



# Adobe Video Partner Program

A holistic program to fuel joint innovation and empower our end customers

# About Adobe

## Changing the world through digital experiences

Great experiences have the power to inspire, transform, and move the world forward. And every great experience starts with creativity. And creativity is in our DNA. Adobe connects content and data and introduces new technologies that democratize creativity, shape the next generation of storytelling, and inspire entirely new categories of business. As the global leader in digital marketing and digital media solutions, Adobe's tools and services allow customers to create groundbreaking digital content, deploy it across media and devices, measure and optimize it over time, and achieve greater business success.

### **The Future Belongs to Those Who Create.**

Adobe Creative Cloud unleashes creativity so anyone — from the most demanding professional to students just starting out — can make whatever they want, wherever they want.

### **In the Experience Economy, Every Business Must Be a Digital Business.**

Businesses count on Adobe to help them meet the challenges of digital transformation. With Adobe Experience Cloud they can harness their data and deliver personalized experiences that drive business growth and customer loyalty.

### **Documents Are Core to How People Work, Transact Business, and Communicate in Everyday Life.**

Adobe pioneered the paper-to-digital transformation with the invention of PDF. We created Adobe Document Cloud so people can scan, edit, share, and sign documents anytime, anywhere. Today, we're revolutionizing the way people and businesses communicate, collaborate, and get work done.

# Adobe Video

## Rethink the future of video creation.

Whether you're a Hollywood heavy-hitter or Fortune 500 innovator, Adobe Creative Cloud has the industry-leading tools for digital video and audio editing, plus groundbreaking features and workflows, to make your creative project successful.

Adobe apps enable you to create any type of video — from feature-length films to social media clips.

It starts with Premiere Pro, which gives you all you need to make anything you can imagine from a quick on-line video to a feature film. If you're on the go, you can make quick edits in the Premiere Rush mobile app. Premiere Pro integrates with Photoshop and After Effects. And you can collaborate with Frame.io and access Adobe Stock footage right inside the app. It's all you need to take your videos to the next level.

Create eye-catching titles or turn yourself into a live animation in real time with Adobe's apps for motion. Our animated video software is easy to use and it integrates with Photoshop and Illustrator to bring your ideas to life. Make your video sound incredible by easily editing audio tracks, adding pro beats from Adobe Stock, and applying audio effects right inside Premiere Pro — or use the top-of-the-line tools inside Audition to restore audio and perfect podcasts.

Adobe and our global network of partners offer an end-to-end video solution to help you accomplish your creative media goals.



# Why the Adobe Video Partner Program?

**Grow your business with Adobe and support more customers.**

## **Exclusive Resources**

Adobe Video Partners have access to a variety of resources that make it easy to develop and promote your solutions as well as collaborate with us to build your partnership as your business grows and evolves.

