APAC- CHANNEL AUTHORIZATION LETTER

Step by step guide for partners- 2023

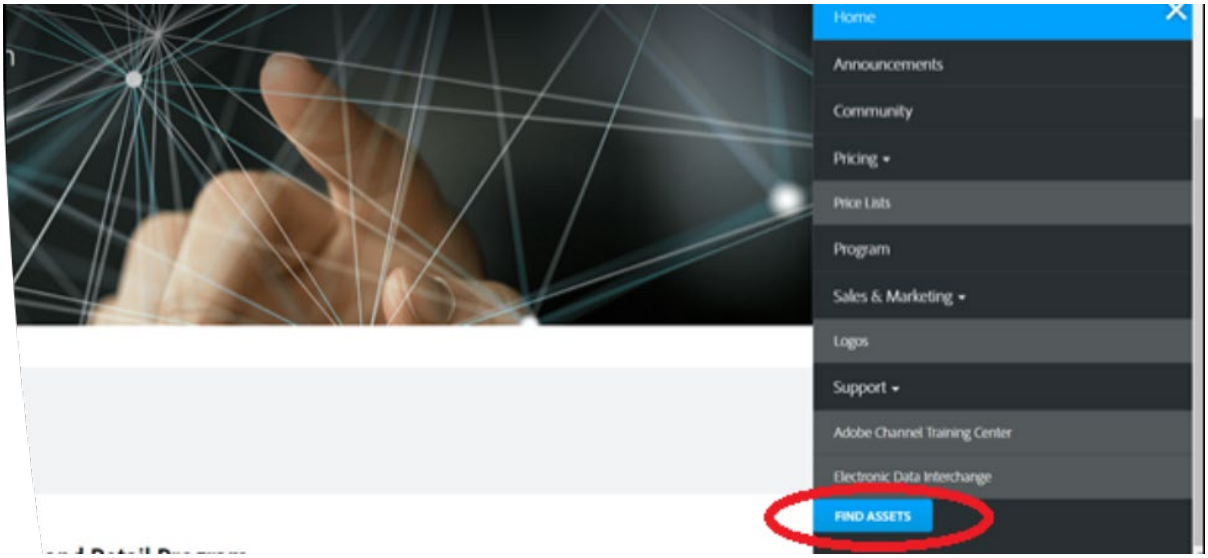
Overview

Channel Authorization Letter (CAL) is issued by Adobe to authorized partners under Adobe Partner Connection Reseller Program ("Authorized Partners") to state the Authorized Partner's role in the VIP deals. It can be requested by and issued to the Authorized Partners to participate in a bid/tender of VIP Deals.

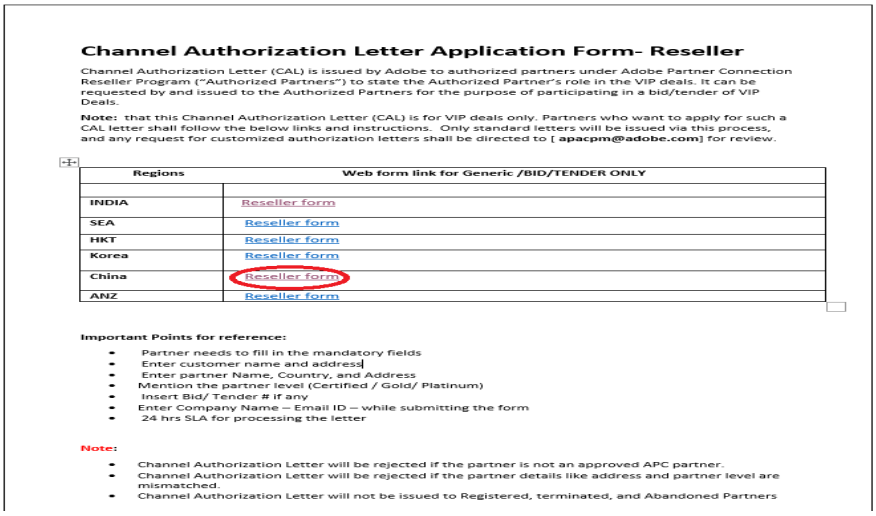
Note: that this Channel Authorization Letter (CAL) is for VIP deals only. Partners who want to apply for such a CAL letter shall follow the below links and instructions. Only standard letters will be issued via this process, and any request for any customized authorization letters shall be directed to APACPM@adobe.com for review.

