Adobe Solution Partner Program Specialization FAQs

Q: What is Specialization?
A: Specialization allows Adobe to recognize the best Partners in the Adobe Digital Marketing Partner ecosystem. Specialized Partners are certified by Adobe with proven references and skills. Becoming Specialized means achieving a minimum number of sales and technical certifications as well as demonstrating successful customer implementations. Specialized Partners receive priority from the Adobe field team, as well as support and other benefits.

Q: Why should my company invest in Specialization?
A: Specialization is a benefit to Adobe Partners in several ways:
   - Adobe considers Specialized Partners as "go to Partners" with regards to field operations. There is a significant and growing professional services opportunity associated with the growth of our Digital Marketing Cloud and the key to Partners; accessing this opportunity is becoming Specialized.
   - It provides a differentiated market position for the Partner.
   - It helps Partners understand how to build a viable Adobe solution practice.
   - It provides a road map for training and staffing project teams that are capable of a high quality of delivery.
   - It provides customers piece of mind knowing they are working with a company that invests in the technical skill of their employees and has met capability criteria set by Adobe.

Q: How many people at my company should get certified?
A: This varies depending on the Specialization. To learn more about the specific requirement for each solution, see the requirements on the Specialization Page

Q: Is there a cost to become Specialized?
A: There is no fee to become Specialized! There will be costs for training depending on how many individuals in your organization you plan to certify and your level in the Partner Program. There are usually exam costs. Depending upon you level in the partner program discounts maybe available.

Q: My Company uses offshore developers, can they become certified and fulfill Specialization requirements?
A: Yes, this is called "loaning". A partner can loan a certified offshore resource to a geographic practice for the purpose of fulfilling Specialization requirements. However, the resource can only be used in one geography for the term of one year. Must be specific when submitting your Specialization approval request. Here is an example:
   - You have a certified developer in India.
   - You are short one developer to attaining Specialization in North America.
   - You can include the offshore developer on you Specialization Request Form, indicating they reside in India.
   - This developer is now added as a minimum resource to North America for the term of one Adobe fiscal year. You will need to provide SPPhelp the developer name, home country, email address and certification ID.
   - This developer cannot be used in India (their home region) as a Specialization resource for the term of one year.
Q: How long do Specializations last?
A: Specializations do not expire. However Partners are required to maintain the minimum individual certification numbers at all times to remain in active Specialization status. There may be situations that will require recertification from time to time to provide training to individuals when we have major feature releases. It is assumed the Partner is keeping up on the latest product capabilities.

Q: How old can a certification be and count towards Specializations?
A: The last two product version exams current count towards Specialization. For example, a Partner can use AEM Component Developer 5.6 and AEM Developer 6.0 Certifications towards AEM Specialization until a new exam is released, at which point the 5.6 Certification will no longer be considered current.

Q: How do my customers know my company is Specialized?
A: There are several ways customers learn that you are Specialized:
   - You will be awarded Specialization Badging that you can publish on your website, business cards and digital and hard copy marketing assets.
   - The Adobe Partner Finder will indicate which Partners have Specializations and will prioritize search result placement based on the number of Specializations a Partner has.
   - The Adobe field will have a current list of all Partners who are Specialized.
   - Plaques indicating Partner level and Specialization status are available upon request. (Contact spphelp@adobe.com if interested in obtaining a plaque).

Q: What if one of my certified individuals leaves my company, does that effect my Specialization status?
A: It might. Adobe Partner Program policy states that a Specialized Partner must maintain the minimum number or certified individuals for a given Specialization in order to remain Specialized. If you have a certified individual that you used to approve your Specialization request leave the company you have 90 days to replace that individual with another certified individual. This is why it is prudent to always have a few more certified individuals on staff than the Specialization minimum requirement. You should notify Adobe of the change in certified resource by emailing SPPhelp@adobe.com.

Q: Will Adobe promote my company if we become Specialized?
A: Yes, Adobe will promote your company as Specialized via the Partner Finder, we will also promote internally to our field team.