## **Regular Updates**

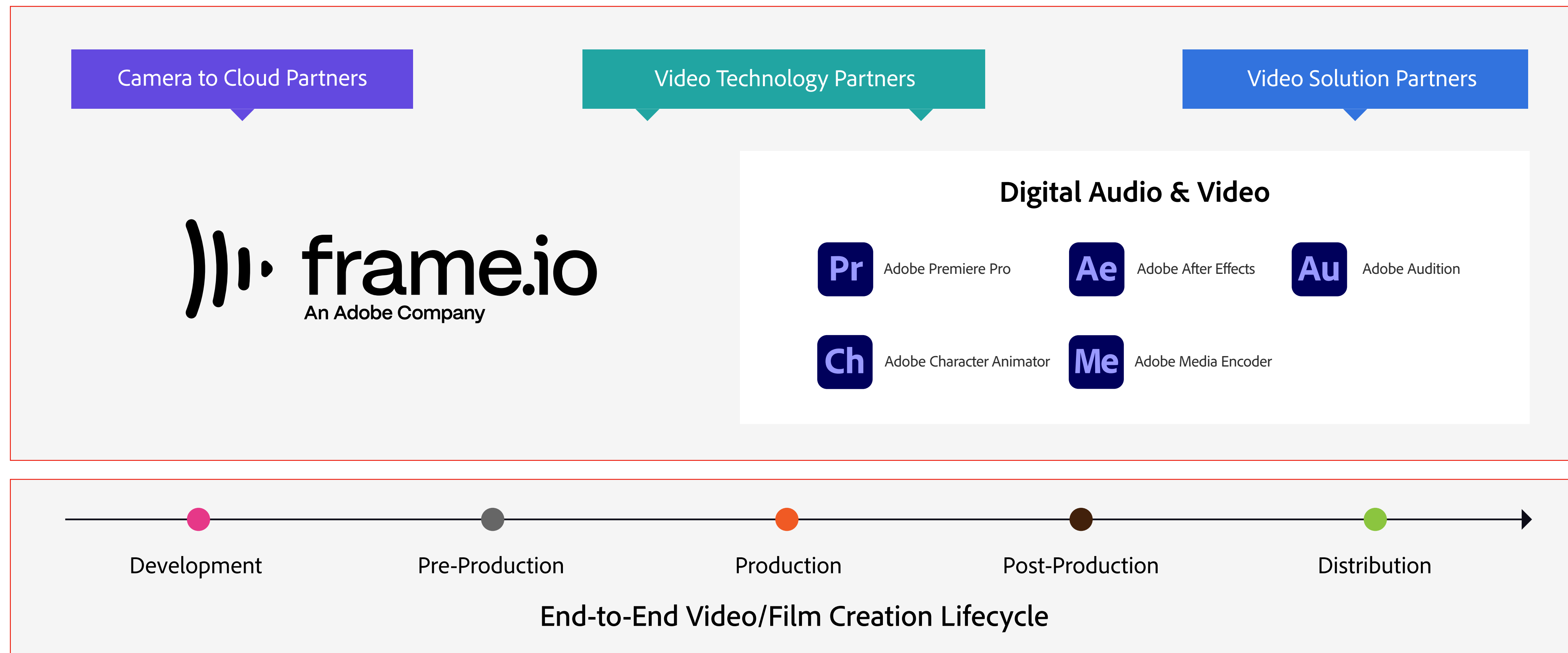
Adobe Video Partners are among some of the first to hear about Adobe product roadmaps, latest industry events, and customer-facing opportunities coming down the pipeline.

## **Easy Access**

Adobe Video Partners get easy access to Adobe's APIs and SDKs as well as technical assistance to build your integration and optimize your solution.

# Adobe Video Partner Program

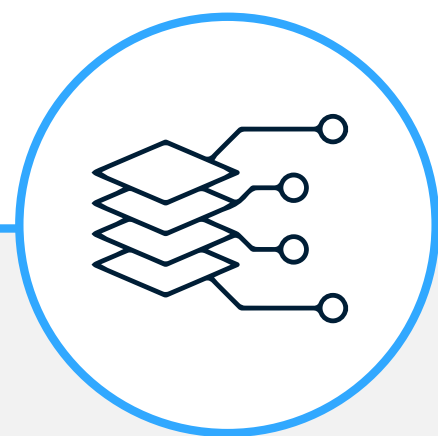
A holistic approach to fuel joint innovation and empower our end customers.



# Value Proposition

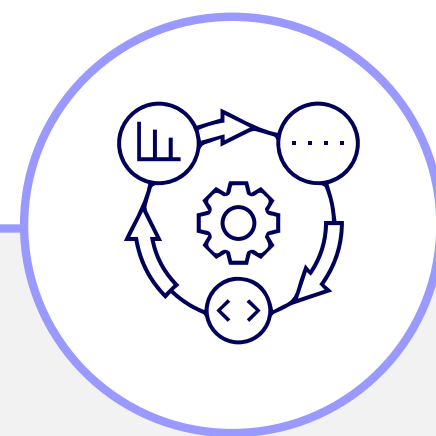
## Co-innovation that empowers customers

Adobe collaborates with partners to deliver creative experiences that inspire, transform, and move the world forward.



### Joint Innovation

Empowering end customers throughout their content creation lifecycle.



### Seamless Workflow

Transforming the way our customers create motion-rich content.



