sets [Unfollow](#)

Jed · 3 months ago · Updated

Adobe Analytics: Pulling Large Data Sets

Adobe Analytics is primarily designed to present complex processed reports to analysts quickly—in as close to realtime as possible. To achieve this aim, our engineers made certain trade-offs that can make it more difficult for partners to do things with Adobe Analytics that are not in line with its primary design goals. For example, some of our partners want to export large data sets (1,000,000 + unique values) each day on a set schedule. (E.g., we have partners that want to upload a session ID to Adobe Analytics and then pull dozens of segments with those session IDs on a daily basis—for many Adobe Analytics customers, each of those segments will have 1,000,000 + unique values.) Below I'll describe the various options for storing and pulling large data sets from Adobe Analytics and the limitations of each.

### Storing the data

The two options that partners can use to store the data are eVars and Customer Attributes.

#### eVars

The variable that our partners generally use to store custom data in is called an "eVar" or a "custom conversion variable." These variables have a limited number of unique values that they can take before Adobe Analytics begins filtering them. For most customers, filtering begins when the variable hits 500,000 unique values in a given month and more aggressive filtering kicks in at 1,000,000 unique values. (See [this documentation](#) for details on how the filtering works.) The unique values are limited to ensure that reports can run in a timely manner.

### Articles in this section

Adobe Analytics: Overview for Exchange partners

Adobe Analytics: Integration Tools

Adobe Analytics: Sandbox Dummy Data

Replacements for Data Connector API calls

Adobe Analytics: Data Connectors "Integration Owner Not Admin" Error

[Adobe Analytics: Pulling Large Data Sets](#)

# Support Portal: Get Help

Request one-on-one  
integration consulting

**Submit to Adobe Exchange Partner Support**

Please choose your issue below

Adobe Exchange Support

CC

Add emails

Organization\*

Adobe AEP Experience Cloud - Employee Only

Please tell us which Organization you would like this request associated with. You can change this later.

Support Type\*

-

Adobe Exchange Product

-

The product selection assist Adobe Exchange Support with resolution path.

Subject\*

Description\*

Please enter the details of your request. A member of our support team will respond as soon as possible. Note: Do not provide private keys in the description.

**Submit to Adobe Exchange Partner Support**

Please choose your issue below

Integration Consulting for Adobe Exchange Partners

CC

Add emails

Organization\*

Adobe AEP Experience Cloud - Employee Only

Please tell us which Organization you would like this request associated with. You can change this later.

Integration Consulting Product\*

-

Support Type\*

-

Subject\*

Description\*

Please enter the details of your request. A member of our support team will respond as soon as possible. Note: Do not provide private keys in the description.

Or ticket-based  
support



Thank you for watching