Q: Will I get more leads if I’m Specialized?
A: We cannot promise any Partner leads. However as you become Specialized you will get priority placement in the Adobe Partner Finder and the more Specializations you earn, the better your placement will be. This should drive more leads directly to you. Also, your number of Specializations will have a direct impact on your engagement by the Adobe sales teams.

Q: Will Specialization advance my companies level in the Solution Partner Program?
A: Specializations are required to achieve or maintain the highest levels of the Digital Marketing Solution Partner Program. Partners have until November 30, 2015 to earn the appropriate number of Specializations and remain at their current or desired program level.

<table>
<thead>
<tr>
<th>SPP Program Level</th>
<th>Number of Specializations Required</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community</td>
<td>Community Members are not eligible to earn Specialization</td>
</tr>
<tr>
<td>Business Level</td>
<td>Specializations are optional</td>
</tr>
<tr>
<td>Business Plus Level</td>
<td>2 Specializations are required, AEM is required in 2015</td>
</tr>
<tr>
<td>Premier Level</td>
<td>3 Specializations are required, AEM is required in 2015</td>
</tr>
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Q: Are there more benefits for Partners in the Solution Partner Program for my company if we get Specialized?
A: Yes, more benefits for Specialized partners are coming!

Q: Where do I get my badge and Specialization stripes when my Specialization request is approved?
A: Once your Specialization request is approved, your badging and stripe(s) will be emailed to the person who completed the request form.

Q: How do I submit my request to become a Specialized Partner?
A: You need to complete a form. Contact your Partner Account Manager or SPPhelp@adobe.com to get the link to the form.

Q: How can I use the new program badge and Specialization stripes?
A: The Specialization badging is intended to be published on your website, solution collateral (digital and print), and can be added to your company business cards. See the Adobe badging guidelines that accompanied your badges for more information.

Q: How do Partner Specialization exams differ from traditional Adobe product certification?
A: Partner Certifications are based on existing Adobe Certified Exams - where they exist. We are launching new Certification opportunities for Partners that haven't previously existed.

Q: Can you receive a specialization in more than one area? Like Target AND AEM?
A: Yes, Specializations can be earned across all Adobe solutions where Specializations are available.

Q: Is it possible for one person to have multiple roles when submitting for Specialization approval?
A: It's great to earn multiple Certifications, but a single individual can only satisfy one Certification requirement for a Specialization.

Q: Can specializations be role-specific? Can you have a sales-only specialization, or a developer-only specialization? Or are always all roles needed?
A: All the roles are needed in order to be considered Adobe Specialized in a particular Adobe solution. Individuals are encouraged to become Certified in their area of focus, however for an organization to be considered Specialized, they must satisfy all sales and technical roles so that customers are assured of end to end capabilities and capacity.

Q: Are there materials available to help staff prepare for the exams?
A: Yes, please visit http://solutionpartners.adobe.com to find information on Certifications and Specializations that are available.

Q: Can the versions be mixed? For example can a Partner use architect on 6.0 and developer on 5.6 exams to become Specialized?
A: In 2015 this will not be allowed. A partner must choose one version to become specialized and all exams must pertain to that version. It is highly recommended that Partners choose the latest solution version and exams to become Specialized. For example AEM 6.0. This version will have the longest lifetime in market, whereas if a new AEM version is released where it is determined certification is required for that major release, then the 5.6 Specialization is no longer valid and the Partner will have 90 days to recertify to maintain their Specialization status.
Q: What if an organization doesn't have enough individuals to fill all roles and earn Specialization?
A: Specialization isn't for everyone. It requires a minimum level of capacity. Adobe values all Partners and recognizes that not all Partners will be able to meet this hurdle.

Q: Can one individual who is specialized, be shared by more than one firm to meet the Specialization requirement?
A: No, an individual may only be used by one firm and this is governed by the “Loan” policy. See above question regarding the loaning.