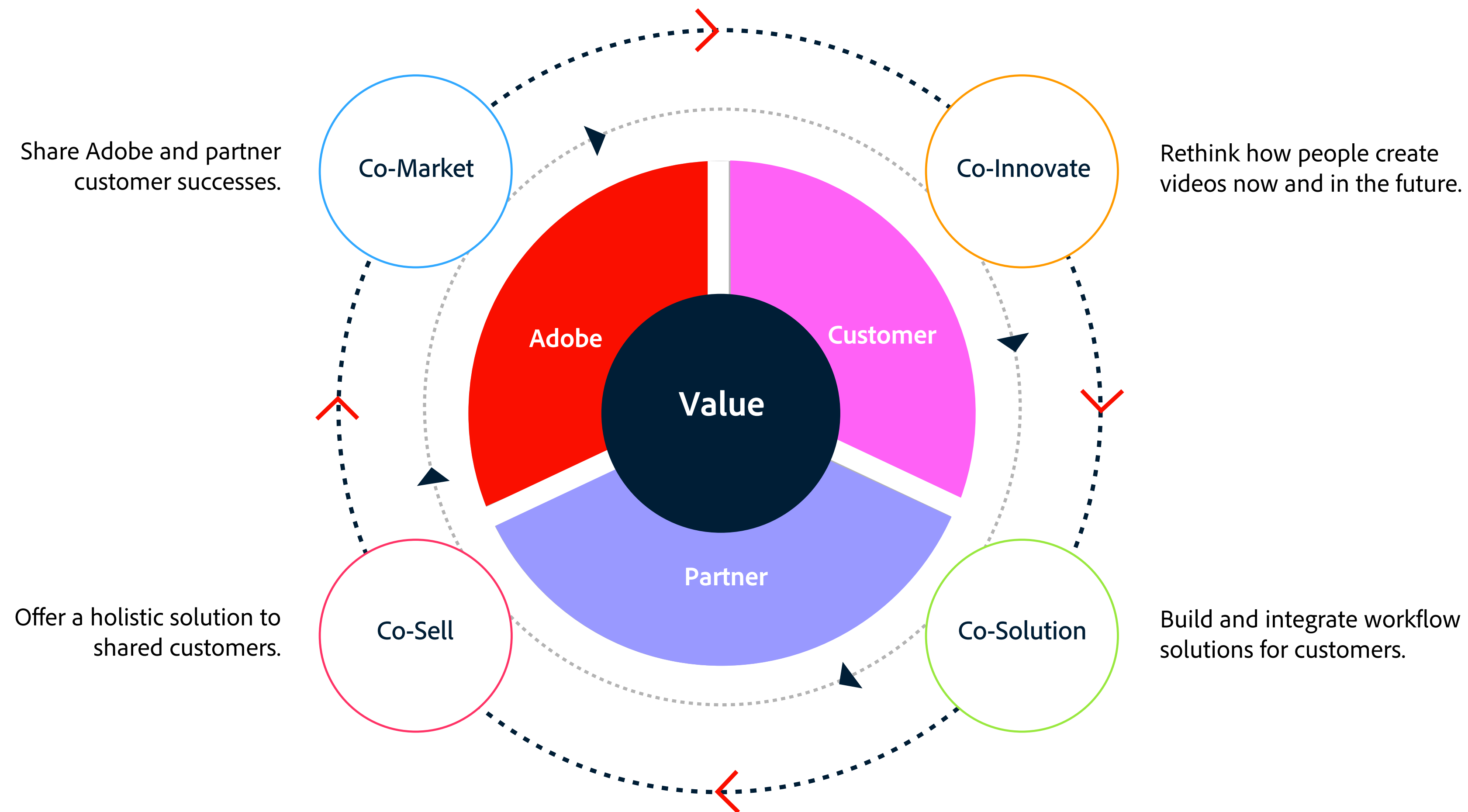
### End Customer Value

Developing custom solutions that enhance joint customer experience.

# Lifecycle

## Customer first, but partner-centric

Adobe views partner relationships as long-term investments that drive value for end customers, partners and Adobe.



# Choose Your Partner Category

## Video Technology Partners

Become a software, hardware, platform, storage, or cloud technology partner that integrates or optimizes with Adobe video applications.

## Video Solution Partners

Complete an Adobe certified program that trains video system integrators to deliver consulting, support, and integration services to end customers.

## Camera to Cloud Partners

Unlock a cloud-first workflow with C2C Certified Connections in a brand new and collaborative Frame.io program.