Steps to submit Channel Authorization letter.

1. Log in to the Partner portal
2. Click on the Find assets form under the quick links section Highlighted below



Choose the channel authorization link as per your region



Channel Authorization Letter Application Form- Reseller

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Note: that this Channel Authorization Letter (CAL) is for VIP deals only. Partners who want to apply for such a CAL letter shall follow the below links and instructions. Only standard letters will be issued via this process, and any request for customized authorization letters shall be directed to [**apacpm@adobe.com**] for review.

Regions	Web form link for Generic /BID/TENDER ONLY
INDIA	Reseller form
SEA	Reseller form
HKT	Reseller form
Korea	Reseller form
China	Reseller form
ANZ	Reseller form

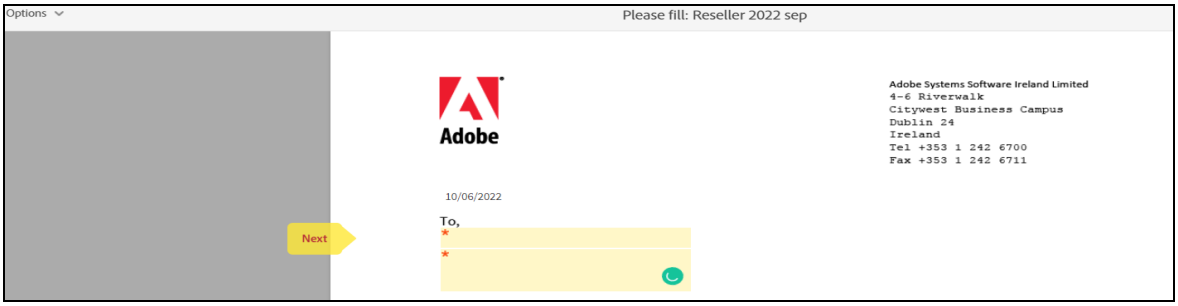
Important Points for reference:

- Partner needs to fill in the mandatory fields
- Enter customer name and address
- Enter partner Name, Country, and Address
- Mention the partner level (Certified / Gold/ Platinum)
- Insert Bid/ Tender # if any
- Enter Company Name – Email ID – while submitting the form
- 24 hrs SLA for processing the letter

Note:

- Channel Authorization Letter will be rejected if the partner is not an approved APC partner.
- Channel Authorization Letter will be rejected if the partner details like address and partner level are mismatched.
- Channel Authorization Letter will not be issued to Registered, terminated, and Abandoned Partners

3. Requester needs to fill in the **mandatory fields** *
4. Enter the **customer's name and address**



5. Enter the **Partner's Name, Country, and address**.
   (Partner name and address information must be same as mentioned in Partner profile)

Adobe Systems Software Ireland Ltd. ("Adobe") authorization letter for ( )
incorporated in China and having a place of business at (address)

* In case the partner does not have the exact information, they can click on **Edit Profile** in the Community Portal and can verify the exact information (https://adobe.force.com/app/0015Y00003DAdZT)

6. Mention the partner level (**Certified / Gold/ Platinum/Distributor**)
7. Enter partner Anniversary date - **MM/DD/YYYY** as per partner records.