# Video Technology Partners

Adobe invites companies who develop solutions that enhance video, motion and audio workflows to partner with us. If your company is committed to helping customers create amazing content with world-class solutions for Premiere Pro, After Effects, Audition and other Creative Cloud applications, apply to join our program today.



## Benefits and requirements

### Program benefits

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- Easy access to Adobe's open APIs and SDKs and technical assistance to build your extension.
- Easy access to Adobe's Beta Program applications.
- Complimentary development licenses of Creative Cloud.
- Regular updates on Adobe's product direction.
- Marketing resources, guidelines and demo assets, and more.
- Listing on Adobe's customer-facing Video Partner Directory.

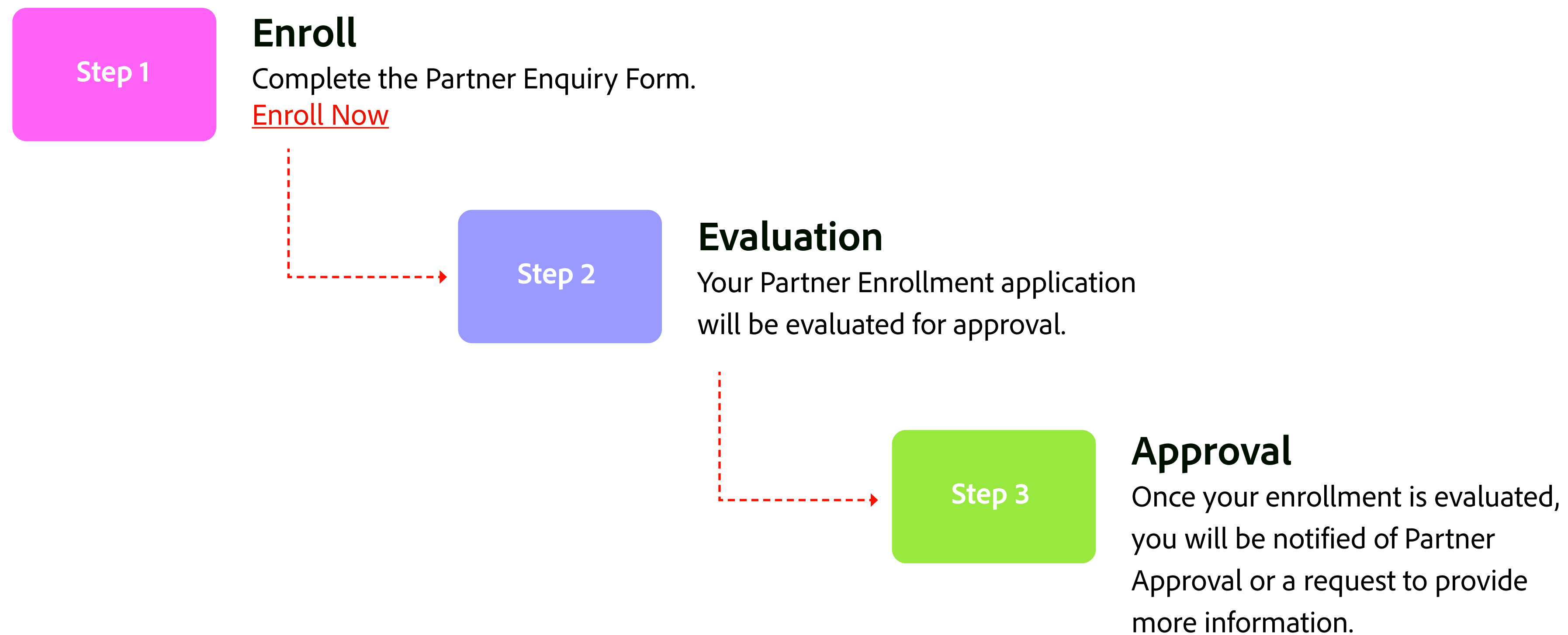
### Program requirements

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- Build an extension or implement hardware or software optimizations for one or more of Adobe's Video/Audio applications.
- Communicate regularly with Adobe to ensure compatibility and performance of your solutions.
- Actively test your solutions with the latest Adobe application builds.
- Offer and promote current, brand-compliant information about your Adobe integrated solutions.
- Submit and regularly maintain a listing for the Adobe Video Partner Finder.
- Actively work with Adobe to resolve technical issues that may arise with our mutual customers.



# How to become a Technology Partner





## Frame.io Technology Partners

[Frame.io](#) is Adobe's cloud collaboration tool for professional video teams. It gives everything you need to keep the creative process moving, all in a single workbench, accessible from anywhere. With Frame.io, you can securely upload, share, and review film projects, enabling your full operation to run at the speed of creativity. The [Frame.io Developer Platform](#) allows you to handle common tasks using our API. Some popular use cases developers have used our API for include automatically adding existing files or folders to the Frame.io app, uploading new content, and managing teams.

## Program benefits

- Support services
  - Workflow architecture advice
  - Technical support
    - API questions
    - SDK support and improvements
- Support levels
- Free [Frame.io](#) account to use during development
- Direct access to the developer relations person via email/slack channel
- Workflow advice and support to help find the best approach for integration with the most impact
- Marketing support to help achieve a successful launch

## Enroll

Complete the Partner Enquiry Form. [Enroll Now](#)



# Video Solution Partners

No two video production environments are exactly the same. The Adobe Video Solution Partner Program helps customers get the support they need for their specific ecosystem. The program is designed to train system integrators in support, workflow and system design, and software integrations. System integrators who demonstrate expertise in all three areas can become Adobe Video Solution Partners — experts ready to tackle any company's video needs.

From TV broadcasters to media agencies to Hollywood Studios, more companies are turning to cloud-based video production as a way to boost collaboration, accelerate production, and focus more resources on being creative instead of managing IT. Video Solution Partners also take advantage of the latest cloud technologies to transform the way that we work, communicate, learn, and consume entertainment.



# Requirements

- Complete a 1:1 screening with the Head of the Video Solution Partner Program
- Complete a rigorous engineering training meant for system integrators
- Receive a badge upon completion of the training

## Enroll

Complete the Partner Enquiry Form.

[Enroll Now](#)

# Certification as an Adobe Video Solution Partner

	Support for Broadcast	Workflow & System Design (Consulting Services)	Software Integrations
<b>Company</b>			
<b>Requirements</b>	Active offering with or around Adobe. 600+ Creative Cloud users supported, integrated or generated. Certified to deliver professional services for Cloud (AWS, Azure, Google or equal certification)		
	<ul style="list-style-type: none"> <li>• Knowledgebase, &amp; Support Ticket system</li> <li>• Software lifecycle management (JAMF ect.)</li> <li>• Sandbox environment (release testing for user acceptance)</li> <li>• Minimum 4 hour reacting time (SLA/ office hours)</li> </ul>	<ul style="list-style-type: none"> <li>• Project Management Tools (JIRA, ect)</li> <li>• Certified Project Management personnel (PRINCE2, Agile, ect)</li> <li>• Detailed Broadcast Facility Deployment Case Study (public)</li> <li>• +2/3 other use cases in broadcast (not public)</li> </ul>	<ul style="list-style-type: none"> <li>• Development Case Study (Panels/API)</li> <li>• 2 high-level overviews</li> <li>• Project Management Tools (JIRA etc)</li> <li>• Certified Project Management personnel (PRINCE2, Agile etc.)</li> </ul>
<b>Company Certification</b>	3 certified engineers for support & consulting services (see Individual)		1 certified engineer for integration services (see Individual)
	<ul style="list-style-type: none"> <li>• 12 Months</li> <li>• Requirements fulfilled and approved by Adobe</li> <li>• Technical blog (client facing) for Adobe related technical topic (in alignment with Adobe)</li> </ul>	<ul style="list-style-type: none"> <li>• 12 Months</li> <li>• Requirements fulfilled and approved by Adobe</li> <li>• Technical blog (client facing) for Adobe related workflow / system design (in alignment with Adobe)</li> </ul>	<ul style="list-style-type: none"> <li>• 12 Months</li> <li>• Requirements fulfilled and approved by Adobe</li> <li>• Example integration based on or using Adobe (DVA Apps) for client</li> </ul>
<b>Yearly Deliverables</b>	Technical blog (client facing) for Adobe related technical topic (in alignment with Adobe)	Technical blog (client facing) for Adobe related workflow / system design (in alignment with Adobe)	Example integration based on or using Adobe (DVA Apps) for client
	Fulfil the Requirement as above, Quarterly quality check-ins, 3 certified engineers		1 certified engineer for integration services
<b>ACeSP - Adobe Certified Service Partner for Video and Audio are Certified in All Three (Support, Consulting, Integration) areas.</b>			
<b>Individuals</b>			
<b>Requirements</b>	Pass a prereq exam *) and proof experience in supporting broadcast clients <small>*) the prereq exam is available on request and is based on a series of trainings on Premiere Pro</small>		Proof their ability to develop integrations (with Adobe Eng.)
<b>Training</b>	Training on demand (Video, additional resources, trainings details)		
<b>Exam</b>	Exam for each training module + in same cases practical tasked to verify knowledge		
<b>Certification</b>	Pass 80% of exam questions + passed practical test		
<b>Yearly Deliverables</b>	To stay certified 80% of new available training modules (watched and passed exam) and joined or watched 2/3 offered meetings		