Dear Sir/Madam,

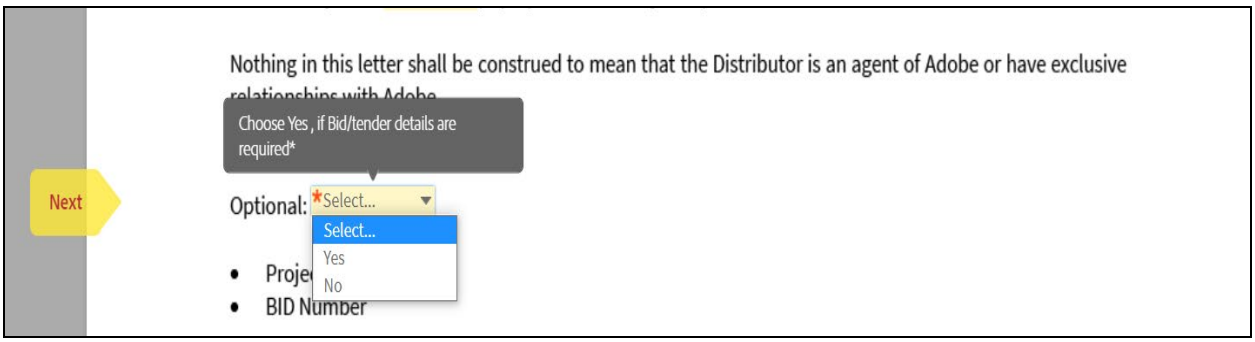
Adobe sells its software licenses in the Territory through Adobe Authorised Resellers. A list of Adobe Authorised Resellers can be found on http://www.adobe.com/go/apcpartnerfinder.

Adobe has no objections to Reseller supplying the Adobe software products to Company, provided that Reseller obtains such Adobe software products from an Adobe Authorised Distributor, and such Adobe software pr Select Partner level Certified/Gold/Platinum and have not been discontinued by Adobe at the time that an order for such Adobe software products is placed with Adobe. Adobe further confirms that as of the date of this letter, Reseller is a * Select... reseller in the Adobe Partner Connection Program in the Territory until * (DD/MM

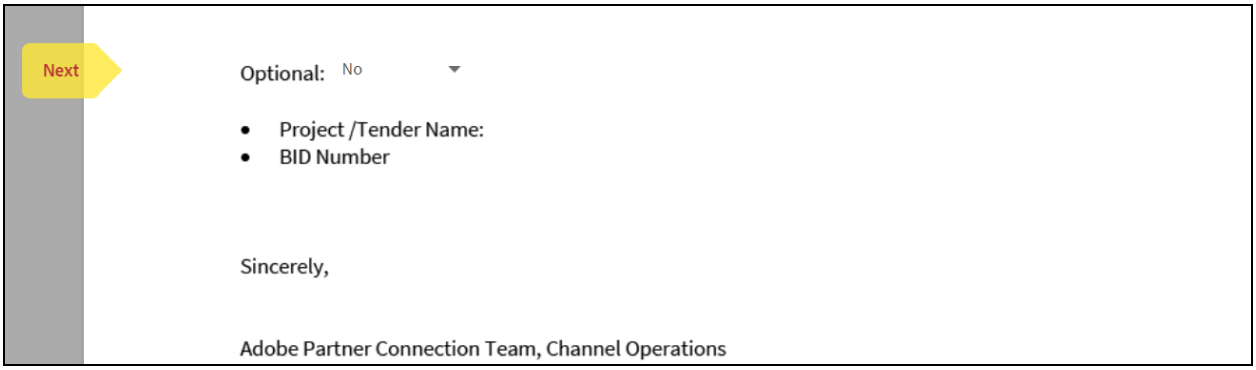
Select...
certified
Gold
Platinum

Nothing in this letter sh d to mean that Reseller and/or Authorised Resellers are agents of Adobe or have exclusive relationships with Adobe.