## Video Solution Partner benefits

As an Adobe Video Solution Partner, companies are able to start driving new business and offer customers new lines of services.

- Official Adobe recognition as a certified solution partner.
- Ability to sell your services directly or by co-selling with Adobe.
- Promotion from Adobe on the partner's customer success, including highlighting case studies.
- Training and certification program.
- Co-authored blog posts showcasing customer success stories.
- Build brand credibility through Adobe references.
- Listing on Adobe's customer-facing Video Partner Directory.



# Camera to Cloud Partners

## About the program

Camera to Cloud (C2C) Certifications is a strategic program that targets specific workflows to help our users get from set to post instantly. This is a relatively new process for most users, and so education and exploration is important for user adoption and partner success.

The Frame.io Camera to Cloud cloud-based workflow allows video creators to instantly upload video and audio files from on set hardware and software devices to the cloud so post-production creatives can work simultaneously with production, regardless of geographic location.

Camera to Cloud Connections is a new REST API that allows integrated devices to publish their assets directly into [Frame.io](#) alongside hardware devices. Camera to Cloud Connections means any hardware or software developer (Mac, Windows, Linux, iOS, Android) can securely authenticate to Frame.io and automatically publish assets into a centralized cloud location so post production has every possible asset.

## Why join the program?

The Camera to Cloud Certification offers a structured way for technology partners to build, test and deploy Camera to Cloud Connections from their products, and, if all steps are followed, achieve certification from [Frame.io](#) for their device.

A Camera to Cloud Certification badge is [Frame.io's](#) prestigious stamp of approval, ensuring that an integration has passed rigorous performance policies and meets the highest standards for our customers.





## Requirements

### Security requirements

- Make all requests over HTTPS.
- Direct connection & upload of assets to [Frame.io](#), no intermediary service provider.
- Security tokens to be encrypted at rest.

### Uploader requirements

- Write files to internal or removable local storage.
- Maintain an upload queue that ensures delivery of files to Frame.io.
- Utilize high-performance multipart ingest to AWS S3 storage.
- Create assets in Frame immediately when the files are available on device.

### Launch requirements

- Alignment on marketing timelines.
- Passes our C2C QA, based on our comprehensive Integrators [Checklist](#).
- Displays our C2C Certified badging on marketing materials and/or product boxes.



# A partner's steps from initiation to deployment





## Benefits

- Co-marketing opportunities.
- Direct access to our Developer Relations Experts / Engineers.
- Exclusive access to internal sales teams.
- Future roadmap opportunities.
- SOC2/TPN security certification adjacency.
- Integration usage stats.
- Included in our workflow tech support process with customers (provide quick start guides, basic troubleshooting, etc.)
- Advanced ongoing API improvements.

# Stay Connected

## Events

- [Adobe MAX](#)
- [IBC](#)
- [NAB](#)

## Assets & resources

- [Partner Program Website](#)
- [Adobe Exchange Marketplace](#)
- [Adobe Developer Website](#)
- [Camera to Cloud Integrations Guide for Developers](#)
- [Developer Console for API & SDK Downloads](#)

## Contact

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- [c2ccertified@adobe.com](mailto:c2ccertified@adobe.com)