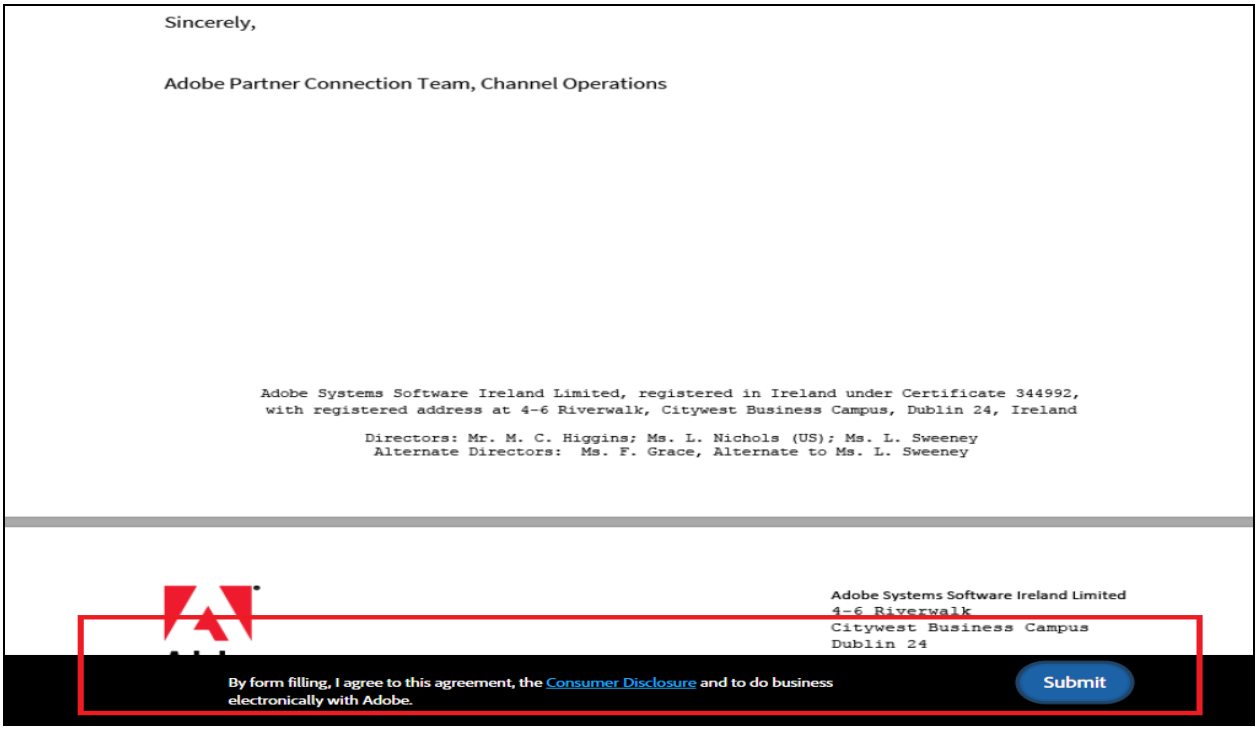
8. Choose **YES** If you require BID/Tender details



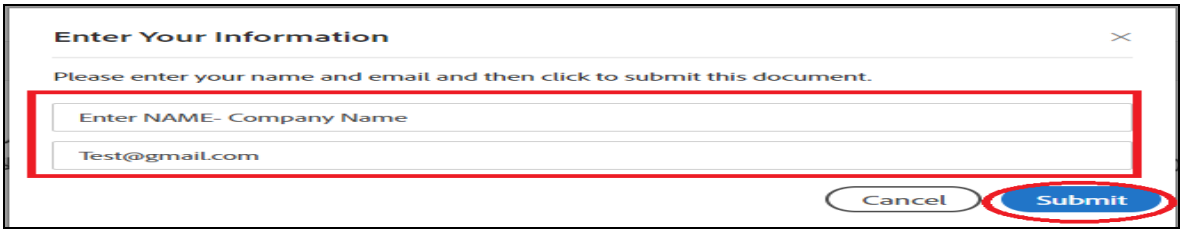
9. Choose NO If you need Generic Partner Letter



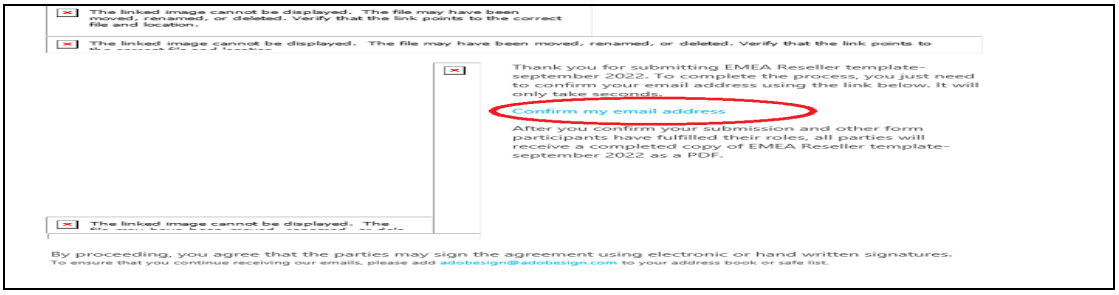
10. Once mandatory details are entered Click on **submit**



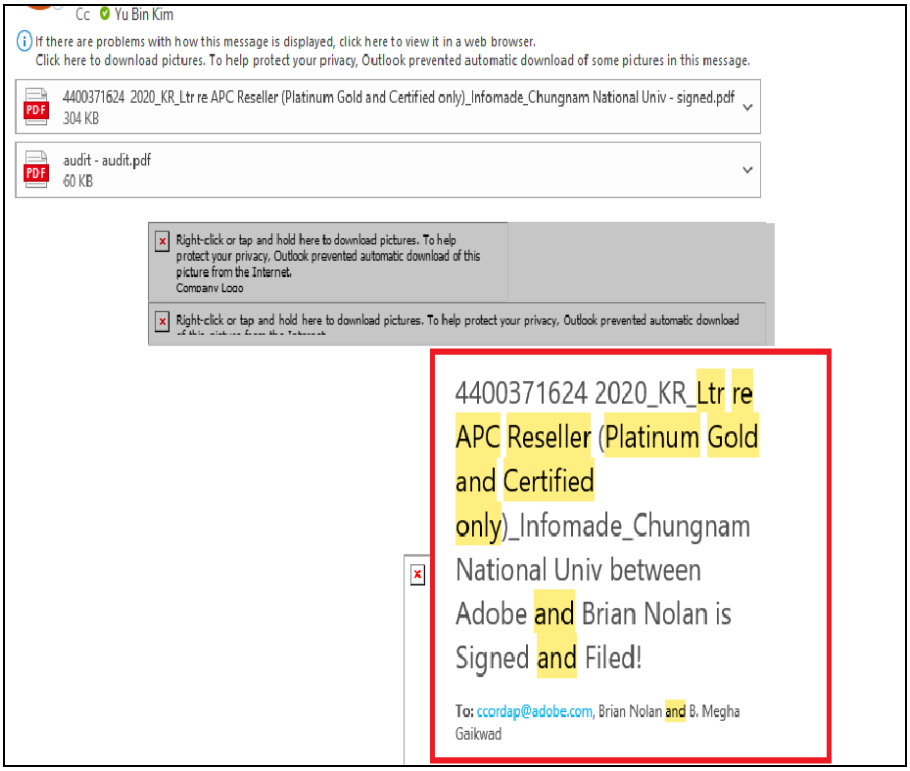
11.Enter **Company Name, and Company email -ID**



11. kindly **verify the email address** via email notification received in your company email-ID



12. Post-validation of partner details, the **APC team to review and approve the request**.
The requester will be notified with signed copy of the Channel authorization letter.



[Q&A]

1) **I did not receive an authentication email after submitting CAL.**
- Please check all spam mailboxes and other mailboxes.
- If it's not received, please send your inquiry in English to APAC PM (apacpm@adobe.com)

2) **When submitting incorrect information**
- If the information on the partner portal, such as partner level and address, does not match, the submitted CAL will be rejected.
* In principle, if the information does not match the information on the partner portal, it may be rejected, so be sure to fill in the same information
please!
- After submission, modification and resubmission are not allowed.
Please fill out a new one and submit it.

3) If CAL is not issued
- In case of Registered level
- If you are not an Approved APC Partner
- In case the status of Adobe Partner Program is Abandoned or Terminated

4) If information is written in Chinese on the partner portal
- Please translate the Chinese address into English and fill in both Chinese and English